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).

This design is straightforward. Most of the information is vertically aligned to create a flow that is easy to read. I also bolded all the information that I felt was most important for the user to know about. I also used grid lines to help design this, which made things a less sloppy/easier to see how things were lining up.
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? My emotion is warped and fun. The perspective is warped to give the user a warped/fun house feeling. I'm totally confident that the design is successful for this emotion, but nonetheless, but I it was interesting to experiment with rotation.
Typography 2

Version 1

February 23, 2015
Berkeley, CA

Monday
68°F

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

Tuesday 64
Wednesday 64
Thursday 66
Friday 66

Fun house
Version 2

Monday
February 23, 2015

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

Tuesday 64
Wednesday 64
Thursday 66
Friday 66

Berkeley, CA