Design Workshop

Typography 3
You will design UI of a new mobile weather app. Create typographic hierarchy with the following set of rules:

- Use Comic Sans, Georgia, and Helvetica as typefaces
- 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).

Describe your design in this text box space.
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.

At first I tried to strengthen this idea in this design, using weight and font 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. I ended up paring it down a bit to make the individual fonts stand on their own. Like last week, I could not find a design that could portray my emotion well and still be visually interesting.
Version 1

Monday
February 23, 2015

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

68°F

Tuesday 64 Wednesday 64 Thursday 66 Friday 66

Version 2

Frustrated, trapped

Monday February 23, 2015

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

68°F

Tuesday 64 Wednesday 64 Thursday 66 Friday 66