

Type+Media OL35

GRIDS

The basics

Why are grids important?

1. COMPLEX CONTENT

Grids help solve communications that deal with a great complexity of content, information, imagery, layout and structure.

WHY?

EARLY CONSIDERATIONS ARE ADDRESSED IN THE GRID'S STRUCTURE.

2. TIME

Grids permit designers to layout large amounts of content. Such as, a **book** or a **series of catalogs**, in substantially less time.

3. LAYOUT

When Text and Hierarchy are carefully considered in any type of grid, the results can be dynamic, logical, modern and engaging...

IN OTHER WORDS...

THERE IS A SENSE OF ORDER.

WHY IS THIS IMPORTANT?

Understanding the **BIG PICTURE** is part of an efficient creative process—e.g, **ORGANIZATION**

The grid behaves as an invisible guide

Although you'll see it during design, it won't show up in your final layout

Your grid lives in the bottom most layer of your layout—it doesn't matter what software you are using.

Your content happens on top of the grid—in its own layers.

Sometimes the content is constrained to the grid lines, and sometimes the content is free to move.

← This particular grid is a **MODULAR GRID** made of 19 modules wide, by 12 modules in height.

WHY IS THIS IMPORTANT?

Knowing how to set up content on a grid, will make you a more efficient designer.

There are **3** types of grids

YOU SHOULD LEARN THEM ALL
AND YOU SHOULD START USING THEM ALL

Modular grids

Manuscript grids

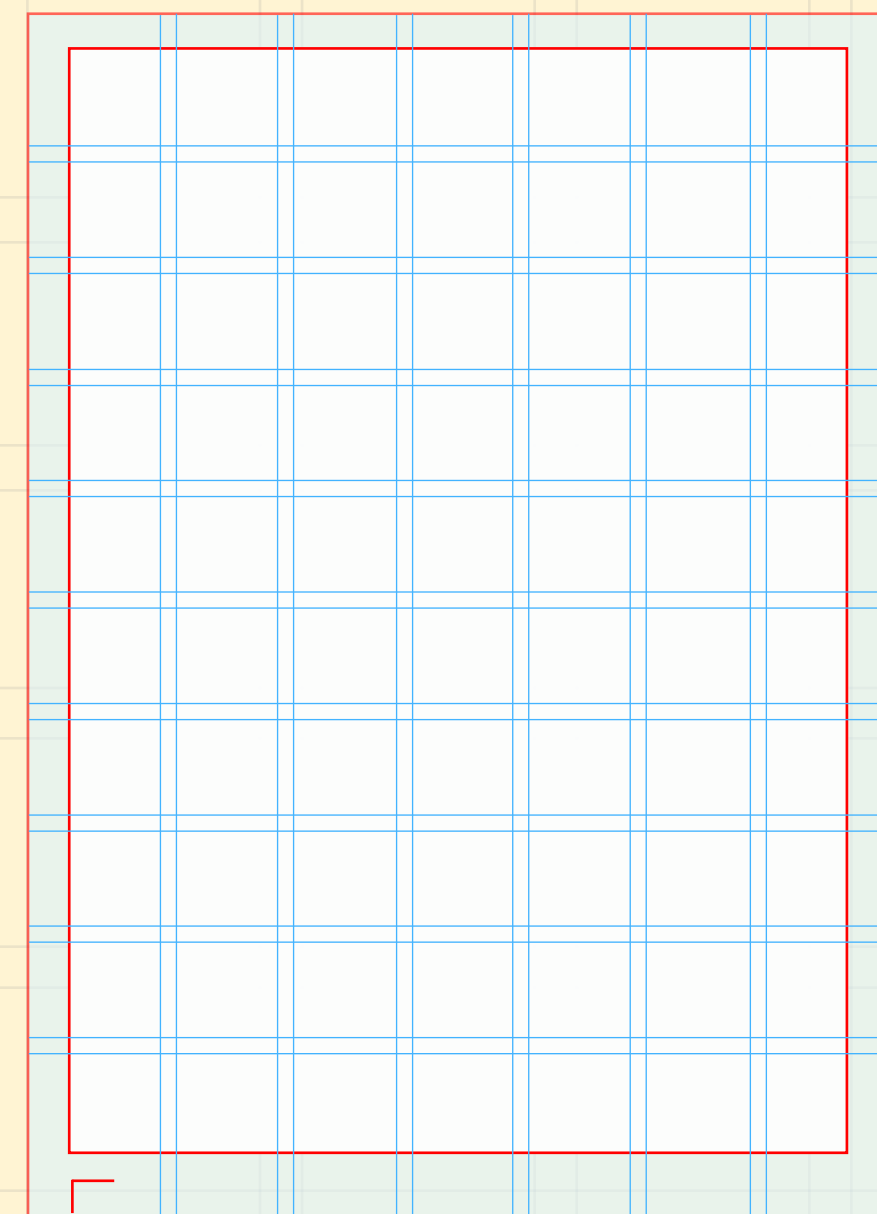
Column grids

WHY IS THIS IMPORTANT?

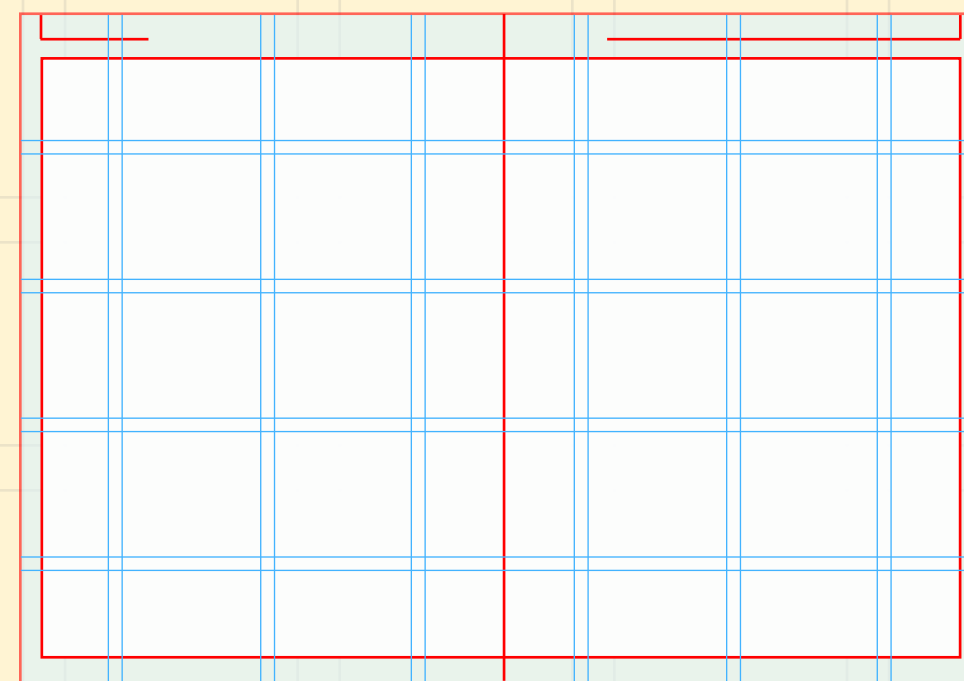
Knowing terminology is ALWAYS helpful, when talking to your team or an art director

Modular grid

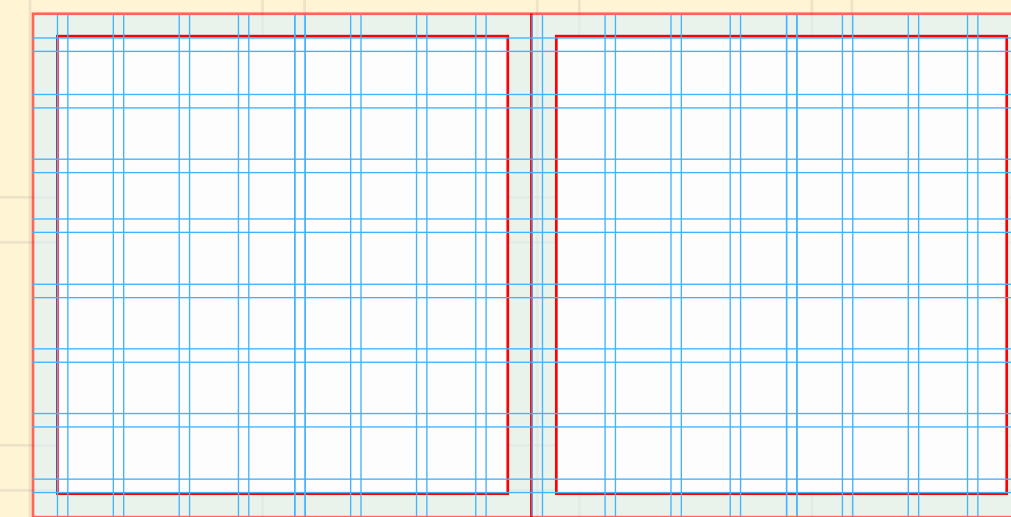
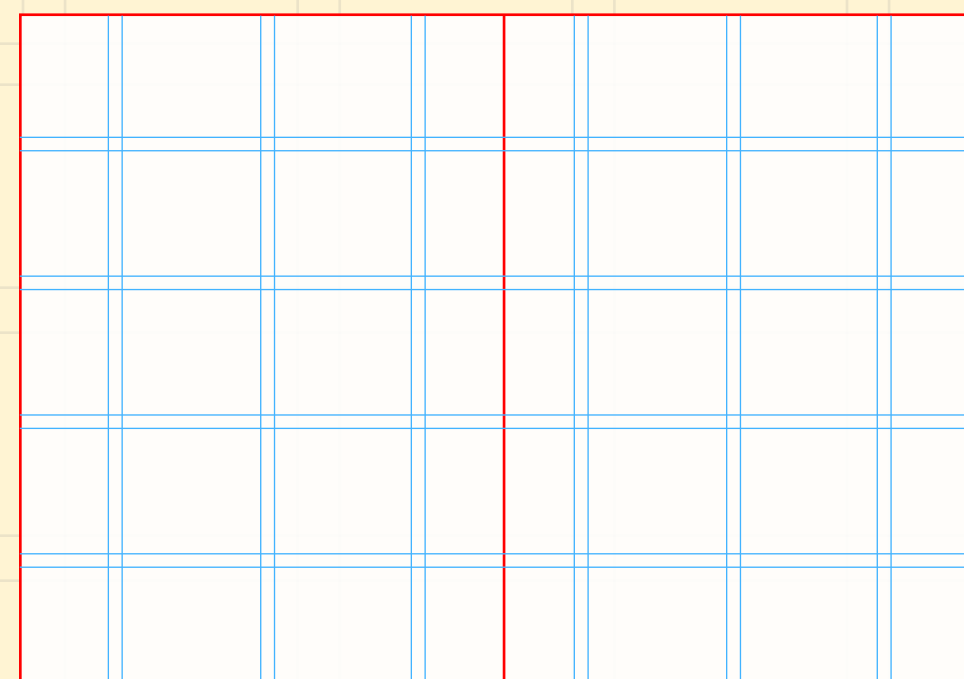
Modular grid



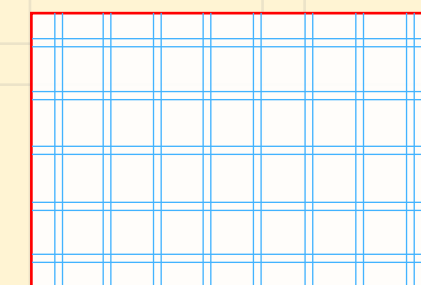
↑
Poster
Flyer



↑
Printed magazine
Book
↓



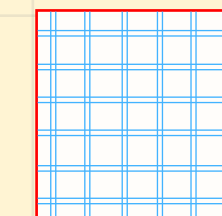
↑
Brochure



↑
Postcard



↑
Business card



↑
Instagram

THESE ARE ALL MODULAR GRIDS

Modular grids can be used for any type of design!

Posters
Flyers
Printed magazines
Webzines
Books
Brochures
Postcards
Business cards
Tee shirt graphics
Social media posts
Digital ad banners

**1 GRID =
MANY LAYOUTS**

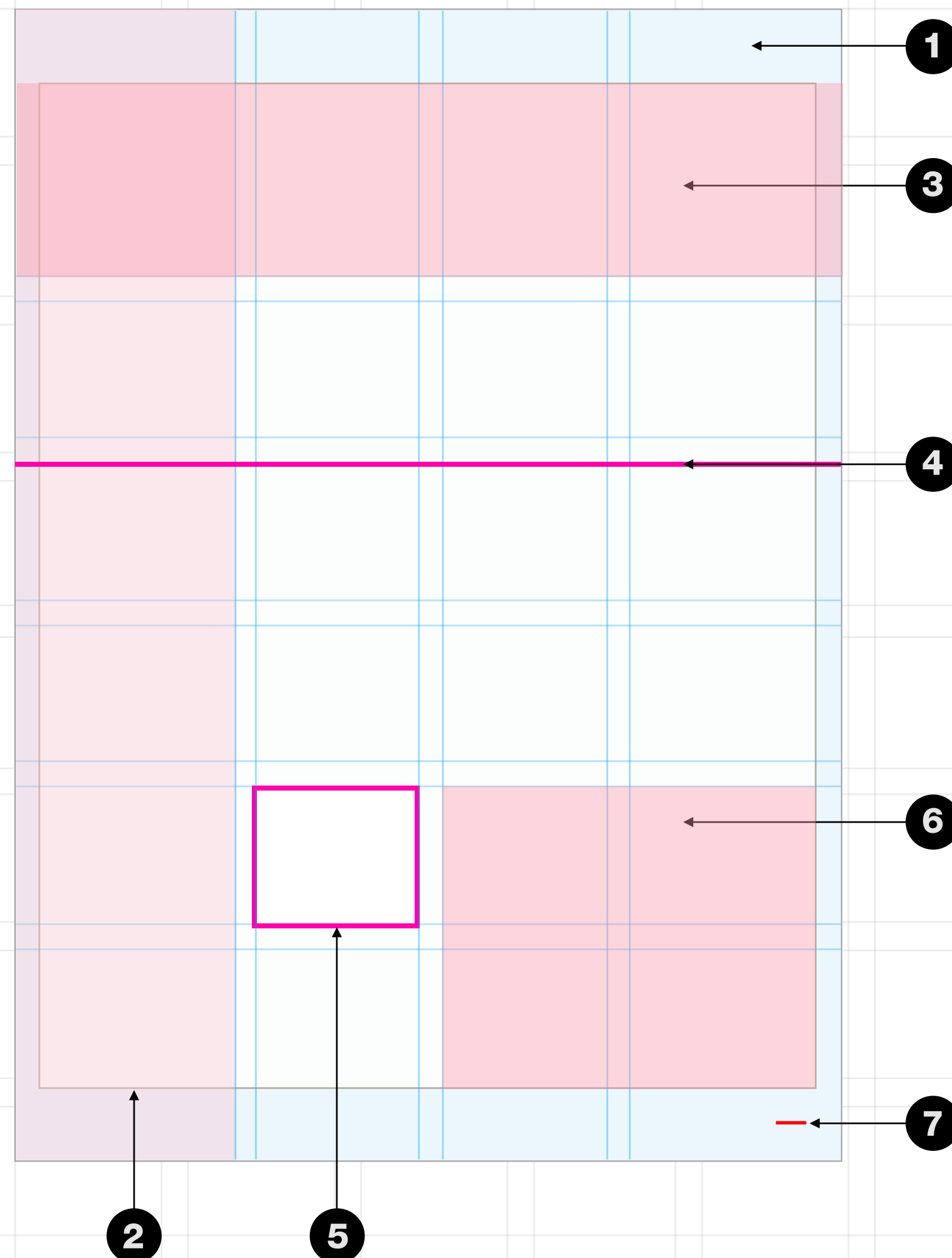
WHY IS THIS IMPORTANT?

Using a grid for ALL your designs, will make you a more efficient (and more desirable) designer.

The anatomy of a grid

This is a modular grid.

But, the anatomy is similar on all 3 types of grids.



1. **MARGINS** are the negative spaces between the trim and the content which surround and define the live area.

2. **COLUMNS** are vertical alignments in the grid

3. **ROWS** are horizontal alignments in the grid

4. **FLOWLINES** break space into horizontal and vertical bands, which help guide the eye across the page.

5. **MODULES** are individual units of space separated by regular intervals.

6. **SPATIAL ZONES** are groups of modules that together form distinct fields.

7. **MARKERS** are indicators for consistently appearing text: sections, bylines, titles, and page numbers.

WHY IS THIS IMPORTANT?

Knowing anatomy of a grid, will assist you in understanding how a grid works

InDesign

Setting up a modular grid

1. Create a new document
2. Go to Pages > A-Master
3. Go to Margins > Ruler Guides and set a color for your ruler guides. I like a bright/darker color
4. Go to Margins > Create Guides
5. Set up your Rows, Columns, and Gutters. For a modular grid, I recommend the same number of rows and columns
6. Pressing the “W” key will toggle guides and grids on/off

HAVE FUN!

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