"The Frame…disappears, buries itself, effaces itself, melts away at the moment it deploys its greatest energy. The frame is in no way a background…but neither is its thickness as margin a figure. Or at least it is a figure that comes away of its own accord."

but what does that mean?

well…if you do your job well, nobody will notice how well made it is

The Grid

Things to consider in a layout:

- Grid system
- Number of columns within layout
- Choice of typeface
- Ligatures
- Hierarchy
- Title treatments
- Subhead treatments
- Italics
- Captions
- Alignment
- Text–Image relations
- Tabs

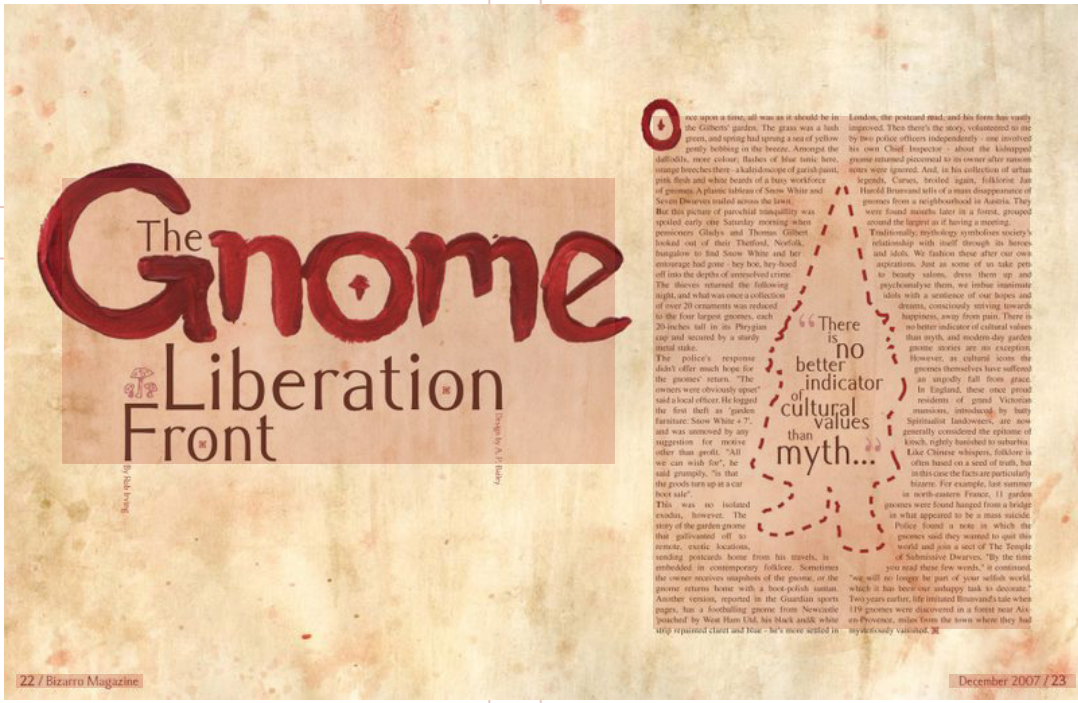# The Grid

So...what is the grid?

The underlying structure on which information is positioned and presented.

It needs to be designed to be more flexible than a singul straight column of text to:

1. move the viewer through the page

2. direct attention/control attention

3. accomodate a variety of material including text, images and other design elements in an organized manner

zeitschrift des bildungsverbandes der deutschen buchdrucker leipzig • oktoberheft 1925

typographische mitteilungen

sonderheft

elementare typographie

natan altman
otto baumberger
herbert bayer
max burchartz
el lissitzky
ladislaus moholy-nagy
molnár f. farkas
johannes molzahn
kurt schwitters
mart stam
ivan tschichold

The Grid

The Gnome Liberation Front

The Gnome
Liberation
Front

By Nick Irving

Design by A. P. Bailey

"There is no better indicator of cultural values than myth..."

22 / Bizarro Magazine

December 2007 / 23

Text area:

Honestly, exactly what it sounds like. The area the text takes up in a layout.

Composed of headers, footers, headings, body copy, captions, and all other copy

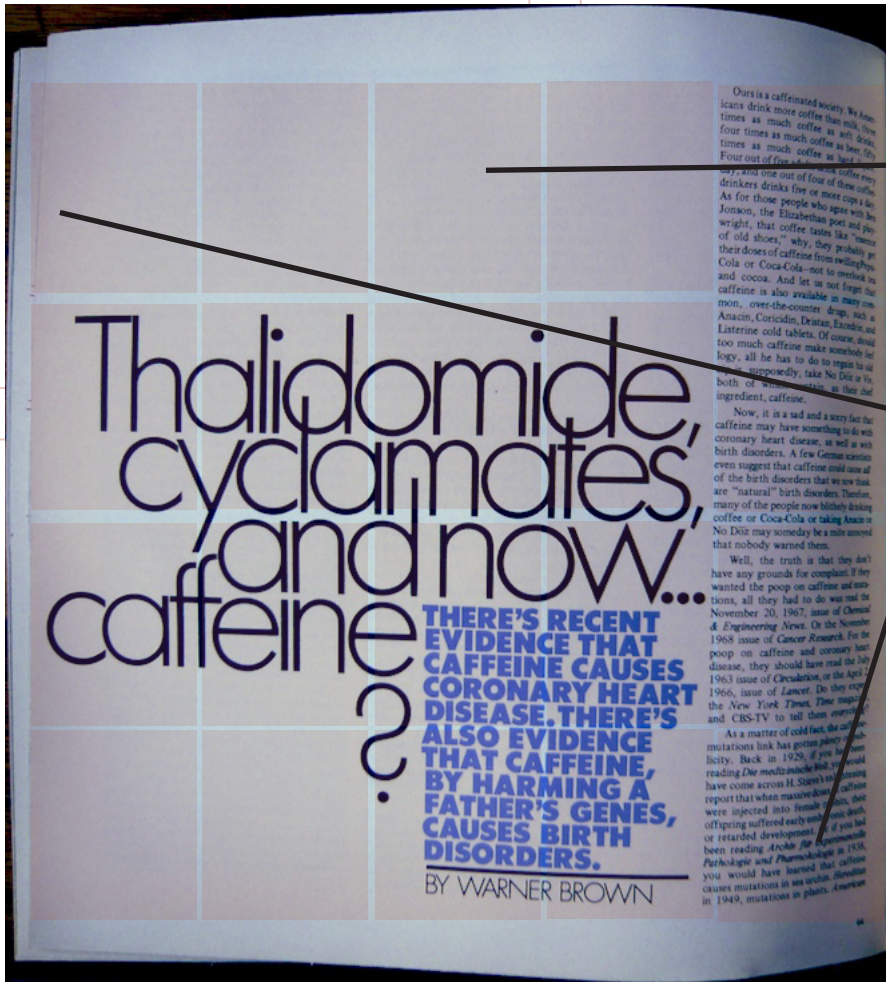Terminology of The Grid

The Grid

Margins:

The area not filled by text.

traditionally that thing you increase to make your term papers longer (yes, we know you do this)

Gutters:

Inner margins that separate modules from one another.

Terminology of The Grid

The Grid

Module/Field:

Area calculated by line legnth with depth defined by leading.
individual units of space separated by regular intervals, when repeated across the page format, create columns and rows

Passive/Active corners:

Top left (strongest) and bottom right (weakest) modules.
The module leading the viewer in in western culture (because we read left to right) is the top left corner of the page. The weakest is the bottom right, traditionally the last place we look.

Terminology of The Grid

The Grid

Columns

Allow for more control of line legnth.

Things to consider when planning columns:

- number of pages
- page size
- whether the content is text or image heavy
- optimal line legnth
- leading
- binding

Things to be wary of in a layout:

- kerning
- widows
  (the last line of a paragraph that gets pushed into the next column or page and feel lost)

- orphans
  (like widows, but single words that are lonely on a line by themselves)

Terminology of The Grid

The Grid

Hierarchy: Establishing importance, direction and flow within a layout.

A few things to consider:

Headings, subheadings, text or body, notes, headers/footers, page numbers

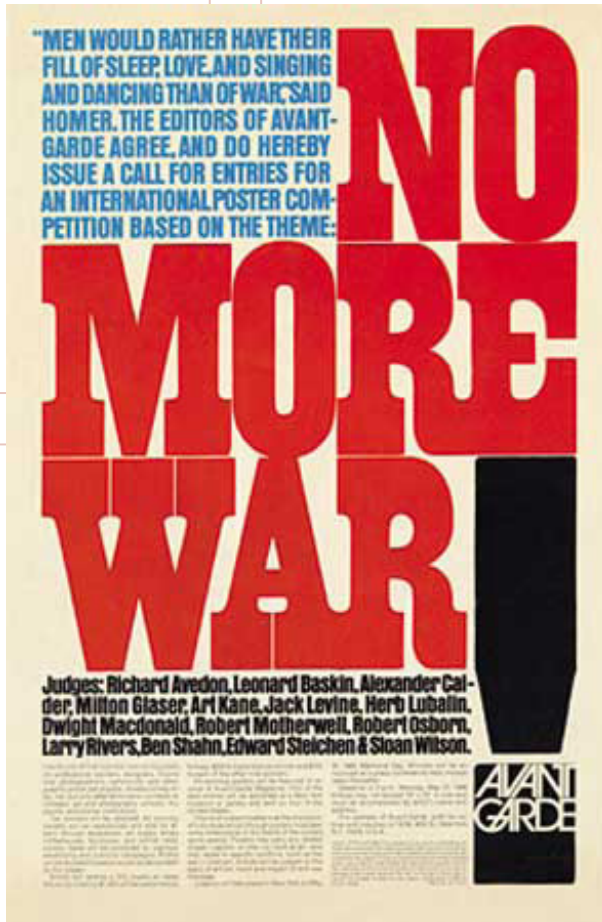When looking at a page, what is the first thing you see? What is the second?

How do the parts of the layout that are not the main focus support the overall understanding?

Things that affect heirarchy:

- sense of space/placement
- scale
- color
- contrast
- font selections
- decoration and ornamentation

Terminology of The Grid

The Grid

And finally…
Text/Image relationship

Image placement should be based on form and content
– not typographic guidelines.

Visual weight and intellectual unity weigh heavily on the placement of images.

Terminology of The Grid

The Grid