Design Workshop

Typography 1

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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

This design is easy to read and clearly organized around the most vital information a user would want when opening the app. The point sizes create a sense of hierarchy and the white space around the text creates a sense of openness.
Version 2

Emotional

Weather in the Bay Area is unpredictable. There are many micro-climates, sudden fog, hot sunshine over the hills, rain and sun at the same time, wind; it’s constantly changing.

This design is supposed to feel disjointed and a little off-kilter. It is a bit like the weather itself, unpredictable.