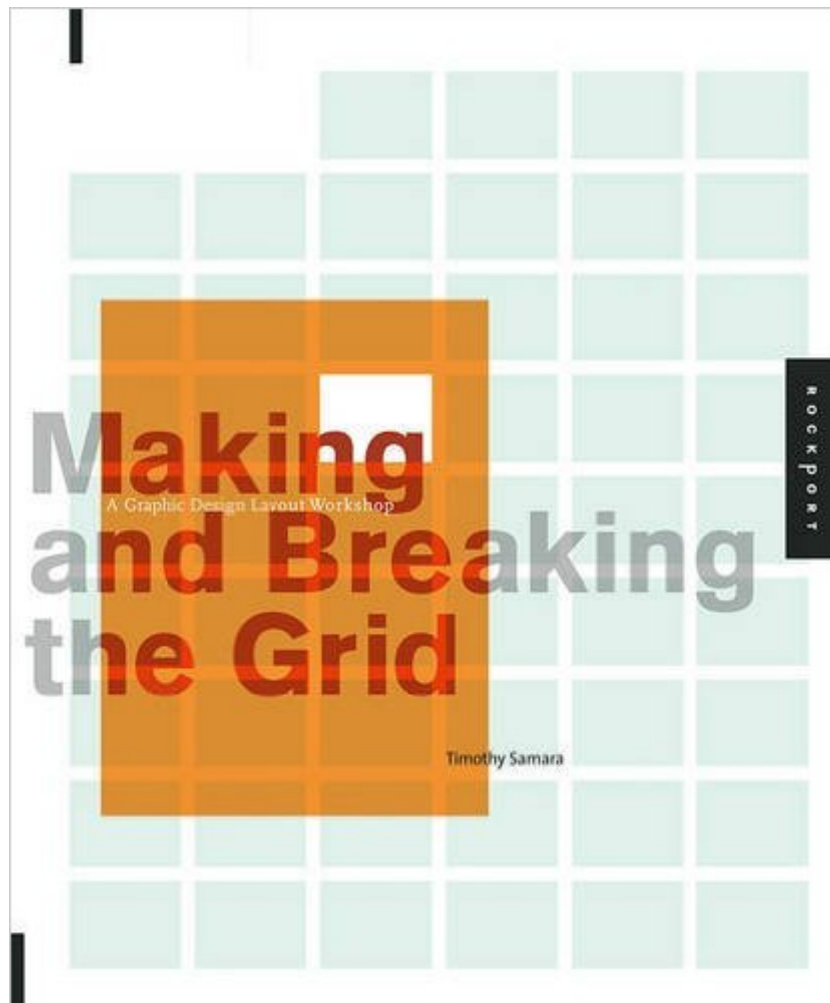# Making And Breaking The Grid: A Graphic Design Layout Workshop

Synopsis

For designers working in every medium, layout is arguable the most basic, and most important, element. Effective layout is essential to communication and enables the end user to not only be drawn in with an innovative design but to digest information easily.Making and Breaking the Grid is a comprehensive layout design workshop that assumes that in order to effectively break the rules of grid-based design, one must first understand those rules and see them applies to real-world projects.Text reveals top designers' work in process and rationale. Projects with similar characteristics are linked through a simple notational system that encourages exploration and comparison of structure ideas. Also included are historical overviews that summarize the development of layout concepts, both grid-based and non-grid based, in modern design practice.

Book Information

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Customer Reviews

What a strange publication. Divided into two sections the first explaining grid formatting with actual printed material and the second revealing how to design print without a grid.There seems a contradiction here because the grid, used intelligently, will allow a whole range of graphic options to be presented with clarity. Some of the print examples reproduced in the first section do show this with perhaps the most useful item a grid thumbnail for each piece, unfortunately I thought it was rather too small on each spread despite being the key to explaining each format. From past experience, designing magazines, I would start work on a grid by concentrating on the text type size because it is the least flexible of all the elements on the page. This point really wasn't made enough of in the book's chapter: Grid Basics.The reproductions show a reasonable range of design

solutions, essentially print though there is an example of corporate signage. Missing are magazines (consumer or trade) timetables and the like. Without a grid this type of printed matter really wouldn't exist.The book's contradiction, to my mind, start with the second section: 'Grid Deconstructions and Non-Grid-Based Design Projects'. The forty items shown seem to have a couple of common threads: their design is essentially arbitrary which makes them look very messy and frequently their typography (display and text) is used as a design element which makes the words unreadable. Their design is the opposite of grid stimulated creativity, in other words visual chaos.Some of the examples are quite amazing. On page 180-181 twelve pages of a calendar are shown, totally useless as its impossible to see the days and dates.

Making and Breaking the Grid: A Graphic Design Layout Workshop Grid Systems in Graphic Design: A Visual Communication Manual for Graphic Designers, Typographers and Three Dimensional Designers (German and English Edition) Layout Workbook: A Real-World Guide to Building Pages in Graphic Design Design Thinking Workshop: The 12 Indispensable Elements for a Design Thinking Workshop Basics of Design: Layout & Typography for Beginners (Design Concepts) Making Small Workshop Tools (Workshop Practice) The SketchUp Workflow for Architecture: Modeling Buildings, Visualizing Design, and Creating Construction Documents with SketchUp Pro and LayOut "Graphic Design U.S.A., No. 16": The Annual of the America Institute of Graphic Arts (365: Aiga Year in Design) Graphic Classics Volume 4: H. P. Lovecraft - 2nd Edition (Graphic Classics (Graphic Novels)) Smart Grid: Fundamentals of Design and Analysis Grid Systems: Principles of Organizing Type (Design Briefs) 2017 Big Grid Design 17 Month Wall Calendar Large-Scale Solar Power System Design (GreenSource Books): An Engineering Guide for Grid-Connected Solar Power Generation (McGraw-Hill's Greensource) Build-A-Bear Workshop: Friendship Book (Build-A-Bear Workshop Books (Interactive Books)) Positive Discipline Workshop 5 CD Set: An audio workshop with Jane Nelsen Room and Furniture Layout Kit Layout and Composition for Animation Learn To Draw A Graffiti Master-Piece: Your Essential Guide To Tags, Bubble Letters, Wildstyle, Layout And Piecing Layout & Background (Walt Disney Animation Archives) Measuring, Marking & Layout: A Builder's Guide (For Pros by Pros)