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 $750 \times 1334$px
- 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 put the most important elements in Helvetica, and the less important information in Georgia. I bolded the “68” and aligned it to the right to draw attention to it as the most important piece of information. Viewers also pick up the day of the week with the top left corner as the point of entry, and the size of the font. The third most-important information is the conditions—clear—so I made it the same size as “Monday” and paired it with the most important information, 68, to draw attention to it.
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.

With this design, I wanted to evoke vertigo. I tried to make the details other than the current temperature into a block of text that makes the viewer feel that they’re in danger of falling. In addition, the angle draws your eye down to the current temperature on the bottom right. It’s the only element that’s not tilted, and the most important piece of information.
Typography 3

Version 1

Monday
February 23, 2015

68°F

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

64 Tuesday
64 Wednesday
66 Thursday
66 Friday

Berkeley, CA
94720

Version 2

Vertigo
February 23, 2015

68°F

Clear Monday
Precipitation: 0% Humidity: 62% Wind: 7mph
64 Tuesday
64 Wednesday
66 Thursday
66 Friday

Berkeley, CA
94720