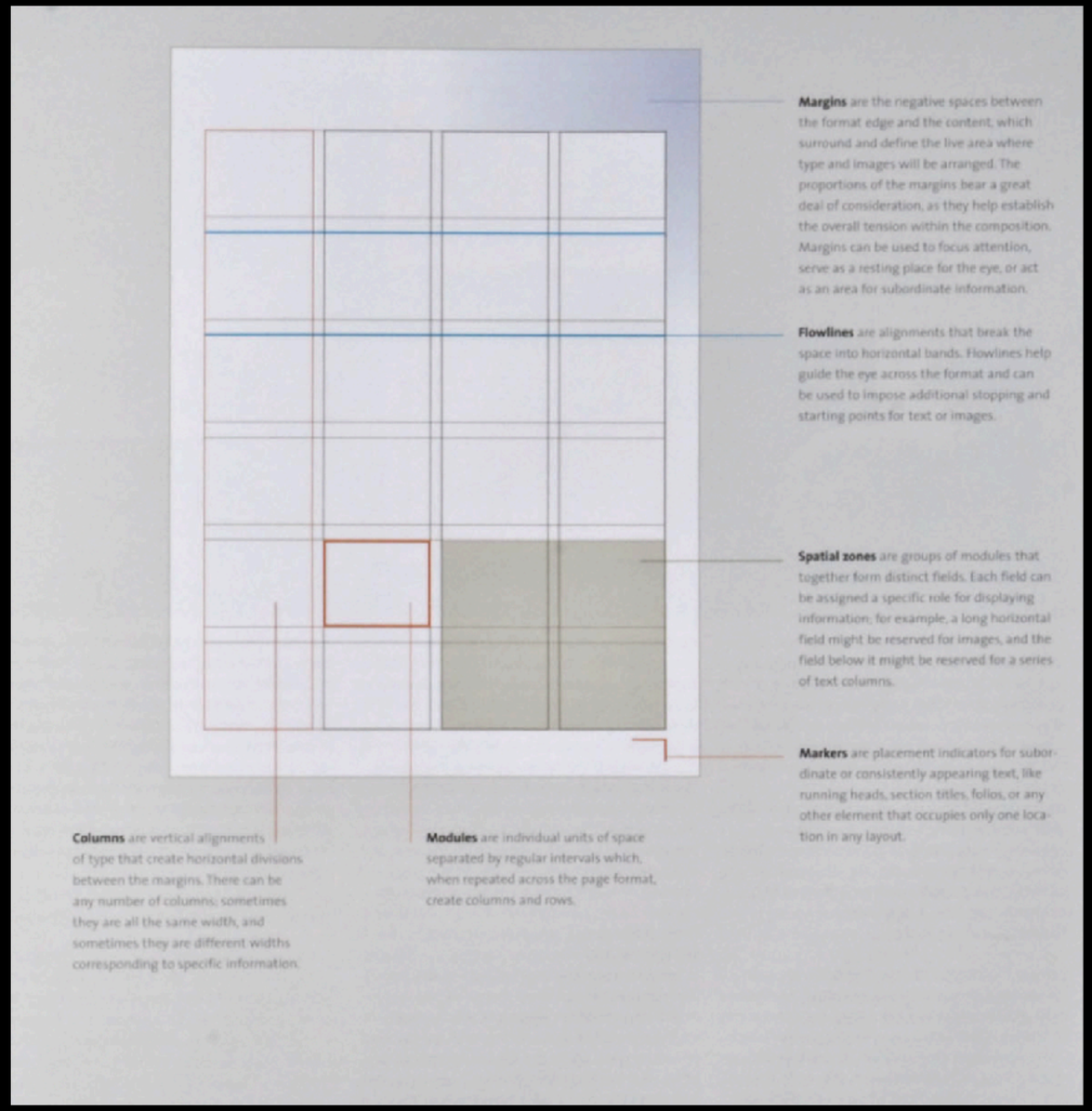
Grids

ACMGD
Rutgers University

Grid Basics

Format and Page Structures

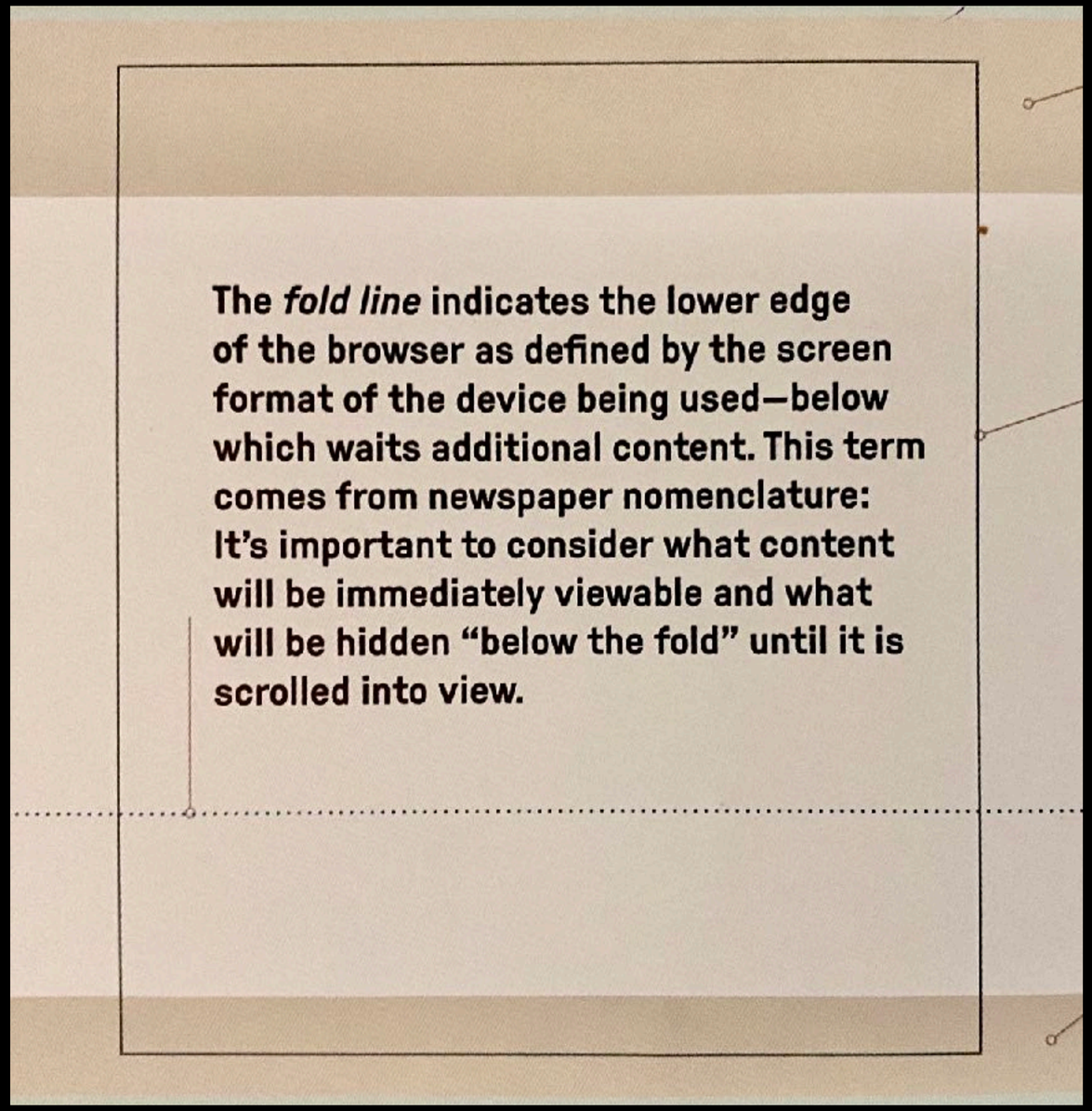
- All page-layout conventions descend from the book format
- This is true for all editorial mediums, including webpages
- Current Web formats define margins around a body that emphasizes columns, rather than rows, this allows for responsive design



Grid Basics

Format and Page Structures

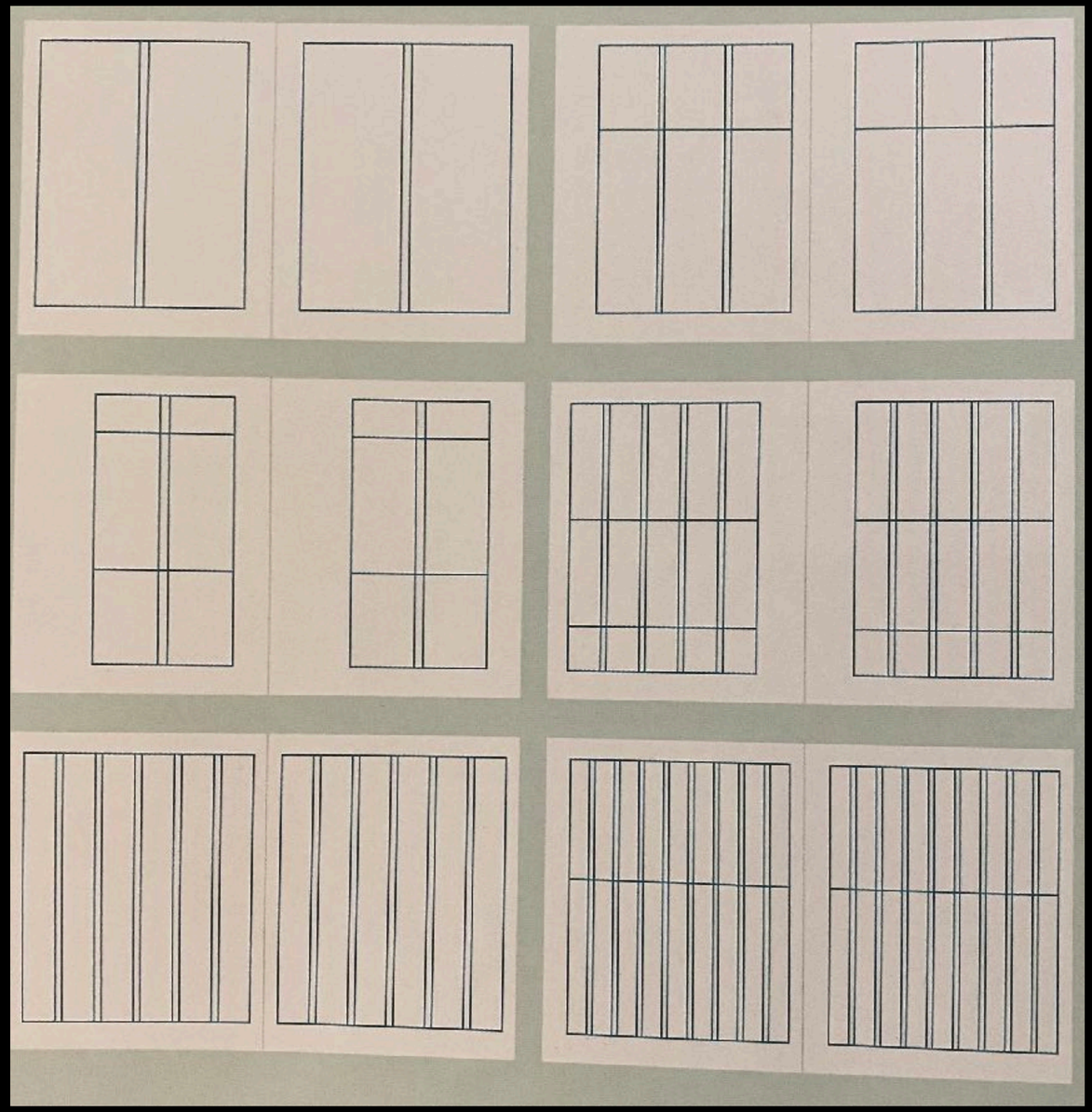
- A grid, is what happens inside the margins of an individual page, within the body
- Every grid contains the same basic parts, no matter how complex the grid becomes



Grid Basics

The Column Grid

- Columns can be dependent on each other for running text, independent for small blocks of text, or crossed over to make wider columns
- The Column Grid is extremely flexible and can be used to separate different kinds of information (running text, large images, captions, etc)




Shock of the new
22 DIRECTOR'S STATE
23 VENTURA LETHO DIARY
VENTURA


石巻市雄勝地区の概要と
東日本大震災による被害
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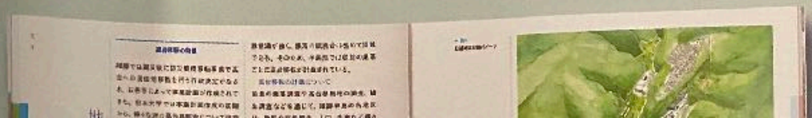
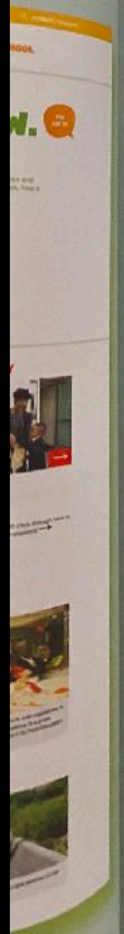
雄勝を知る——調査

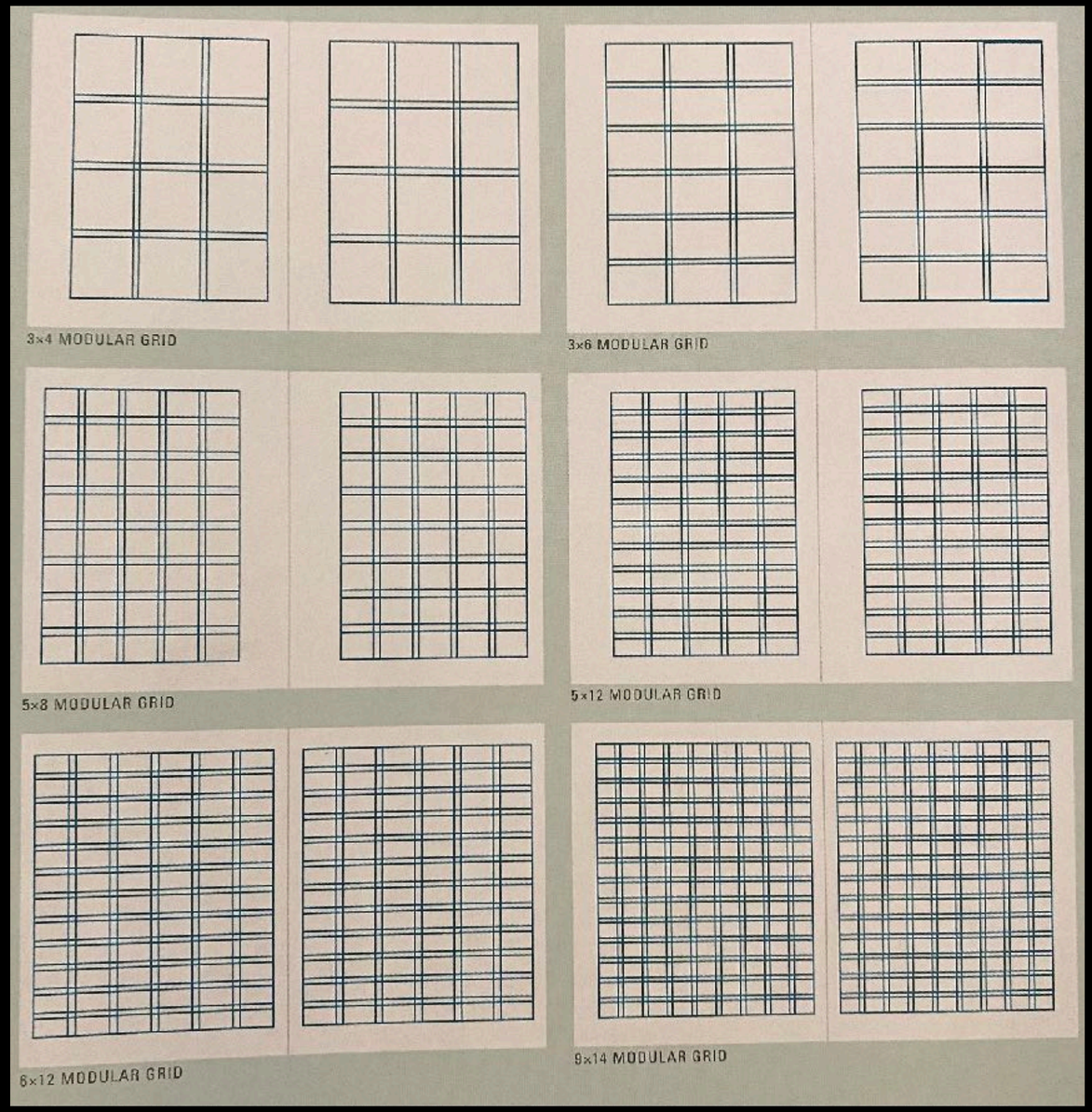


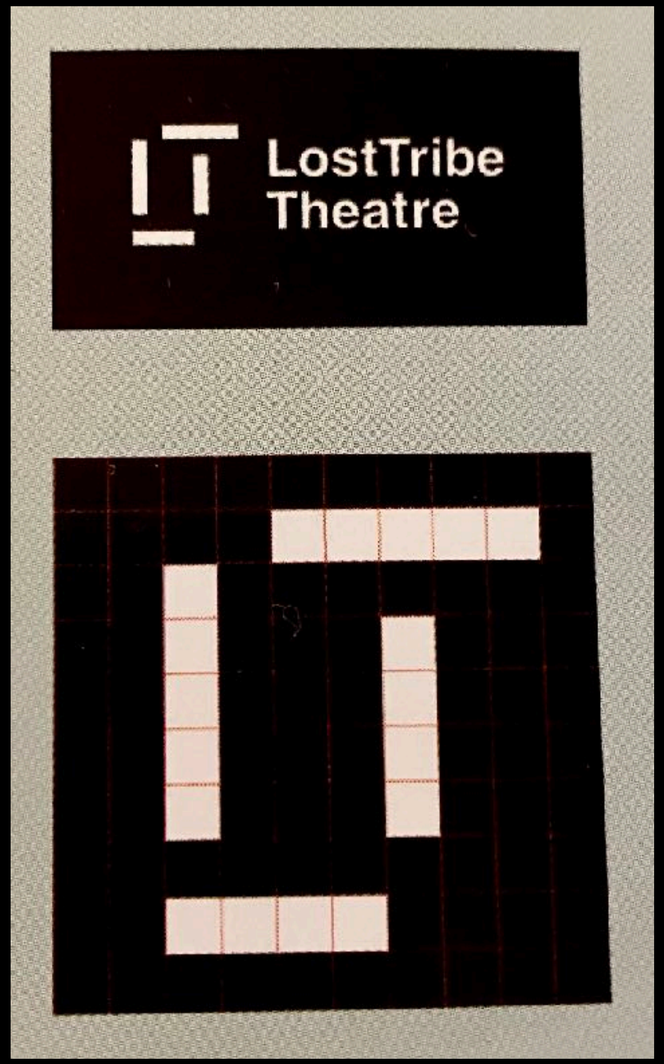


Grid Basics

The Modular Grid

- For extremely complex projects involving many different kinds of information
- A modular grid is a column grid with a large number of horizontal flow lines that subdivide the columns into rows, creating a matrix of cells called modules
- Each module defines a small chunk of informational space



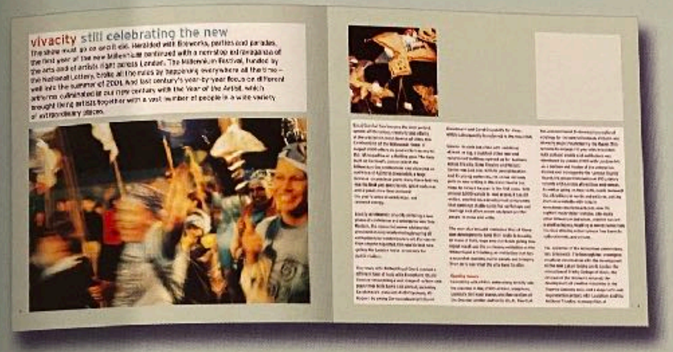


letters of this logo abstracted
together creates a
maze of interlocking
strokes and spaces
that conceptually
supports the narra-
tive suggested by the
client's name.

Piscatello Design Centre/
USA

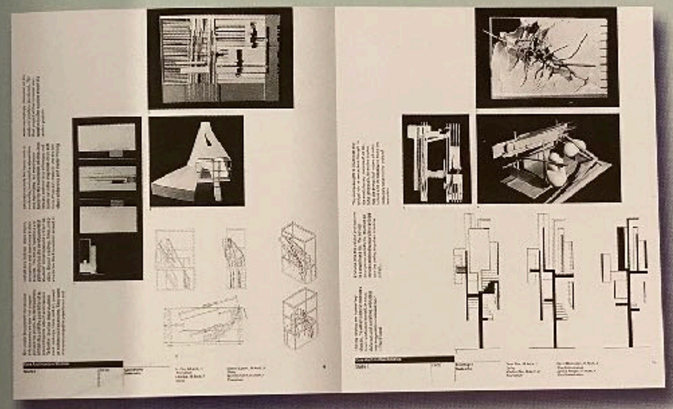
A simple modular grid provides the basic component shape and organization of these sign panels. They can be combined in any configuration, for any given need at a particular location.

Poulin+Morris / USA



Even a simple, or
"loose," grid of th
columns and thre
rows—referred to
a 3 x 3 modular g
can give rise to a
tremendous num
of shapes in the
way the modules
combined.

Why Not Associates



The exceptional
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ular grid here c
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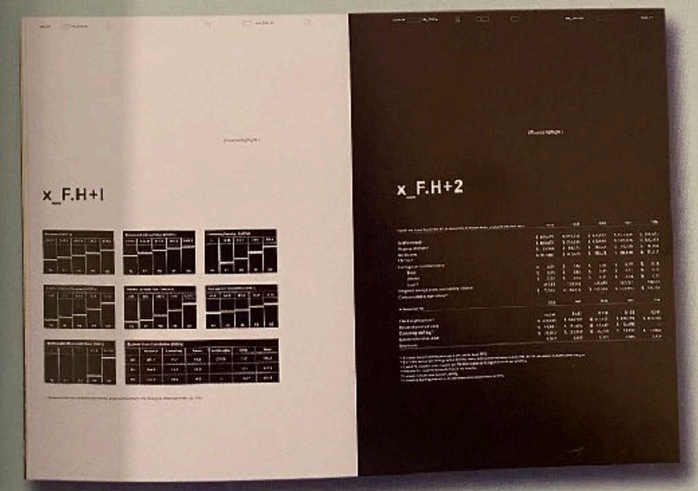
rows, or 126 m
on each page.
glance at the s
layout shows a
variety of con
in a range of p
tions and num
spatial zones-
plenty of sepa
between each

Willi Kunz Studio



A modular gr
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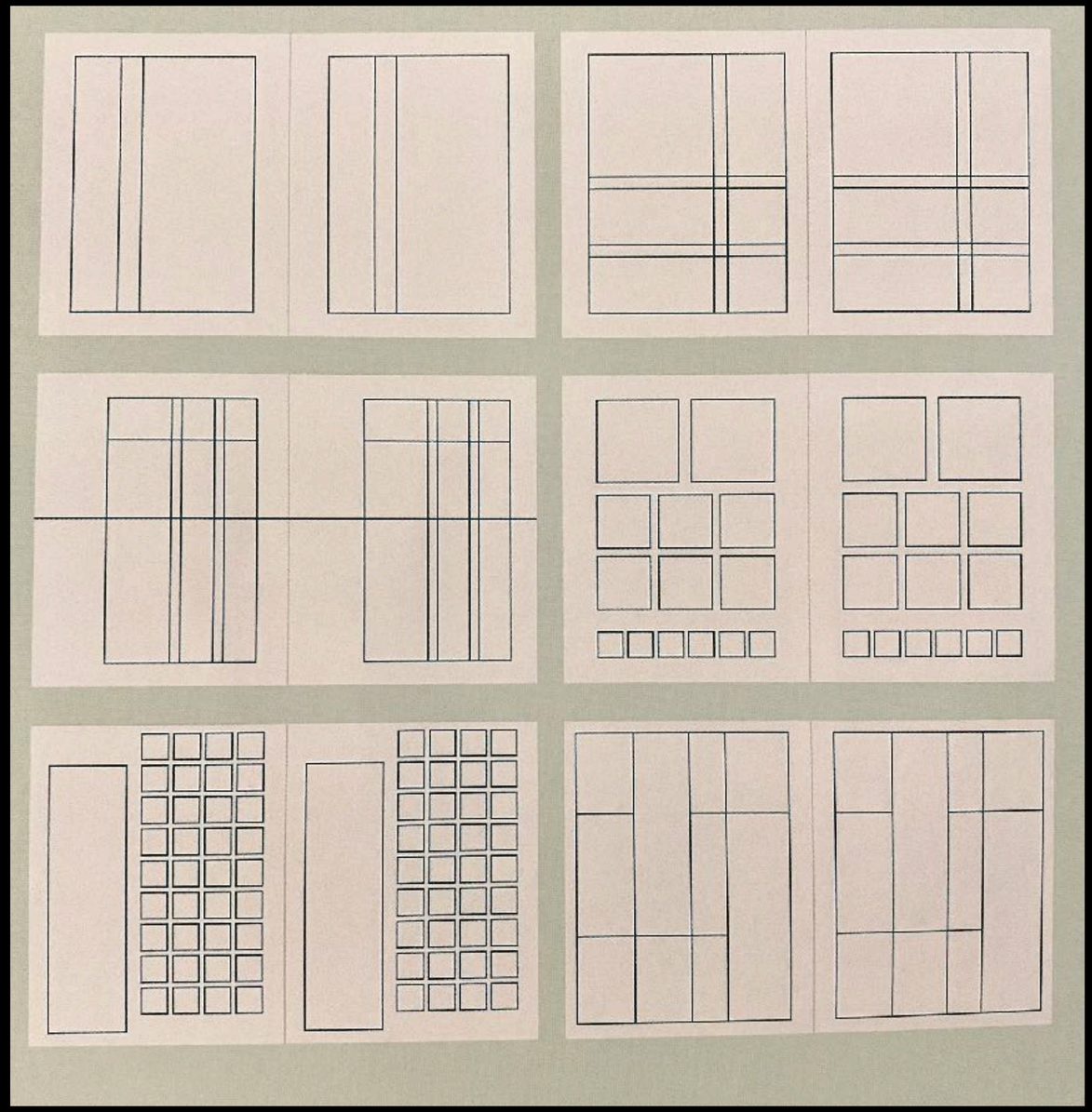
with the str
surrounding
image mate

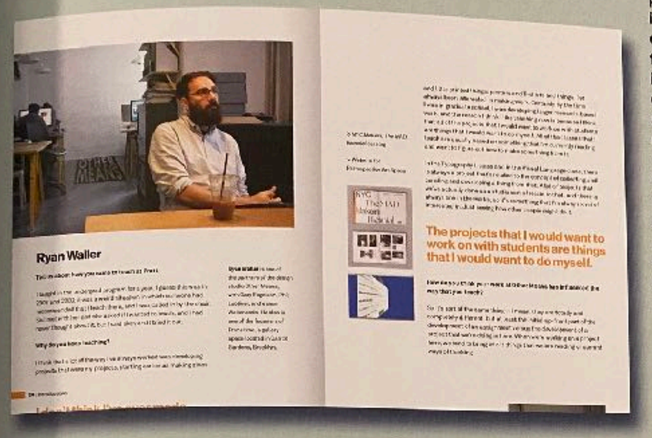
Cahan & Asso

Grid Basics

The Hierarchic Grid

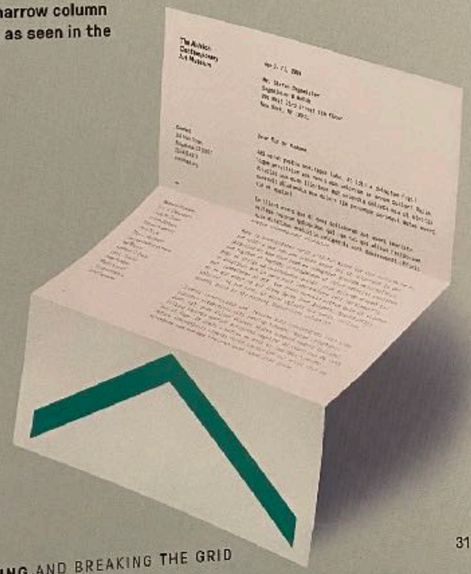
- Conform to the needs of the information they organize
- This is an organic approach to ordering information
- Column widths, the intervals between them, rows, etc may all vary depending on context and use





The hierarchic grid of this promotional book for a graphic design program orders information in two columns: a wide one for text and primary images, and a narrow one for captions and secondary, or support, images. The proportions of the two columns are independent of each other, and content can spread across the width of both columns combined.
Level Design Group / USA

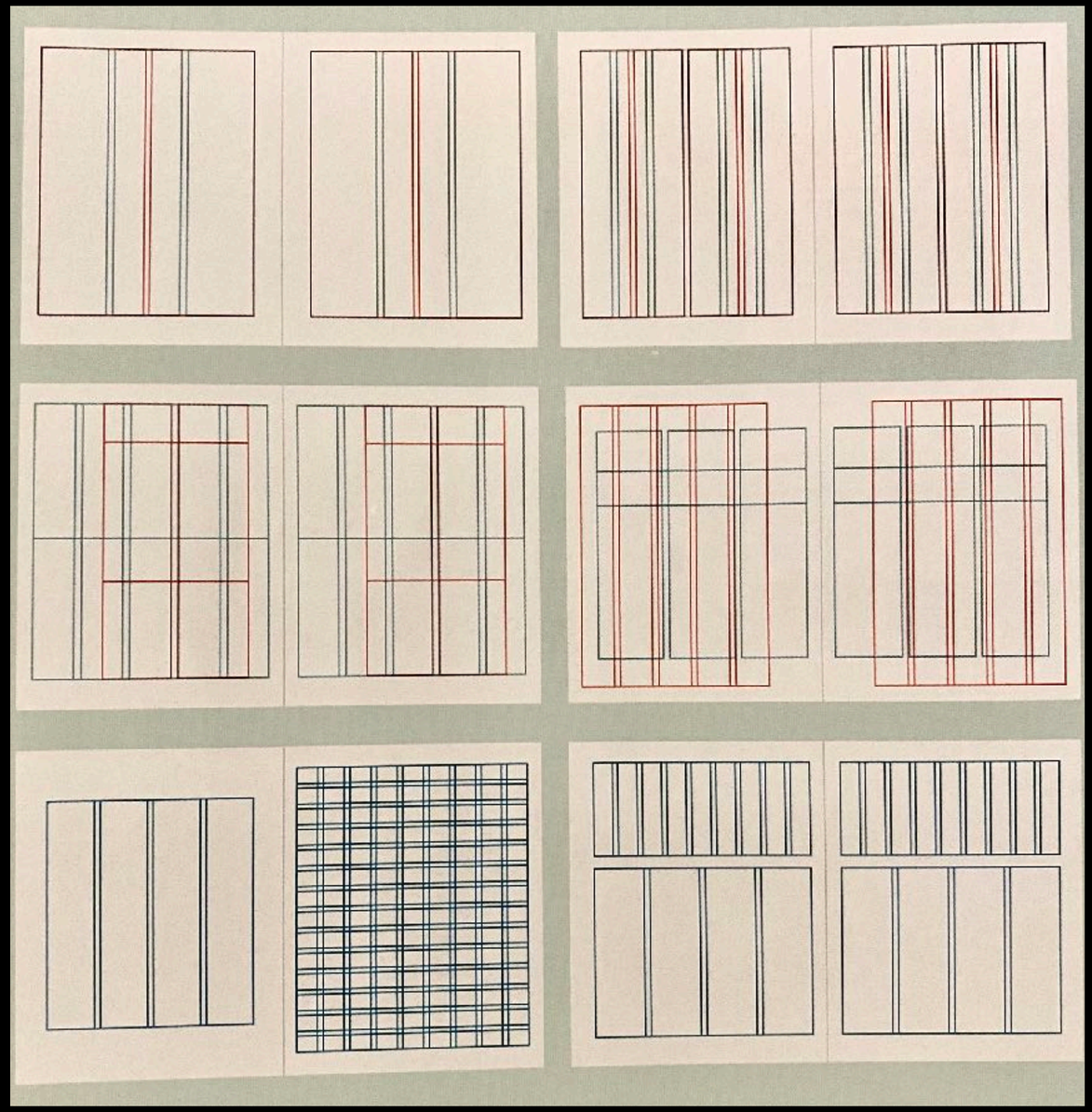
A simple hierarchic grid, consisting of a wide and narrow column—broken by a single flowline—is used to structure layouts for applications in this museum's identity materials. The grid's lateral orientation (wide column left, narrow column right, as seen in the brochure covers) is flipped in the opposite direction when applied to the design of the letterhead, below.
Sagmeister&Walsh / USA



Grid Basics

Compound Grids

- Using multiple grids in the same project, either between sections or even within the same page
- Each grid can be assigned a particular kind of content to organize, or material can be articulated across divisions within the multiple grids



correspond to the
dimensions of the

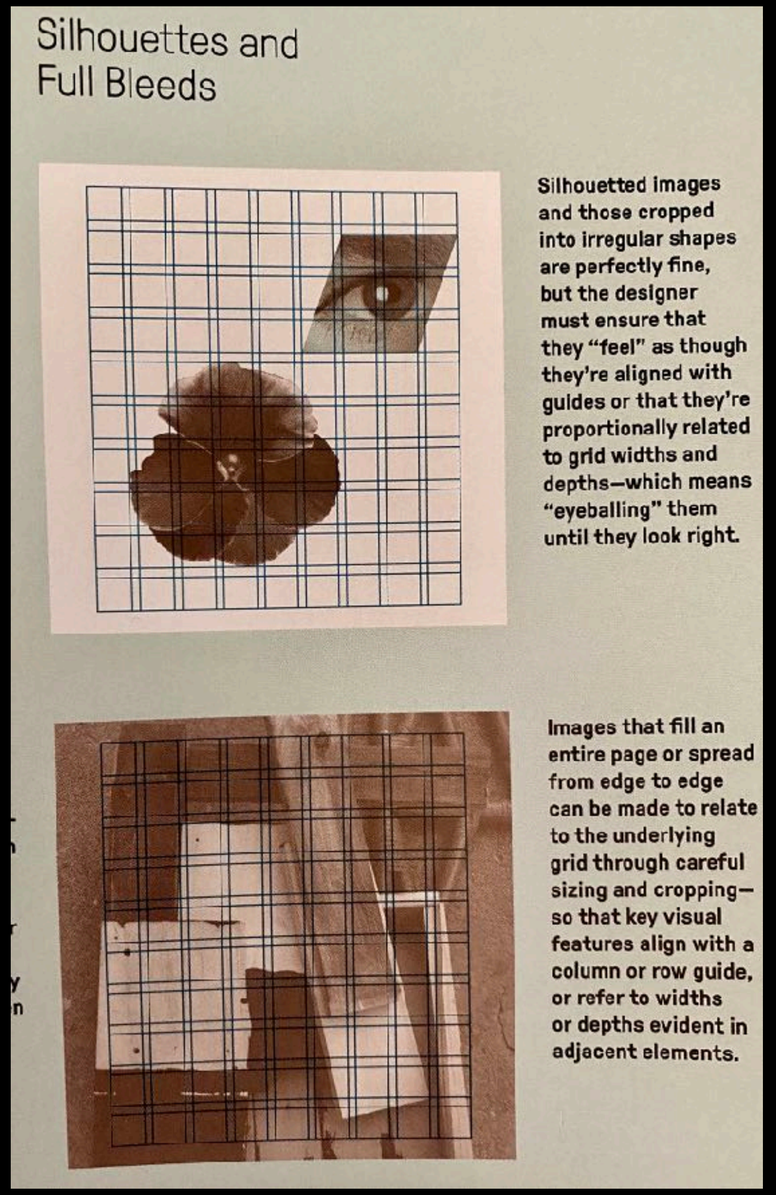
SELECT RESEARCH
PROGRAMS

" WHAT EXCITES ME ABOUT WORKING IN THIS LAB?
OUR COLLECTIVE DRIVE TO EXCEL. THIS IS A TEAM. WHEN WE MAKE
A BREAKTHROUGH IN ONE AREA -- SAY, DEVELOP A NEW DRUG DISCOVERY
TECHNOLOGY -- IT LEADS TO BREAKTHROUGHS IN OTHER AREAS.
WE'RE ALL IN THIS TOGETHER. "

Grid Basics

Image Behavior

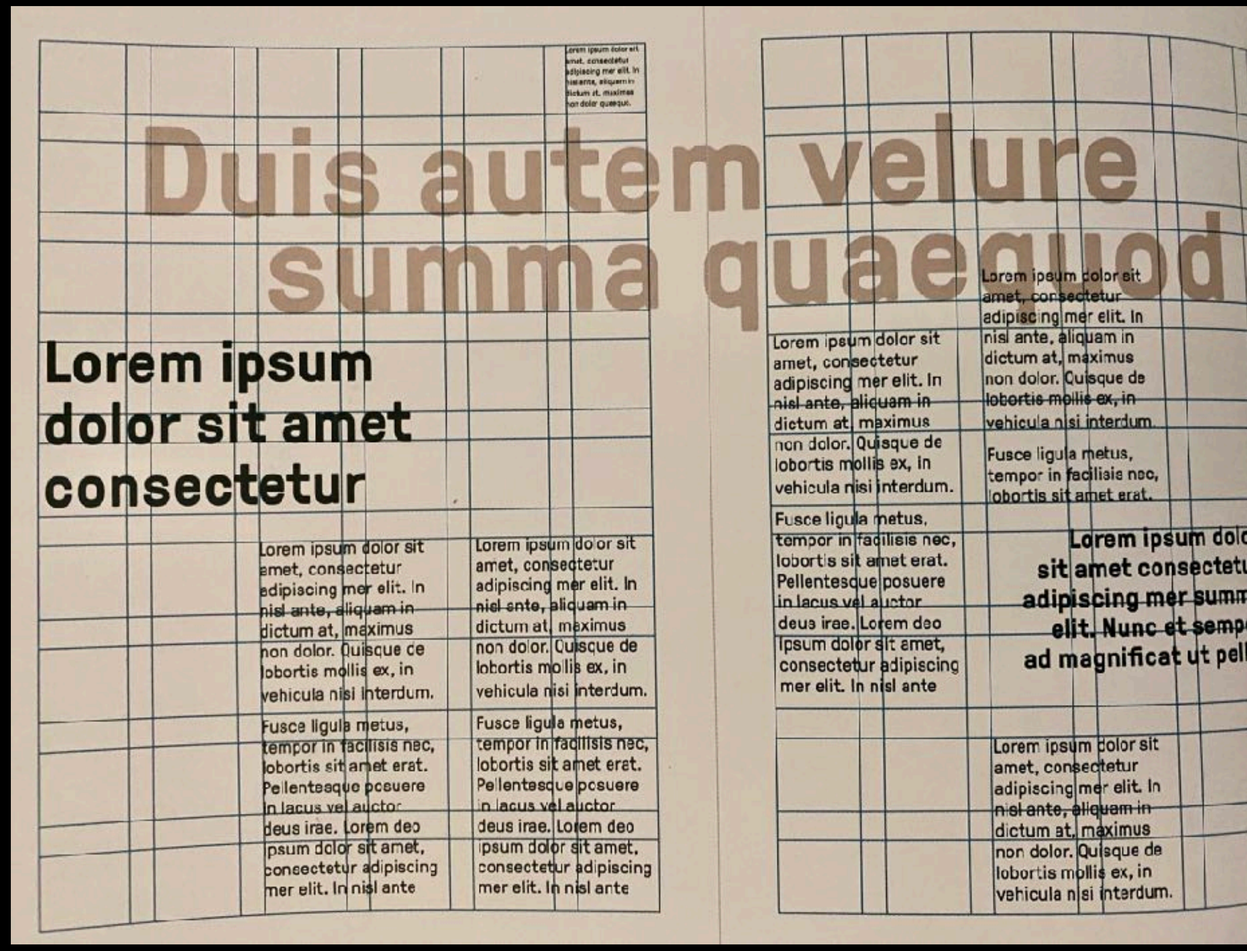
- The basic rule is: The edges of images align with the edges of columns, left-to-right, and they align with the edges of rows, top-to-bottom.
- It is OK for images to overlap each other, and to bleed off the page (even across the page gutter) - so long as they adhere to the column and row alignments



Grid Basics

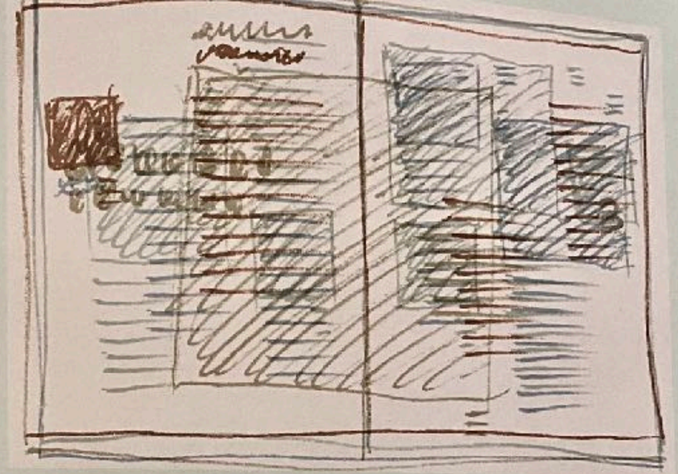
Text Behavior

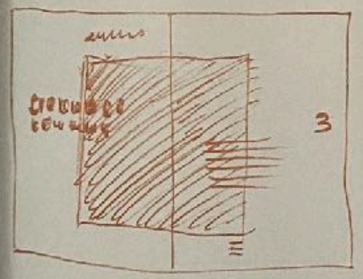
- Similar to Images, Text should correspond to a grid's alignment
- The possibilities for how type may be shaped on a grid - are endless
- The grid's organizing logic not only promotes visual flexibility and contrast, but clarity of informational hierarchy

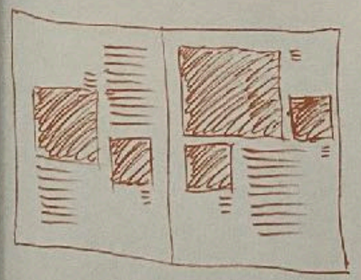


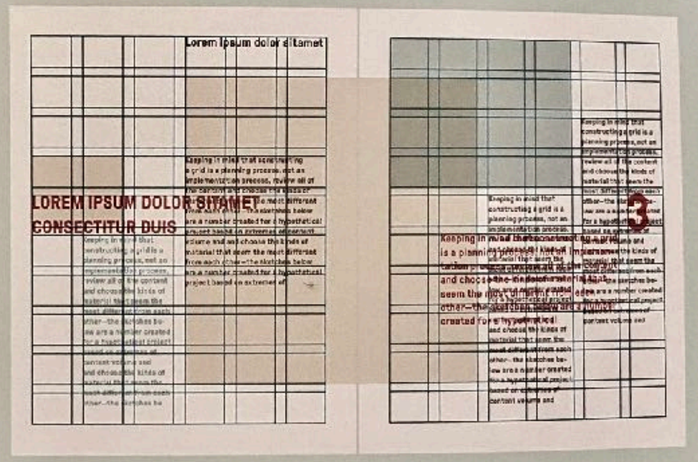
Keeping in mind that constructing a grid is a planning process, not an implementation process, review all of the content and choose instances that differ most widely—the sketches below were created for a hypothetical project based on extremes of content volume and kind.

Working by hand (yes!) frees one from the mechanical qualities of working with mouse and software, and working small prevents getting overly invested in details. The sketches are very raw, but an overall visual concept is clear enough to proceed to the next step.









Scan the sketches (or, if working digitally, export PDFs from the page layout program and then convert them to image file formats). Within image-editing software, overlay the sketches transparently so as to see the elements through all the layers (top image).

You'll discover some corresponding alignments and proportions between elements from different layouts. Most likely, there will also be elements that don't match up. Working from those that do and adjusting those that don't—splitting the difference between some that are close—construct a column grid and add any flowlines that the composite suggests, or convert it to a modular grid for more precise, detailed control and flexibility.

Nothing, though, can truly replace up-front planning...