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
Typography 1

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 tried to keep it simple and organized. I struggled with “clear”, and wasn’t sure where to put it, right now it breaks symmetry and balance to me.
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 goal of this design is to represent nostalgia through the weather. Past memories can be blurry, and similarly, our lives fly by. The slanted text goes along this vein, and it helps to reinforce that weather flies by as part of the flow of life.