Typography 2
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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

This design uses two edges to distinguish between the more important and the less important information.

Weight is applied to information that a user is most likely looking for quickly so that it stands out more.
Version 2

Emotional

Unpredictable.

The information that is most likely to be consistent and constant is firmly placed on the screen with a typical horizontal baseline.

Information that pertains to states that might change (humidity, tomorrow’s temperature etc.) are on a slant to help show that this information is not static or consistent.
Version 1

Berkeley, CA 94720

Monday
February 23, 2015

68°F
Clear
Precipitation 0%
Humidity 62%
Wind 7mph

64 Tuesday
64 Wednesday
66 Thursday
66 Friday

Version 2

68°F Monday
February 23, 2015

Clear
Precipitation 0%
Humidity 62%
Wind 7mph

64 Tuesday
64 Wednesday
66 Thursday
66 Friday