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).

I tried to keep it simple and organized. Using a bold weight helped me differentiate “Clear” from the other secondary information without making too big and overpowering.
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.

The goal of this design is to represent nostalgia through the weather. Past memories can be blurry, and similarly, our lives fly by. The slanted text goes along this vein, and it helps to reinforce that weather flies by as part of the flow of life.
Typography 3

Version 1

February 23
2015

Berkeley
CA  94720

Monday  68°F
Clear
Precipitation  0%
Humidity  62%
Wind  7mph

Tuesday  64

Wednesday  64

Thursday  66

Friday  66

Version 2

February 23, 2015

Berkeley
CA  94720

Monday  68°F
Clear
Precipitation  0%
Humidity  62%
Wind  7mph

Tuesday  64

Wednesday  64

Thursday  66

Friday  66