

A Grid is a series of intersecting vertical and horizontal axes used by a designer to structure content in a manner that is simple, rational and promotes an accurate comprehension of the message in visual terms.

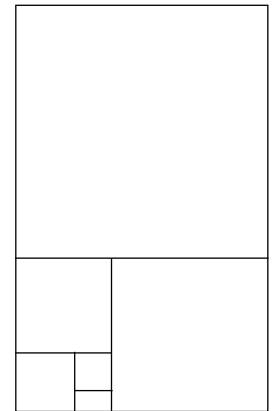
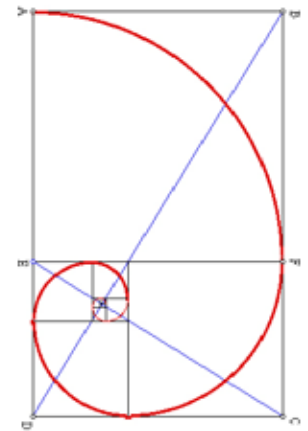
The Grid.

Making the Grid.

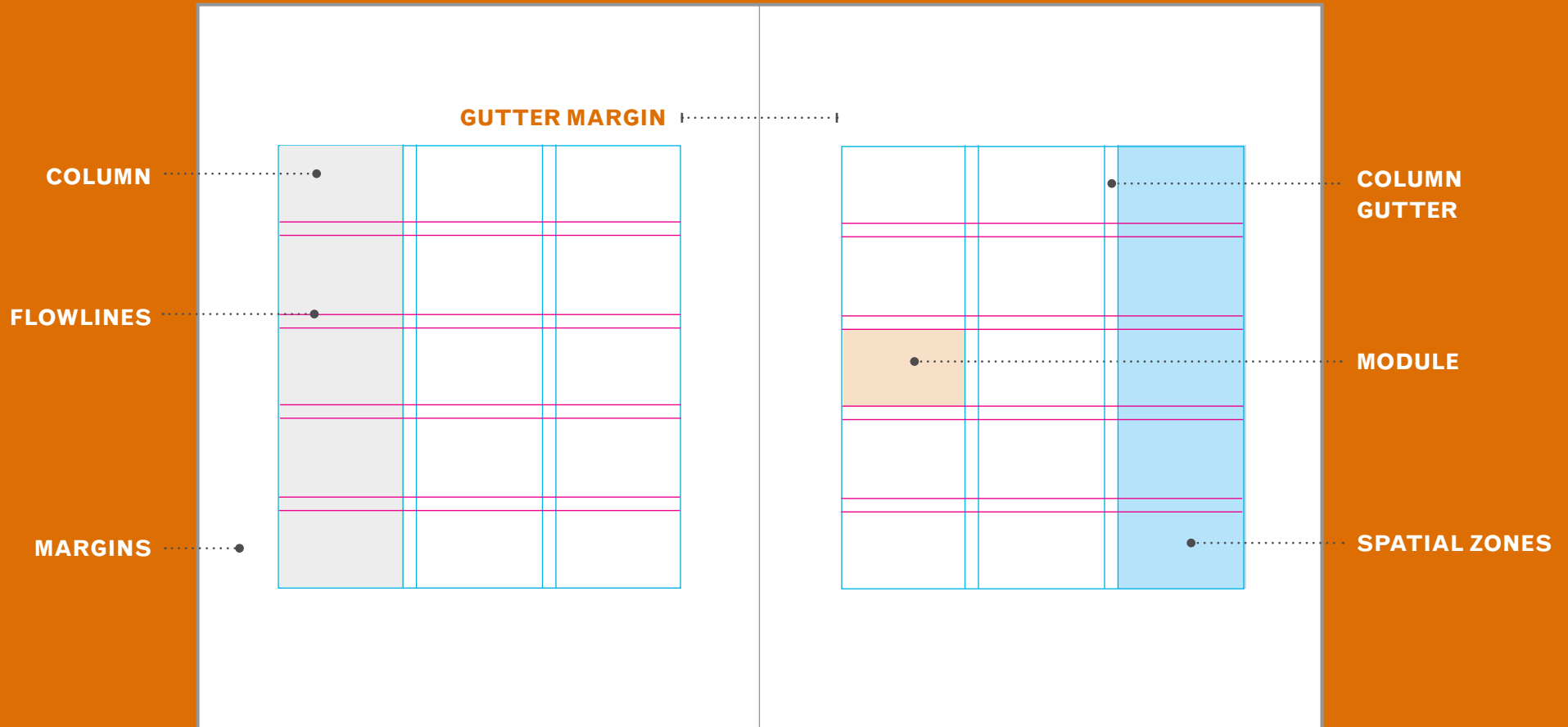


Making the Grid (Some of your options)

- Mathematics and ratios you simply pick
- Setting your margins and gutters based on functionality and creating the grid based on for the active page based on content.
- Based on prominent image, graphic or typeface used in the publication (ie. cover image or company logo)
- Based on a standard size used in the industry.
- Golden Mean 1 to 1.61803
- Using the rule of thirds (Dividing the page into thirds vertically and/or horizontally and placing most important elements within those thirds)



Grid Structure of a Book Spread.



COLUMN

The vertical set of data/components formed by the vertical gridlines.

COLUMN GUTTER

The flowing space between columns.

MARGINS

The empty space that frames the active page area. Margins should aesthetically be set to relate to the cover image, while considering the practicality of the reader's hand holding of the book and printers cropping possibly losing essential information while trimming to trim size.

GUTTER MARGIN

flowing space between rector and verso which allows for book binding.

FLOWLINES

Horizontal gridlines that subdivide columns into rows and help place content's starting and ending points.

MODULE

The standard unit of space in a cell formed by the vertical and horizontal gridlines.

SPATIAL ZONES

A group of modules which can be used for specific information such as text, images, pull quotes, or captions.

Breaking the Grid.

USING ANGLES



ILLUSTRATING AREAS



A grid is a harmonious instrument. Its goal is to achieve balance, symmetry, and order.

So why would you want to bring imbalance to this order?

ESCAPING AREAS



Why break up this carefully constructed data structure?

The answer is **to add interest.**