

GRID DESIGN

USING GRIDS

In most Western cultures, readers read from up to down and left to right. These natural tendencies help to create a definite path for the human eye to read and discover elements on a page. In recognizing this concept, many designers tend to use a grid design principle. This principle is similar to the rule of thirds found in photography (where an image is broken into 3 horizontal or vertical slices).

The idea is similar to the idea of the Golden Mean or Golden Section, a consideration of view proposed by the Greek Philosopher/Mathematician, Pythagoras. This idea, while very complex, has been adopted to the rule of thirds in photography and as something called "Ground Thirds" in design.

Basically, you divide a page into equally into two to three slices (or more). By dividing the page, you allow the eye and the mind to consider how the page may be used and/or viewed by the audience.

In order to organize the layout and take advantage of these considerations, some designers use Grid Design principles or use tables to organize the page. Grid Design involves breaking the page into sections (top, middle, bottom –or- left, center, right) or into a grid.

However, in grid design, the image can be imaginarily split into 9 pieces (even more, although 9 should suffice in terms of gather a horizontal and vertical orientation).

When you consider how the visual is designed, you imagine putting elements of the visual into specific places.

Using the orientation of a grid often helps designers to figure out how to place items on a page.

Consider some of these common visual elements and their placement.

TEXT		
	MAIN IMAGE	
	FINE PRINT	

In addition, Grids may be expanded to have many more rows/columns.

If you are dealing with many more elements, then you can use the grid to place those items strategically.

EXERCISE

Find a magazine advertisement, and pinpoint the visual elements. Ask yourself, "Where do they put things, and why?"

ORGANIZATIONAL TABLES

You can use a table function in a word processor other program to create a grid. Afterwards, "Removing Borders" or "Removing Lines" from tables can create smoothness and a sense of visual continuity. In addition, keeping borders can help to separate objects for the reader.

Most word processors, visual design software, and web-savvy WYSIWYG editors allow you to create tables. A table is more or less a shape with four flexible sides (either

squared or rectangular) which allows you to place text, draws, and other visual material inside. Usually word processors and editors allow you to create multiple rows and columns within a given table, thus maximizing the amount of information you can separate.

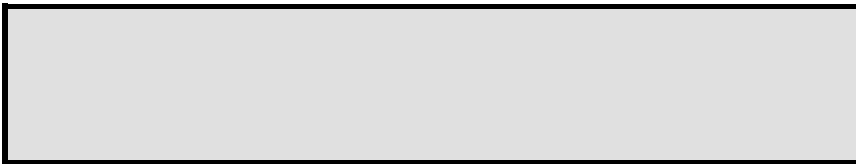
Tables are indispensable for helping the layout of a document and in incorporating material which you hope to keep separate from your text. In addition, tables are helpful in isolating visual features from textual features, and textual features from other textual features.

EX:

Lions	Tigers	Bears
1	0	1

Each block of space is called a cell. Here, there are six cells.

You can usually adjust tables to help maintain size and shape of individual cells and borders, as well as change other facets of them, such as fill color, text color, and even border/line thickness.



Tables allow you to manipulate their internal cells however you choose. You can merge cells, insert cells, delete cells, split cells, and so forth.