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 should focus on typographic hierarchy (i.e., help a user understand information through a logical and meaningful journey).

Describe your design in this text box space.

For this design, I tried to focus the user’s attention to the current day’s forecast, showing the temperature for Monday in the largest font on the screen. The other days and their forecasted temperatures are arranged in a canonical horizontal format that mimics a familiar calendar view. The location and current day of the week are also emphasized, but not both centered so that the eye recognizes that they are different types of information.
Version 2
Emotional

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.

Describe your design in this text box space.

I wanted to give this design a whimsical feeling that emphasizes the current cloud cover, which is perhaps a weather element more tied to emotion than temperature for most people. Additionally, the days of the week and their forecasted temperatures are arranged in a shape that is reminiscent of sun rays and implies a circular scrolling functionality.
Typography 1

Version 1

February 23, 2015

Berkeley, CA
94720

Monday

68°F  C
Clear

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

Tuesday  64  
Wednesday 64
Thursday  66  
Friday  66

Version 2

Monday 68°F  C

CLEAR

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

February 23, 2015

Berkeley, CA
94720

Interface Aesthetics
Spring 2015

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