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

The big ’68’ draws attention to the most important part of a weather app: the temperature.

The word ‘Clear’ is the next logical word in the hierarchy. The angles of the words balance out the weight created by Berkeley and February.
Version 2

Emotional

Playful. The whimsical way in which the °F and Monday are placed inside the 8, and the way the eye move towards Clear and the other temperatures are meant to indicate playfulness.

The angles are also supposed to indicate playfulness.