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

Berkeley is the location for all the information, so it is associated with nothing and then everything at the same time. Monday and Monday’s information (date and weather data) are in a block, and the rest of the days are associated by similarity.
Version 2
Emotional

For this one, the emotion was insistent. I wanted to make everything feel blocky, and I insisted on constraining each “block” of text on its width. The heights of the days might look a little awkward, but the widths are definitely equal. The 6’s really took away from the block/square feel, so I cut them off on the edges.
February 23, 2015
Monday
68°F

Insistent
Version 2

February 23, 2015
MONDAY
68°F

Typography 2
Version 1

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

Tuesday
64°F

Wednesday
64°F

Thursday
66°F

Friday
66°F

Berkeley, CA 94720

Interface Aesthetics
Spring 2015
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