Design Workshop

Typography 1

Cameron Reed
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

I decided to devote most of the screen space to the information for right now such as the day, place, and current weather stats. The temperature information for the future was arranged in a simple list at the bottom of the page.

The current temperature is centered and displayed in the largest size because I think it is most important piece of information. I used scale for the “F” and not for the “C” to indicate the temperature is being displayed in degrees Fahrenheit, but could be shown in degrees Celsius.

The other weather stats for today (precipitation, humidity, and wind) use differences in scale to emphasize the numeric values.
Typography 1

Version 2
Emotional

In this version, I aimed to convey a sense of happiness. I increased the size of the numbers for Monday’s weather to emphasize the present moment. “Clear” is rotated and tilting up to convey a sense of optimism.

Rather than listing the other temperatures for the week vertically, I rotated the weekdays and listed the temperatures horizontally. They read left to right so the eye moves off the page to the right. This is in contrast to the other version in which the list reads top to bottom so the eye moves down to the bottom edge of the screen.