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).

This design is made with the ‘quick glance at the phone’ in mind. What’s the primary reason for opening a weather app? Temperature and a general description of the date – they appear front and center, located at the focal point of the screen. Monday is kept up top and large, so that you can see in your peripheral focus that the data is up to date.

Precipitation, humidity and wind are also important details, and they are kept large and close to the focal point. The remaining days are relegated to the bottom of the screen, kept at an equal standing in the visual hierarchy.
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.

While this is primarily a weather app, the way a weather app complements calendar events is emphasized in this design. Monday occupies the tyrannical position at the top of the screen, with subsequent information placed so as to ‘radiate’ outward. The feeling guiding this was ‘Thanks. Ok. Yeah. Bla, bla, bla.’

The remaining days give way to the most important day coming up in every week: Friday! The idea here is to console the user that although it’s Monday now, Friday will be coming soon: see, it’s peeking out from the corner already!