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).

So taking the criticism from the first attempt, I wanted to focus on dividing information and creating clear hierarchy. With the addition of weight I wanted to only have one row of text in bold per section. Too much bold would lower the significance of the text and render the added weight useless. The decision for which text should be bold was chosen by what I thought would be the most important information to the user.

I decided to keep the angles on the days because there was positive feedback with them. I wanted to create a lot of white space to show the division in information.
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.

I know the description says that I should use the same emotion. But, I decided that since the response I got from people wasn’t annoyance but actually positive (people thought it was fun and different), I decided to go with emotions that are more quantifiable and easier to gauge people’s opinions; therefore, I chose to do ‘fresh and fun.’

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