Typography 1
You will design UI of a new mobile weather app. Create typographic hierarchy with the following set of rules:

- Use Verdana as typeface
- Use scale
- You may use rotation of text
- Background is white and figure is black
- No gray scale (only black or white)
- No images/photos/illustrations
- No italics or weight (bold)
- Screen size is 750 × 1334px
- Use all the copy below:

  February 23, 2015
  Berkeley, CA 94720
  Monday Clear
  Precipitation: 0%
  Humidity: 62%
  Wind: 7mph
  68 F C
  Tuesday 64
  Wednesday 64
  Thursday 66
  Friday 66
Typography 1

Version 1

Typographic Hierarchy

The first thing users want to know is how warm it is, and whether it’s clear or rainy. So, I made the temperature the largest element. I grouped “Clear” with it, put it at the vertical center, and made it relatively large to draw attention to it.

The next thing they likely want to know is whether the rest of the week will look similar. I made the rest of the week temperatures the second largest text, and placed the “66” temperatures slightly higher to draw the eye down and focus attention to the fact that it warms up later in the week.

The current day is grouped with the current temperature to show that they belong, and to confirm to the user that they’re on the right day. I assume the user already has an idea of where they are, so I made the location smaller and placed it on the top right for reference and balance.
Version 2
Emotional

For this design of the weather app, I wanted to look at boredom. I check my weather app multiple times a day to check on the temperature, and it gets a bit boring. I wanted the current temperature to shout “It’s still the same temperature as the last time you checked.” I turned the forecast temperatures to make it playful, but also to draw the eyes back down to the bottom and the button on the phone to exit the app and get back to something more interesting.