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
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 wanted to highlight the current day and temperature, since those are what I’m most interested in from a weather app. I downplayed the temperatures for the rest of the week, since the user probably isn’t interested in them every time they open the app.
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.

For this design, I wanted to convey a feeling of wistfulness, or looking forward to the rest of the week. I made it difficult to read today’s information so that the user would have to pay more attention to the coming days.
February 23, 2015
Berkeley CA 94720

Monday
Clear
68°F

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

Tuesday: 64
Wednesday: 64
Thursday: 66
Friday: 66