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).

I made a very leveling design so I could see right away what the current weather conditions are with minimal effort. I used font size to create a hierarchy and arranged elements top-down in order of importance (for me as a user).

I separated numbers and text in two columns so it takes even less effort for the eye to separate between the two quickly.
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.

I wanted to draw attention to the the dire and bleak drought situation in California. I did this by emphasizing the 0% precipitation through increased font size and sharpening design. I also wanted to emphasize that the clear skies and drought conditions are not likely to change in the foreseeable future, so I repeated the word “Clear”, each with decreasing font size to make it seem as if it drifts off into the future indefinitely,
Version 1

Berkeley, CA

68°F

Clear

0% Precipitation
62% Humidity
7mph Wind

Monday
February 23, 2015

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

Version 2

62% Humidity
7mph Wind
Berkeley
February 23
2015

0% Precipitation

Clear Clear Clear Clear

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

CA