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

This design uses varying font sizes in order to create an orderly hierarchy of importance for the elements on the screen. The current temperature and weather conditions are prominent in the center, and other, less-important conditions are below it in the smaller font, yet still within the proximity of the temperature to indicate they are all for the same day.

Bold weights are used to accentuate and bring out the numerical values
Version 2

Emotional

This design evokes strong emotions of bold fortitude and stubbornness. There is no margins on the edges of the screen, presenting a strong front to the viewer. Some of the elements even bleed off the screen, commanding more attention than even the screen allows.

The large and askew type also calls bold attention to the current conditions.

The design uses proximity to place today’s conditions all together, and also groups the forecast for the rest of the week together.

The elements are all laid out on a skewed grid to give structure and organization to the layout.
Version 1

68°F
Clear

Precipitation 0%
Wind 7mph
Humidity 62%

Monday, February 23, 2015

Tuesday 64
Wednesday 64
Thursday 66
Friday 66

Berkeley, CA 94720

Version 2

68°F
CLEAR

Precipitation 0%
Wind 7mph
Humidity 62%

Monday, February 23, 2015

Tuesday 64
Wednesday 64
Thursday 66
Friday 66

Berkeley, CA 94720