

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”)

“Neomorphism” is a post-flat-design revival, circa 2019 <https://neumorphism.io/>

<https://www.xd.adobe.com/ideas/principles/web-design/flat-vs-material-skeuomorphic-examples/>

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.



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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...



These and more: <https://www.uniquewatchguide.com/mechanical-digital-watches/>

INDICATORS

Polymorphic



Parmigiani Fleurier
Pantographe

INDICATORS

Polymorphic



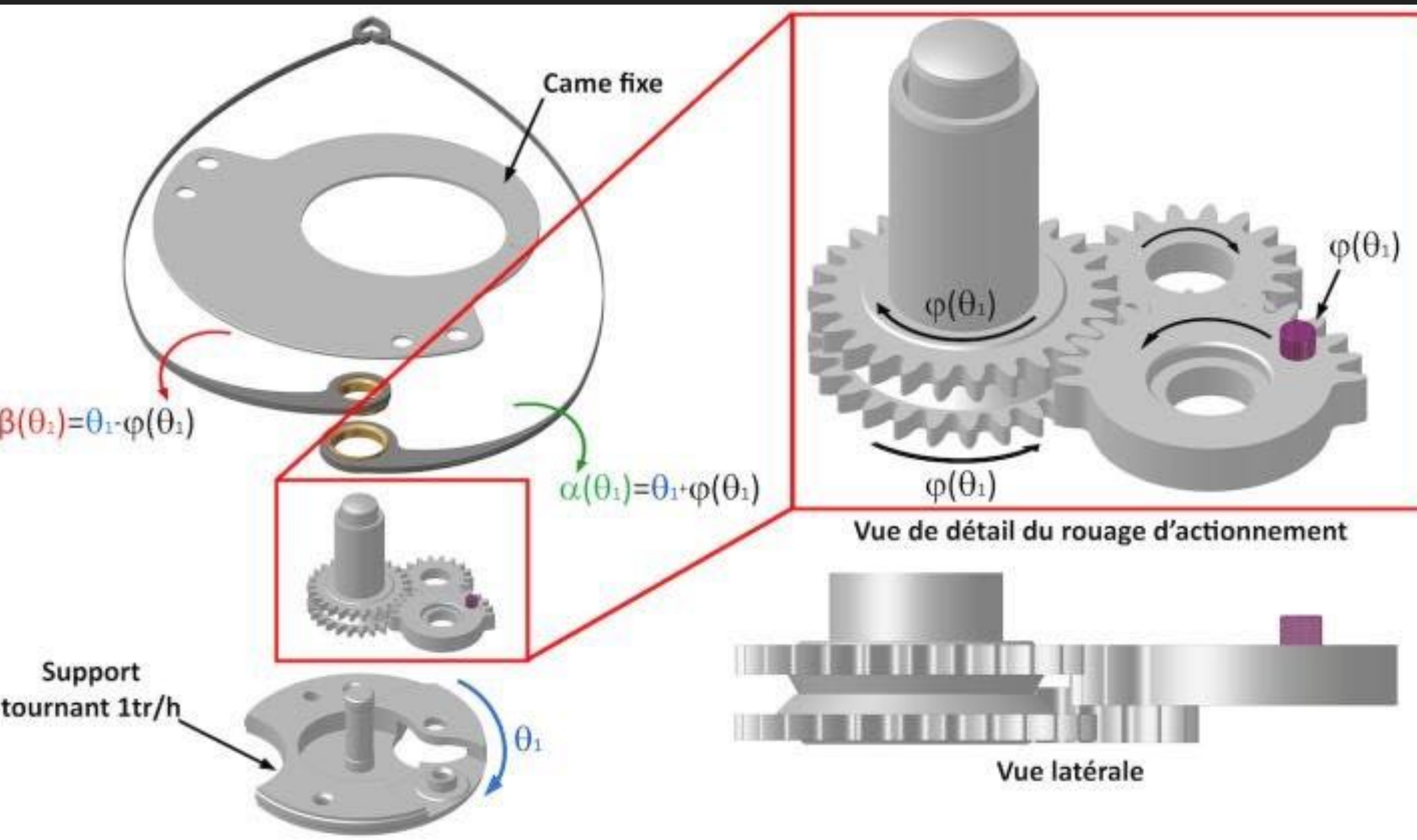
INDICATORS

Polymorphic



INDICATORS

Polymorphic

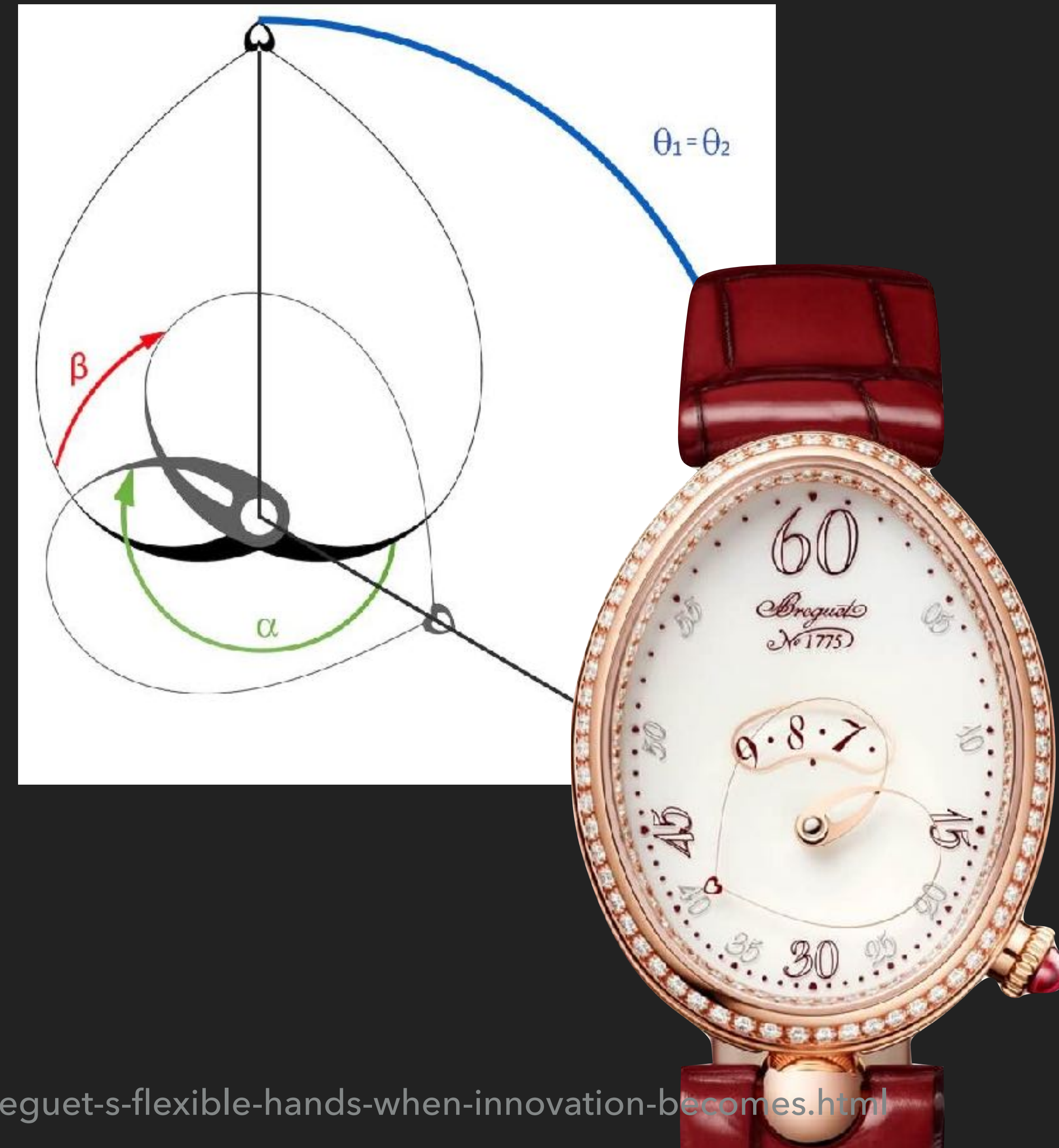


$$\beta(\theta_1) = \theta_1 - \varphi(\theta_1)$$

$$\alpha(\theta_1) = \theta_1 + \varphi(\theta_1)$$

Vue de détail du rouage d'actionnement

Vue latérale



$$\theta_1 = \theta_2$$

$$\beta$$

$$\alpha$$

INDICATORS

Non-circular track



INDICATORS

Non-circular track

D-shaped driven-gears

Driving pinion (minute)

Driving pinion (hour)

