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 × 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 tried to make this design as simple as possible and apply things that I had learned in class. Through a straightforward information structure and lots of negative space, the design highlights the most important information to the user. I used fonts here to create type hierarchy. The temperature degrees are all in Georgia. All other information is in Helvetica.
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? Age 7 forever. For this design, I tried to think about what it would be like to be 7 years old. Then, I tried to design the interface in a way that a seven year old child would want to see the information displayed. Comic Sans highlights certain pieces of information to draw attention to those items and its also playful. For instance, I used comic sans to highlight the first letter of the days of the week - this would help a child remember/associate letters with days. Also, I added a fairly large gutter and tried to use vertical alignment to create clarity for the child user.