

DESIGN A TOY FOR THE WORLD

Where little drawings become big ideas.



THINK ABOUT IT

WHAT MAKES A CHARACTER UNFORGETTABLE?

Shape

Round? Spiky? Tiny? Tall?

Feeling

Brave, shy, giggly, sleepy...

Quirk

A funny habit nobody else has

THE MAGIC

A DRAWING BECOMES A REAL TOY.

The most exciting winning characters are made into real, bespoke plush toys by professional makers.



GET INSPIRED

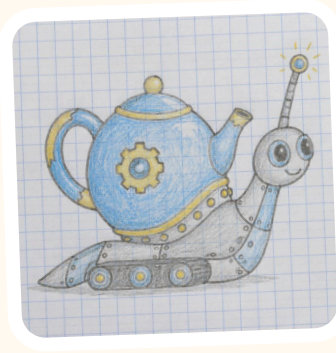
EVERY STYLE IS WELCOME



watercolour



felt-tips



pencil



ink



crayons



pastels

Sample / trial drawings shown for illustration.

STEP 1

INVENT *BEFORE YOU DRAW*

What is its name?

Where does it live?

What is its special power?

What makes it happy?

What is its funny habit?

Who is its best friend?

STEP 2

DRAW IT BIG

- ★ Big, simple shapes are easier to sew
- ★ Give it a face that shows how it feels
- ★ Choose colours that mean something
- ★ Make it something nobody has seen before!



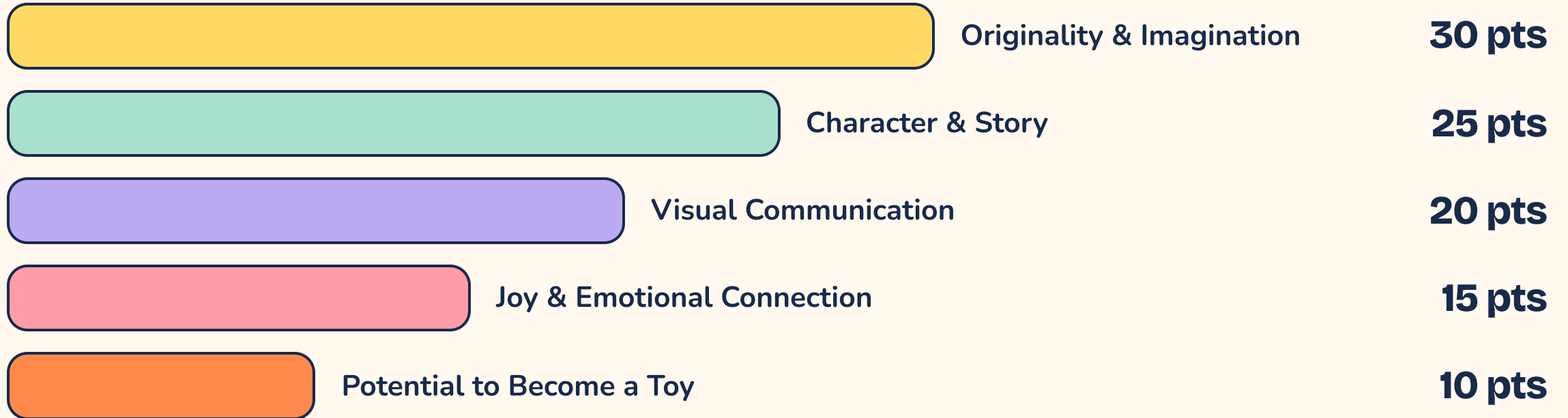
STEP 3

TELL ITS STORY IN **100 WORDS** OR FEWER

Who is your character? What do they love? Why would someone want to give them a hug?

HOW JUDGES CHOOSE

IMAGINATION MATTERS MOST



TWO AGE GROUPS

TWO CHANCES TO CREATE EVERY YEAR

AGES 5-8

LITTLE CREATORS

AGES 9-12

YOUNG DESIGNERS

Spring 2027 edition closes 15 March 2027 · Autumn 2027 edition closes 1 October 2027



DRAW IT. DREAM IT. **BRING IT TO LIFE.**

Take your worksheet home · A grown-up can enter at DesignAToyForTheWorld.com