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NATURAL

LINER NOTES

Grids have been used in architecture and book design for thousands of years. Grid systems are used to logically structure layout in print or on screen. By aligning the different visual elements of a design in a deliberate way, the designer achieves improved clarity and credibility in their design.

Multiple column grids allow text and images to span one or more columns. Where the hierarchy of the content becomes more complex, for example requiring side notes or multiple images, a multi-column grid might be more suitable than a single column grid. Multiple columns also allow for more interesting designs, for example leaving one column empty.

SIDE ONE

- 1. Black 4:32
- 2. White 4:26
- 3. Magenta 2:41
- 4. Cyan 4:38
- 5. Yellow 1:02
- 6. Orange 0:19
- 7. Green 4:30
- 8. Purple 3:16

SIDE TWO

- 9. White Space 0:16
- 10. Repetition 3:23
- 11. Alignment 3:33
- 12. Balance 2:38
- 13. Harmony 3:15
- 14. Texture 0:39
- 15. Rhythm 4:55
- 16. Asymmetry 4:19
- 17. Contrast 2:34

From type size and line length (measure) we can then infer a suitable leading. This must not be too narrow, as the eye would constantly be distracted by the next line in its field of view, nor must it be too wide as that would make it more difficult for the eye to connect the end of one line with the beginning of the next while moving down the page.

PERSONNEL

Massimo Vignelli
vocals
Paula Scher
production
Michael Bierut
vocals
Milton Glaser
vocals
Ivan Chermayeff
vocals,
production
David Carson
vocals
Alan Fletcher
vocals,
production
Stef Sagmeister
vocals,
production
April Greiman
creative
direction
Josef Muller-Brockmann
photography
Nigel Brody
webmaster,
production
Tom Geismar
management
Paul Rand
management
Stephen Heller
stylist
Theo Dimson
app design

GLASER



LINER NOTES

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The number of columns makes a difference. Grids with an odd number of columns create more tension than those with an even number of columns. Designers and architects have taken advantage of this effect for millennia.

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SIDE TWO
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 0:16
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PERSONNEL

Massimo Vignelli
 vocals
Paula Scher
 production
Michael Bierut
 vocals
Milton Glaser
 vocals
Ivan Chermayeff
 vocals,
 production
David Carson
 vocals
Alan Fletcher
 vocals,
 production
Stef Sagmeister
 vocals,
 production
April Greiman
 creative
 direction
Josef Muller-Brockmann
 photography
Nigel Brody
 webmaster,
 production
Tom Geismar
 management
Paul Rand
 management
Stephen Heller
 stylist
Theo Dimson
 app design

