

The Grid

by Sophia



WHAT'S COVERED

This lesson will discuss the history of the layout grid, and how to identify and define its components. Specifically, this lesson will cover:

1. Grid

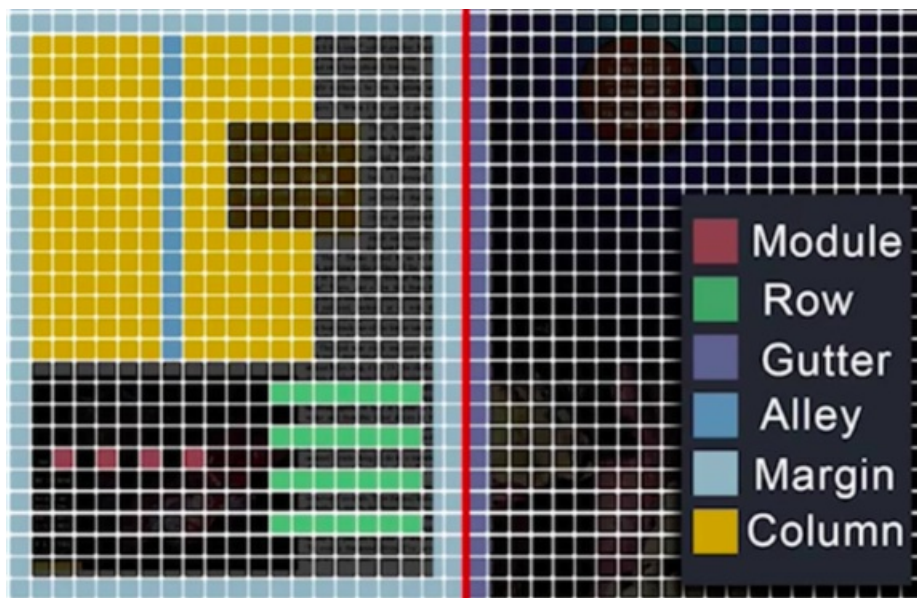
Grid is an underlying structure upon which a layout can be built, typically comprised of rows, columns, and the gaps between them.

Below is an image of a grid.

Vermont Symphony Orchestra		
Winter 2007 Season	Aaron Copland The Tender Land January 2007	Eric Satie Gymnopedie 1, 2 February 2007
	01/12/07 Middlebury College Center for the Arts 8:00 pm	02/03/07 Johnson State College Dibden Center for the Arts 8:00 pm
	01/19/07 Johnson State College Dibden Center for the Arts 8:00 pm	02/10/07 Castleton State College Fine Arts Center 8:00 pm
	01/26/07 Lyndon State College Alexander Twilight Theater 8:00 pm	02/13/07 Middlebury College Center for the Arts 8:00 pm

A grid is made up of components, namely **modules** and **rows**. Within an average spread, there is a gutter, which is the white space between pages, and the alleys, which are the white spaces between the columns. There are margins, or the space surrounding the page, separating the text from the edges of the page. Finally, there are columns.

However, if you look closely, you can see a grid that was used as an underlying structure for the design.



The red line divides the two pages; the gutter, again, is the space between the pages. You can see that the column is the component that spans the page vertically. More columns can be used or added.

Between the columns, there is empty space, which is the alley. Then, the empty space separating the content from the edge of the page is the margin.

The row is a component of a layout grid which spans the page horizontally. Just like with columns, more rows can be added to create a different layout. The module, then, is the name for the basic component of the layout grid which overlays a matrix of columns and rows.



TERMS TO KNOW

Grid

An underlying structure upon which a layout can be built; typically comprised of rows, columns, and the gaps between them.

Module

Name for the basic component of a layout grid which overlays a matrix of columns and rows.

Row

A component of a layout grid which spans the page horizontally.

2. Josef Müller-Brockmann

Josef Müller-Brockmann was a Swiss graphic designer, teacher, and key proponent of the **International Style** movement.

Müller-Brockmann pioneered the use of grid systems in graphic design. The International Style movement, also known as Swiss Style, is characterized by the use of asymmetrically balanced, rigid typographic grids, and the use of sans serif typefaces.



You can see in the image above that the bottom of the piece is a lot heavier. You can also see the use of sans serif typeface and how the words "der" and "film" overlap.

In the image below, you can see similar characteristics—the use of sans serif typeface and asymmetrical balance.



There's more going on in the right portion of this design, and the type is a lot larger compared to the small text on the left. Again, it's creating asymmetry, as there's more visual weight on one side than the other.



TERMS TO KNOW

Josef Müller-Brockmann

Swiss graphic designer, teacher, and key proponent of the International Style movement; pioneered the use of grid systems in graphic design.

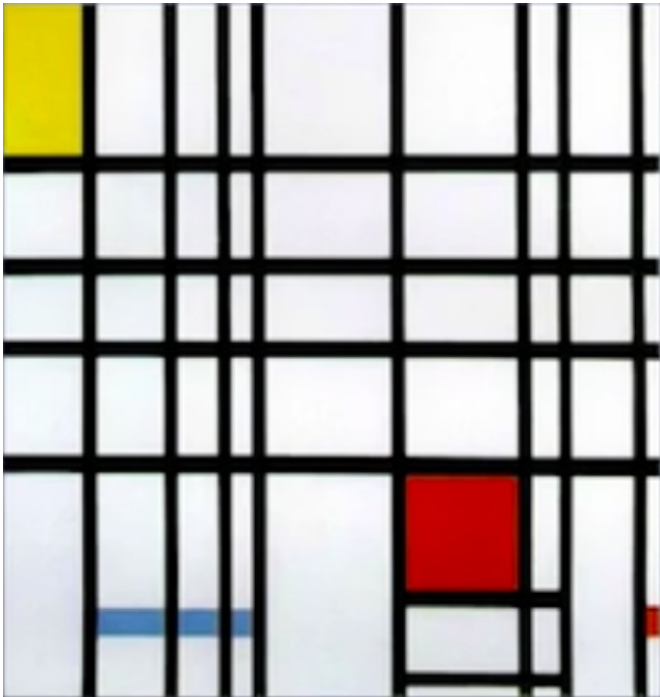
International Style

Also known as "Swiss Style," a style characterized by the use of asymmetrical balance, rigid typographic grids, and the use of sans serif typefaces.

3. de Stijl

There is another style called **de Stijl**, which means "the Style". This was a Dutch art movement focused on the use of simple geometric form and primary colors.

The painter Mondrian was part of this movement. In the image below, you can see the grid quality and structure.



Below is an example of the type used in this style.



You can see how the components of the image are laid out in a more experimental way.



TERM TO KNOW

de Stijl

Means "the Style;" a Dutch art movement focused on use of simple geometric form and primary

colors. The painter Mondrian was part of this movement.

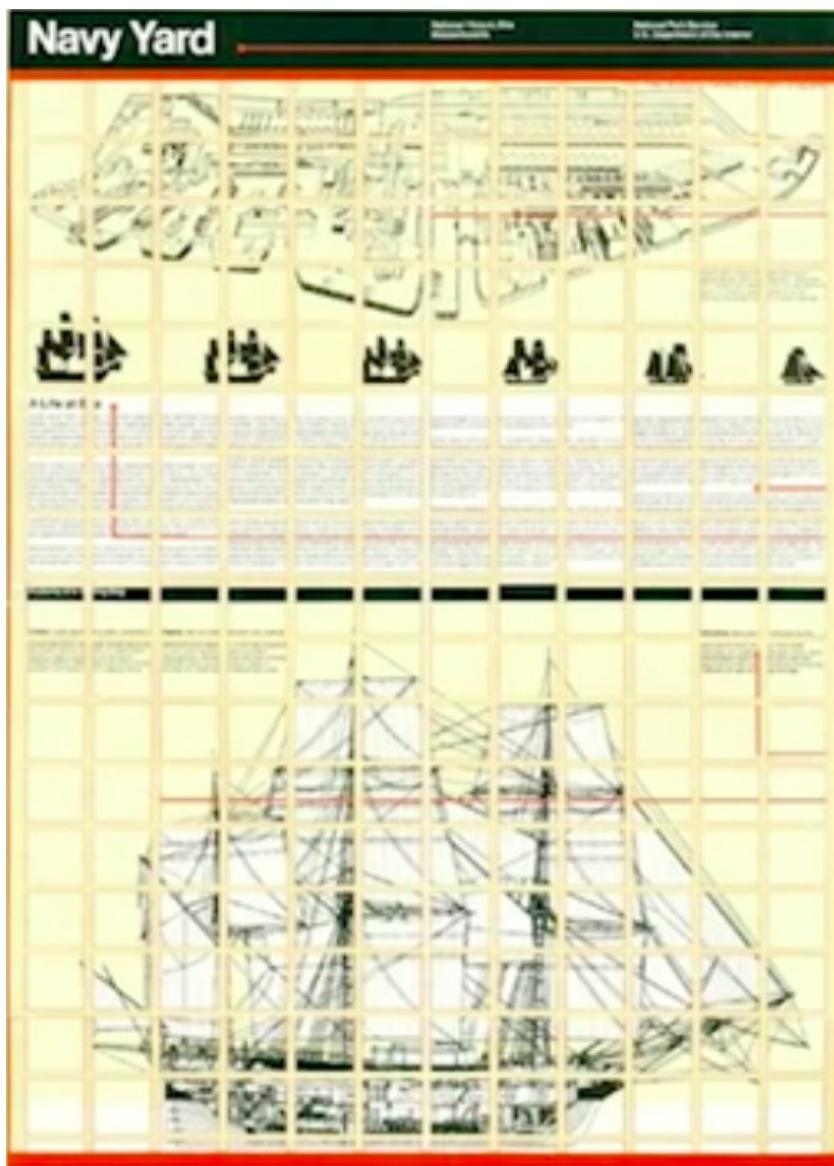
4. Massimo Vignelli

Massimo Vignelli was a designer who did work in a vast range of areas, such as packaging, housewares, and furniture.

Some important work relating to the use of grid was Vignelli's work for the National Park Service when he designed the Unigrid System seen below.



This system allowed the National Park Service to create brochures in many basic formats while keeping a consistent look across all of its work.



SUMMARY

In this lesson, you learned about the basics of the **grid**, as well as the space layout terms "module" and "row." You also learned about the history of the grid, looking at the contributions from **Josef Müller-Brockmann** and international style, **de Stijl**, and **Massimo Vignelli**.

Keep up the learning and have a great day!

Source: THIS WORK IS ADAPTED FROM SOPHIA AUTHOR MARIO E. HERNANDEZ



TERMS TO KNOW

Grid

An underlying structure upon which a layout can be built; typically comprised of rows, columns, and the gaps between them.

International Style

Also known as Swiss Style, a style characterized by the use of asymmetrical balance, rigid typographic grids, and the use of sans-serif typefaces.

Josef Müller-Brockmann

Swiss graphic designer, teacher, and key proponent of the International Style movement; pioneered the use of grid systems in graphic design.

Module

Name for the basic component of a layout grid which overlays a matrix of columns and rows.

Row

A component of a layout grid which spans the page horizontally.

de Stijl

Means "the Style;" a Dutch art movement focused on the use of simple geometric form and primary colors. The painter Mondrian was part of this movement.