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

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

I assumed that the user of a weather app would care most about the current temperature and whether it is clear, rainy, etc. The next most important thing for them would be the weather forecast for the week. Consequently, the current day’s temperature is placed front and center in large text, with the forecast as the next largest text at the top. Since most people can get the day of the week from the first letter or two, I used those letters rather than the full name to draw the eye. The temperature for those days is directly above those letters and fills out the block so that each day reads as a unit. Familiar users of the app will remember the order and units of the Precipitation, Humidity, and Wind numbers, so I made the numbers larger and the labels for them smaller.
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 design tries to be playful. The most important information (current temperature and weather condition) is still the most important, so that information is large and occupies the center of the screen. “Clear” occupies the space around the “68” and together, they read as a single graphic that gives you the current weather. The forecast drips down from the current weather in vertical text, but is separated from the graphic with the text line formed by the current day. Other elements appear in block units at the top to separate them from the primary graphic. The result is a more graphical treatment of the weather app where the graphic created by the text is the primary organizer.