I was most impressed by the case study on the effort to re-brand Nickelodeon. I think the main point I got out of that part of the article is that we are not designing for ourselves. I guess it is too easy to look back at our own childhoods and use what we remember being fond of to design for kids today. We as kids use and throw away today what we obsessively collect as adults tomorrow.

Why is Bugs Bunny still popular today? The drawing, style, language, etc are all dated. My thinking is that they were well crafted. The same reason why people are attracted to other finely crafted things. The people responsible for the Nickelodeon re-brand spent a great deal of time researching and crafting the brand. I really liked the fact that they designed evolution and change into the brand. Specifically, the ability to swap out the orange background shape when suitable. Brilliant.

The other big mistake that could also be made is that of the early children’s programming and design efforts: slap the word “kids” on it with a colorful font, add a few cartoon characters and hope for the best.