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

Typographic Hierarchy

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

For the typographic version, I aimed to keep all pieces of information easy to read, with plenty of balanced white space and large differences in point sizes to highlight important information. For example, the temperature at the moment is the most important information, so it is centered and the largest text size. The information is arranged so that the top is text heavy and the bottom is predominantly numeral. This separation helps the viewer quickly glance at the numbers or slowly work their way from top to bottom if more information is desired.
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 design is angry. I wanted it to feel as if the user is stuck in a traffic jam. The words are jumbled together, there is less hierarchy to the content, and very little white space. It is almost as if all of the words are yelling and honking and bumping into each other.
Version 1

Berkeley, CA 94720

Precipitation: 0%
Humidity: 62%
Wind: 7mph

Monday Clear

68°F

February 23, 2015

64 64 66 66
Tuesday Wednesday Thursday Friday

Version 2

Berkeley, CA 94720

Precipitation: 0%
Humidity: 62%
Wind: 7mph

Monday Clear

68°F

February 23, 2015

64 64 66 66
Tuesday Wednesday Thursday Friday