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.
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.

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My emotion again was frustration. I’ve found it useful over the past three rounds of typography exercises to focus on this emotion because it’s helped me find different rules to break each time. This time, I messed around with capitalization and font. Comic Sans is a pretty frustrating font to begin with, but it’s especially hard to read when it’s all capitalized. Georgia is also hard to read capitalized. I threw in Helvetica just to provide several disjointed fonts and left if lowercase to avoid united harmony in capitalization. Finally I threw in some strange spacing and weight.