

# Design Gráfico e User Experience

**Grids** 

Prof. Maurice Chalom



# The

British Indie
rockers The Kooks tell
British Indie rockers The
Kooks tell British Indie rockers
The Kooks tell Andy Buchan how
they got their groove back.

\*On the surface, it looked very happy but there was a lot of turmoil behind the bories, 'and Kooka drummer Paul Garred about his bard's last turn. "We were course, but only last. We were never sure if wewleegeging to pull it off or whether we were going to fall paper to ordage;"

For a per band - and The Knoks with their love struck byrics. upper-class boy band conture and mass appeal are most certainly that -it's a very worrying place to be. Factor in that Garred was talking about a time when the original foursome where still intact (w.ld-card bassist and founding-father Max Rafferty was still with them) and you have the makings of the start of the end. But with Rafferty, whose idea of fun, according to one interview, was working his way through a pharmaceutical stockpile, "On the surface, it looked very happy but there was a lot of turnoil behind the scenes," said. For a pop band- and The Kooks with their love struck lyrics, upper class boy band couture and mass appeal are most certainly that - it's a very wor vice place to be. On the surface, it looked very happy but there was a lot of turnoil behind the scenes," said Kooks drum mer Paul Garred about his band's last tour, "We were cooing, but only just. We were never sure if we were going to pull it off or whether we were going to fall apartor stage."

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The Kooks.

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it's the name of the studio," said Garred. "It wasn't thought out but it's not a pretentious name. Whereas a lot of album names are pretentious."

What's certainly not affected are the band's lyries. While lead singer Luke Pritchard is the band's principal lyries of Garced wroc two songs on the currentalbum. "A lot of the subjects are about women as they're foscinating—the sector of it all, the ups, the downs, the happy times," Le said. "Lowe malses the worldgo round. I's abeauth."

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For a pop band - and The Rock SS



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But the sense of place here at Hualalai is unmistakable. When you're here, you are living the Hualalai lifestyle - and enjoying the finest of everything Hawaii has to offer."

The attraction for those who love to vacation in a tropical paradise? There's plenty of luxury for all who venture here. Naturally, Hawaii is in the tropics, yet this area has a cooler, drier climate due to the trade winds that blow from the east. Temperatures remain consistently warm but comfortable throughout the year, but it's important to keep in mind when planning your travel to Hawaii that May through October is the dry season, while November through April is the rainy season. So if you don't mind a little rain, that shouldn't be a deterrent.

Water is a constant thematic element of Haulalai. The volcanic rock coast's tides gush up to the resort's seven seawater and freshwater swimming pools (including two adult pools, a lap and oceanfront pool, and a kids' pool). A very special pool at the resort is the King's Pond, a 1.8 million gallon snorkeling pond stocked with more than 3,500 tropical fish (including a fascinating eagle ray) for worldclass swimming in a natural environment. For poolside loungers, a host of amenities range

from foot massages, lunch in your cabana (if traveling during peak seasons, reserve your cabana in advance), eyeglass cleaning, frozen liquor pops, refreshing Evian facial spritzes, and the general scene-watching is worth the price of admission. Heck, it's a scene fit for a Slim Aarons photo.

And what's a vacation without relaxing? With the time difference of four to five hours behind Texas time (depending on Daylight Saving Time's status during the year), it's early to bed and early to rise. Getting up for a workout or run at 6 AM isn't that unusual. Then, taking in a quick breakfast in one of the outdoor restaurants while chatting with folks at a nearby table is the perfect precursor to a day of beachcombing, swimming pool lounging, or a host of activities. In fact, every kind of activity you could want is available and includes (as noted on the daily activities bulletin attached to the New York Times Digest of news): pilates, yoga, personal training, spinning, a tennis clinic, and even basketball pick-up games, to name a few activities that are offered almost daily.

While the 28,000 square foot open-air tropical garden spa is nestled by exotic flora, evoking a sense of primitive beauty, it features 11 different types of massages and

facials from across the globe. The massage I chose was the Lomi Lomi treatment, a traditional Hawaiian massage that is a sacred healing art passed down from generation to generation by kupuna (elders). Its techniques are rhythmic and unique to each therapist, integrating use of palms and forearms, an excellent full body wellness massage. To say that I felt like a billion dollars afterward is an understatement

Other massage treatments include a broad range including Haulalai Island Stone, Ashiatsu, Swedish, Reiki, Craniosacral, Thai and more. Plus, you can also opt for a massage in your own villa or suite. "The Four Seasons standard of fine service is always on call and on duty. We have an amazing team of very happy people working at Hualalai. Their passion for life and for living is relaved to our guests every day, as we strive to make extraordinary experiences happen for each and every guest of the resort," confides the property's vice president Robert Whitfield.

#### AMENITIES? AMEN.

Want to play a round of golf with a once in a lifetime experience? The private, oceanfront Jack Nicklaus signature golf course is carved right into the underlying black lava, which serves as occasional, naturally entrenched bunkers. In fact, professional golfer Ben Crenshaw plays the course yearly and told me. "It's paradise and is truly Heaven on earth." The course plays host to an annual Champions Tour event, and is maintained at PGA level for the exclusive use of Four Seasons guests year round. If playing inside the ropes has always been your dream, make it a reality at the resort when you tee off with the ultimate partner: a PGA golf

This opportunity is available during the PGA Tour Champions Pro-Am event, which offers resort guests a spot in the Pro-Am tournament and unmatched access to golf's greatest players. You can kick off your six-night adventure at the pairings party, where your PGA pro partner is announced. Hit the course together for the day before trading your clubs for cocktails and dinner at a Beach Party event, where you'll mingle with more legends of the game. Warning: it may be the most fun time of your life.

The hotel has three main restaurants to serve its guests that make it a true culinary destination from near and far: Hualalai Grille, Ulu Ocean Grill + Sushi Lounge, and Beach Tree Bar & Lounge. The menus feature indigenous, Big Island-grown and raised items such as avocado, goat cheese, red and yellow tomatoes, mushrooms, lobster, white organic honey, and baby abalone. Plus, with the entire Pacific ocean to source, the local fish, often only hours old, is

served to the delight of its patrons. Executive Chef Massimo Falsini, hailing from Italy, stewards the culinary point of view and creates exquisite events for guests to enjoy, such as La Dolce Vita in June and Chef Fest in October.

When you are not swimming, sunning, or awed by the ocean, retreating to your room is ideal and a part of any relaxing vacation. With 243 guest rooms in low-rise bungalows (51 of these are exquisite suites), all with an ocean or golf course view, every guest feels like royalty year 'round. For families there's a state-of-theart teen lounge and baby-proofed rooms for guests with infants. With each month there is a different focus, for instance September's theme is romance, October spotlights the culinary arts, November is for celebrating the art of escapism from the cold weather, and December is all about pre-holiday shopping. Whale watching during humpback migration season runs from December through April and is not to be missed. Naturally, any time is perfect for a destination wedding and the resort's team of nuptial experts can make any beachside matrimonial ceremony dream come true

So, there is a reason Hawaii remains a timeless tropical paradise in the hearts and minds of paradise-seekers. The Four Seasons Resort Hualalai at historic Ka'upulehu is a trip of a lifetime to be savored as often as possible. So, what are you waiting for? Dive into paradise.



While you're lying about in your cabana, reading your tablet or The New York Times Digest of news, and of course, people watching, add a feast to your ears as well with this specially curated playlist we recommend in between dips in the swimming

- 1. I Want To Be With You
- 2. One Note Samba
- 3. The Shadow Of Your Smile
- 4. Quiet Nights
- 5. The Look Of Love
- 7. Quando, Quando, Quando
- 8. Then Came You
- 9. Easy To Love
- 10. Mirrors
- 11. Dreamlover
- 12. Tiny Bubbles







Grid sys	tems	Grid systems  Grid systems  A B C D  U I K L D  P Q R S T	
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This modular grid has four columns and four rows. An image or a text block can occupy one or more modules. Endless variations are possible.

It is a stated aim of the proposal for this publication that the design acts as a didactic model in its own right. It is hoped that students of design will learn from the published essays and the form they take.

The third 'essay' in this publication

#### The Module

Tony Pritchard School of Graphic Design LCP 2003

is the design. The design adopts a modular approach to the structuring of the typography. The format, grid and typography are unified through the use of the module of a square. The format is determined by economic considerations. The size of 140mm square allows for the production of a 12 page self cover booklet from an SRA3 sheet. The grid is composed of a 25 unit module (five divisions horizontally and five vertically). Each module is 20mm divided by a 5mm intermodule space. The head, foot and side margins are 10mm each. An individual module accommodates six lines of 8pt Helvetica Neue 55 and 85 on a 10pt line feed. There exists within these parameters the potential to structure the typography both horizontally and vertically and

for there to be an inter-relationship

between the two.

If you wish to pursue the notion of the modular in design, the following books are recommended.

#### The Modulor Le Corbusier

Faber and Faber 1951

The Designer and the Grid Lucienne Roberts and Julia Thrift Rotovision 2002

#### The Typographic Grid

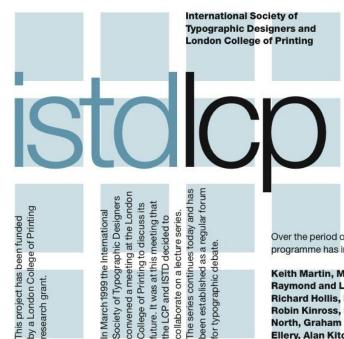
Hans Rudolf Bosshard Verlag Niggli 2000

**Grid Systems in Graphic Design** Josef Müller-Brockmann Verlag Niggli 1996

#### Comments

Please reply to: t.pritchard@lcp.linst.ac.uk

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Lecture series 2000 - 2003

London College of Printing This project has been funded grant. by a Lond research Society of Typographic Designers

In March 1999 the International

future. It was at this meeting that the LCP and ISTD decided to

series.

collaborate on a lecture

typographic debate.

been established

Over the period of three years the programme has included:

Keith Martin, Michael Johnson,

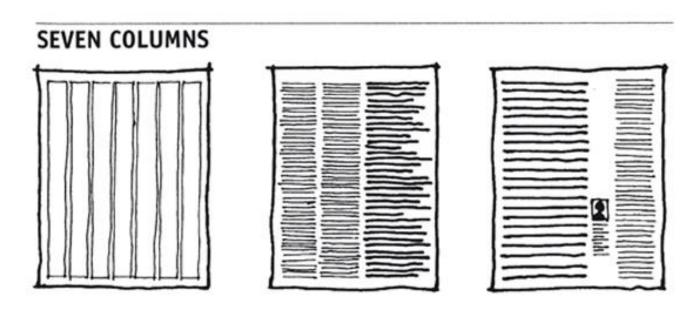
Raymond and Lucienne Roberts. Richard Hollis, Bruce Mau, Robin Kinross, Derek Birdsall, North, Graham Wood, Jonathan Ellery, Alan Kitching, Roger Fawcett-Tang, Rick Poynor, Philippe Apeloig, Rosmarie Tissi and Lars Müller.

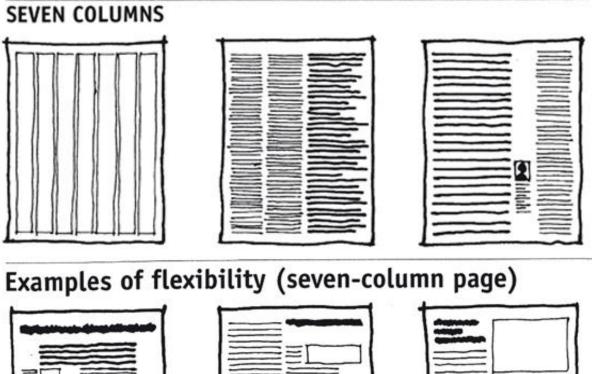
This booklet publishes updated versions of two lectures from the first series in essay form.

# Elementos da diagramação

## Colunagem

As colunas ajudam a distribuição das massas de texto, podem ter diversas divisões e larguras dependendo do projeto.







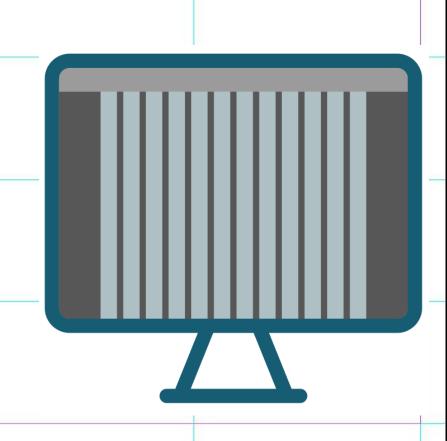
# Grids

## GRID

Conjunto de linhas verticais e horizontais que dividem uma página criando margens, colunas, espaços e blocos, funcionam como guias, ajudando a distribuição visual de elementos como textos, fotos, etc.

Divide a tela em partes proporcionais e possibilita a distribuição do conteúdo de forma uniforme, proporcionando equilíbrio visual e estrutural.

Um WEB Grid cria um FRAMEWORK

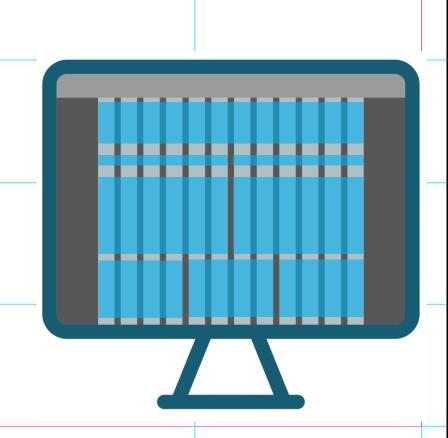


# **WEB Grids**

Criado por um conjunto de colunas de mesma largura, que podem variar de projeto para projeto, o grid facilita na construção de um layout para a estrutura da página.

Dividir a tela em partes proporcionais e possibilita a distribuição do conteúdo de forma uniforme, proporcionando equilíbrio visual e estrutural.

Cria Consistência visual.



# **WEB Grids**

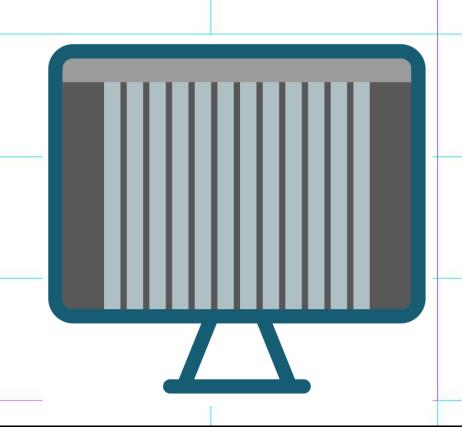
# Quantas colunas?

Depende muito do projeto.

12 colunas é um dos padrões mais utilizados pois tem uma execelente flexibilidade de divisão de layout.

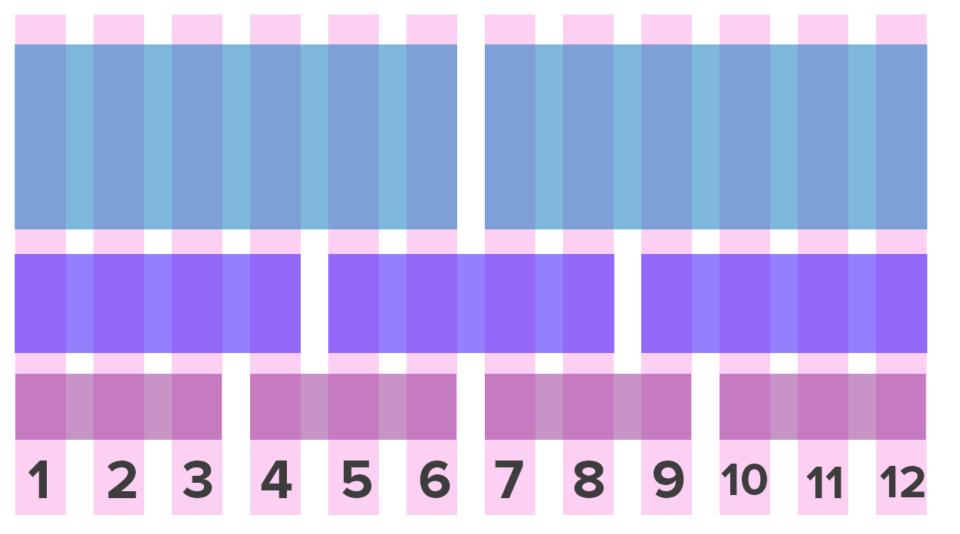
Podemos dividir 12 por 2, 3, 4 e ter diversas opções de montagem.

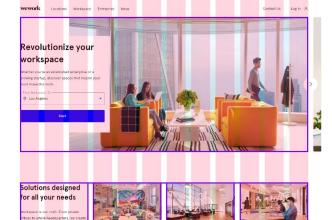
Podemos trabalhar com um maior número de colunas, 14, 16..., proporcionando uma maior possibilidade de divisões no layout. Normalmente utilizado em formatos editoriais e com larguras de telas maiores.



# **WEB Grids**

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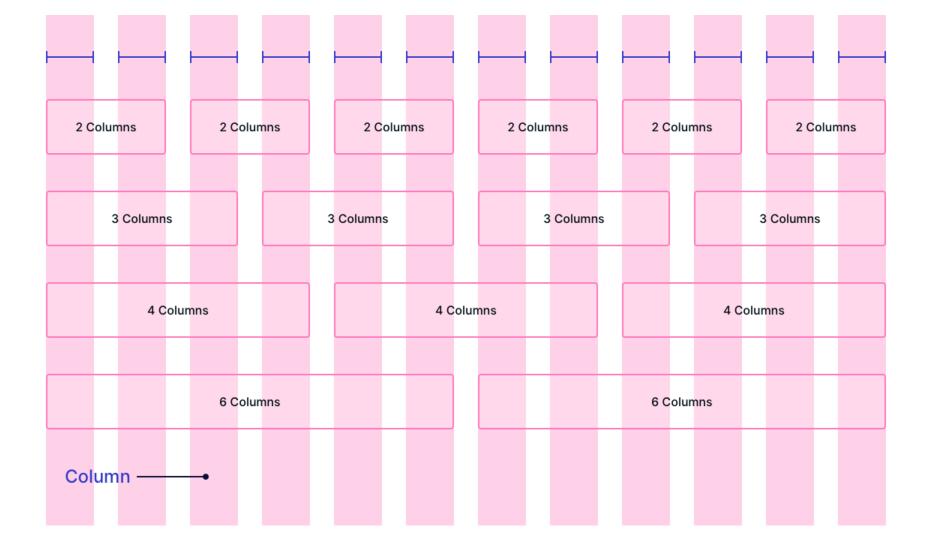
Flexible private offices

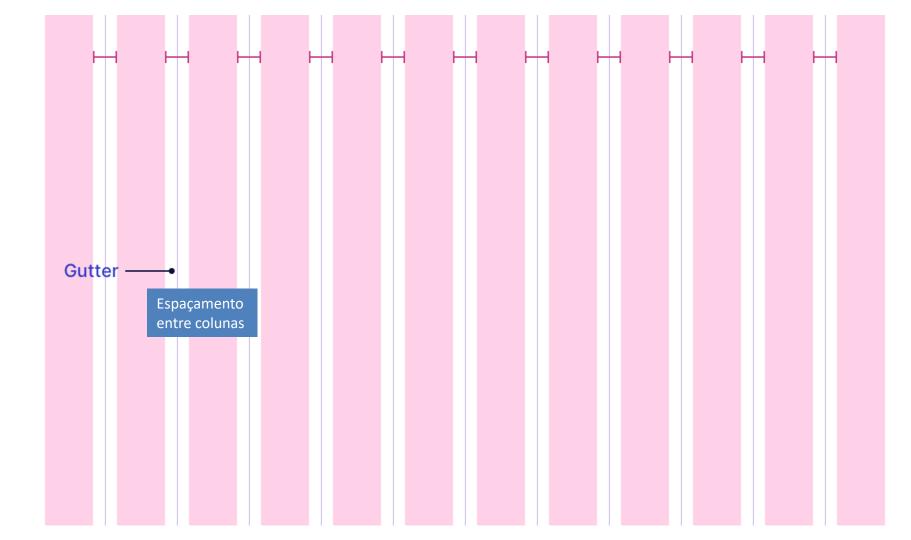


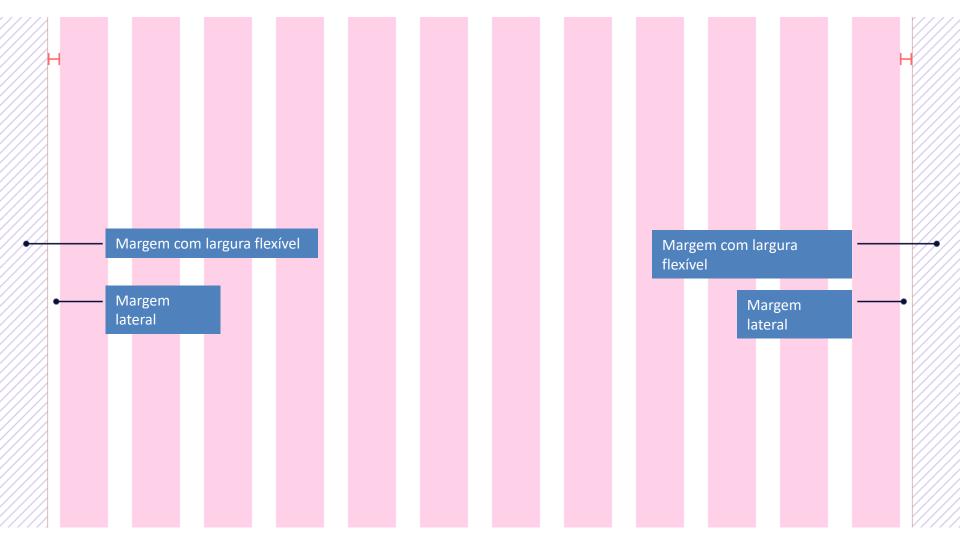
Fully custom spaces

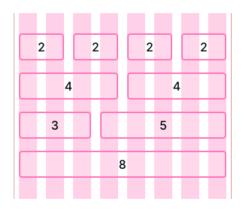
saces that work for you.



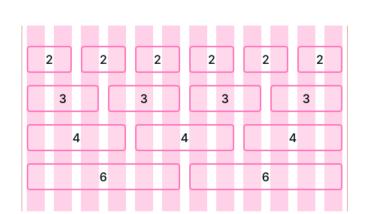




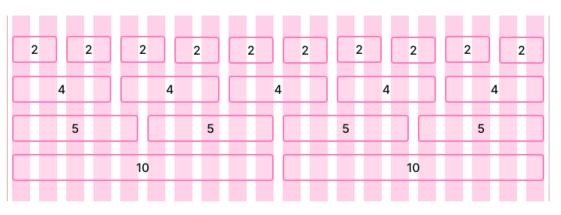




8-Column Grid

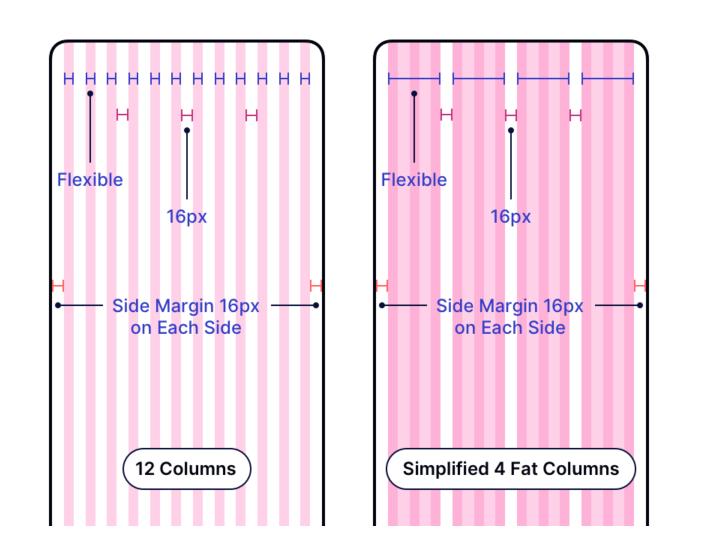


16-Column Grid



12-Column Grid (Agile)

20-Column Grid



# Elementos da diagramação

## **GRID HIERÁRQUICO**

É o mais orgânico dos grids.

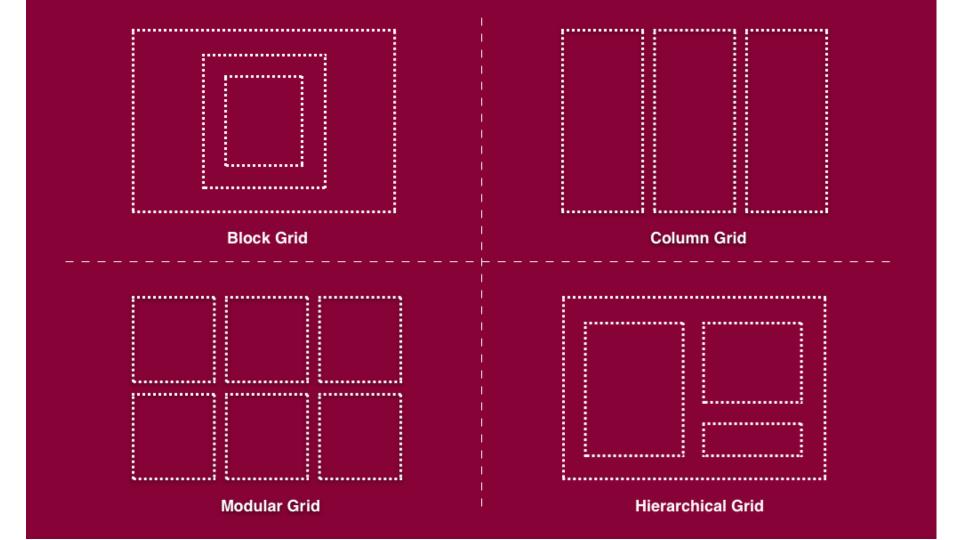
Sua construção se baseia no conteúdo, portanto é específica para cada composição.

Muito usado na WEB.

É construído por eixos de distâncias variáveis que reforçam a hierarquia do conteúdo.

Pode ser dividido em seções que possuem seus próprios eixos.



# Block Grid



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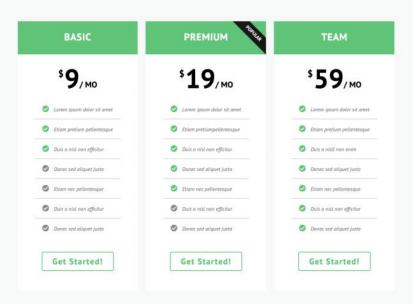
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# Column Grid

## flexible pay as you go

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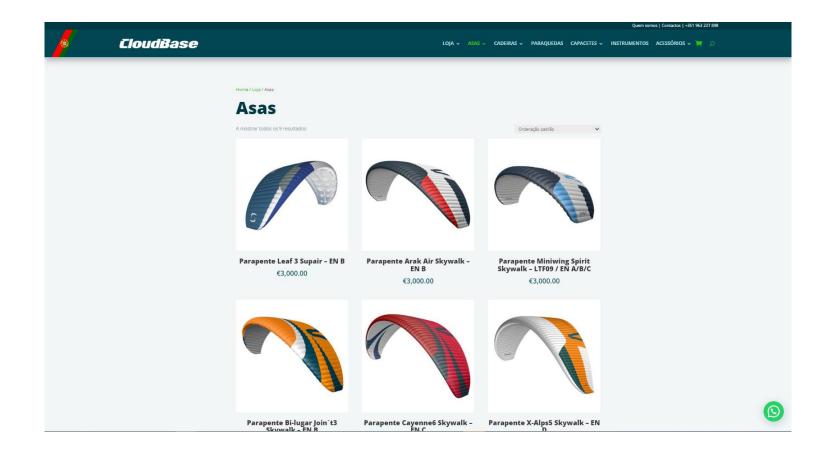


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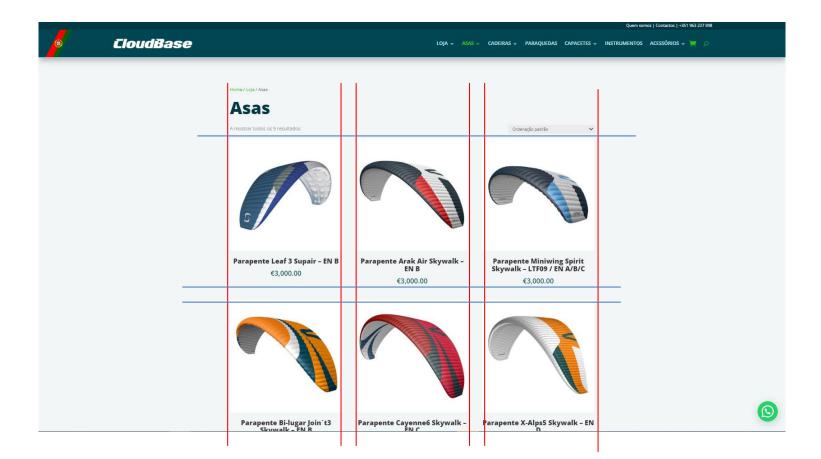
We invite you to explore the free trial today!

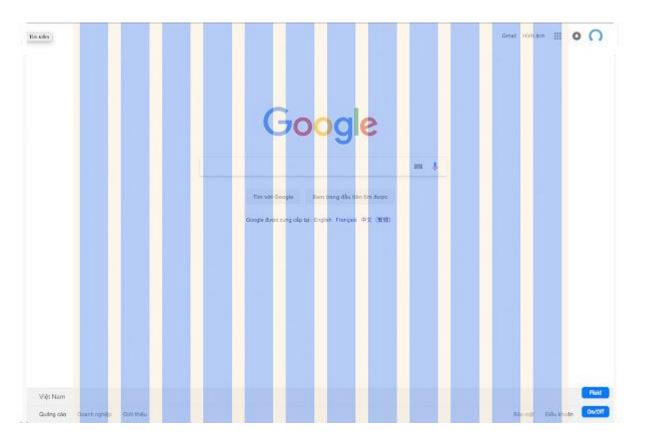
The trail version is available for a month, and choose your plan later

# Modular Grid



# Modular Grid









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#### DESIGN & WEST REQUIRERING

Dispite Seaton is a small, filterally, website davige and unit participies segmenting anothe heatend in Verteria, EC. We are first believers in simple, underteand and attractive design for the west, in swep website we facility on agenture the design from the sendageties of the unit first.

#### DUS PHILOSOPHY

Expelly. The have proposed over the part if a part-destinance part therefore, well since and seet applications. Through this process on have discounted that our real parties has in designing anothe internalistication, producing place code; and defence, producing states code; and defence, producing states code; and

#### **BUSTNINGELS** CONCEPTS

The support is healthy planed, his is tours of container embourages are support 26 for The Planes promising 28 of our stool pulse such years to the Consider Parks and Millermost beautity. No other provide is container mortal healthy assessments and hurther resister one organization and hurther resister one organization of the province particle.

