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 \times 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).

Describe your design in this text box space.

I tried to use sharpening to give a user a sense of hierarchy in the design. They start with 68, but are drawn to the top right, as well as to the bottom right. Proximity helps the user understand that the Precipitation, humidity and wind are related to today’s weather. The date, and temperatures for the rest of the week are both in 4pt weight in order to emphasize their numbers.
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. You should use the same emotion you used for Type 1.

What is your emotion? Describe your design in this text box space.

In this space, I tried to design for agitation. The repeating numbers help provide a feeling of agitation. It just picks and picks and picks away at the number. Even when you’ve read it, which isn’t easy, it then repeats and repeats which can be overbearing. I tried using weight on various aspects of the font, but it didn’t add to it appropriately so most of it is the same weight. Only the descriptions for the weather are in 2pt weight as well as the ‘23’ date.
Typography 2

Version 1

68°F

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

FEBRUARY
23
2015

Version 2

68°F

Monday: Clear

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

FEBRUARY 23 2015

<label your emotion>