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 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 emphasizes the current day of the week and the temperature on the current day, so that information is on the top right. The date of the month and the current day of the week are the same font size so that they speak to each other (Monday the 23\textsuperscript{rd}). February and 2015 are vertical to de-emphasize it. Out of the details of wind, humidity, and precipitation, precipitation was the most important, so I put that last as it was also the longest word. The rest of the days of the week were like a descending staircase, as they become less important. The temperature is more important than the day, so I put that underneath the temperature. Finally, city and zip code are at the bottom as other details, but also somewhat important, so it is slightly larger.
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.

The emotion I was trying to convey was fear/terror. The wind is the most terrorizing indicator in this graphic. Thus, the other days are small and shrinking away. The fact that it is actually clear and 68 degrees is juxtaposed against the intensity of the wind.
Typography 1

February 23, 2015

Monday
Clear
68°F

Tuesday
64°F

Wednesday
64°F

Thursday
66°F

Friday
66°F

Berkeley, CA 94720

Wind
7mph

Temperature:

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

Weather:

- Clear
- 7 mph
- 62% humidity
- 0% precipitation