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

The key emphasis is on the temperature and whether the day is ‘clear, windy’ etc. The other information – Precipitation, etc are additional information that is useful to have, but isn’t the main information.

Weather for other days in the week are demphasised

Location and today’s date are plain information
Typography 1

Version 2

Emotional

Because it is clear and a comfortable 68 degrees today, the design denotes happiness.

Temperatures on the other days – Tue to Fri are designed to denote a laughing / grinning face.

Berkeley, CA 94720

February 23, 2015 Monday

68°F

Clear

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

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</tbody>
</table>
Version 1

Berkeley, CA 94720
February 23, 2015
Monday
68°F
Clear
Precipitation: 0%
Humidity: 62%
Wind: 7mph

Tuesday 64
Wednesday 64
Thursday 66
Friday 66

Version 2

Berkeley, CA 94720
February 23, 2015 Monday
68°F
Clear
Precipitation: 0%
Humidity: 62%
Wind: 7mph

64 64 66 66
T W T F
U E H R
E D U I
S N R D
S E S A
D Y D Y
A Y