Design Workshop

Typography 1
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
- 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 or weight (bold)
- 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 C
  Tuesday 64
  Wednesday 64
  Thursday 66
  Friday 66
Typography 2

Version 1

Typographic Hierarchy

Today, I learned that I’m not a huge fan of using weight in typography. In this version, I went ahead and opened up my original design, going with the idea that the hyper-leveled 68 would end up being sharpened. The text in the middle of both looks a little dull, but I tried to keep it generally centered, and finally, the useful metrics are placed at the bottom of the screen. I tried to use the bold weight to create a stronger distinction between the key:value of the metrics themselves; especially in the four columns, it creates a nice distinction while maintaining a pattern that helps users latch onto the notion that the bold is the key, and the unbold is the value. This is particularly useful, of course, because the value will constantly change, but the key is static and fundamentally necessary to understand the weather.
We’re in California. Chill out. Have a beer. Eat a taco.

Also, the assignment never said we couldn’t add copy of our own.
Typography 2

Wednesday
64°F

Clear
Monday, 23 February 2015
Berkeley, CA 94720

Wind
Precipitation
Humidity
7mph
0%
62%

Tuesday
64°F

Wednesday
64°F

Thursday
66°F

Friday
66°F

68°F
94702

berkeley, ca

it's called the golden state for a reason.

Interface Aesthetics
Spring 2015
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