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
Typography 2

Version 1

Typographic Hierarchy

Version 1 should focus on typographic hierarchy (i.e., help a user understand information through a logical and meaningful journey).

The goal was to really bring out the most important aspects of the information, so I chose the current temperature which has been made to jump out using size and weight. I also made the numeric values come out, as I wanted it to be informative to the user at a glance.

Monday

68°F

Clear

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

Tuesday Wednesday Thursday Friday

64 64 66 66
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. You should use the same emotion you used for Type 1.

As earlier, the goal with this design was to immerse the user. I used a semi-radial layout to make the users eyes get caught in the numbers for temperature. While the current temperature grabs attention, the eyes still keep roving in the area formed by the arc made by the numbers for the weekly temperatures. By making and breaking harmony, the attempt was to immerse the user, almost using a subtle element of playful confusion to do so.
Version 1

Monday

68°F

Clear

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

Tuesday Wednesday Thursday Friday
64 64 66 66

Version 2

Immersion

8°F Clear

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

Tuesday 64
Wednesday 64
Thursday 66
Friday 66

Monday

Berkeley, CA 94720
February 23, 2015

Design Workshop Assignments

Interface Aesthetics
Spring 2015

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