

WATCH DESIGN



Shape

Typography

Hour, minute, second markers

Hand number, size and proportion

Color, materials

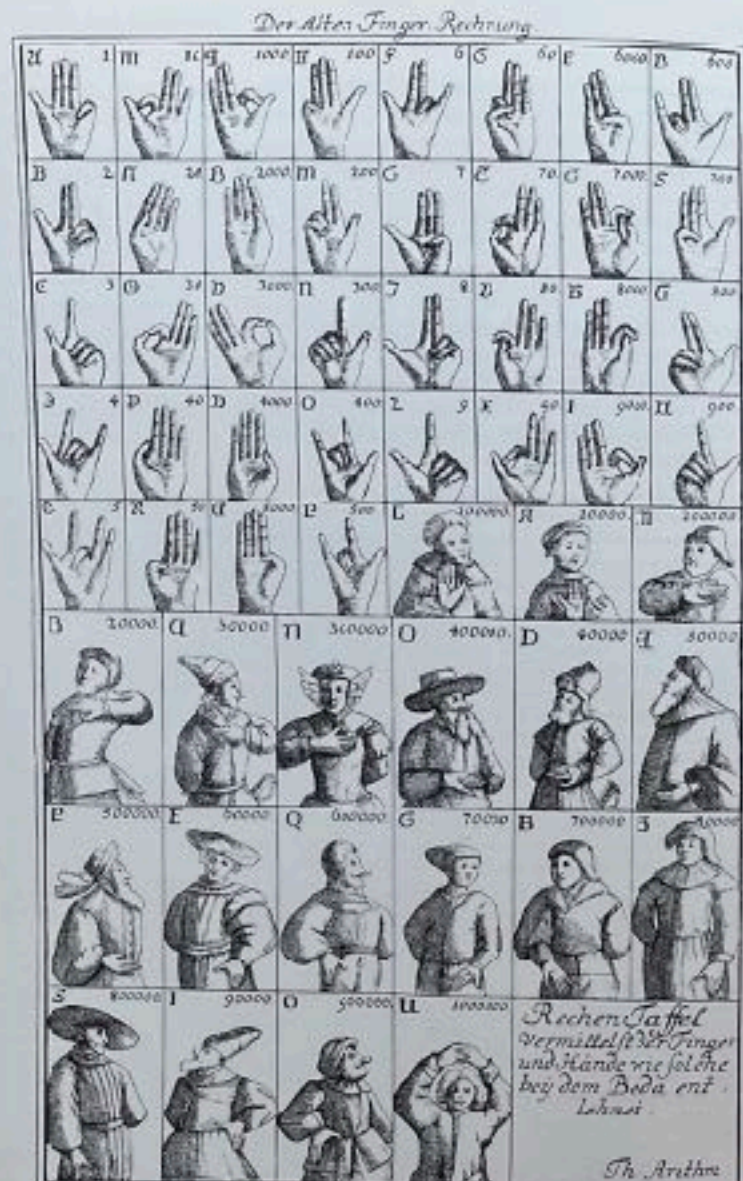
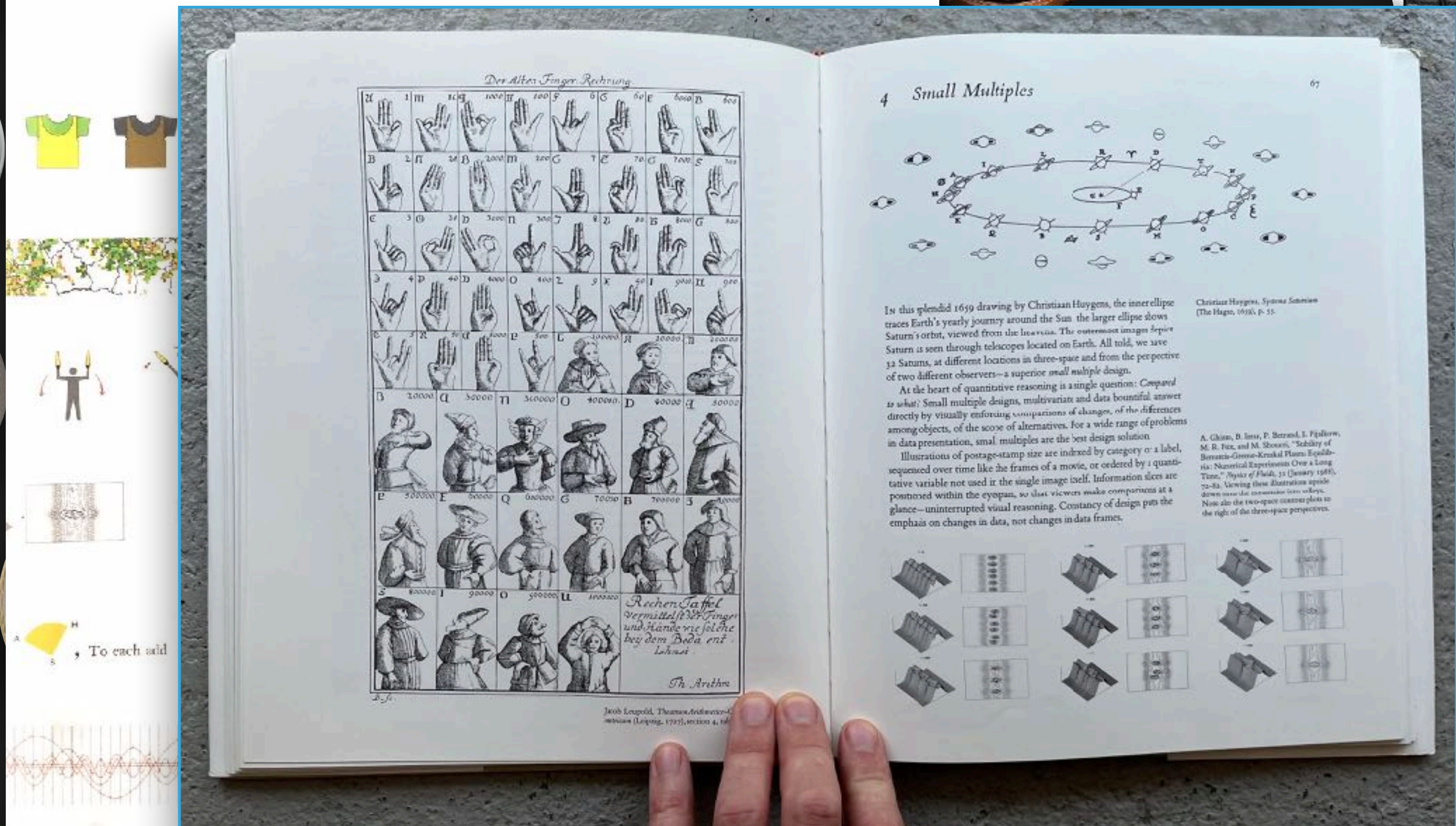
(Complications – type, location)

(Movement)

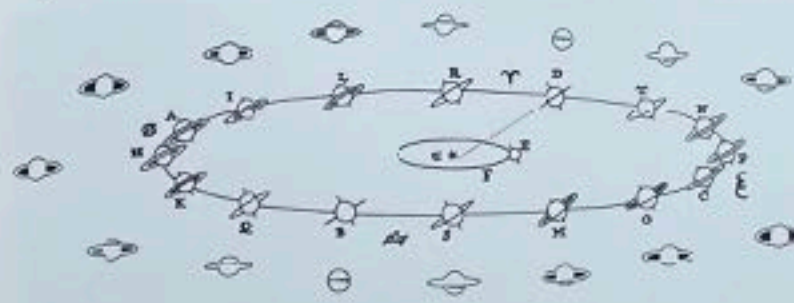


Edward R. Tufte

Envisioning Information



4 Small Multiples



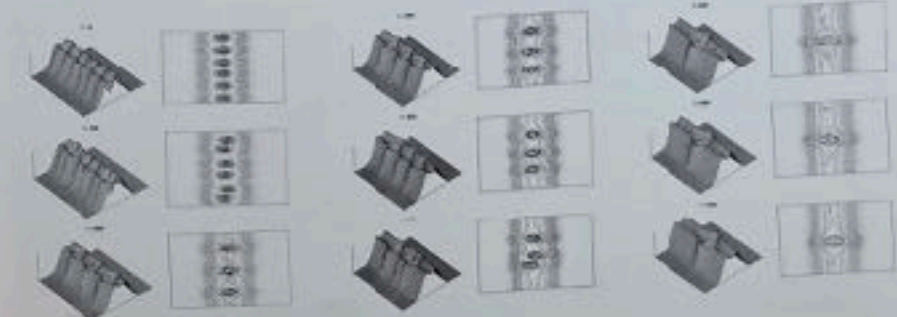
In this splendid 1659 drawing by Christiaan Huygens, the inner ellipse traces Earth's yearly journey around the Sun, the larger ellipse shows Saturn's orbit, viewed from the *linea vista*. The outermost images depict Saturn as seen through telescopes located on Earth. All told, we have 32 Saturns, at different locations in three-space and from the perspective of two different observers—a superior *small multiple* design.

At the heart of quantitative reasoning is a single question: *Compared to what?* Small multiple designs, multivariate and data bountiful, answer directly by visually enforcing comparisons of changes, of the differences among objects, of the scope of alternatives. For a wide range of problems in data presentation, small multiples are the best design solution.

Illustrations of postage-stamp size are indexed by category or a label, sequenced over time like the frames of a movie, or ordered by a quantitative variable not used in the single image itself. Information slices are positioned within the eyepan, so that viewers make comparisons at a glance—uninterrupted visual reasoning. Constancy of design puts the emphasis on changes in data, not changes in data frames.

Christiaan Huygens, *Saturni Systema* (The Hague, 1659), p. 35.

A. Ghaz, B. Inou, P. Bernard, S. Fjellstrom, M. R. Fox, and M. Shoukri, "Stability of Borealis-Groen-Kruskal Plasm Equilibrium: Numerical Experiments Over a Long Time," *Physics of Fluids*, 35 (January 1993), 72-83. Viewing these illustrations upside down uses the conventional time column. Note also the two-space control plots to the right of the three-space perspectives.



Rechen-Tafel
Jacob Leupold, *Thesaurus Arithmetico-geometricus* (Leipzig, 1727), section 4, 16.



To each add







STERNGLAS
ZEITMESSER

AUTOMATIK

25

MADE IN GERMANY



STERNGLAS
ZEITMESSER

AUTOMATIK

25

MADE IN GERMANY



Minute/second text
1/2 minute/second track

Minute track
Hour text

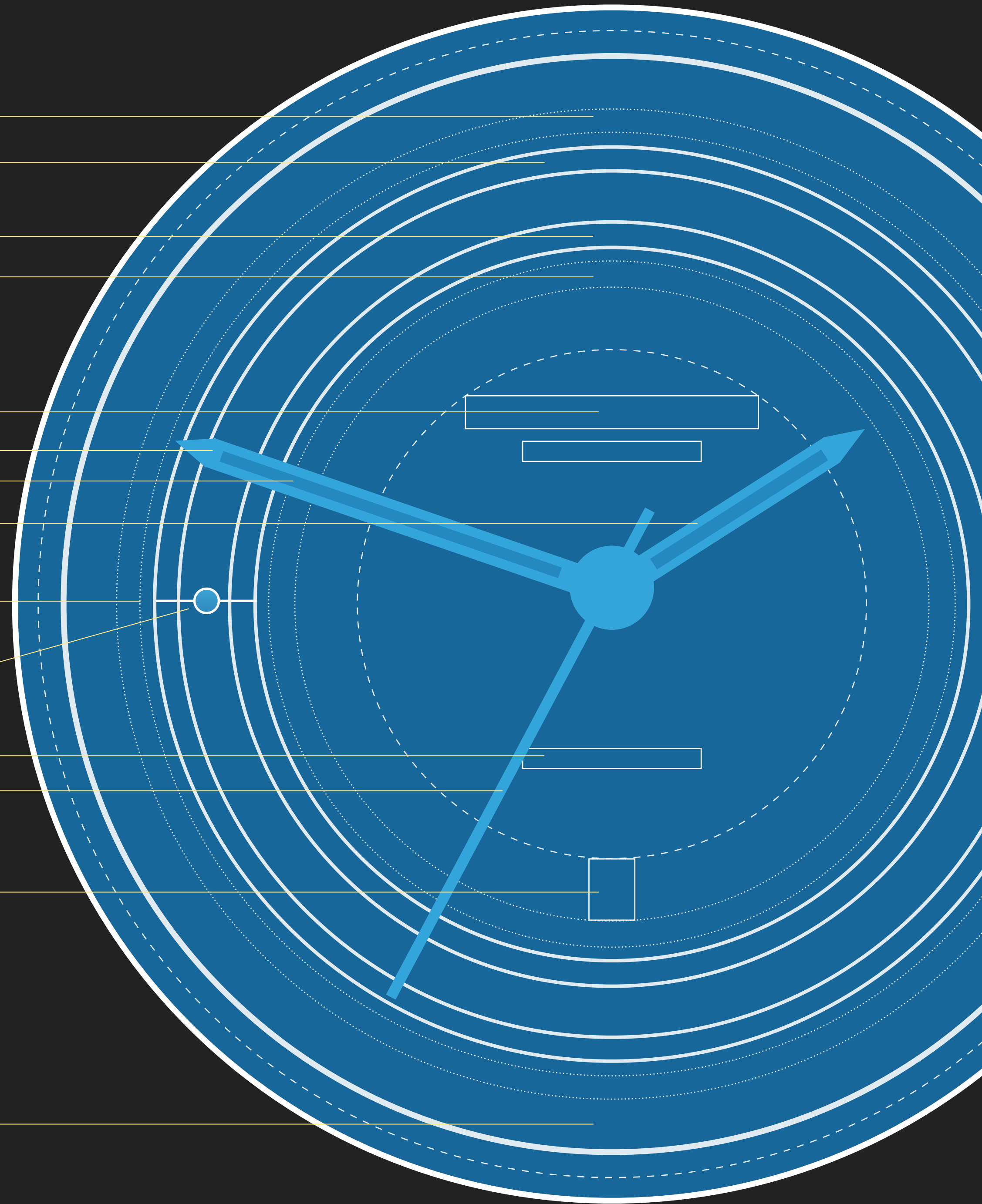
ID
Minute hand
Lume
Hour hand

Hour divisions
1/4 hour mark

Movement type
Second hand

Date

Origin







Date complications



Power Reserve

24-hour time

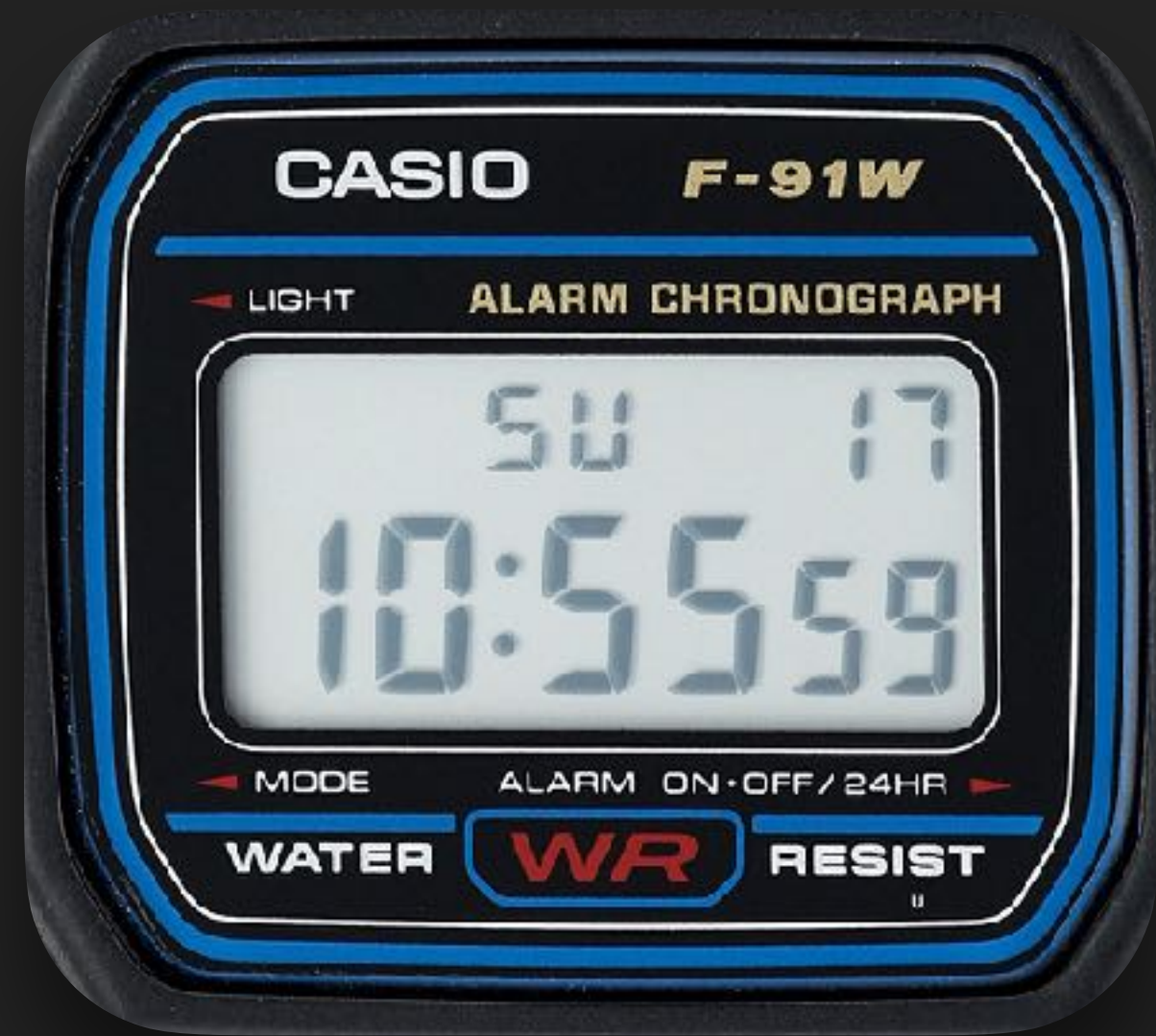
Germans



Modern/Bauhaus/Memphis design



Modern squares



Retro squares



Pillow-shaped case



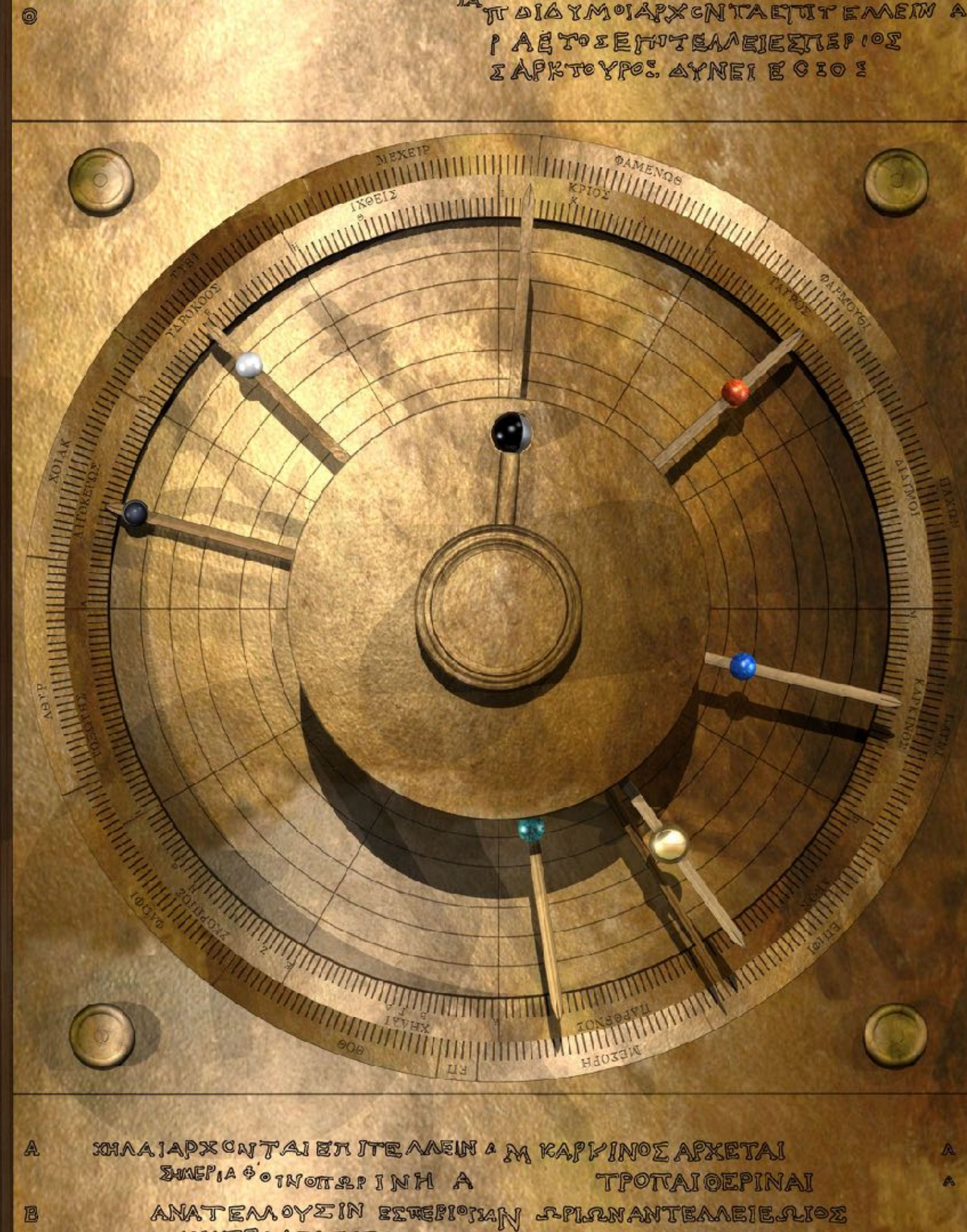
Astronomical complications



Astronomical complications

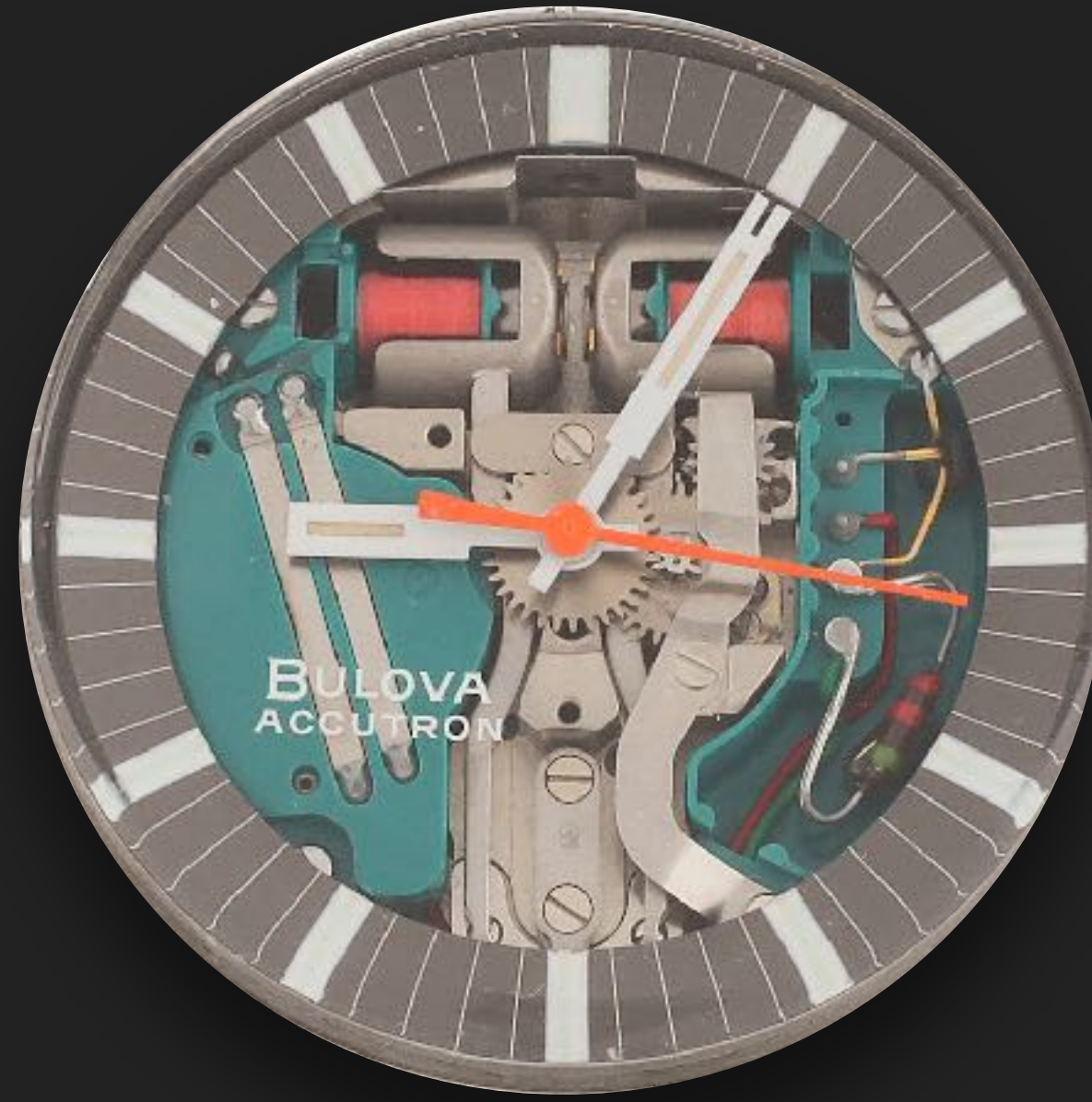


Astronomical complications





Fancy and silver



Skeletonized



Colorful



Dive





Memento Mori

SKEUOMORPHIC DESIGN

SKEUOMORPHIC DESIGN

A UX trend in the early 2000s mimicking real-world objects



Smartwatches are physical watches, often with a digital display. Will the graphics mimic mechanical watches?



skeuos (meaning "container or tool"), and *morphé* (meaning "shape")

SKEUOMORPHIC DESIGN

Steal from the best!



Rolex Daytona



Rolex California Dial



Rolex Datejust



"Pepsi" GMT

SKEUOMORPHIC DESIGN

Steal from the best!



VC World Time

Braun Chronograph

Danish minimalism

Classic

SKEUOMORPHIC DESIGN

Steal from the best!

Some more background: <https://arun.is/blog/apple-watch-faces/>



Swatch Open Summer



Mickey Watch



Swatch Summer Wind



Swatch Touch

SKEUOMORPHIC DESIGN

Hands always from Patek Nautilus.



SKEUOMORPHIC DESIGN

Hands always from Patek Nautilus.



JASPER MORRISON X RADO



R5.5

SKEUOMORPHIC DESIGN

Don't forget Android! Wha?...



?

?

?

?

SKEUOMORPHIC DESIGN

No really tho...



urwerk

Casio

REVERSE SKEUOMORPHISM

When physical objects mimic digital ones...



10:10 - get it?

REVERSE SKEUOMORPHISM

When physical objects mimic digital ones...

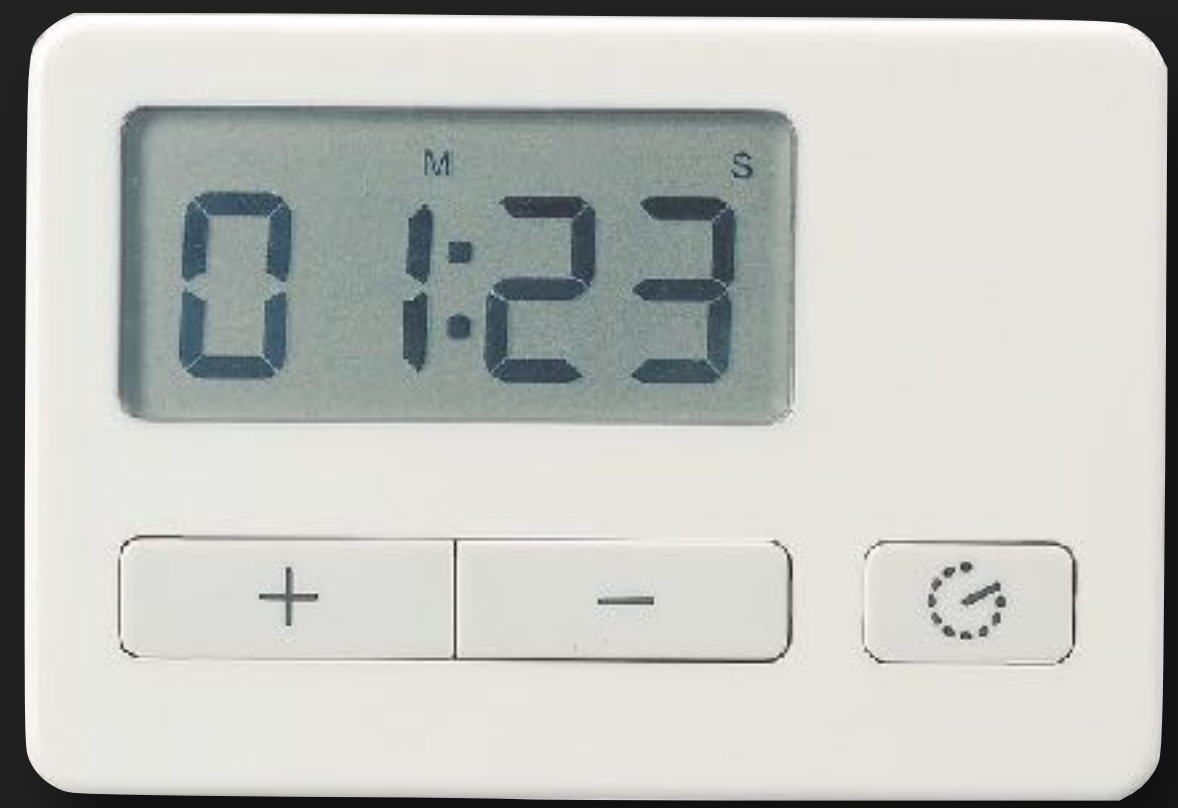


JASPER MORRISON X MUJI



Wall Clock 2007

JASPER MORRISON X MUJI



INDICATORS

Asymmetry



Petrus Apianus,
Astronomicum
Caesareum, 1540

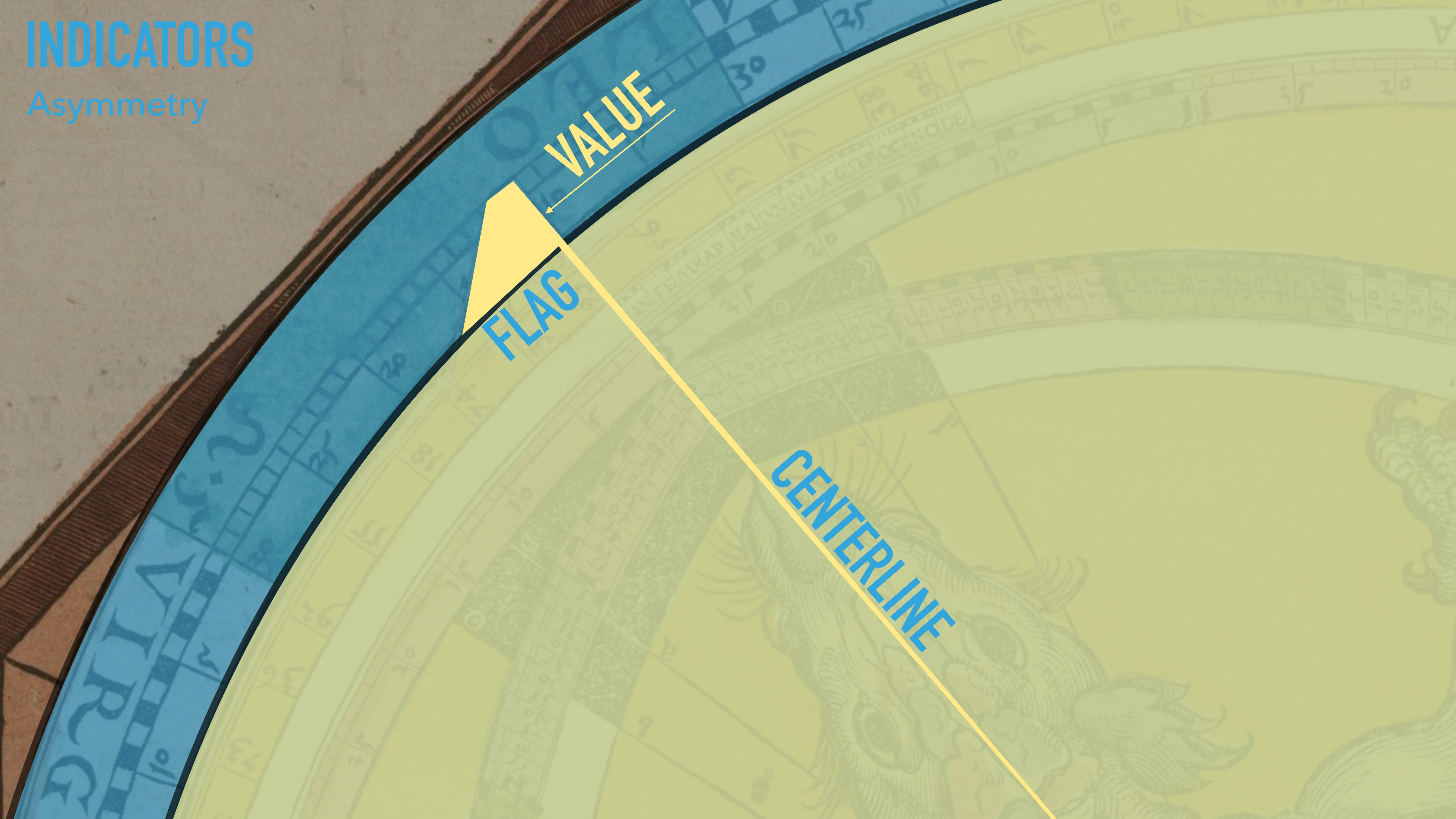
INDICATORS

Asymmetry



INDICATORS

Asymmetry



VALUE

FLAG

CENTERLINE

INDICATORS

Asymmetry



INDICATORS

Asymmetry



INDICATORS

Asymmetry



INDICATORS

Polymorphic



Parmigiani Fleurier
Pantographe

INDICATORS

Polymorphic



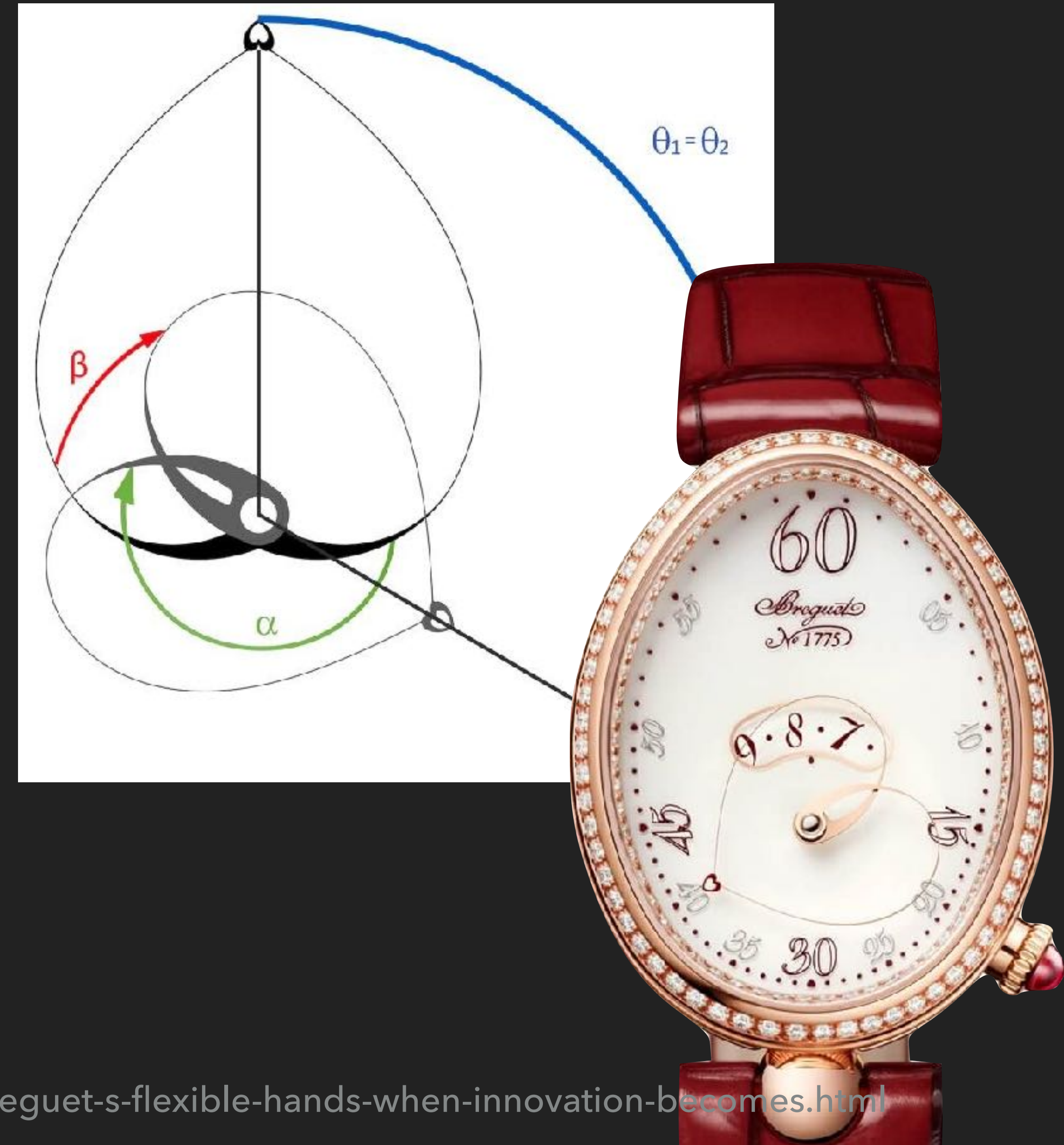
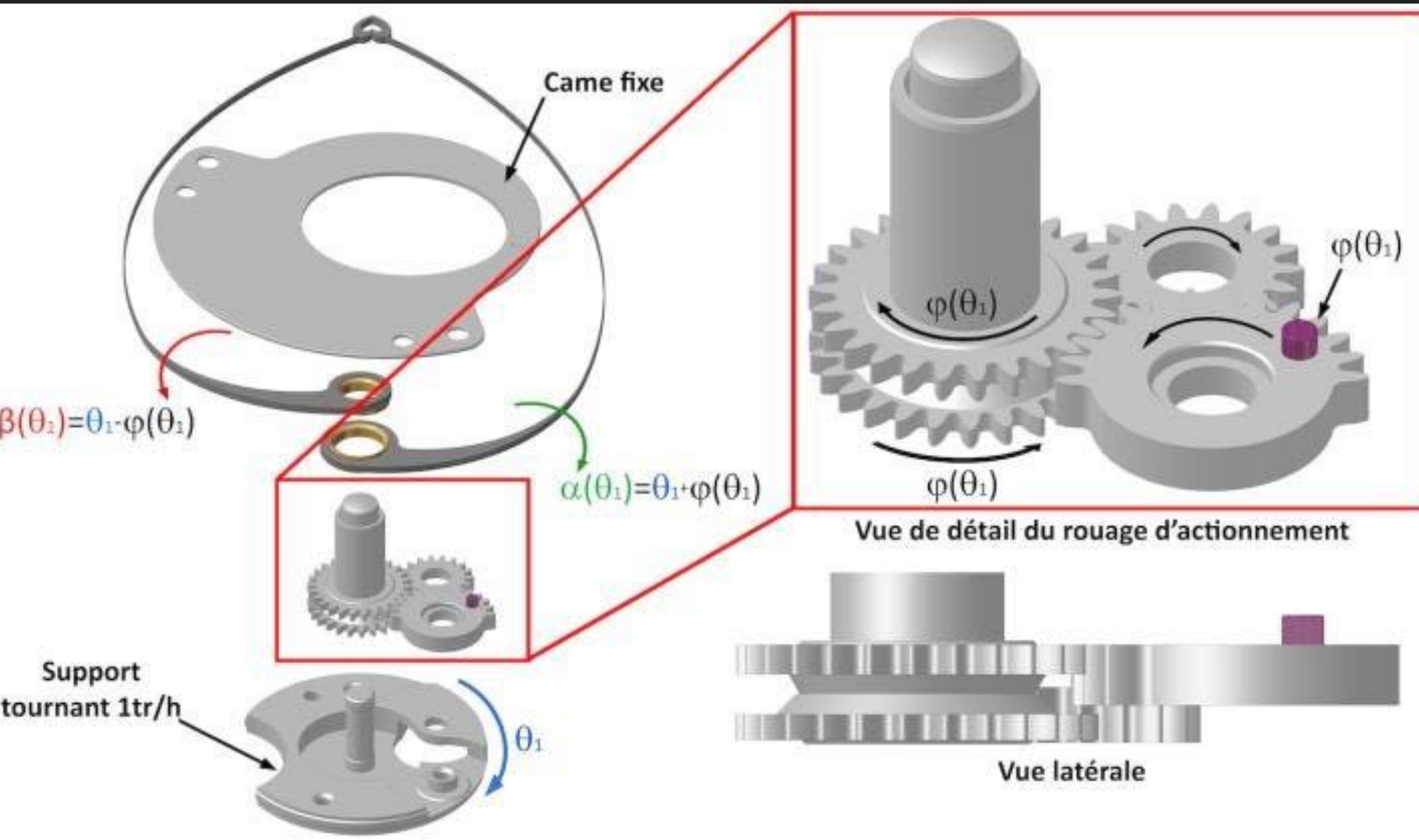
INDICATORS

Polymorphic



INDICATORS

Polymorphic



INDICATORS

Non-circular track



INDICATORS

Non-circular track

D-shaped driven-gears

Driving pinion (minute)

Driving pinion (hour)

