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).

Describe your design in this text box space.

This design uses simple hierarchy, vertical structure and pursue energetic feeling through large bold font. I initially considered to use bold font for “clear” but decided not to because the contrast was more interesting. I tried to create flow in the design by grouping negative space.
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.

What is your emotion? Describe your design in this text box space.

This design tries to express energetic feeling. In addition to highlighting numbers, the most important information, I used bold font for “clear”, too, so that it supports the flow from “68” to “Friday 66”. While using slightly different angles for each day, I kept overall similar type of rotation so it doesn’t distract audience.
Typography 2

Version 1

68°F

Clear

Monday February 23, 2015

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

64
Tuesday

64
Wednesday

66
Thursday

66
Friday

Berkeley
CA 94720

Version 2

68°F Berkeley

Clear

Monday February 23, 2015

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

Tuesday 64

Wednesday 66

Thursday 66

Friday 66