Design Workshop

Type 3
You will design UI of a new mobile weather app. Create typographic hierarchy with the following set of rules:

- Use Comic Sans, Georgia, Helvetica
- 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

The big ‘68’ draws attention to the most important part of a weather app: the temperature.

The word ‘Clear’ is the next logical word in the hierarchy. Georgia is used for the numbers, and Helvetica for all the words.

All the text is center aligned to allow the quick use of the weather app to check temperature.

<table>
<thead>
<tr>
<th>Day</th>
<th>Precipitation</th>
<th>Humidity</th>
<th>Wind</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monday</td>
<td>0%</td>
<td>62%</td>
<td>7mph</td>
</tr>
<tr>
<td>Tuesday</td>
<td>64</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Wednesday</td>
<td>64</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Thursday</td>
<td>66</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Friday</td>
<td>66</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

February 23, 2015  
Berkeley, CA 94720
Version 2
Emotional

Playful. Comic Sans is used to contrast between playfulness and seriousness. While Friday is in Comic Sans (the most “playful” day), the other days are in Helvetica.

The angles are also supposed to indicate playfulness.
Design Workshop Assignments

Elisabeth Prescott &
Kimiko Ryokai

Interface Aesthetics
Spring 2015

Typography 2

Playful

Monday
February 23, 2015

68°F

Berkeley, CA 94720

Clear

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

Tuesday Wednesday Thursday Friday
64 64 66 66