

Idea #1  
Simple

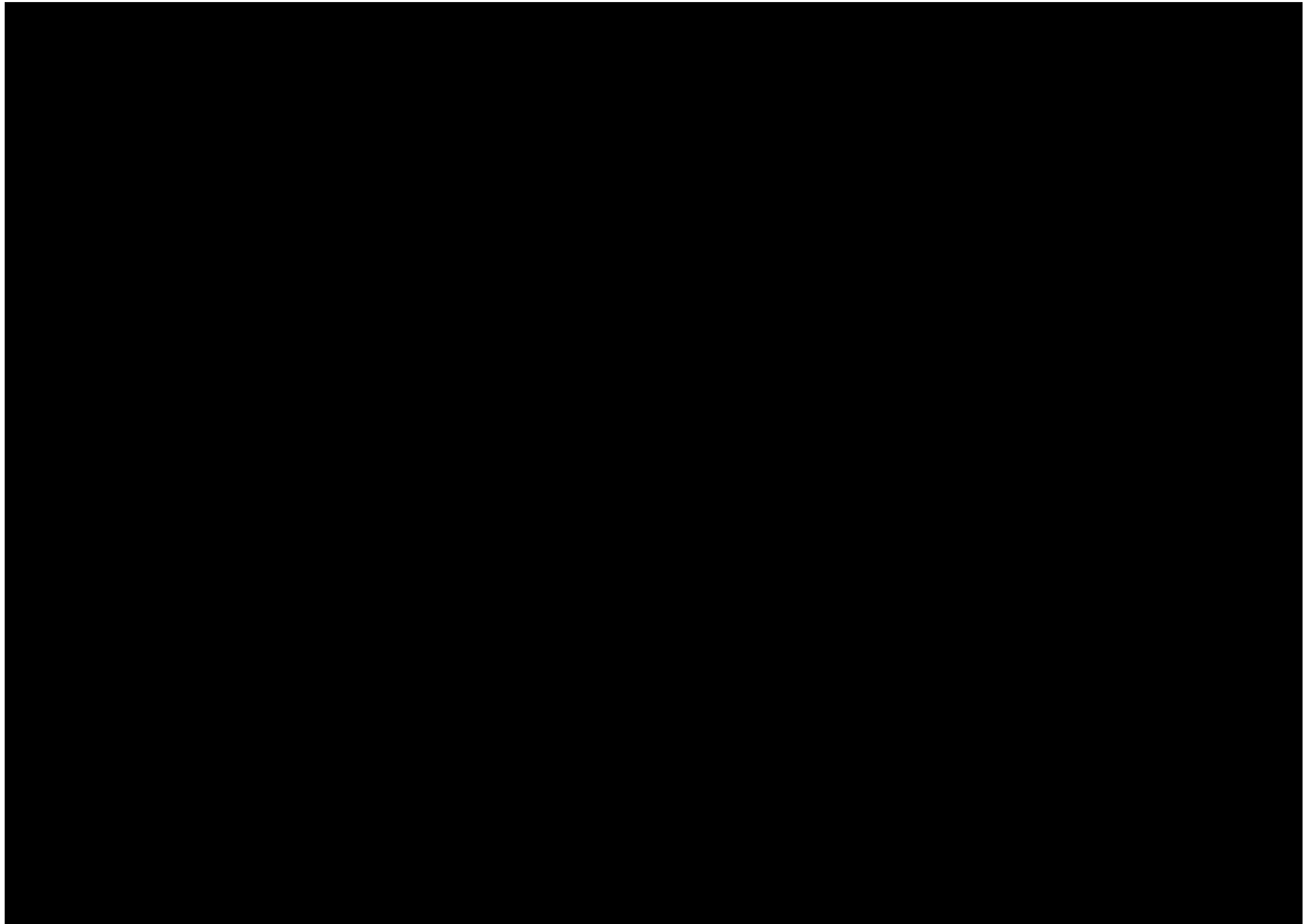
**12:00 AM**

for the first idea,  
the change is very  
minimal.

each hour has a  
color

ex.

12:00 am = black



**12:10 AM**

as the minutes  
pass, the opac-  
ity of the color  
fade out



**12:43 AM**

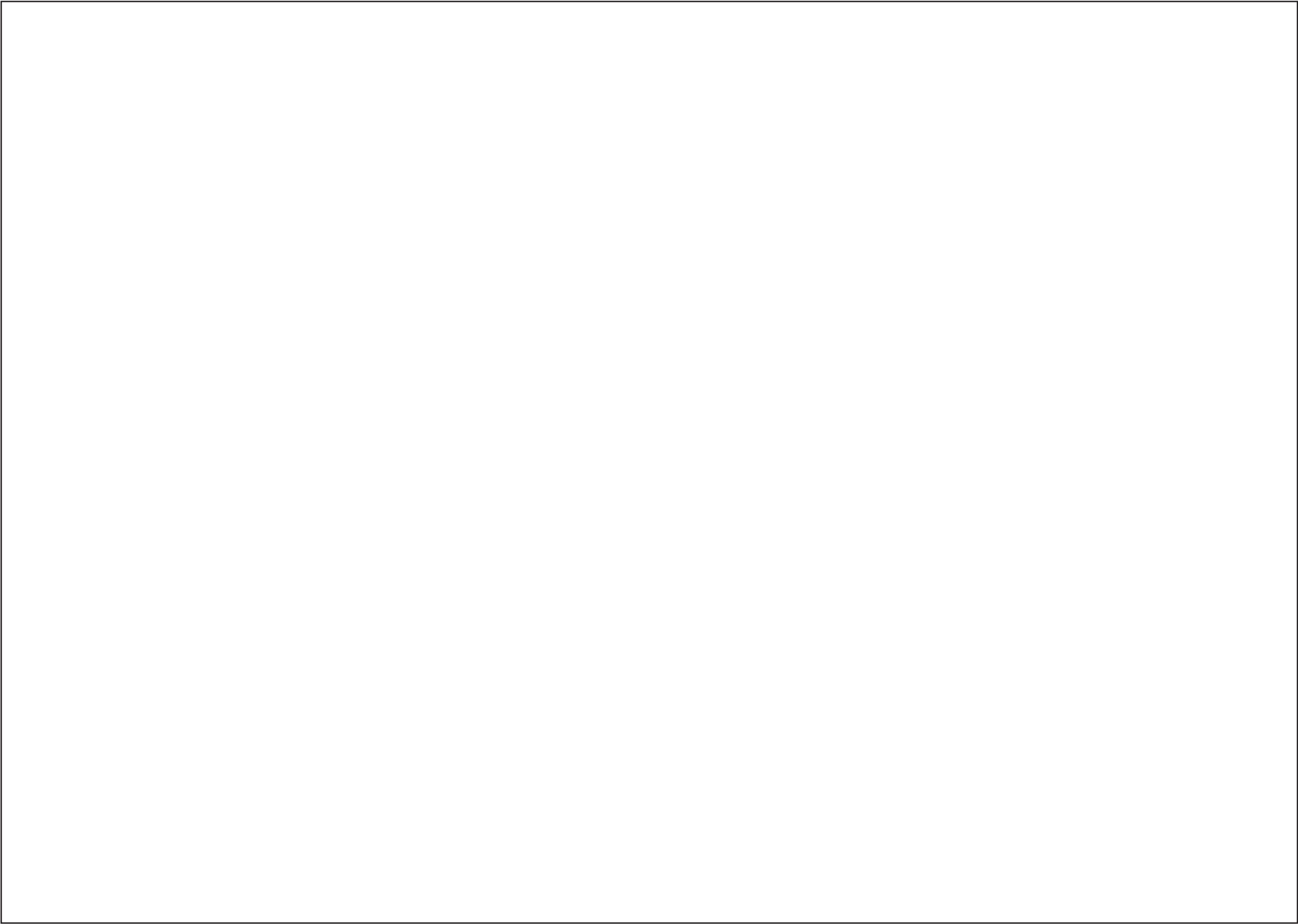
as the minutes  
pass, the opac-  
ity of the color  
fade out



**12:59 AM**

as the minutes  
pass, the opac-  
ity of the color  
fade out

at 00:59 the  
opacity hits 0%



**1:00 AM**

for the first idea,  
the change is very  
minimal.

each hour has a  
color

ex.

1:00 am = red



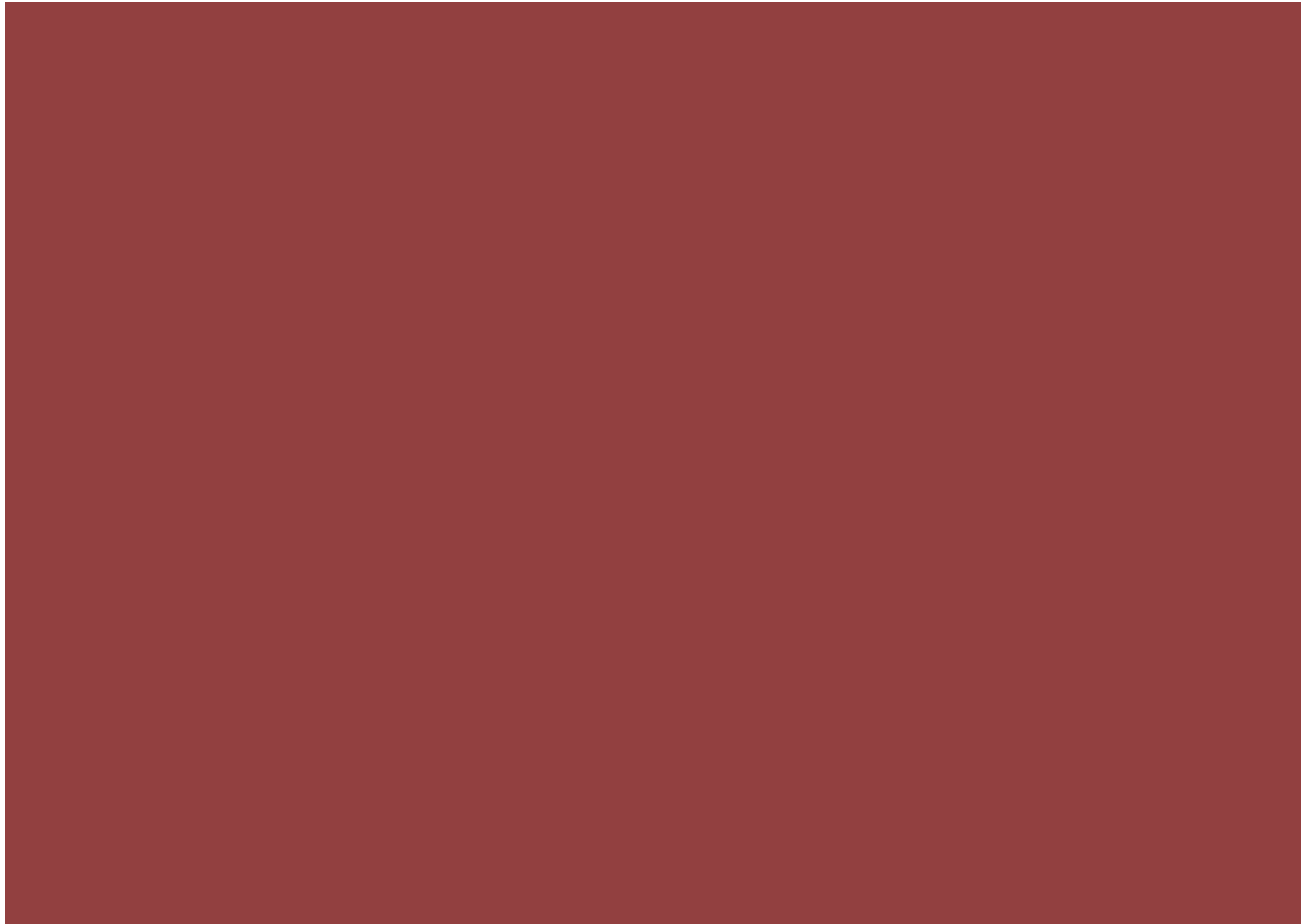
**1:17 AM**

as the minutes  
pass, the opac-  
ity of the color  
fade out



**1:35 AM**

as the minutes  
pass, the opac-  
ity of the color  
fade out

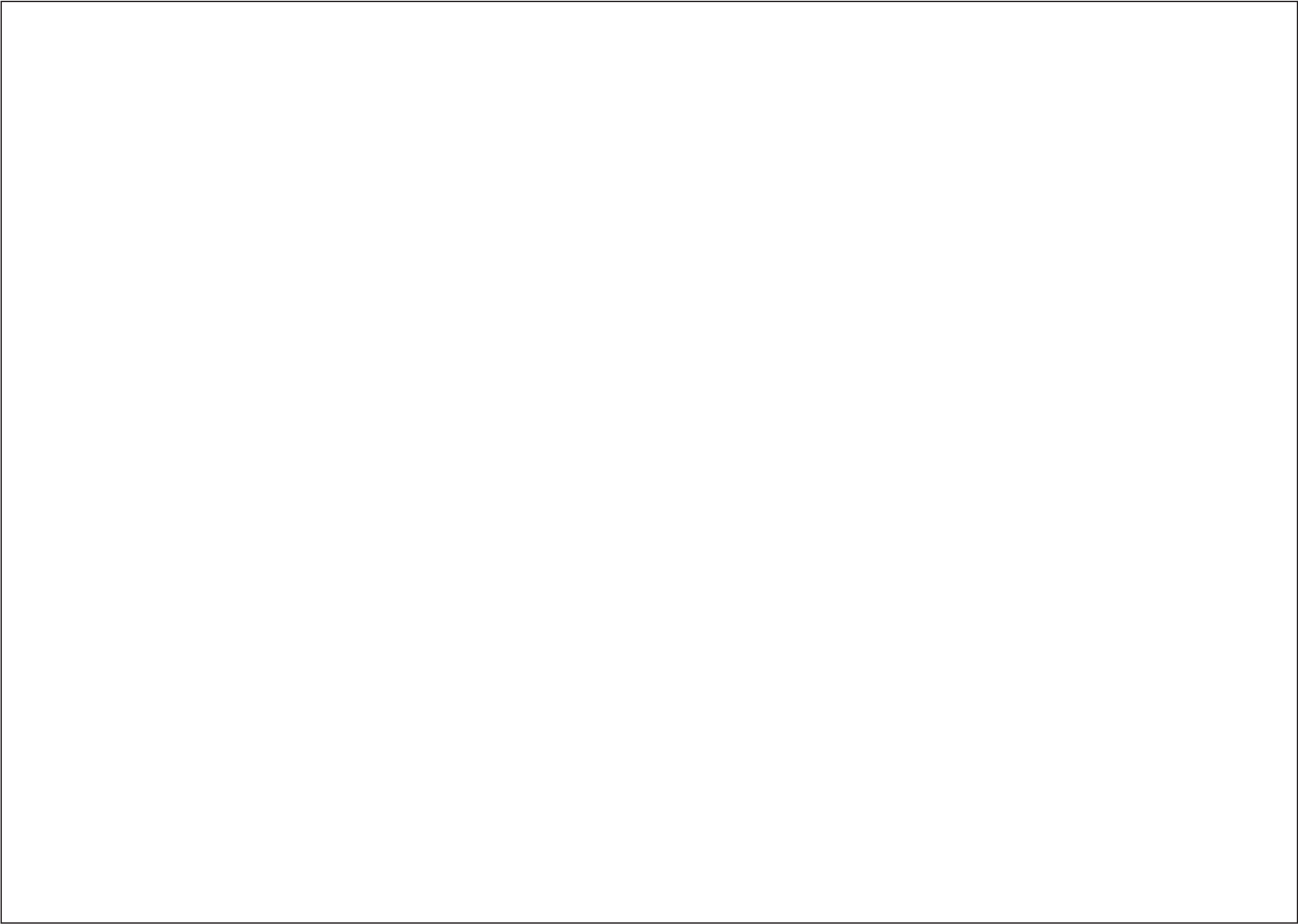




**1:59 AM**

as the minutes  
pass, the opac-  
ity of the color  
fade out

at 00:59 the  
opacity hits 0%



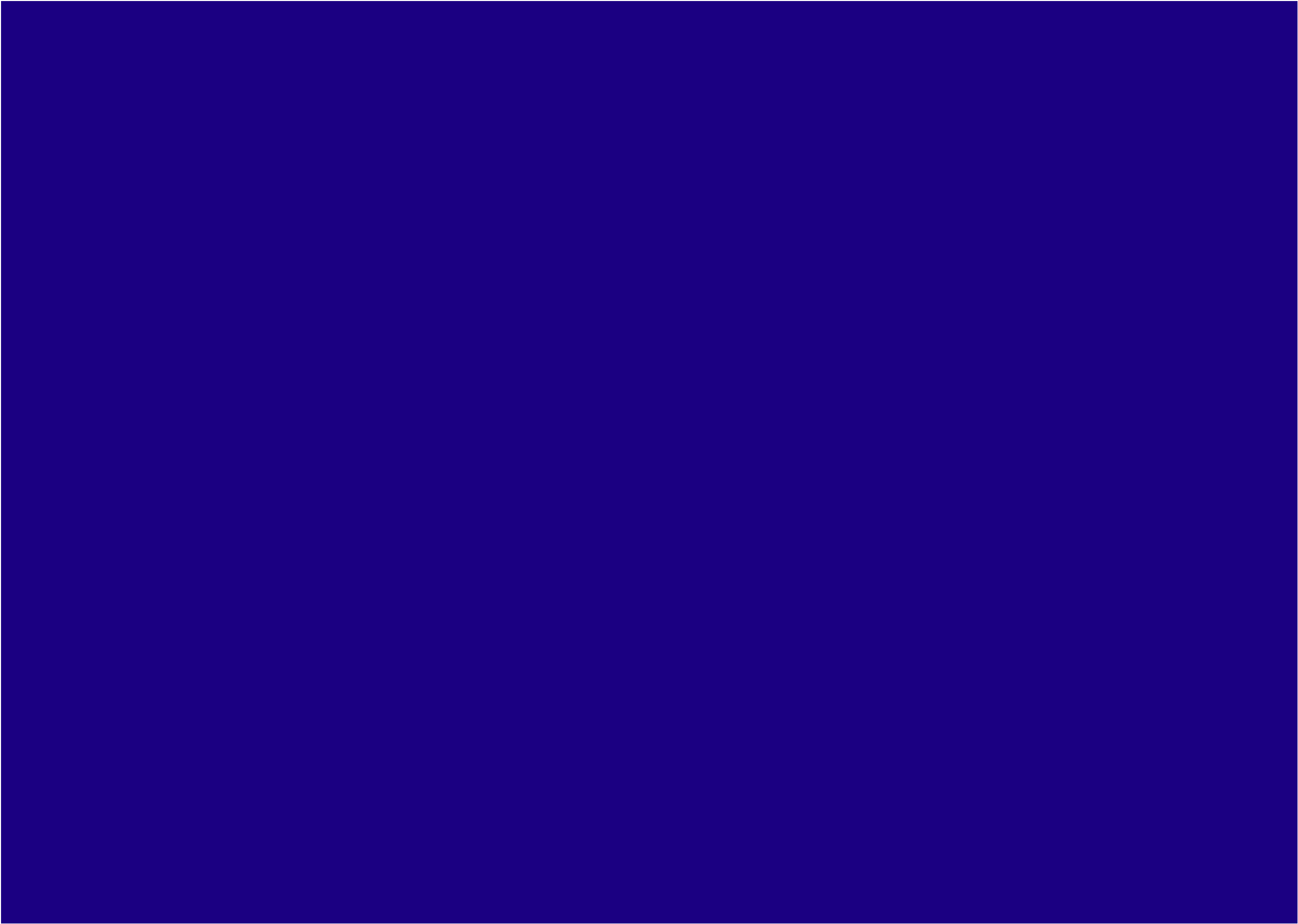
**9:00 PM**

for the first idea,  
the change is very  
minimal.

each hour has a  
color

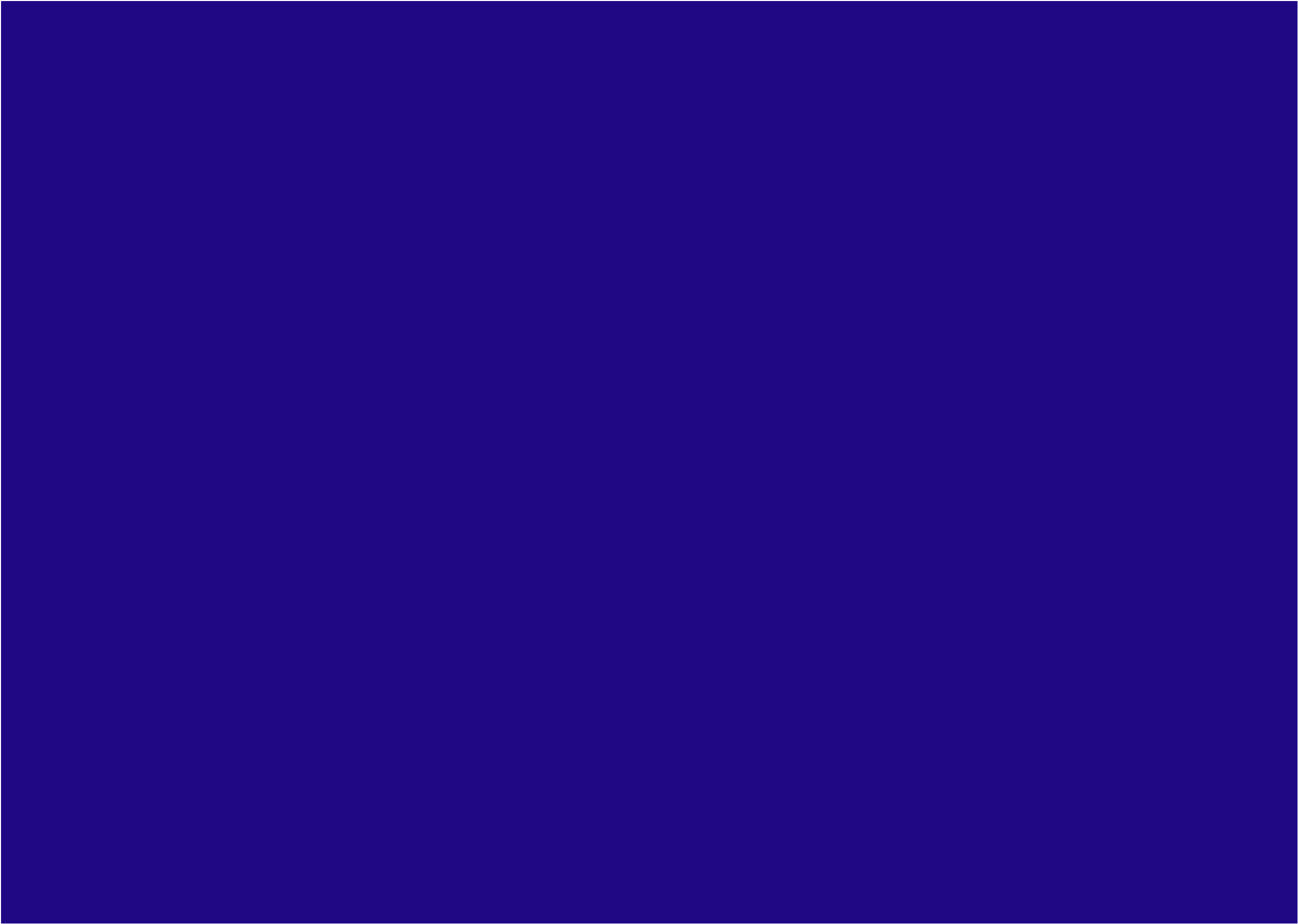
ex.

9:00 pm = blue



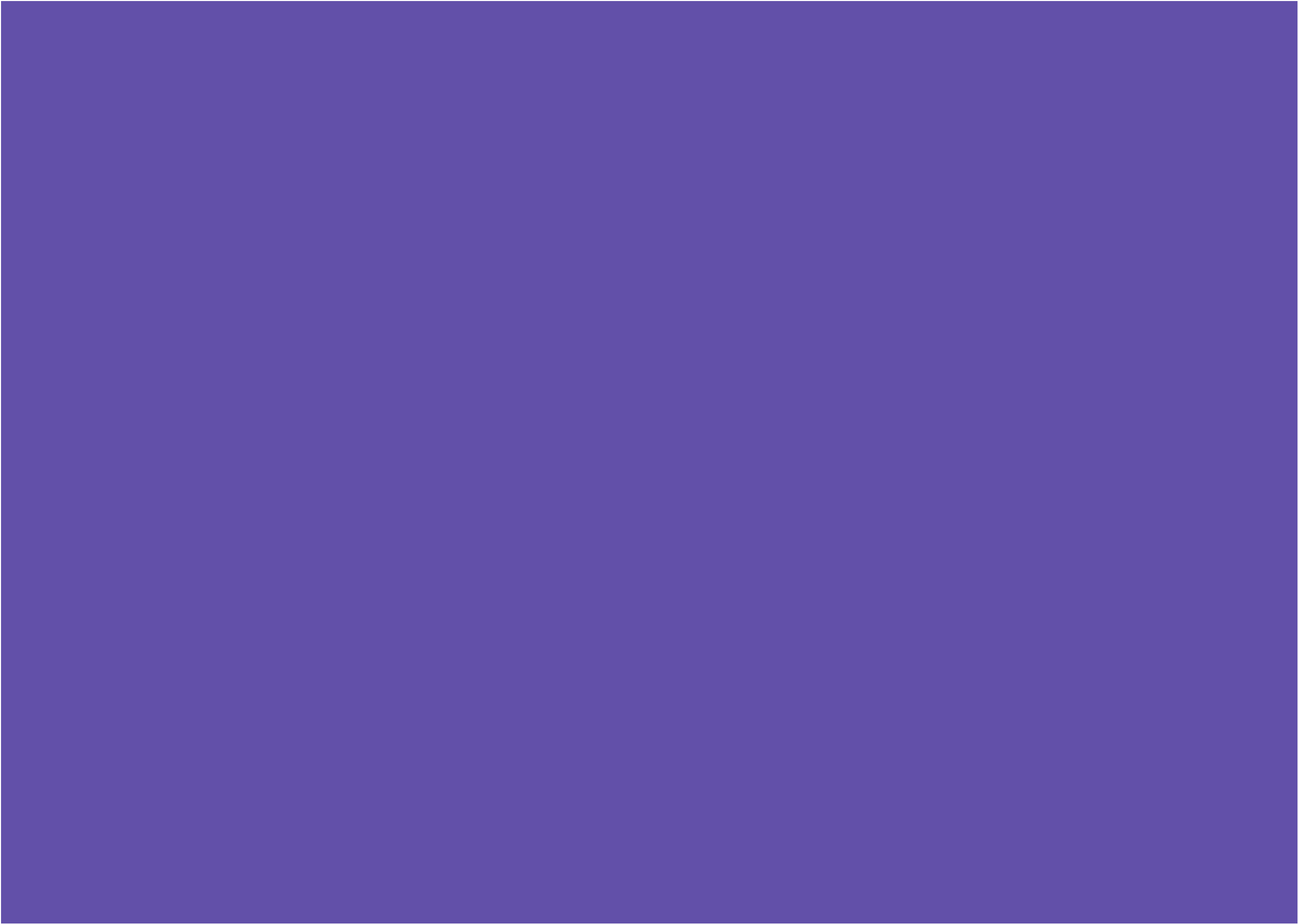
**9:21 PM**

as the minutes  
pass, the opac-  
ity of the color  
fade out



**9:51 PM**

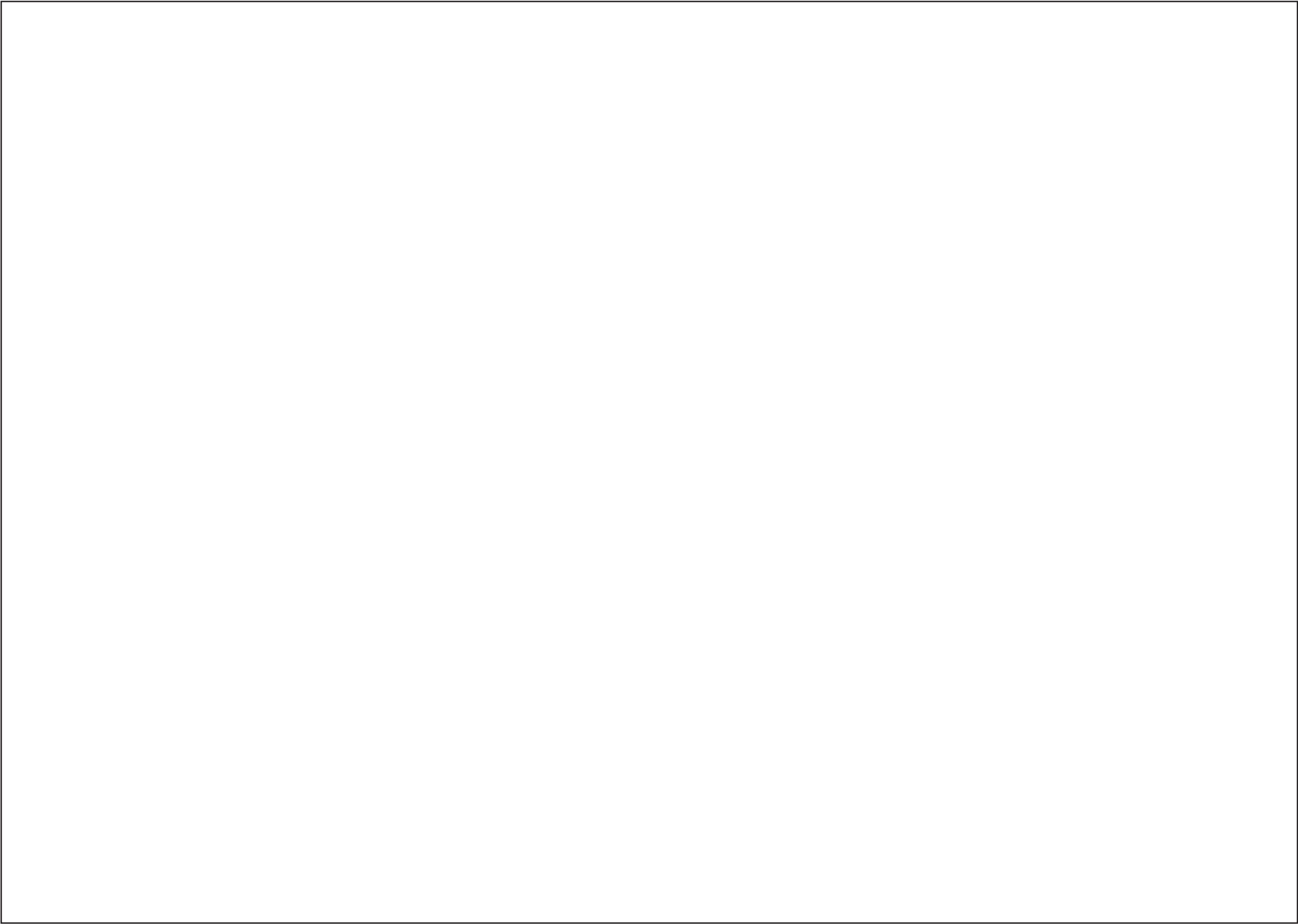
as the minutes  
pass, the opac-  
ity of the color  
fade out



**9:59 PM**

as the minutes  
pass, the opac-  
ity of the color  
fade out

at 00:59 the  
opacity hits 0%



# Idea #2

## Abstract

**SPRING**

square: date

yellow: year

green: month

blue: day

circle: time

red: hour

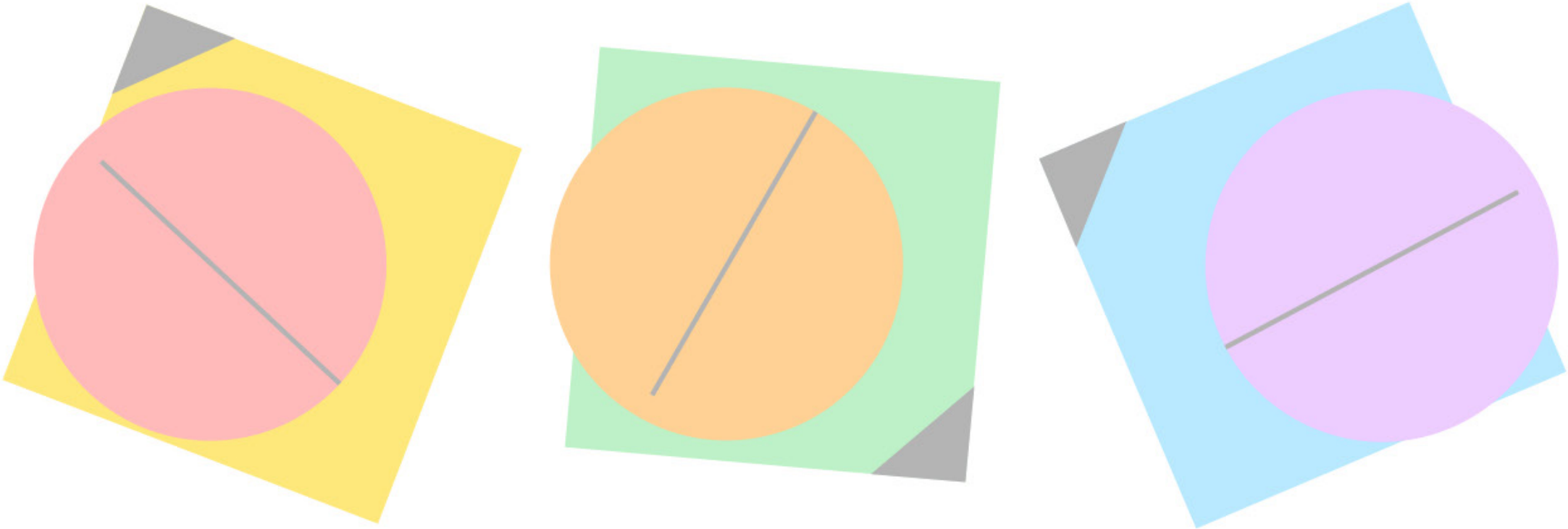
orange: minute

purple: second

the elements  
would rotate to the  
correct time

very abstract

the colors change  
to each season



SUMMER

square: date

yellow: year

green: month

blue: day

circle: time

red: hour

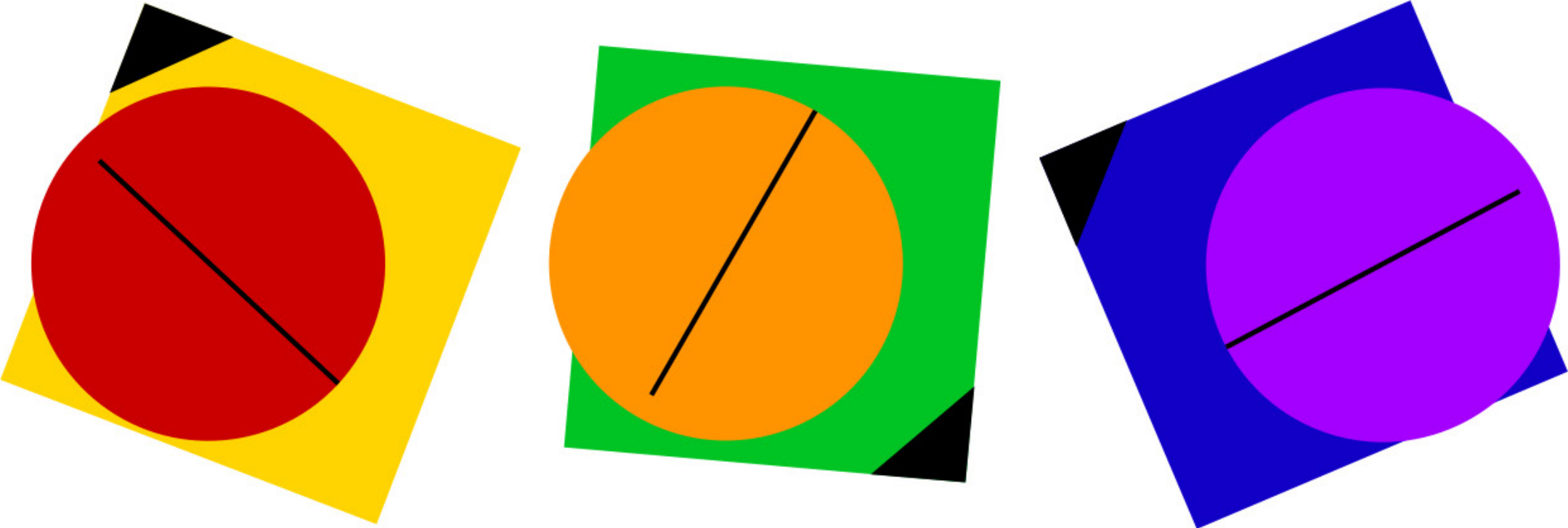
orange: minute

purple: second

the elements  
would rotate to the  
correct time

very abstract

the colors change  
to each season





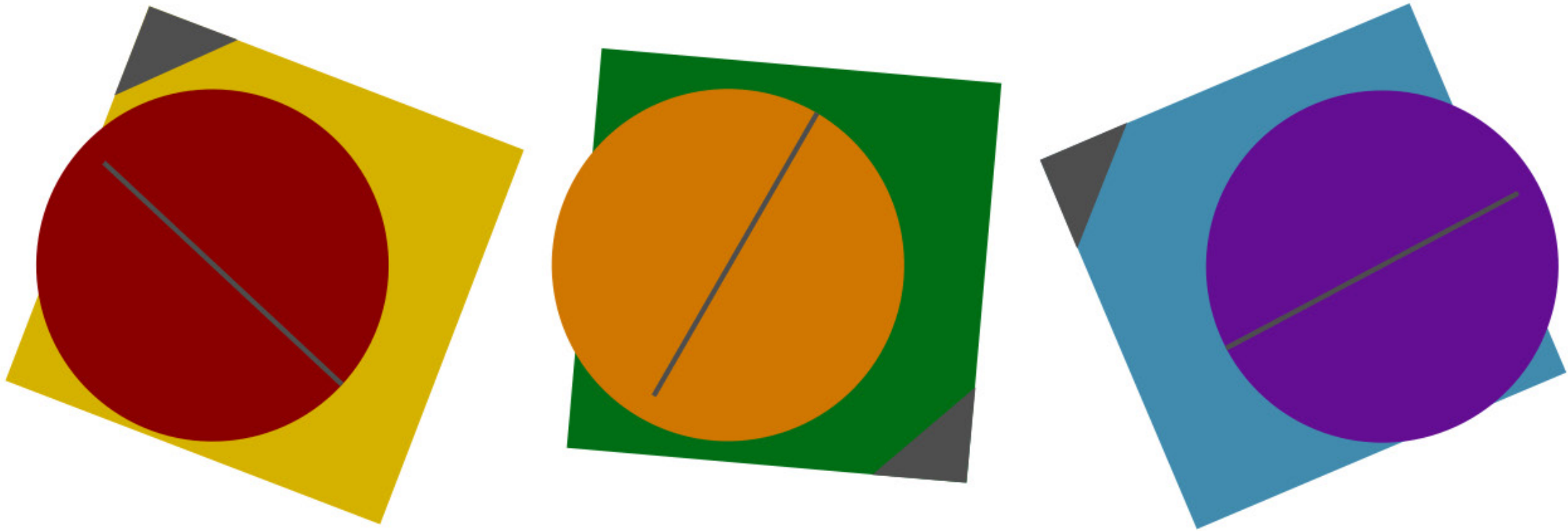
FALL

- square: date
- yellow: year
- green: month
- blue: day
- circle: time
- red: hour
- orange: minute
- purple: second

the elements  
would rotate to the  
correct time

very abstract

the colors change  
to each season



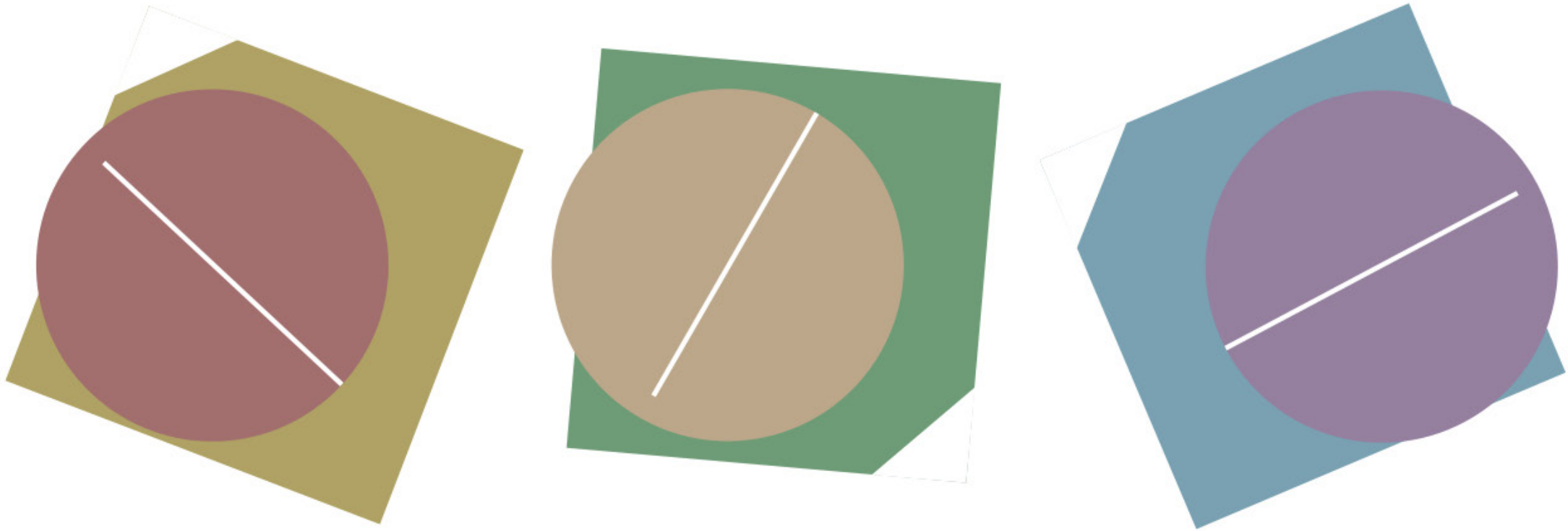
WINTER

- square: date
- yellow: year
- green: month
- blue: day
- circle: time
- red: hour
- orange: minute
- purple: second

the elements  
would rotate to the  
correct time

very abstract

the colors change  
to each season



# Idea #3

## Typographic

4/28 10:49 am

typographic

super bold:

month

medium: day

one underline:

hour

two underline:

minute

depending on if  
the sun is out,  
the color would  
change

1	2	3	<b>4</b>	5	6	7	8	9	<u>10</u>	11	12	13
14	15	16	17	18	19	20	21	22	23			
24	25	26	27	<b>28</b>	29	30	31	32	33			
34	35	36	37	38	39	40	41	42	43			
44	45	46	47	48	<u>49</u>	50	51	52	53			
		54	55	56	57	58	59					

4/28 10:59 am

typographic

super bold:

month

medium: day

one underline:

hour

two underline:

minute

depending on if  
the sun is out,  
the color would  
change

1	2	3	<b>4</b>	5	6	7	8	9	<u>10</u>	11	12	13
14	15	16	17	18	19	20	21	22	23			
24	25	26	27	<b>28</b>	29	30	31	32	33			
34	35	36	37	38	39	40	41	42	43			
44	45	46	47	48	49	50	51	52	53			
		54	55	56	57	58	<u>59</u>					

4/28 4:11 am

typographic

super bold:  
month  
medium: day

one underline:  
hour

two underline:  
minute

depending on if  
the sun is out,  
the color would  
change

1	2	3	<u><b>4</b></u>	5	6	7	8	9	10	<u>11</u>	12	13
14	15	16	17	18	19	20	21	22	23			
24	25	26	27	<b>28</b>	29	30	31	32	33			
34	35	36	37	38	39	40	41	42	43			
44	45	46	47	48	49	50	51	52	53			
		54	55	56	57	58	59					

4/28 11:32 pm

typographic

super bold:

month

medium: day

one underline:

hour

two underline:

minute

depending on if  
the sun is out,  
the color would  
change

1	2	3	<b>4</b>	5	6	7	8	9	10	<u>11</u>	12	13
14	15	16	17	18	19	20	21	22	23			
24	25	26	27	<b>28</b>	29	30	31	<u>32</u>	33			
34	35	36	37	38	39	40	41	42	43			
44	45	46	47	48	49	50	51	52	53			
		54	55	56	57	58	59					