Design Workshop

Typography 2

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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 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
  Tuesday 64
  Wednesday 64
  Thursday 66
  Friday 66
Version 1

Typographic Hierarchy

Again, I devoted most of the screen space to the information for right now such as the day, place, and current weather stats.

I used a grid of 100px columns and 72px rows. A narrow column of white runs between the measurements and their labels, just to the left of center. The placement of “Berkeley” in the top right helps to balance the composition.

I only used 5 font sizes (24, 36, 48, 60, and 180). Bold was used to emphasize the smaller measurement numbers for Monday. Because of the size of Monday’s temperature reading, “68” feels heavy enough.
In the original version, I aimed to convey a sense of happiness. In this version, I kept the larger numbers for today’s date, temperatures, and other measures in order to emphasize the present moment.