Design Workshop

Typography 2

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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

The most important thing in the UI is today's temperature and conditions, so they dominate the top half of the screen. This group forms a box, which takes up just over half the screen to make it pop out even more. Boxes are created to follow the grid defined by the temperature numbers.

The forecast temperature group is set to follow the grid imposed by the 8, but also have healthy padding to ensure clear distinction. The days of the week have emphasis (size+weight) presented to the first distinguishing letters, as they are the most important in the names of each day. The thin grouping and offset alignment aids in contrasting itself from the other groups.

The location/date information.

The UI uses 3 primary type sizes (30, 48, 96) to help create a clear hierarchy, but some elements have different sizes to
Emotion: Surprising weather
Last time I tried to convey the circular nature of time in the weather, but this time I decided to take a more angular approach. The eye still follows a circular path from today’s date to the forecast along a clockwise spiral. However the sharp angles and orthogonal grouping makes it more dynamic and interesting. Tension is created in the top left corner by the intersection of the temperature with the screen, which contrasts the rest of the composition that obeys a strict 30 pixel padding. Like the last composition, weight and size are used in combination to highlight the important datums. Finally, different angles help not only to make it more surprising, but also further delineate the grouping of the different components.

One issue is the readability of the forecast; being tilted at 60° makes it a bit of an angle. I played with tilting the forecast dates in parallel with “todays” block, but it confused the clear grouping.
Typography 2

Version 1

68°F Clear

Monday

Precipitation 0%
Humidity 62%
Wind 7 mph

64 Tuesday
64 Wednesday
66 Thursday
66 Friday

Berkeley CA
February 23 2015

Version 2

68°F Clear

Monday

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64 Tuesday
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Berkeley CA
February 23 2015