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 \times 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

First, I broke the copy into three categories – time/location, current weather, and forecast. I then used white space to separate these information categories.

Then I tried to think if I was using a weather app what information would be the most important to me. I then used scale to emphasize those more important elements (e.g., city more than state/zip, date more than month/year).

Finally, I took one more pass at analyzing what information was or was not important, becoming more granular in my examination. Since most people recognize the days of the week simply by letter when placed sequentially, I minimized the rest of the weekday letters. And I rotated the current weekday to make it interesting enough to be noticed but not as readable as the current weather.
Typography 1

Version 2

Emotional

Honestly, I was aiming to be a bit obnoxious with this design. After doing the hierarchy exercise, I realized just how much insignificant copy there was. To mess with user’s expectations I decided to de-emphasize the important copy with a progressively smaller font. I also took considerable time trying to break up the words (except “Monday” darnit) so that the text was not readable and positioned important text on the bottom cut off.

After initially creating this obnoxious design, I went back and tried to make the design slightly more functional by making it easier to at least read the current weather. But in the end I changed my mind and went back to the more obnoxious design to heighten the emotional experience. Go big or go home.