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).

For this design I tried to play a bit with scale and angles but with a clear hierarchy. I tried to create a subtle difference in the size of the numbers as your eye moves from top-to-bottom. Details that are related to the numbers are smaller so that the contrast and draw the users eyes to the different pieces of information.

For the bottom forecast, I didn’t follow this previous rule but instead used angled text to create a distinction between the forecast and the current weather. The lack of contrast in the forecast is meant to contrast with the current weather above it. Though I kept the contrast in numbers and units to be consistent in the distinction between numbers and unit of measure.
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 was going for annoyed and I chose this as a means of creating something really random and almost unusable. So I chose to make a lot of things upside down and against the normal flow of reading to make user angle their neck more. I also thought it would be annoying to have the temperature repeated and hard to distinguish from one another. I even went as far to rotate the ‘e’ in ‘precipitation’ to make it look like the ‘a’ in the same word. Doing so kind of makes the ‘e’ look like the ‘a’, which I’m hoping throws off the user a bit.