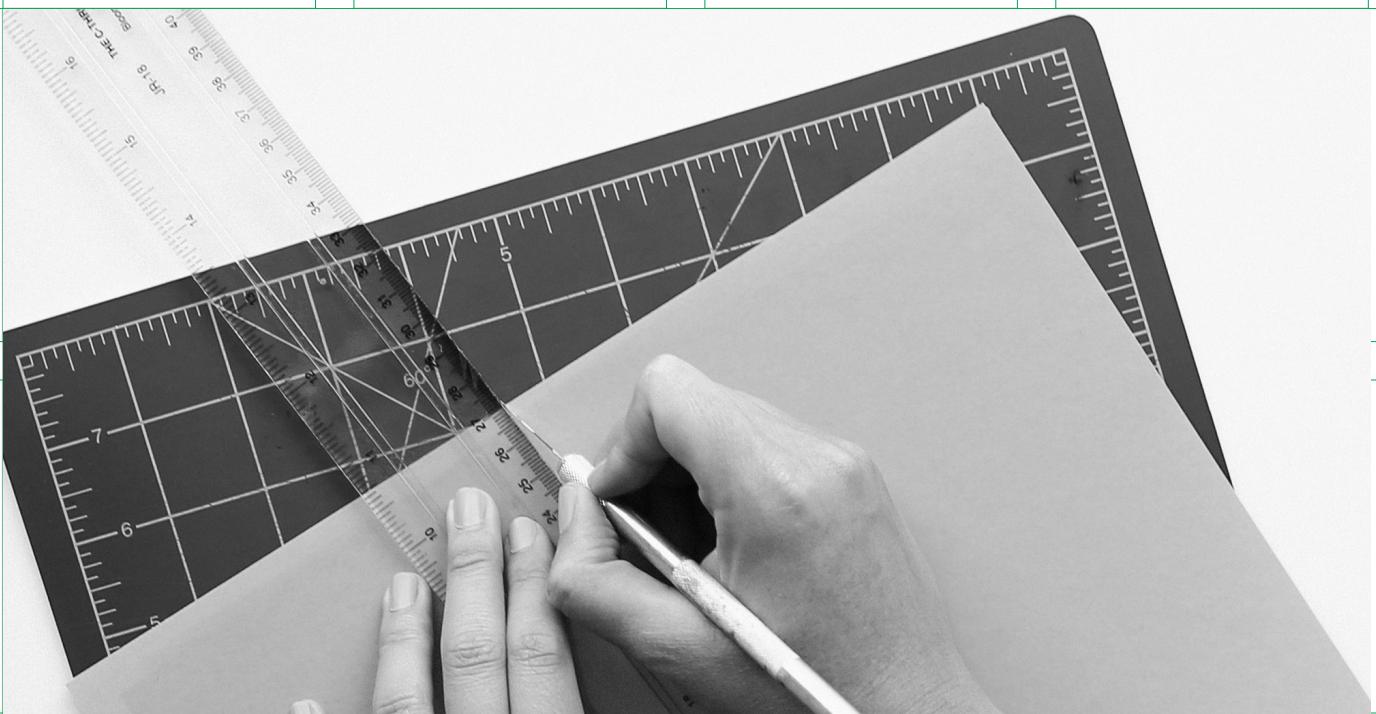


A guide by **Lindsay Marsh**
Graphic Design Masterclass

the
**GRID
GUIDE**



the **ANATOMY OF A GRID**

FLOWLINES

Flowlines are the lines that run horizontal across the grid. They help the reader follow content.

MARGIN

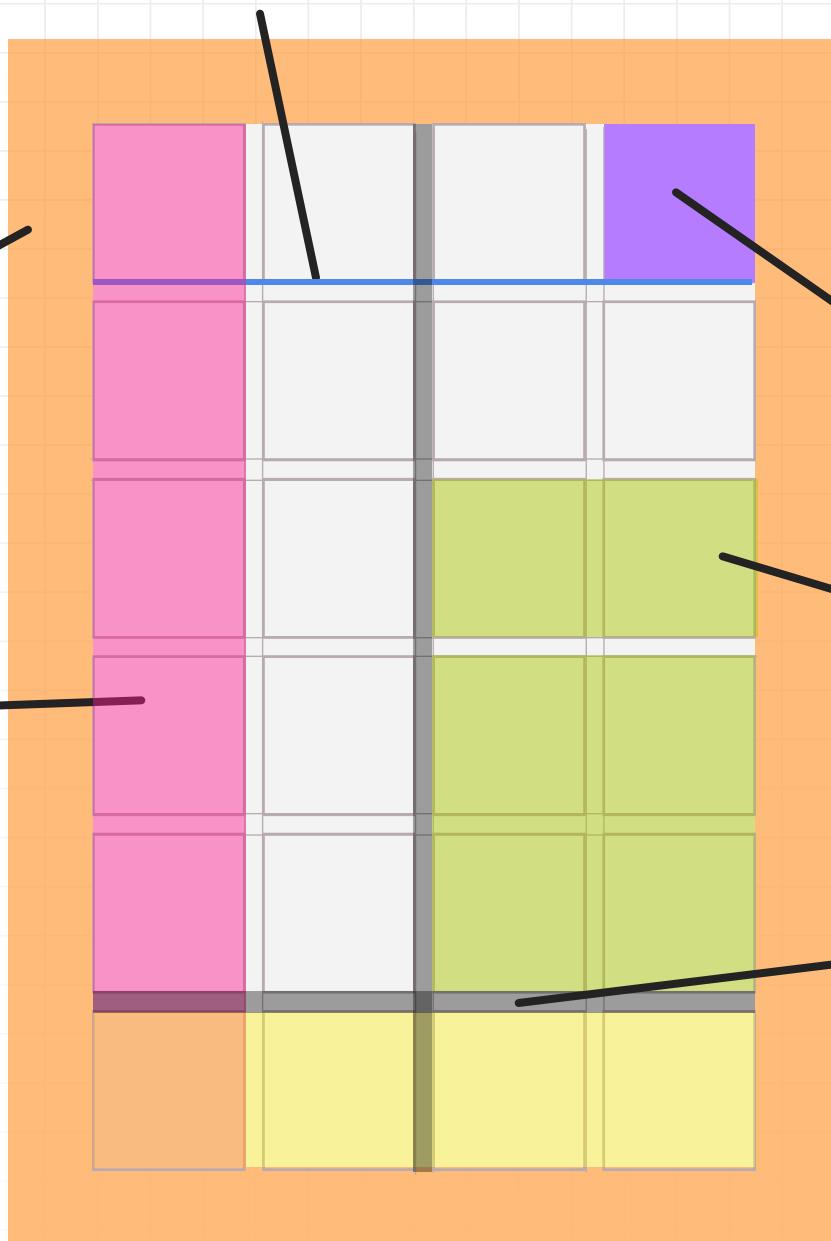
The thick border that runs along the outside of a grid or document. Wider margins provide more “breathing room” for edges, bends, folds and provides a nice whitespace for the overall document.

COLUMNS

Columns run vertically downward from the top of the margin to the bottom. Very helpful in magazine and editorial layouts to find placements for paragraphs, headlines and text.

ROWS

Rows contain the areas that run horizontal across the page.



MODULES

Modules are the boxes or areas created by the vertical and horizontal lines of a grid.

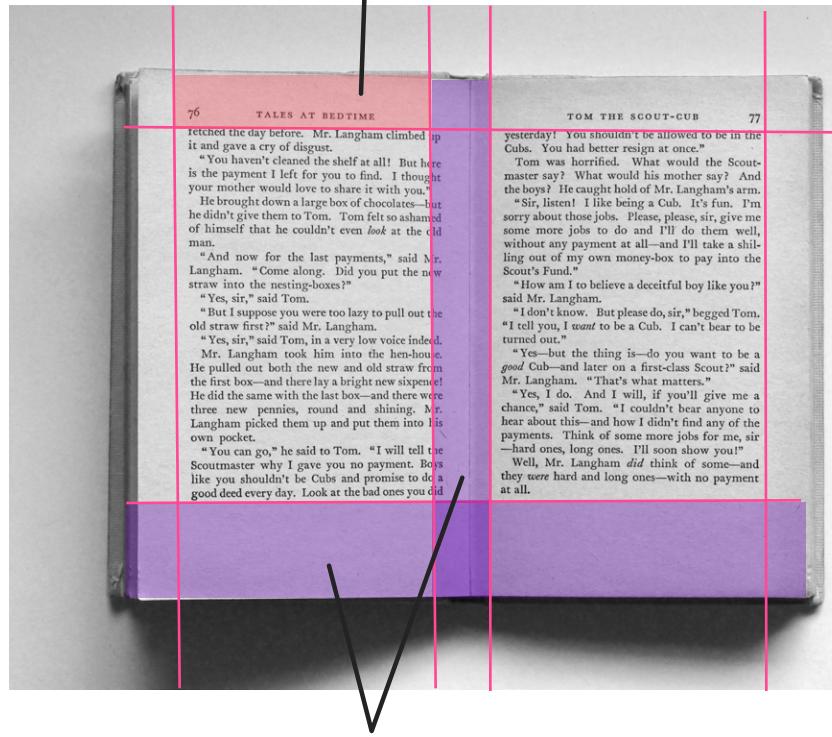
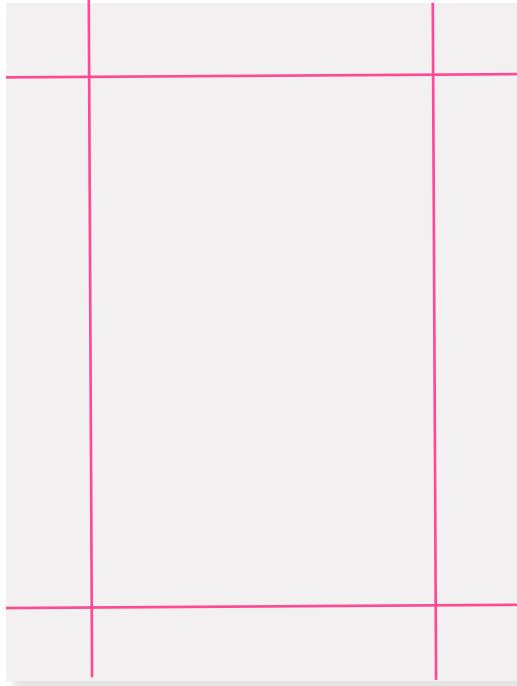
SPATIAL ZONES

Spatial zones consist of several modules to create blocks and content areas to give you a guide on placing photos and blocks of text. This can be large or small depending on the content.

GUTTERS

Gutters are areas between the columns and rows. It is nice to keep these the same width throughout to maintain consistency in your design.

GRID TYPES



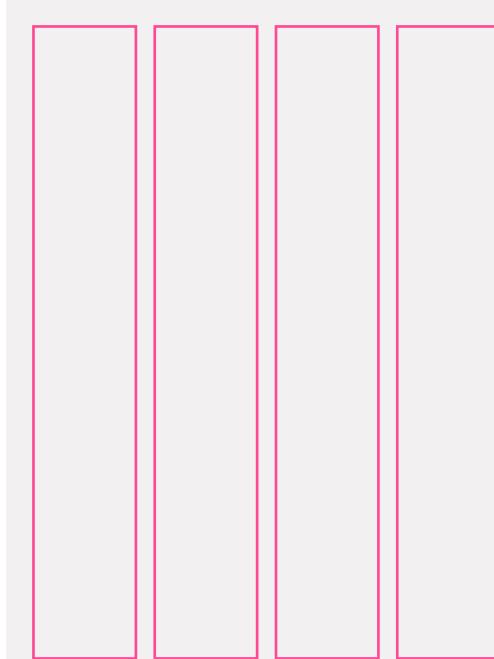
MANUSCRIPT GRID

AKA block grid or single column grid

Great for books and long continuous placement of text, manuscript layouts consist of one center block that divides up the page and creates a clear margin, text area, header and footer. This is the most basic form of a grid and found in word processing documents as basic guides for creating margins.

COLUMN GRIDS

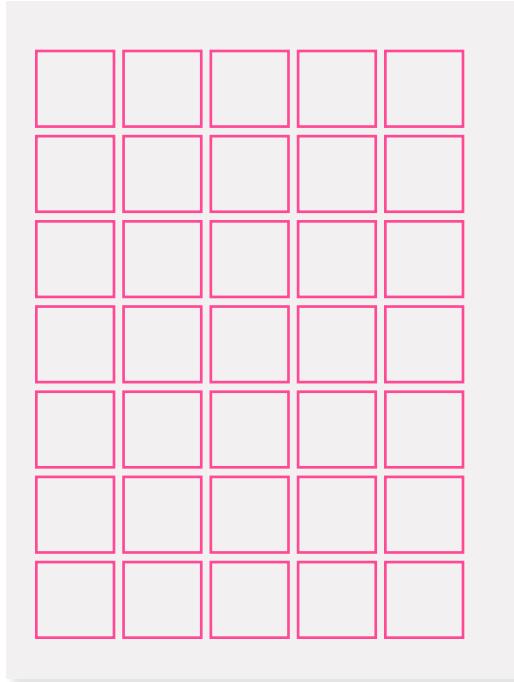
Perfect for magazine layouts and spreads or anything that has a mixture of photos, quotes and text. Column grids allow you to create places to break up type and photos. These can be 2, 3, 4 or even 12 columns depending on the complexity of your layout.



Space created for the headers and titles.

MODULAR GRIDS

The most flexible grid available modular grids allow for lots of mixing of type, photos and design elements. You can have a lot of variety with which modules are chosen for element placement. These are great for posters, flyers, magazine covers and designs that require more creative arrangements. They can also be used for arranging a list of items/photos that need the same spacing or have the same order.



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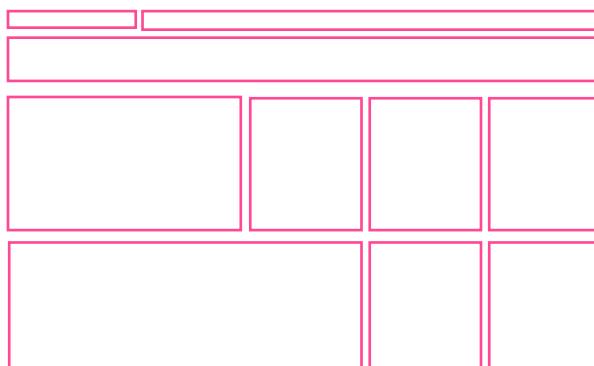
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HIERARCHICAL GRIDS

They are mostly used for the web, where fixed grid layouts will not work. The gutters and margins can change in size throughout depending on the space of the browser. Hierarchical comes from the work hierarchy meaning “order”. These grids follow an order of importance, with the most important items larger and toward the top, with less important items further below and smaller. A perfect fit for a website layout or mobile app design where the most important items needs to be shown higher up in the layout.



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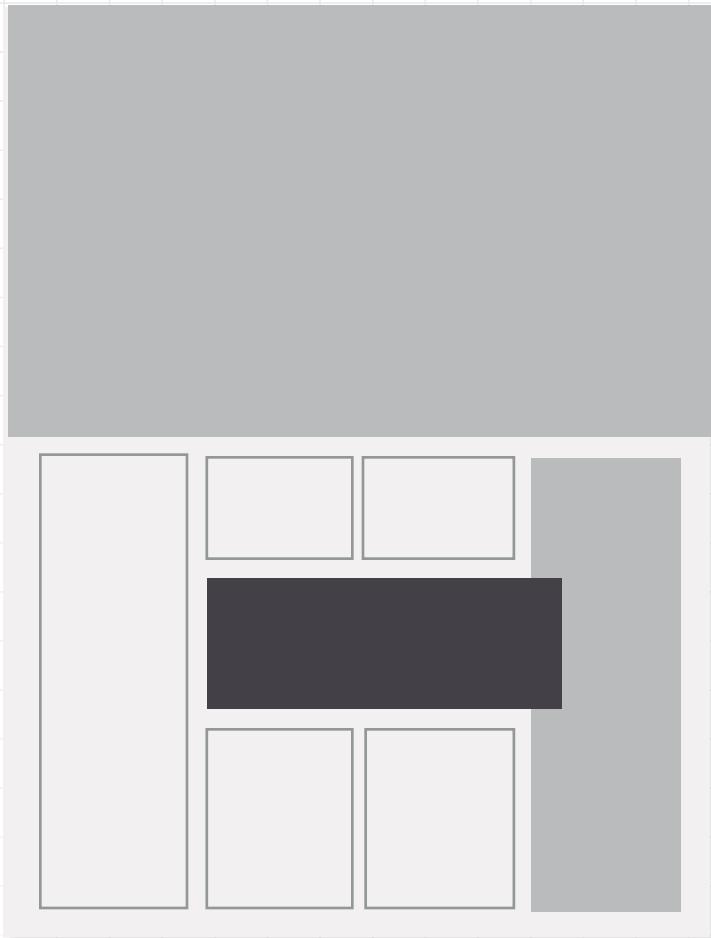
COMBINING GRID TYPES

composite grids

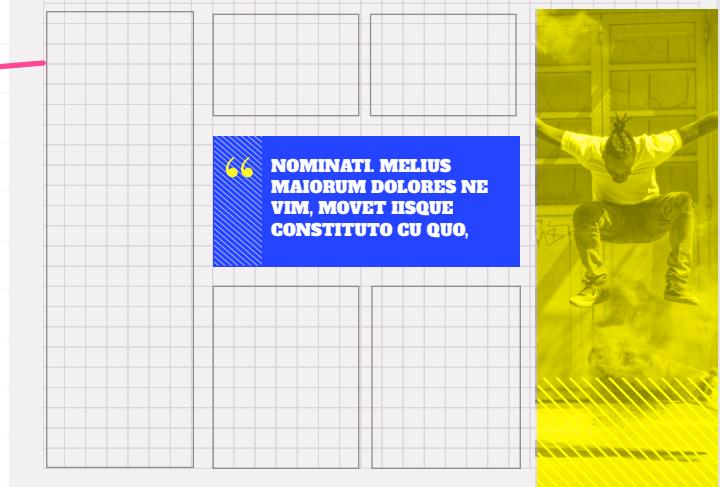
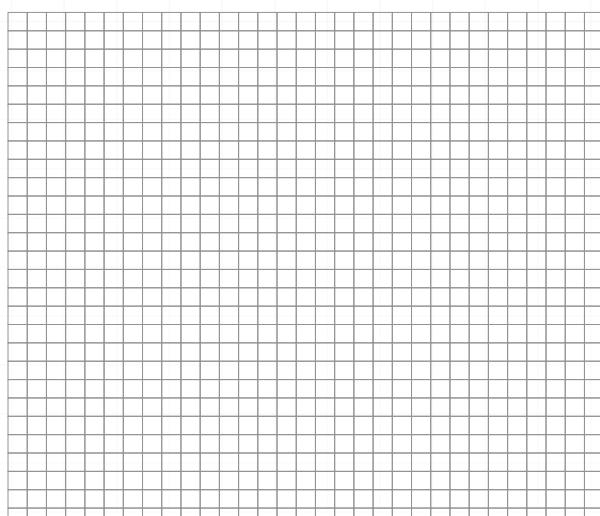
*Using modular
and column grids
elements*

Create “plans” for your layout by using grids before any final photos or text gets placed in your design (This is called Blocking).

This ensures there is order and a reason for each element placement. This can also help you decide which elements are more important than others and how much room you may have for photos and final text. This can be helpful in knowing how many photos you may need to find.



Blocking our layout using a tight (no gutters) modular grid and creating our column grid using our modular grid as a guide.



In most design programs you can go to VIEW-> then go down to GRIDS to turn on a modular basic grid. You can edit your grid spacing in the main settings or preferences area of the program

USING GRIDS

HEADLINES

Use grids to find placement for headlines and design elements.

MAKE SURE
VITAL TEXT
STAYS
OUT OF
THE
MARGIN



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**NOMINATI. MELIUS MAIORUM DOLORES NE VIM,
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BREAK UP LARGE BODIES OF TEXT

Try adding a quote to break up large text areas. You can also add more contrast to your type by creating a smaller headline at the start of these larger text areas.

USE THE MARGIN

Remember, feel free to extend unimportant items off into the margins like parts of photos and non-text design elements. This will help the piece feel less boxy and feel more alive.

GO VERTICAL

Going vertical with some text can add contrast with other horizontal elements.

You can use the grid as a guide for placement.



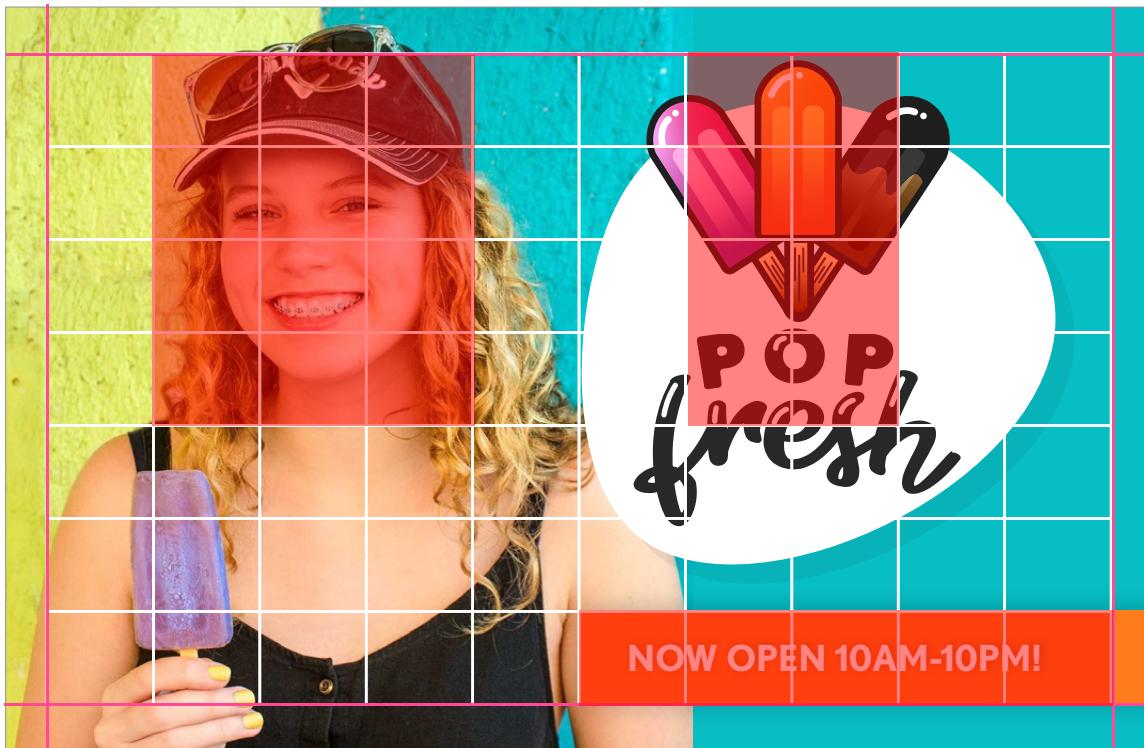
OVERLAP ELEMENTS

Another way to break up a boxy layout is to overlap elements using the grid, like this quote box overlapping the yellow photo.

GRID IDEAS

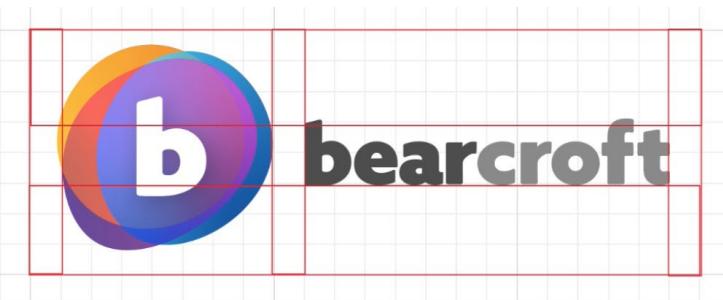
SIMPLE SOCIAL MEDIA GRAPHIC

This is a simple modular grid with margins. I am using the grid not just to find out where to place elements but where to frame certain parts of elements like the central part of a logo or a person's face, as seen in this example.



GRIDS IN LOGO DESIGN

You can apply grids to any design project including logo designs to find the right spacing between text and symbols.



GRIDS IN BRANDING

Wider margins can create elegant ample whitespace giving the design a very modern structured look.

Grids can be used for brand materials to make sure there is consistent spacing throughout. It can also help with placement and spacing between text elements.

Elemental.

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For Sales Inquiries

805.255.3434

JSmith@ElementalLotion.com

ElementalLotion.com



Elemental.

1539 Makeup Street
24224 / New York City
805.242.5344
Support@Elemental.com

Dear Ms/Mr (Name),

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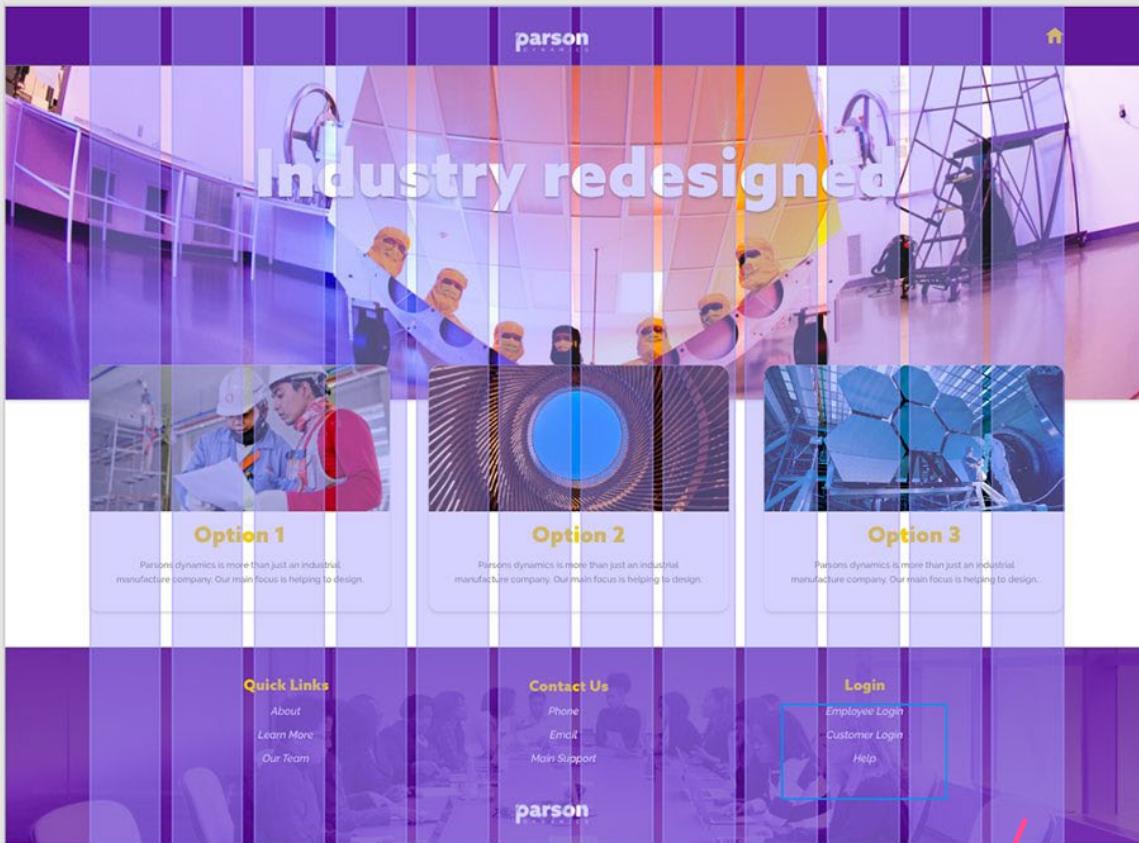
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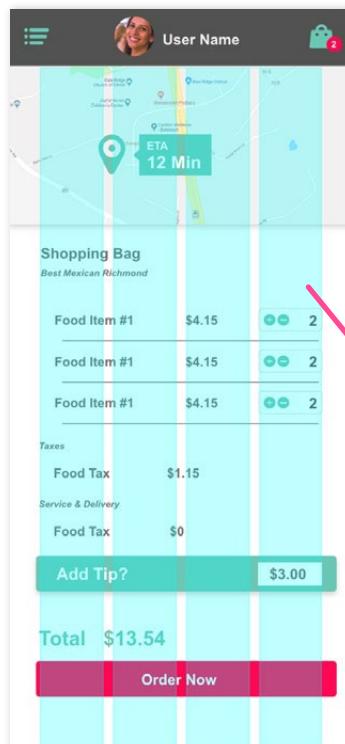
Best Regards,
Your Name

Shine on.

Home



iPhone X – 1



GRIDS FOR WEB

Above you will see a classic 12 column grid layout with a small gutter. This is traditionally seen with desktop website layouts

This grid is a default grid in an Adobe app called Adobe XD, which is commonly used for website and mobile app layout design and is slowly replacing Photoshop as the app of choice for this task.

GRIDS FOR MOBILE

To the left you will see a common 4 grid layout for a mobile app design. These columns can help guide placement of the beginning and ends of elements, photos and buttons. They can even assist in helping you know the placement of multiple columns of information like in this example to the right.

The mobile website design was taken from my UX/UI User Experience Design - Learn the UX UI Process & Adobe XD course where we walk through the design and creation of a mobile app design.

GRIDS CAN BE TURNED DIAGONALLY

Who says grids have to be left, right, up, down? What about diagonal?



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AUGUST 17, 2020

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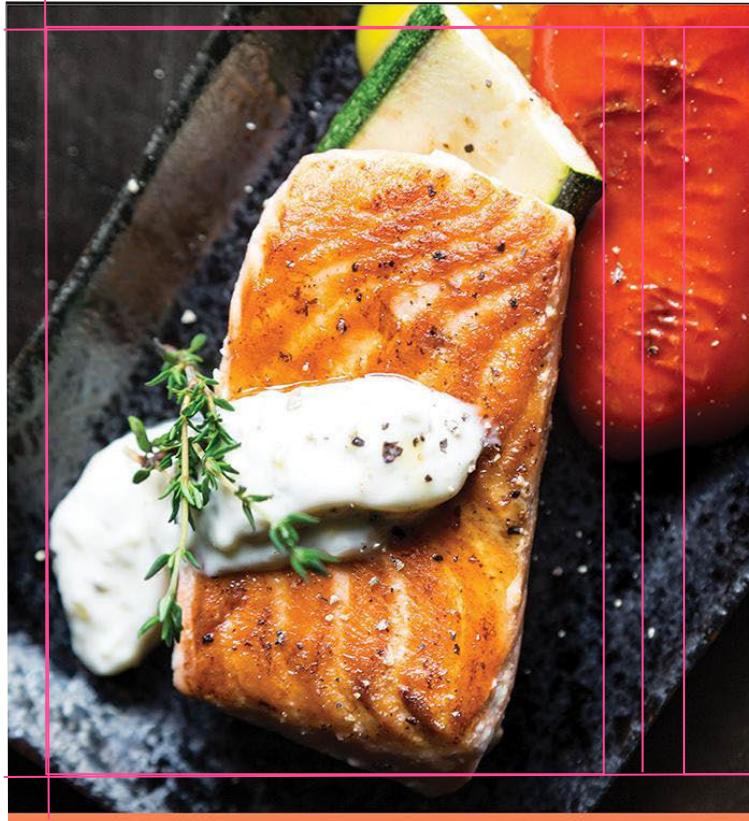
STEVECROWDER.COM

USING GUIDES

The grids here were created by using guides in Illustrator and in InDesign. Photoshop also has this option. To use guides simply go to view -> Rulers. This will now show you rulers and measurements on each side of the document. Click anywhere on the ruler and drag outward to create a line or guide.

DESIGN IN EDITORIAL LAYOUTS

Grids are most helpful when creating editorial layouts and spreads. Not only do they help keep both sides of a spread cohesive, they also help keep even spacing between gutters and provide a professional organization of large amounts of information.




Cooking Salmon the right way

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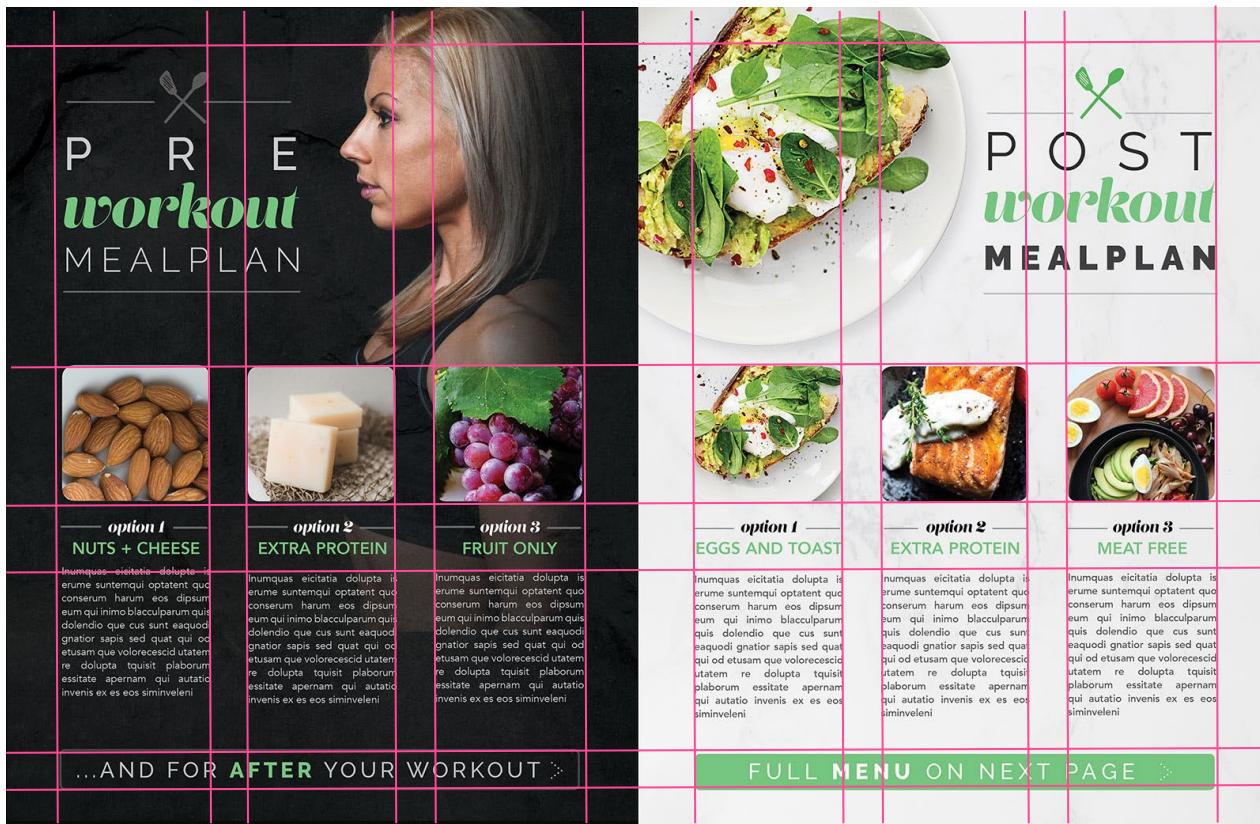
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23



P R E
workout
MEALPLAN

NUTS + CHEESE
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POST
workout
MEALPLAN

EGGS AND TOAST
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...AND FOR AFTER YOUR WORKOUT ➤

FULL MENU ON NEXT PAGE ➤