

# GRIDS

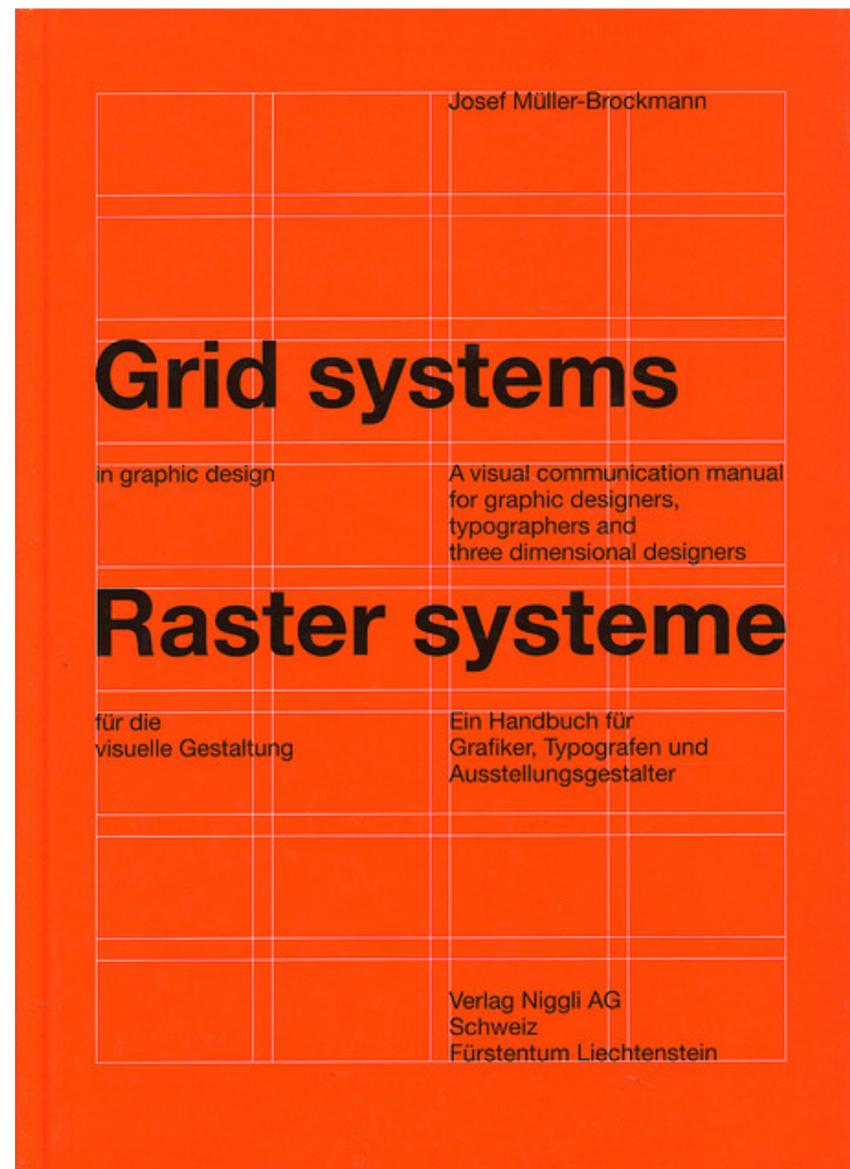
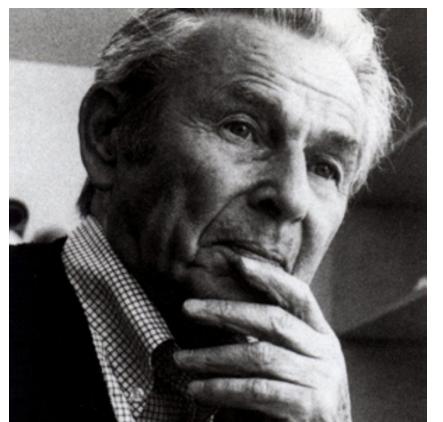
# GRIDS

The use of the grid as an organizational device/template for the layout of images and type arose in the mid 20th century at a time when the functionalism of the Bauhaus and the rationalism of scientific thought combined to influence both the aesthetic and the methodological output of designers.

# THE SWISS GRID

The Swiss Grid Style (AKA the International Typographic Style) was developed by Swiss designers, such as Armin Hofmann, Josef Müller Brockmann, Richard P Lohse, Carlo Vivarelli, Hans Neuberg, and Max Bill.

Characterized by a cold, emotionally sterile grid style, these designers used structured layout and unjustified type that influenced a vast audience for many years.



Josef Müller-Brockmann

## GRID SYSTEM

The grid system is an aid, not a guarantee. It permits a number of possible uses and each designer can look for a solution appropriate to his personal style.

But one must learn how to use the grid; it is an art that requires practice.

# GRIDS

Grids are a program that sets a number of parameters such as columns, gutters and margins that allow designers to generate creative layouts quickly, but also maintains a consistency in between elements on a page or between pages of a document.



<http://guity-novin.blogspot.ca/2011/07/chapter-42-swiss-grade-style-and-dutch.html> <http://theartistandhismodel.com/2009/06/josef-muller-brockmann/>

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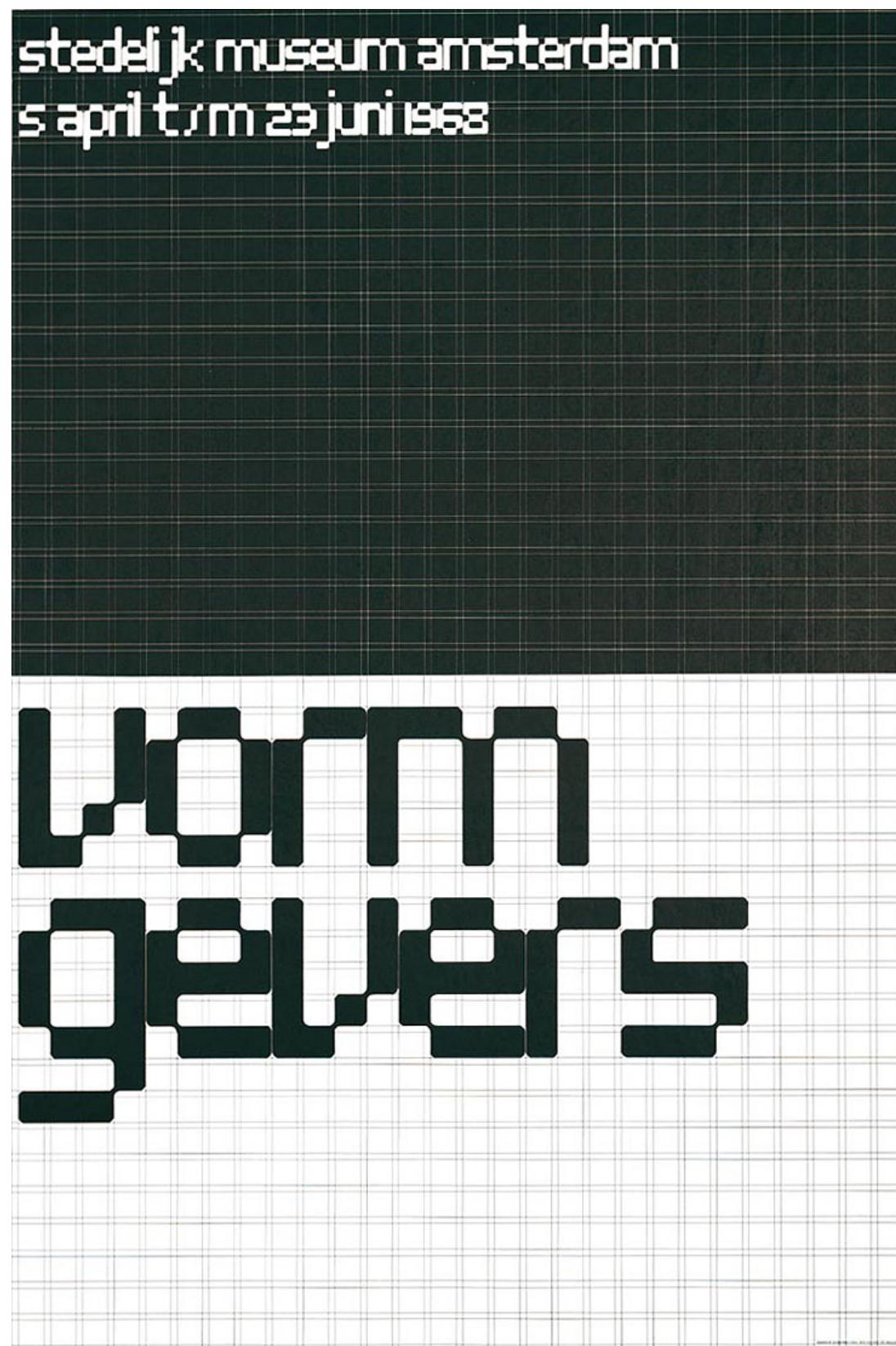
Grids are generally made visible only through use, but some designers have exposed the workings of the graphic design machine to demonstrate that the grid is something not only of utility, but also of beauty. Once visible, the precision of the grid acts as evidence of design credibility, and its purity of form has a mystical draw.



Wim Crouwel  
<http://vimeo.com/24717448>

## WIM CROUWEL

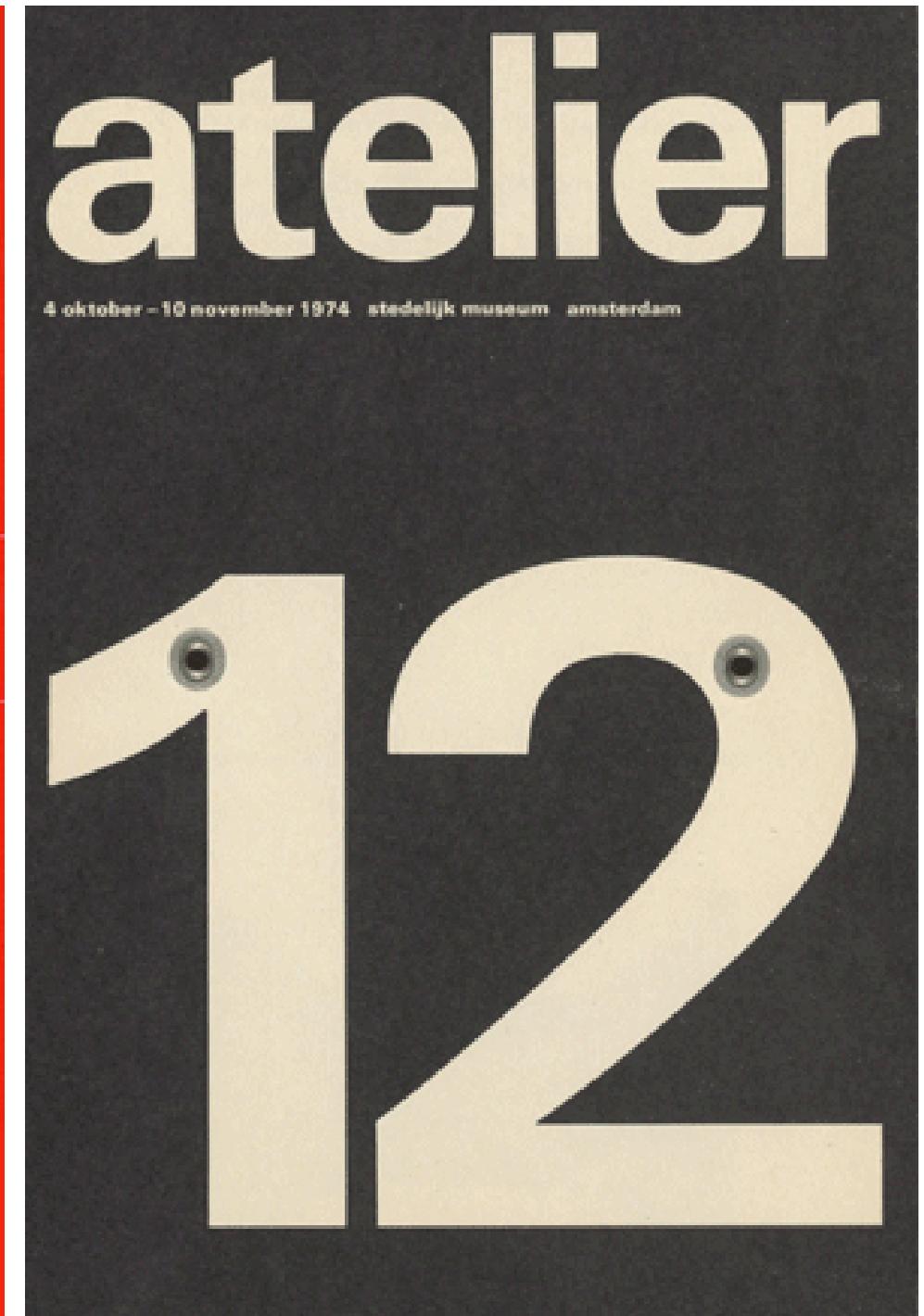
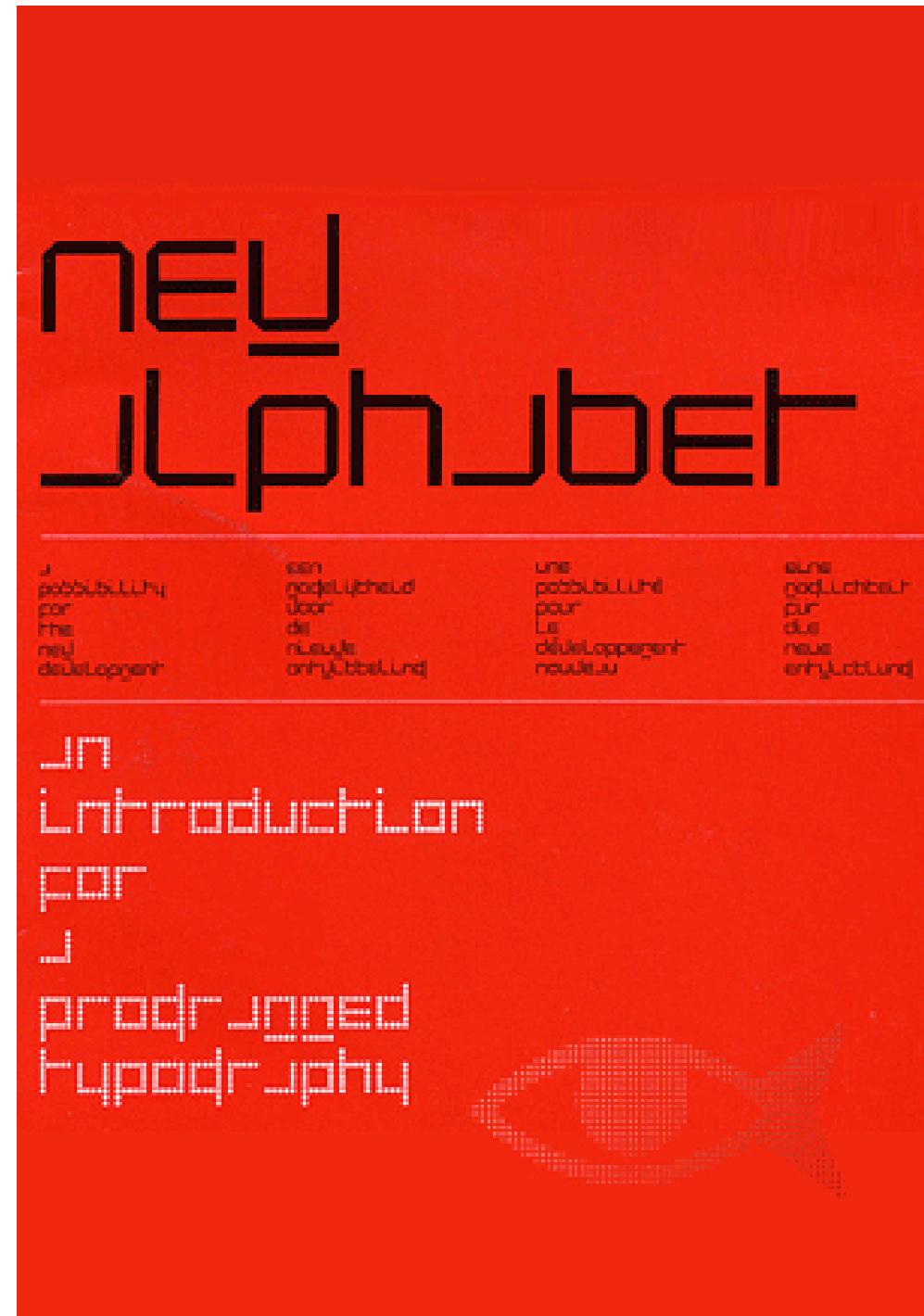
Wim Crouwel pioneered integrating the grid into the finished design. As a functionalist Crouwel focused on the legibility of his work. But when he had to make a choice between readability and aesthetics, he chose aesthetics. “When you’re a functionalist you want to make things comprehensible, readable, make your ideas visible. I feel myself being a modernist, a functionalist, but aesthetics always stand in the way.” He says.



<http://www.iconofgraphics.com/Wim-Crouwel/>

## WIM CROUWEL

Wim Crouwel's identity for the Vormgevers exhibition at the Stedelijk Museum in Amsterdam in 1968 used an exposed grid in the layout of posters and catalogs, which was also the basis of the lettering.



[http://veerle.duoh.com/design/article/wim\\_crouwel\\_a\\_graphic\\_odyssey](http://veerle.duoh.com/design/article/wim_crouwel_a_graphic_odyssey)

## The Grid System

The ultimate resource in grid systems.

" The grid system is an aid, not a guarantee. It permits a number of possible uses and each designer can look for a solution appropriate to his personal style. But one must learn how to use the grid; it is an art that requires practice. "

**Josef Müller-Brockmann**

## About

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### Unit Grid System

#### Tools

February 1, 2014

An unitless, fluid, elastic, semantic, responsive, scalable, debuggable, declarative, simple to use grid system. And... HTML5 and CSS3 ready.

Tags: [CSS3](#), [framework](#), [grid system](#), [HTML5](#), [responsive](#)

### Grid-Based Web Design, Simplified

#### Articles

February 1, 2014

If you want to reap their benefits of grids on your next project but are unsure of the specifics, this article is for you.

Tags: [grid system](#)

### Marcus Gärde Grid System

#### Articles

February 1, 2014

A new method developed by Marcus Gärde to produce grid systems based on old books and scrolls.

Tags: [baseline grid](#), [grid system](#)

### Grids, Design Guidelines, Broken Rules, and the Streets of New York City

#### Articles

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What do the streets of New York City have to do with web and graphic design? For better or worse, the grid.

Tags: [efficiency](#), [foundation](#), [grid system](#)

### GuideGuide

#### Tools

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GuideGuide is a Photoshop extension that allows you to easily create grids with guides.

### Basel;ne

#### Tools

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Basel;ne is a typographic experiment focused on vertical rythm and real baseline grid for modern browsers.

### A New Canon

#### Articles

February 1, 2014

As with the printed word, the word on screen would benefit from some rules of form; a new canon of page construction for the web

### Better Grids for a Responsive World

#### Articles

February 1, 2014

I built a proof-of-concept that supported both modular scales and uniform columns. However I discovered that moving different

<http://thegridsystem.net>

# The 892 unique ways to partition a $3 \times 4$ grid

Dubberly Design Office

<http://vimeo.com/20764787>