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
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).

The current information (temp, Clear) is of greatest importance, thus it largest and positioned at top. Their relative placement is to balance the composition and create a grouped rectangle. The detailed information is placed to the right and smaller, but still maintaining a rectangular outline to maintain balance. Subsequent days follow, with the temperature leading and falling on the straight gridline.
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.

Surprising weather!
I wanted to show the circular nature of weather as time sweeps downwards, the days almost fall off one at a time. The location is contrasted to point out it is of importance, and the introduction of more imbalanced whitespace makes the rotating swing more dynamic (hopefully).
Version 1

68°F
Clear
Monday

Precipitation 0%
Humidity 62%
Wind 7mph

64  Tuesday
64  Wednesday
66  Thursday
66  Friday

Berkeley, CA 94720

February 23, 2015

Version 2

Clear 68°F
Monday

Precipitation 0%
Humidity 62%
Wind 7mph

64  Tuesday
64  Wednesday
66  Thursday
66  Friday

Berkeley, CA 94720

February 23, 2015