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
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).

Describe your design in this text box space.
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.

What is your emotion? Describe your design in this text box space.
Typography 2

Version 1

Monday

68°F clear

precipitation 0%
humidity 62%
wind 7 mph

tuesday 64
wednesday 64
thursday 66
friday 66

Version 2

can’t wait ‘til friday

Monday

68°F clear

precipitation 0%
humidity 62%
wind 7 mph

tuesday 64
wednesday 64
thursday 66
friday 66

Design Workshop Assignments

Interface Aesthetics
Spring 2015

Elisabeth Prescott & Kimiko Ryokai