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
Typography 2

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 used weight and scale to make the “68” the most prominent part of the design. In the last assignment, the positioning of the “66” to indicate a warming trend wasn’t distinct enough, so I increased the difference. I also added weight to the rest of the week temperatures for further emphasis. Finally, I added weight to “Berkeley” to emphasize it while keeping the surrounding text the same size.

I tried to limit the variety in font sizes, and used multiples of 15.
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 to evoke harmony with this design. I wanted to play with the size of the “68” to make it architectural, and have the rest of the text work around it, such as following the curves. There’s relatively little tension, and I tried to position the text so that the viewer’s eyes drift back and forth and downward to the bottom right of the page.
Typography 2

Version 1

Monday
February 23, 2015

68°F

Clear

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

64 64 66 66

Tuesday  Wednesday  Thursday  Friday

Version 2

<label your emotion>

Monday
February 23, 2015

Clear

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

Tuesday 64
Wednesday 64
Thursday 66
Friday 66