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).

My intention in this design is keeping things simple and easy to follow. First, I prioritized information and assigned different font sizes (more important - larger font size). Then I placed them based on grids (4 columns*4 rows), which helped to create spacious order. To help users focus on info easily, I kept negative space on the left side large.
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 felt that people may feel bored because weather information sometimes looks formal, cold figures (especially without fancy graphic background). Thus my design here tried to be energetic and dynamic.

While keeping the same prioritization on information, I used varied font sizes and font rotation this time. To display forecast of next four days, I rotated info of each day differently so it can create sense of circulating. I also dropped font sizes depending on how far the day is from now.
Version 1

68°F
Clear

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

Berkeley
CA 94720
Monday
February 23, 2015

Version 2

68°F
Berkeley
CA 94720

Clear

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

Tuesday 64
Wednesday 66
Thursday 66
Friday 66

&