# THE GRID

## Typography 2

## DESIGNER'S CHALLENGE

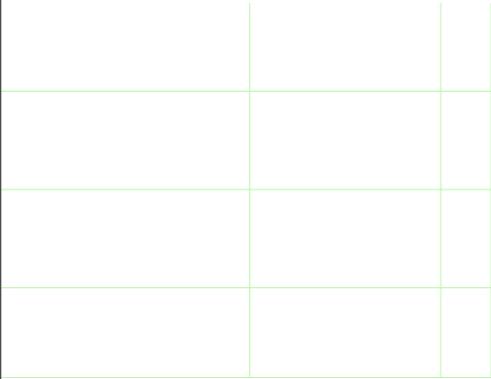Problem solving on both visual
and organizational levels

## DESIGNER'S CHALLENGE

Often, a designer has to work with a volume of unorganized information* and has to be able to visually organize that information so that it is easy to understand for the reader.

* Headlines, images, charts, graphs, raw data, statistics, interviews, articles, quotes, lists, etc.

## DESIGNER'S SOLUTION

"The Grid" helps the designer add structure and organization to information.

CHECK THIS OUT . . .

CHECK THIS OUT …

1/3rd

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# WHAT IS THE GRID

and why it is useful

**?**

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Like items are arranged in similar ways so that their similarities are made more apparent and more recognizable.

## THE GRID

renders the elements it controls into a regularity that permits accessibility – viewers know where to locate information they seek because the junctures of horizontal and vertical divisions – the grid – act as signposts for locating that information.

CHECK THIS OUT …

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# WHAT ARE THE BENEFITS OF USING A GRID?

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## CONTINUITY

The grid also allows many individuals to collaborate on the same project, or on series of related projects over time, without compromising established visual qualities from one project to the next.

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5  *The negative space (white space) on the page is as important as the positive information (text and image).*

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**ⓘ** *People, when reading, need information to be organized in order to make sense. White space creates rest between bits of information and in doing so helps guide the eye from one section of information to the next.*

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**②** *If there is a lot of copy that needs to fit on one page, figure out how to visually break apart the textural density of information.*

*Adjusting size/scale relationships of the text, using different weights of the same typeface, clustering like information together and creating a hierarchy will help guide the reader easily through the page.*

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**5** *As the designer sees the relationships start to form (through sketching) a grid system will start to develop that can be used for the project.*

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## ESTABLISHING HIERARCHY

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A designer has unlimited options for making changes in type size, weight, placement, and interval to affect hierarchy and, therefore, the perceived sequence of the information.

# THE GRID

organizes the relationship of alignments and hierarchies into an intelligible order that is repeatable and understandable by others . . .

# HOW DO WE BEGIN TO USE AND UNDERSTAND THE GRID?