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| **Final Project ”Happy Meal Toy” Design Brief** |

**Client:** McDonald’s Restaurant Chain

**Target Consumer:** Children 3-7 years old

**Designer:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Problem Statement:** McDonald’s has recently acquired the film rights to all Universal Picture films. The first film project that they are going to use in the Happy Meal is based on the film “Despicable Me.”

**Design Statement:** Design a Happy Meal Product Line based on the Universal Film “Despicable Me”. The toy should reflect the theme of the film.

**Constraints:**

1. The toy must reflect the theme of the film.
2. The toy must be made up of at least 5 parts.
3. The toy must be able to do something related to the film (i.e., ride, fly, etc.).
4. The toy must have an additional feature that functions as an accessory.
5. The toy may not exceed 3” x 3” x 5”.
6. The toy must comply with U.S. Consumer Safety Commissions child safety regulations.