Design Workshop

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).

I assumed that the user of a weather app would care most about the current temperature and whether it is clear, rainy, etc. The next most important thing for them would be the weather forecast for the week. Consequently, the current day’s temperature and condition is placed front and center in large bold text, with the forecast at the top. Since most people can get the day of the week from the first letter or two, I used those letters rather than the full name to draw the eye. The temperature for those days is directly above those letters and fills out the block so that each day reads as a unit. Familiar users of the app will remember the order and units of the Precipitation, Humidity, and Wind numbers, so I made the numbers larger and the labels for them smaller.
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.

This design tries to be playful. The most important information (current temperature and weather condition) is still the most important, so that information is large and occupies the center of the screen. “Clear” is stamped at an angle across the screen in the same size and weight as the temperature so they read together, despite their distance. Although the screen is cluttered with “Clear” overlapping the whole thing, the design still tries to convey the information clearly with bolded text on the important elements.
Typography 2

Version 1

Version 2

Playful