

Explanation: **Breakdown List**

Example for the guideline image „Bright Red Playcar“

I. Under the aspect of *intellectual* effect on the user

A. Ascertain what the original in the children's television series looked like. This results in a determination of colour and form. Should the original be adopted as such, the next step is to compile a „component list“ in accordance with point B.4). Should the „Original“ fail to meet the designer's expectations, or local circumstances prevent its realization, there follows:

B. Determination of interrelationships in the concept, by

1. Breaking down the overall concept

Bright red - play - car

2. Compiling concept series

(Concept series consist of concepts from the same level under a common heading)

Example of a concept series for „Motor vehicle“:

Car, lorry, bus, ...

3. Derive the concept terms

(A term is a description of a concept by a single word or phrase)

Examples:

Car: Limousine, buggy, tin can, bug, convertible, racing car, jeep, oldtimer, mini, saloon, sports car, taxi

Lorry: Truck, tanker, articulated lorry, juggernaut

Bus: Double decker, minibus, black maria

4. Deciding in favour of one term, e.g. „limousine“, and

a) construct a component list

(A component list is created by breaking down an entity into its constituent parts)

Example:

A „limousine“ consists of bodywork, chassis, engine, hood, windscreen, seats, dashboard, ignition key, steering wheel, gear lever, handbrake, footbrake, windscreen wipers, spark plugs, gearbox, exhaust pipe, tyres, spare tyre, radio, antenna, headlights, rear view mirror, trunk, roof rack,

On the basis of both this list and the „specific purpose characteristics“

(**Link** > Figure 13: Purpose Characteristics)

b) experience fields are generated.

Examples:

Headlight casing as a snug corner with view of the campus

Steering wheel as a roundabout

Tyre as a treadmill
Trunk with spare wheel as a shop
Exhaust pipe as a slide
Engine as a multifunctional play facility
Radio antenna as a climbing frame
Dashboard as a skill training toy
Roof rack as a playground.

II. Under the aspect of *sensuous* effect on the user

A. Determine the form

Examples:

„Organically“ soft and rounded, the children should want to touch the surface, etc.

B. Determine the material

Examples:

Exterior surface smooth like an automobile

Interior surfaces ranging from fur and wool to wood and metal

C. Determine the colour

Examples:

Exterior „bright red“

Interior ranging from green through yellow and orange to red

D. Determine the light

Examples:

Not too much daylight, but attention to the children's needs for protection and security.

No artificial lighting without shadows, but attention to „light sculpturing“.