

For my application icon, I will use the clock app. Its a pretty simple design, but one thing I have always liked about the clock app is how it actually displays the real time in the app icon. It's a bit of an unnecessary feature, as it's a lot easier to just look at the digital time which is almost always at the top of the phone screen, but it's a neat little touch I like regardless. The obvious thing to animate here is the clock itself. One could easily imagine a clock icon with hands that spin like a real clock. The keywords that I think sleekly represent the clock app are as follows. The icon is relatively minimalistic in that it doesn't have unneeded details. It's sleek, with clear separation of elements. It's also simple, as a clock is really just a circle with a couple lines drawn on it. Its representative, meaning that the clock icon used actually resembles an actual clock, unlike the Facebook F which just represents Facebook. Finally, the clock is easy on the eyes. It blends into the background and doesn't scream for attention with garish details.

For my feature icon, I picked the alarm icon as it is my most used part of this app. It's a little alarm clock. One thing that makes this icon unique is that it's entirely a silhouette. The entire shape of the alarm clock is suggested with a single color. By merely using certain shapes to outline the most stereotypical and iconic alarm clock, the designer can suggest this symbol with only a single color. With regards to motion, I think having the alarm clock shake around like its ringing would work well, sort of like how in old cartoons alarm clocks jump into the air and shake around. As mentioned earlier, the alarm clock is silhouetted. Another word I would use to describe the alarm feature is useful, as it's one of the most common things I use the clock app for. The alarm feature is also simple, it's just a sound that plays at a certain time. Alongside the simplicity is its intuitiveness, as I have found the app relatively easy to use. Finally, it's also a customizable feature in the sense that you can create alarms that go off at any time of day, with or without snooze, and with different sounds.

The interface icon I want to focus on is the switch to turn on an alarm. It indicates a binary on off state, where the alarm will either activate, or it won't. The position is indicated both by position and color. The position is represented with a white dot, that is to the left when the alarm is off and moves right when the alarm is on. Additionally, the background of the switch changes to the color green, indicating that it is on. When it's off, the switch background is black, just like the background of the rest of the app. These switches are consistent, in that they resemble the switches used elsewhere across apple products, which might give users an idea of how they work. These switches are simple in that they don't have a lot of details. It's just a circle and some colors. They're binary, in that they are either on or off. The animation associated with the icon is snappy, finishing in less than a second. Finally, these icons are multitudinous. I have a bunch of these on my alarm app, but they don't overpower each other.