Typography 2
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
- Use weight
- 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
- 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
  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).

Given the goal of weather apps is to see the weather and conditions for a certain day, I tried to demonstrate that here to have the user be able to know what day they are on and go down and understand the metric values by making those bold. To bring attention to the current weather conditions, I placed them together. All values that have capabilities to change, are identified by their boldness.
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.

Like the weather condition, “clear” I want the user to feel a sense of clarity in receiving the information but notation not be so clear. Using the weight, I wanted to highlight details relevant to that day that were of importance. The rotation of the current day temperature is to also done to make you wonder why that is occurring and what that implies in the kind of day the user will encounter.
Version 1

Monday
February 23, 2015

68°F
CLEAR

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

Tuesday 64
Wednesday 64
Thursday 66
Friday 66

Version 2

Monday
February 22, 2015

68°F
clear

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

Tuesday 64
Wednesday 64
Thursday 66
Friday 66