Design Workshop

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

If this is logical, I assume the user knows where they are, so I de-emphasized place. I made the day and date the most prominent, so the user would get situated in time. When reading the date from left to right, the eye goes down into that day’s conditions; the temperature is most prominent because it’s usually the most influential weather characteristic. Lastly, before leaving the screen, the user sees the temperatures for the days ahead.
Typography 1

Version 2

Emotional

I’m not sure if this is emotional, but it is not necessarily logical. The 90-degree angles of some of the text alone makes it a bit more difficult than a “logical,” hierarchical text.

The eye is drawn to Berkeley, CA first, which makes sense, but the contrast of the small zip code does not. This isn’t a particularly important piece of information, but it stands out quite a bit.

Monday’s date and conditions are a nice unit of information, with the size of the temperature, and the rotation of “clear” drawing attention first. As a whole, this chunk of text is hanging and implies a falling motion.
Typography 1

Version 1

Monday
February 23, 2015

Berkeley, CA  68°F  CLEAR
PRECIPITATION: 0%
HUMIDITY: 62%
WIND: 7mph

Tuesday  64°F
Wednesday  64°F
Thursday  66°F
Friday  60°F

Version 2

Berkeley, CA

Tuesday  64°F
Wednesday  64°F
Thursday  66°F
Friday  60°F

Interface Aesthetics
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