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 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.

In this design, I used scale to emphasize the current day’s temperature the most, followed by the name of the current day, location, and cloud cover information. Weight was used to draw the eye to the current date, location city and state, and current day additional conditions labels.
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.

I wanted to give this design a whimsical feeling that emphasizes the current cloud cover, which is perhaps a weather element more tied to emotion than temperature for most people. Additionally, the days of the week and their forecasted temperatures are arranged in a shape that is reminiscent of sun rays and implies a circular scrolling functionality.
Typography 2

Version 1

Berkeley, CA
94720

Monday
February 23, 2015

68°F
Precipitation: 0%
Humidity: 62%
Wind: 7mph

Tuesday	Wednesday	Thursday	Friday
64	64	66	66

Version 2

Whimsical

Version 2

Monday 68°F

Tuesday 64
Wednesday 64
Thursday 66
Friday 66

CLEAR

PRECIPITATION: 0%
HUMIDITY: 62%
WIND: 7mph

February 23, 2015

Berkeley, CA
94720