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

I started the design by grouping the relevant information into three main vertical blocks: location/ today’s weather/ this week’s weather. I put some space between these blocks to leverage the proximity principle for users to conceive the groupings quickly. Also using the size of the fonts to emphasize the current temperature and status.
Typography 1

Version 2

Emotional

For the second design, I want the users to feel emotionally uplifted. I used the curve to instill the smooth feeling into the layout by creating the circles.
Typography 1

Version 1

Berkeley
CA 94720

Monday, February 23, 2015

68°F
CLEAR

62% Humidity
0% Precipitation
7 mph Wind

Tuesday  Wednesday  Thursday  Friday
64    64    66    66

Version 2

Berkeley
CA 94720

clear monday

62% Humidity
7 mph Wind
0% Precipitation

Tuesday  Wednesday  Thursday  Friday
64    64    66    66