Design Workshop

Typography 3
You will design UI of a new mobile weather app. Create typographic hierarchy with the following set of rules:

- Use Comic Sans, Georgia, and Helvetica as typefaces
- 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

I really wanted to try a diagonal grid/baseline, and I thought Helvetica would lend itself nice to that.

I think the Monday stuff works—it is grouped together. The slight separation of ‘Monday’ and extreme separation of ‘clear 68’ draws attention away from the large ‘February 23.’

Having Berkeley in the corner makes sense—all other information belongs to it. It is not super pressing though, so it doesn’t get seen until February 23 and Monday’s information have been processed.

I don’t feel great about the other days, but I didn’t want them to be below February 23 and associated with it.
Version 2
Emotional

For this design, I wanted to use a lot of Georgia Bold and Bold Italic, because I think they’re beautiful in and of themselves. I chose Helvetica for the weather data because I saw it as having a more functional feel, and I wanted contrast between all the days and this list of information about Monday.
Version 1

Berkeley CA
TUESDAY 64
WEDNESDAY 64
THURSDAY 66
FRIDAY 66

FEBRUARY 23
MONDAY
precipitation 0%
humidity 62%
winds 7mph

Version 2

berkeley, ca

monday,
february 23, 2015
precipitation: 0%
humidity: 62%
winds: 7mph
clear

tuesday 64
wednesday 64
thursday 66
friday 66

Design Workshop Assignments

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Interface Aesthetics
Spring 2015