Design Workshop

Typography 3

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You will design UI of a new mobile weather app. Create typographic hierarchy with the following set of rules:

- Use Comic Sans, Georgia, and Helvetica as typefaces
- 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

This version uses Helvetica for all of the text except for the measurements for temperature, precipitation, humidity, and wind. These measurements are in the bold Georgia typeface.

This version uses a limited set of font sizes to support the information hierarchy:
180 - today’s temperature
60 - “clear”
48 - city and other measurement numbers
36 - zip code and labels like days, %, and mph
30 - today’s date
24 - smallest labels for today’s measurements
Version 2

Emotional

This version plays with the idea of feeling strict and picking nits. All of the numbers (except for the date) are in Helvetica, while the rest of the text is in Georgia.

The text size and spacing is manipulated to form strict blocks of text of column width 1, 3, or 5. These blocks of text are aligned to a double-wide column of white that runs vertically just right of center.
Version 1

Berkeley
CA 94720

Monday, February 23, 2015

Temperature: 68°F
Conditions: clear

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

64 Tuesday
64 Wednesday
66 Thursday
66 Friday

Version 2

Berkeley, CA
94720

February 23, 2015

Temperature: 68°F
Conditions: clear

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

64 Tuesday
64 Wednesday
66 Thursday
66 Friday