

KNOW THE COMPONENTS

LEARN THE BASIC STRUCTURES

ASSESS THE MATERIAL

PUT FIRST THINGS FIRST; DO THE MATH

GO EASY ON THE READER

DETERMINE AN ORDER

CONSIDER ALL ELEMENTS

DEFINE SPACE WITH COLOR

COMMUNICATE USING SPACE

PACING SETS THE TONE

GIVE THE SUBJECT MATTER A FACE

DESIGN WITH AMPLE MARGINS

WORK IN PROPORTION

GIVE COLUMNS EQUALITY

DESIGN FOR FUNCTION

RULES RULE!

USE THE ENTIRE AREA

USE TYPOGRAPHY TO DEFINE ZONES IN THE GRID

MIX QUIRKS WITH CONSISTENCY

ALTERNATE FORMATS

MAKE IT LOOK SIMPLE

DEFINE COLUMNS TYPOGRAPHICALLY

AVOID OVERCROWDING

LOWER THE COLUMNS

SHIFT SHAPES

GET OFF THE STRAIGHT AND NARROW

MIX IT UP

CONTROL A VARIETY OF ELEMENTS

NOT LOST IN TRANSLATION; BE CLEAR

WEBSITE BASICS

BREAK IT DOWN

LEAVE SOME BREATHING ROOM

BE RATIONAL

VOTE FOR AN ORDERED WORLD

MODULES DO NOT NEED TO BE SQUARED OFF

THINK OF THE CHART AS A WHOLE

ILLUSTRATE THE CHARTS

DESIGN BEYOND THE EXPECTED

FRAME BOXES WITH DISCRETION

GO BEYOND BOUNDARIES

USE COLOR TO GET ATTENTION

DETERMINE A PALETTE

LET THE COLOR BE THE INFORMATION

MARRY COLOR AND TYPOGRAPHY

CONTROL IT WITH COLORS

USE COLOR IN TYPOGRAPHY FOR EMPHASIS

PUT THE INFORMATION IN THE COLOR

CODE WITH COLOR

SEPARATE CONTENT WITH COLOR

USE SHADES TO ACHIEVE COLOR

BREAK SIGNAGE INTO SECTIONS

PUT LIKE WITH LIKE

LET SPACE DEFINE YOUR HORIZONS

ILLUSTRATE TIMELINES

WORK ABOVE AND BELOW THE (SCROLLED) FOLD

GET NOISY

TURN IT ON ITS SIDE

PACK IT IN

PLAY WITH THE GRID

INVOLVE THE VIEWER

WITH ORDER, MAKE SMALL MARGINS WORK

MAKE YOUR POINT

AVOID CROWDING

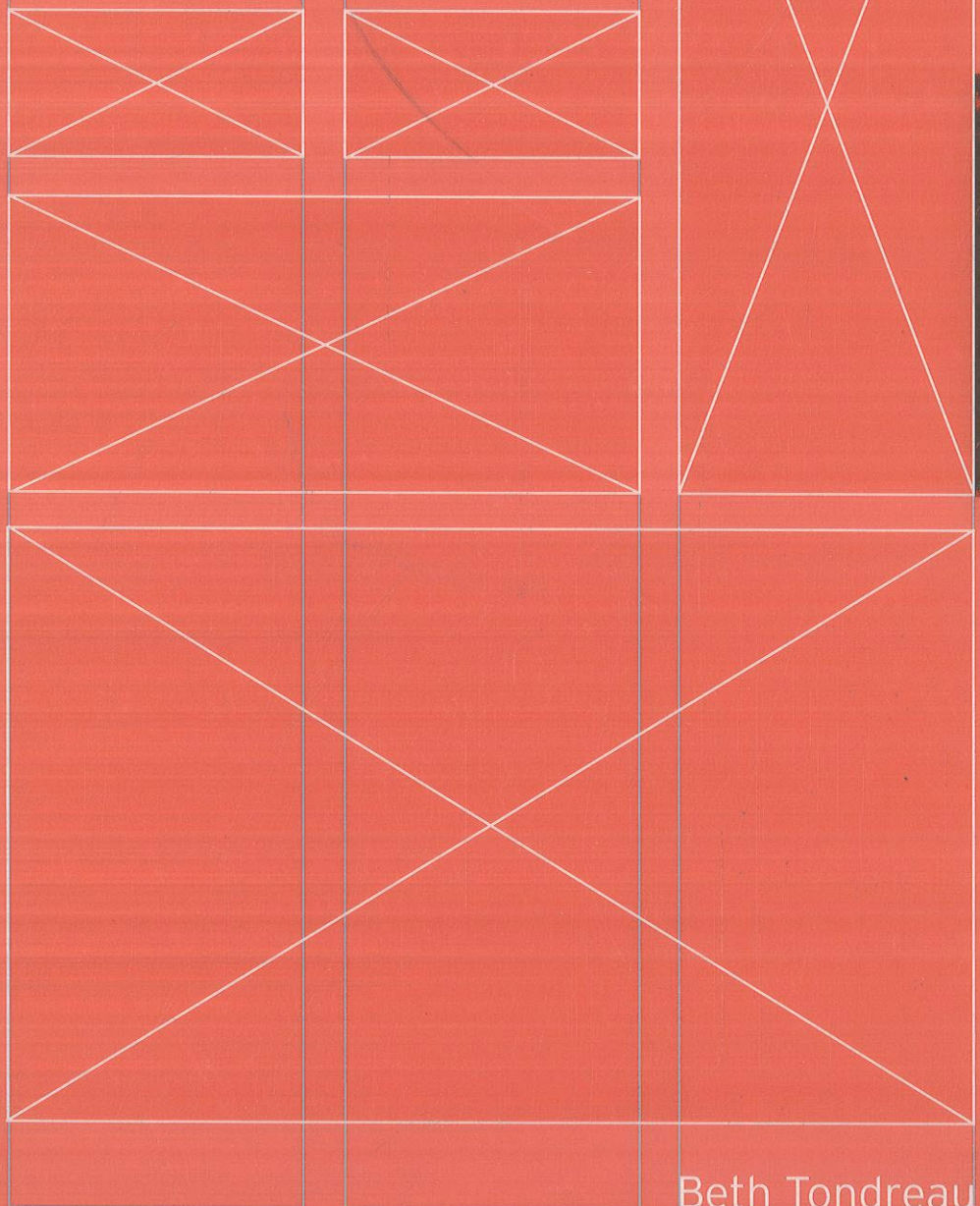
MAKE SPACE COUNT

DESIGN A BALANCED VIEWPOINT

GUIDE YOUR READER

Layout Essentials

100 DESIGN PRINCIPLES FOR USING GRIDS



ROCKPORT

Beth Tondreau

Contents

“Grids are the most misunderstood and misused element in page layout. A grid is only useful if it is derived from the material it is intended to handle.”

—DEREK BIRDSALL
Notes on Book Design

8 Introduction

Getting Started

- 10 Elements of a Grid
- 11 Basic Grid Diagrams
- 12 Determine the Appropriate Grid
- 13 Formatting Text
- 14 Hierarchy of Information
- 15 Grid and Image
- 16 Combining Grid, Type, and Image
- 17 Color
- 18 Space
- 19 Rhythm and Flow

Working Grids

22	Single column
28	Two column
42	Three column
52	Multicolumn
62	Modular
72	Tables and Charts
82	Color as a Dominant Element
90	Color as Organizing Principle
102	Horizontal Hierarchy
112	When Type Forms the Grid
122	Filled and Functional
134	Spacious but Not Barren
140	Seemingly Gridless
148	Organic Shapes
156	Swiss Grid
166	Grid, Interrupted
174	Grid, Reconstructed
180	Layered Grid
186	Grids and Motion
194	Breaking the Rules
202	Glossary
203	Recommended Reading
204	Contributors
206	Quick Start Guide
208	Acknowledgments

“A grid is truly successful only if, after all of the literal problems have been solved, the designer rises above the uniformity implied by its structure and uses it to create a dynamic visual narrative of parts that will sustain interest page after page.”

—TIMOTHY SAMARA
*Making and Breaking
the Grid*