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 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.

The precipitation (or lack thereof) was the most important, so I put that first. The next most important was the clear and the temperature. I decided to emphasize the numbers by putting them in bold so that the user would see those first. Then, the humidity and wind were blow as well important. Next in the hierarchy are the days of the week and their temperatures. The temperatures are larger and bolded to signify greater importance. At the bottom corner is the day of the week, the date, and the city/zip code. They are seen together last as they are the least important information.
Version 2
Emotional

My emotion is fear. I found it quite difficult to express fear using weight and scale while also maintaining usability. I did not want to make the lettering too shaky for fear of lack of usability. Thus, I decided to make one item big and bold to be “scary” and the rest of it as small as possible while still being readable, to be “afraid”. The details of the day were the least important, and thus the smallest font. I used similarity to make it near the temperature to communicate it was part of the same day. The forecast was in descending text font to show that the rest of the days were more and more afraid. I think if there were a way to make it a lighter weight, that would have helped as well. The date and city and zip code were not as important, so they were squeezed in the edges, far away from the big, bold, scary temperature.
Typography 2

Version 1

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

64 Tuesday
64 Wednesday
66 Thursday
66 Friday

Monday
February 23, 2015
Berkeley, CA 94720

Version 2

<fear>

Monday

64 Tuesday
64 Wednesday
66 Thursday
66 Friday

68°F

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

94720
Berkeley, CA
February 23
2015