

timeinspace
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GRIDS & THE LANGUAGE OF LAYOUT

VISUAL HIERARCHY *The arrangement of visual elements according to their order of emphasis.*

KERNING *Adjustment of the space between two individual letterforms.*

TRACKING *Adjusting the overall spacing of a group of letters. Also called letterspacing.*

LEADING *Space between lines of type, measured baseline to baseline. Digital leading is added above a line of type. Also called line spacing.*

ALIGNMENT *The visual connection among words, shapes, graphics, images and lines on a page when their edges or axes line up (align).*

(TYPE) ALIGNMENT *The positioning of type lines within a type block or paragraph (flush left, flush right, centered, or justified).*

THE GRID

[A framework of parallel or crisscrossed bars; gridiron]

[A pattern of horizontal and vertical lines forming squares of uniform size used as a reference for locating points.]

A grid in graphic design is used to:

- organize and frame a page, much like a skeleton to the body
- determine the kind of information that will be communicated
- maintain a sense of structure
- give consistency to a layout
- help make the elements visually relate
- help make the elements easier to read and understand

The benefits of working with a grid are simple: clarity, efficiency, economy and continuity. A grid introduces systematic order to a layout, distinguishing types of information and easing a user's navigation through them. A grid allows a designer to lay out enormous amounts of information in substantially less time because many design considerations have been addressed in the grid's structure.

The typographic grid is a system for the arrangement of display type, text, tabular matter, and images. It remains constant, but the arrangement of typographic elements is variable. When developing a solution to a particular layout problem, the designer first examines the text and image requirements, taking note of the size and shape of any images and repeated typographic patterns. The dimensions of the grid units are then decided. The unit (cell) is a formulated vertical and horizontal unit usually the size of the smallest significant element on the page.

Our number one goal is to make it as easy as possible for the readers to understand the message. You never want your readers to get lost. Anything that interrupts smooth eye travel can discourage the reader from continuing through the page/document. An interruption must be intentional, as it will call focus to a particular element.