

Baseline Grid

Overview: In this exercise, you will use a baseline grid to establish a vertical rhythm for your typography. Additionally, you will apply a modular scale to your typographic sizing, the perfect fourth. The baseline grid has been around in professional digital layout design tools for several years. By using a baseline grid, you can assure that your columns line up properly when placed side-to-side. The modular scale is derived from music, which is how we get different chordal structures. One of the most common is the golden section. The interval is determined by multiplying the first number by the second, the second with the third, and so on. The Fibonacci Sequence is an example found in nature, particularly in fractal designs.

Fibonacci Sequence: 1, $1+1 = 2$, $1+2 = 3$, $2+3 = 5$, $3+5 = 8$, $5+8 = 13...$
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Part of the challenge of this assignment is to make adjustments to the baseline grid and the margins as the form factor changes. We will be using two pangram sentences to help determine the needed width for the form factor.

**Two driven jocks help fax my big quiz. Do wafting
zephyrs quickly vex Jumbo?**

These pangrams represent two alphabets. For readability, you want a column to be between 50-60 characters, but no more than 70. The narrower the column, the less characters you want. Wider columns can accommodate more letters, but you need to make adjustments to the size and leading.

You should make use of the following measurements for your responsive designs:

Text-Size	Line-Height	Margin-Top	Margin-Bottom	Media Query Min	Media Query Max
16	Base of 13	any multiple of 13	any multiple of 13		30em
18	Base of 14	any multiple of 14	any multiple of 14	30.01em	48em
20	Base of 15	any multiple of 15	any multiple of 15	48.01em	60em
22	Base of 16	any multiple of 16	any multiple of 16	60.01em	80em
24	Base of 18	any multiple of 18	any multiple of 18	80.01em	

The starting HTML and CSS files can be found on Blackboard.

Helpful websites include:

<http://basehold.it> | <http://modularscale.com> | <http://typecast.com/blog/4-simple-steps-to-vertical-rhythm>

Requirements

Baseline Grid

- Baseline grid must be visible across all form factors
- Baseline grid should adjust to the different form factors displayed in the chart above
- Must use appropriate margins to adjust spacing and maintain baseline grid
- All text should fit exactly within the gridlines
- Gridlines must be visible or else no credit will be given for this section.

Form Factor Adjustment for Width

- Must adjust the maximum width for the container so that the text is between 1-2 alphabets long

Modular Scale

- Must use a consistent modular scale. Font sizes can be found on the modularscale.com website.