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
Tuesday 64
Wednesday 64
Thursday 66
Friday 66
I honestly think the main function of a weather app is to let me know whether it’s horrible outside - if things are nice, I can move on with my day. So, I tried to make the temperature and climate huge, off-centered, and interesting; the idea is that the eye kind of ‘drops’ to that bottom right corner before moving left to small, easily overlooked details, and then up to the slightly larger heading of “where am I and when am I” that I think could be important for, say, travelers. Also, note that this is one of those times where it would have been incredible to have control over kerning and vertical spacing; I really wanted a line on the left edge of “clear” & 68, and it just doesn’t happen in Keynote Verdana. It makes the type look sloppy/ambiguous. Would refine with programming or Adobe Creative Suite.
Typography 1

Version 2

Emotional

When I lived in Connecticut, weather apps were a big deal. I checked at night to prepare for the next day, and looked for updates in the morning to figure out what cataclysmic weather condition I would be facing that day (scorching heat? Blizzard? CT’s got it all.) So, upon returning to California, I realize how much less I check these types of apps, and how much less information I really need from them. This interface uses type to pick up on the fact that weather in the Bay doesn’t actually change that much. It levels Berkeley in the center, and my own eye pulls up to the left corner before dropping to the info at the bottom of the page. I made everything lowercase to create a little bit more of a line with the next (title case always looks mountainous to me) and to give a sense of how casual this app is. It’s about the weather, but it’s about using the weather to remind you: you’re in California. Chill out. Have a beer. Eat a taco.
Monday, 23 February 2015
Berkeley, CA 94720

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

Tuesday: 64°F
Wednesday: 64°F
Thursday: 66°F
Friday: 66°F

clear: 68°F
precipitation: 0%
humidity: 62%

Monday 68°F
Tuesday 64°F
Wednesday 64°F
Thursday 66°F
Friday 66°F

bekeley, ca.

It's called the golden state for a reason.