Design Workshop

Typography 3
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

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.

I wanted to emphasize whitespace and grouping information together.
I used Georgia to sharpen and Arial (I apparently don’t have Helvetica) to level.
Typography 3

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.

As you can tell, I used the exact same design and just changed the font. I think the contrast between a sophisticated design and Comic Sans is interesting, and my emotion is irony.