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

Describe your design in this text box space.

The goal of design is to allow the user to view the temperature and weather condition for any particular day and place at a glance. I made the temperature and the weather condition jump out, because that is what the user is most likely to be interested in while he/she is, say, rushing for work/college in the morning and wants to decide how to dress for the day. The other details have been pushed to the background by downsizing them. The information for the rest of the days has been laid out linearly at the bottom to see the week’s forecast at a glance and identify a trend if it exists.
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.

This goal of this design is to invoke a sense of immersion in the app and withdrawal from the world as the eyes try to home in on the balancing point in this design. I tried to achieve harmony, then break it, then achieve it again, through the hybrid of a somewhat radial layout and a more traditional linear design.