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
Version 1

Typographic Hierarchy

Version 1 should focus on typographic hierarchy (i.e., help a user understand information through a logical and meaningful journey).

Given the goal of weather apps is to see the weather and conditions for a certain day, I tried to demonstrate that here to have the user be able to know what day they are on and go down in details demonstrated on their importance based on size. As they continue to go down information becomes less relevant to the selected day and becomes dominant about other days in the week.
Typography 1

Version 2

Emotional

Version 2 in contrast, should play with possible emotional aspects of interaction with a weather app (e.g., funny, nostalgic, angry, etc.). You are free to interpret the possible emotional aspects. However, the same rules apply to this version.

Describe your design in this text box space.

Like the weather condition, “clear” I want the user to have a clear point of what the temperature is following with the condition that those care about. The rest of the days are “clouded” away to keep separate from the current day’s conditions.
Typography 1

Version 1

Version 2

Design Workshop Assignments

Interface Aesthetics
Spring 2015
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