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).

For this version I focused on hierarchy, sticking with only 3 type sizes: 16, 32, and 128. I then added weight to the important features (the temperatures and weather descriptions, as well as the Monday to help anchor the space near the top. I used two grids, a left (left justified) column, and a right (right justified) column. I also tried to fix the spacing of the temperatures at the bottom by separating the numbers and centering them over the day. I feel that this was more successful than my first attempt, but still leaves some room for perfection.
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.

I went back to my original emotion: frustration. The group describing my original design complained that the letters were too bunched together and there was not enough white space, but this was my intent, to make the blocks seem as if they were in a traffic jam. I tried to strengthen this idea in this design, using weight to help further fill in the white space. In the end, I struggled with how to do this in a way that was not ugly. It would probably take several more iterations before I was satisfied with this emotion.