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 \( \times \) 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).

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I decided to use alignment to convey hierarchy in this design. This variation helped me separate the information into three conceptual categories – location, current weather, and forecasts.

And then within each of these categories, I used weight to try to draw attention to the most essential 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.

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After relying on alignment and weight in the last design to convey hierarchy, I decided to provoke frustration again by messing with user expectations on hierarchy with seemingly illogical alignment and weight.

To avoid total chaos though I did intentionally place the current temperature and day/description on the edges of the whitespace on the left. The user technically could that way more quickly look up the current weather if desired.
Typography 2

Version 1

**Berkeley**
CA 94720

**MONDAY**
February 23, 2015

68°F
Clear

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

Tuesday 64
Wednesday 64
Thursday 66
Friday 66

Version 2

**Humidity:** 62%
Berkeley, CA 94720
68°F

**Wednesday 64**
Wind: 7

**Thursday 66**

Friday 66

**Precipitation:** 0%
February 23, 2015
Tuesday 64