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).

First, I identified the pieces of the information that are most valuable to the user. Then using size and weight I tried to add more emphasis on those elements.
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 tried to create a fun and playful interface while still paying attention to usability.