• Grid systems in Graphic Design
  - Grids are a series of intersecting axes that create horizontal and vertical divisions of space on a page
  - Grids allow the placement and interaction of visual elements creating movement across a layout
  - Grids can be simple, complex - all depending on the content
  - Grids are not meant to be restrictive, they can be modified to fit content
    - *Layout Workbook, pages 54-55*
Functions of a grid
- Control
- Organization
- Rhythm
- Harmony
- Unity
- Dynamism
- Readibility
- Movement
- Balance
- Direction
- Contrast
- Interaction
- Order

»Layout Workbook, pages 54-55
• **Elements of a Grid**
  - Columns
  - Gutter widths (Column Intervals)
  - Flowlines (Rows)
  - Grid Modules
  - Margins
    - *Layout Workbook, page 56*
Elements of a Grid

• **Margins**
  - Define the active area of a page and direct the viewer toward the visual elements
  - Margins may vary in size depending on format as well as content
  - Folios and footers may be placed in the margins
  - Margins are not intended to trap content, they are instead used to activate the positive spaces in a layout
  - For layouts with large amounts of text (books), large margins are ideal as they provide breathing space
    - *Layout Workbook, page 56*
Elements of a Grid

- **Columns**
  - Vertical divisions of space used to align visual elements
    - Single, multiple columns can be used or interchanged
    - The quantity and complexity of information determines columns
      » *Layout Workbook*, page 58
• **Gutter Width (Column intervals)**
  - Also known as Column Intervals, negative spaces that separate one column from the next and prevent text and images from clashing
    - *Layout Workbook, page 58*
• Flowlines (Rows)
  - Support for vertical columns by dividing the page into horizontal intervals to provide additional alignment points across a grid. Wonderful tools to achieve consistency in a layout
  - Dictate the horizontal positions of a visual elements and how they rise or fall along columns
    - *Layout Workbook, page 59*
Elements of a Grid

- **Grid Modules**
  - Spaces created by columns, rows, and margins that support text and visuals. Content will determine the amount of active modules.
  - Modules can be used for consistency
  - It is OK to leave modules empty, as negative space, to balance designs

  - *Layout Workbook, page 59*
Elements of a Grid

Margins define the active area of the page and direct the viewer toward the visual elements. They may vary in size depending on the format, as well as the type and quantity of content. The margin space may also be used for the placement of subordinate elements such as folios and footers.

Columns are vertical divisions of space that are used to align the visual elements. Single or multiple columns may divide the page, depending on the quantity and complexity of information included. Column widths may also vary according to the function of the design, as well as the level of flexibility required by the designer.

Grid modules are spatial areas that support the textual and visual content of the design. Depending on the quantity of the visual elements, the number of active modules may vary from one design to the next.

Flowlines support vertical columns by dividing the page into horizontal intervals to provide additional alignment points throughout the grid. They help the designer consistently position the visual elements as they rise or fall along the column edges.

Column intervals, also known as gutter widths, are inactive, negative spaces that separate one column from the next and prevent textual and visual elements from colliding into each other.
• Single Column Grid
  - Basic structural system. Great for presenting large amounts of text (books)
  - Margins are the one consideration of a single column grid
    - Layout Workbook, page 63
Types of Grids

- Single Column Grid
• **Multiple Column Grids**
  - Contain multiple spatial intervals
  - Very flexible grids allowing for a range of visual elements
  - Great for complex projects like magazines, newspapers, and publications with diverse content
  - Rhythm, movement, and tension can be developed through the interaction of visual elements in multiple column grids
    - *Layout Workbook, page 64*
Types of Grids

- Multiple Column Grids
• Modular Grids
  - An extension of multiple-column grids with the addition of horizontal rows (flowlines)
  - Modules are the active areas of a page that accommodate visual elements
  - Great for complex publications like catalogs, magazines, etc
    - Layout Workbook, page 66
Types of Grids

- Modular Grids
• Alternative Grids
  - Loose and organic
  - Rely heavily on “intuitive” placement
  - Most alternative grids rely on a dominant visual element, focal point, to help align other elements
  - Develop spatial relationships through the Push and Pull technique
    - Layout Workbook, page 68
Types of Grids

- Alternative Grids
• Breaking the Grid
  - Grids are meant to be a guide, not meant to be an absolute unbreakable rule
  - Grids are meant as a starting point, a foundation that is to be built upon
  - To provide emphasis, break monotony, designers are urged to break the grid wherever needed

  - Layout Workbook, page 68