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

Version 1 should focus on typographic hierarchy (i.e., help a user understand information through a logical and meaningful journey).

I wanted the design to be balanced but with a specific hierarchy based on 3 different typefaces. The current temperature should be the first thing the user would be attracted to. The second piece of info is the visibility (Clear) and then the rest of the rest of the weather metrics. The last elements in the hierarchy should be the date, place, and next week’s temperature.
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.

I wanted the design to have some degree of playfulness by making the days and temperatures different sizes. Making them smaller the further they are from happening. The spacing between them also changes in half of the previous one. Also wanted to make the rest of the metrics/measurements in one single strip of text. To be able to differentiate them I also changed the size of the actual value of each one, resembling camel-casing.