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
Version 1

Typographic Hierarchy

Here, I use the Gestalt’s principle of proximity to show logical grouping. For example, ‘Monday’ and ‘February 23, 2015’ comprise the date component of the app.

The user’s eye is first drawn to the current temperature, which is probably what he/she wanted to see, using the app. Beneath that is the indication that today is a clear day.

The F and C can be toggled. The bigger ‘F’ denotes the user’s current selection.

Other facts about precipitation etc. can be found beneath the temperature.
Version 2

Emotional

Version 2

Peaceful.

This version has a lot more variation in the spacing and alignment. Well spaced out copy with distinct elements express some variety—without clutter. The white space is plenty and relaxes the user's eyes.

I used the C scale on the bottom left corner to avoid clutter. On the other hand, it is still distinctly placed to allow the user to spot it immediately. If he/she WANTS to see it.
Version 1

Berkeley CA 94720

68 °F

Clear

Precipitation
Humidity
Wind

Tuesday 64
Wednesday 64
Thursday 66
Friday 66

Version 2

Berkeley, CA 94720

Clear 68 °F

Precipitation
Humidity
Wind

Tuesday 64
Wednesday 64
Thursday 66
Friday 66

C