GRIDS

GRIDS

An organizational device/template for the layout of images and type

Allows designers to generate creative layouts quickly

Maintain consistency between elements on a single page or between multiple pages

Generally made visible only through use

The grid system is an aid, not a guarantee

Composed of parameters: **columns**, **gutters** and **margins**

GRID TERMINOLOGY

PAGE

SITE MARGIN

COLUMN

GUTTER

4 column grid

MAX-WIDTH

HOW MANY COLUMNS?

A grid is meant to be a helpful tool

Options to help you layout a page, without becoming unwieldily

Consider common layouts you may want

COMMON LAYOUTS

1/4

1/3

1/2

HOW MANY COLUMNS?

3 is divisible by: **1** and **3**
Won't do 1/4

4 is divisible by: **1**, **2**, **4**
Won't do 1/3

5 is divisible by: **1** and **5**
Won't do 1/2, 1/3 or 1/4

12 is divisible by many numbers: **1**, **2**, **3**, **4**, **6** and **12**
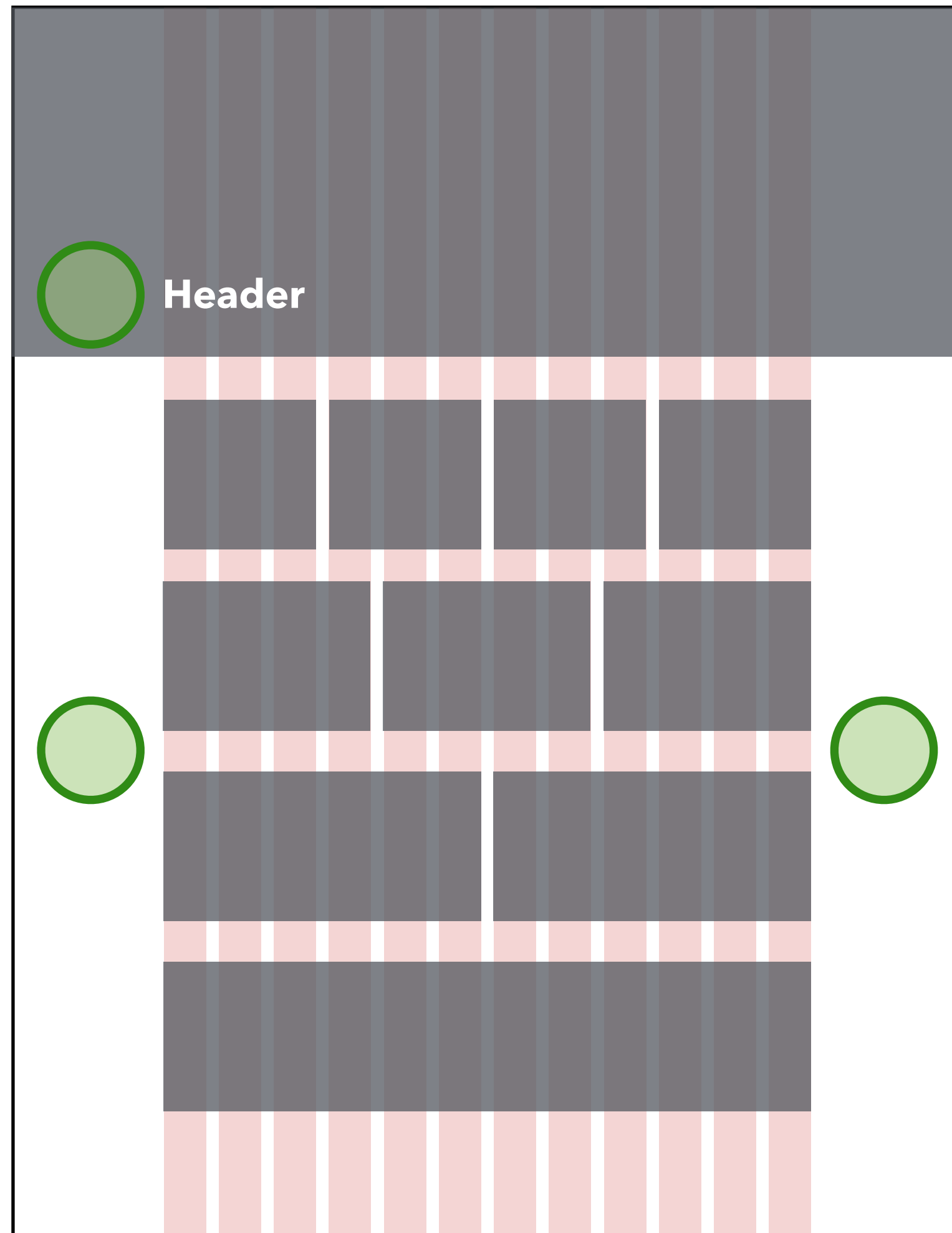Does all layouts

24 begins to become unwieldily
Does all layouts, but do we benefit from additional divisions? *Probably not…*
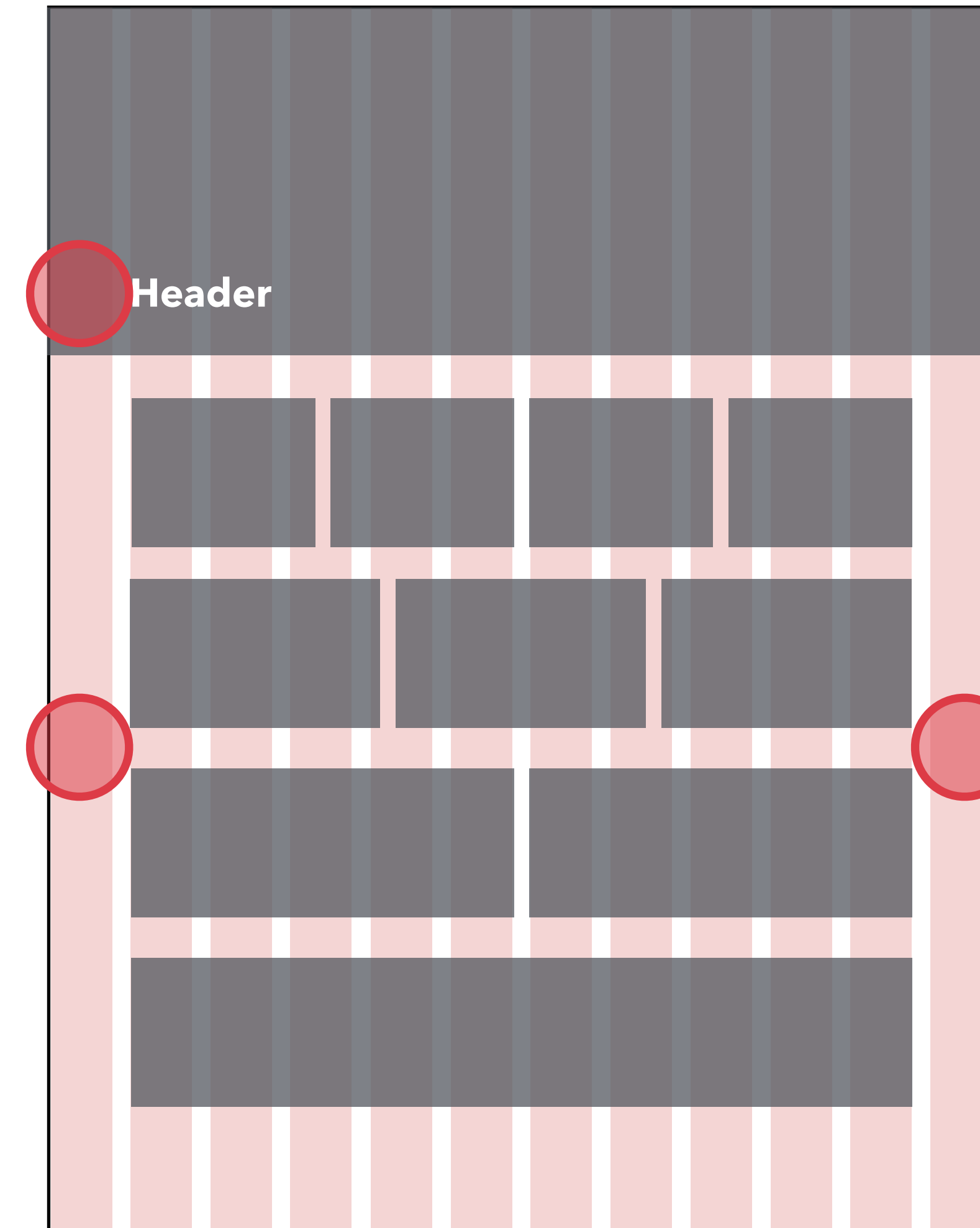
12 column grid *is most used, recommended*

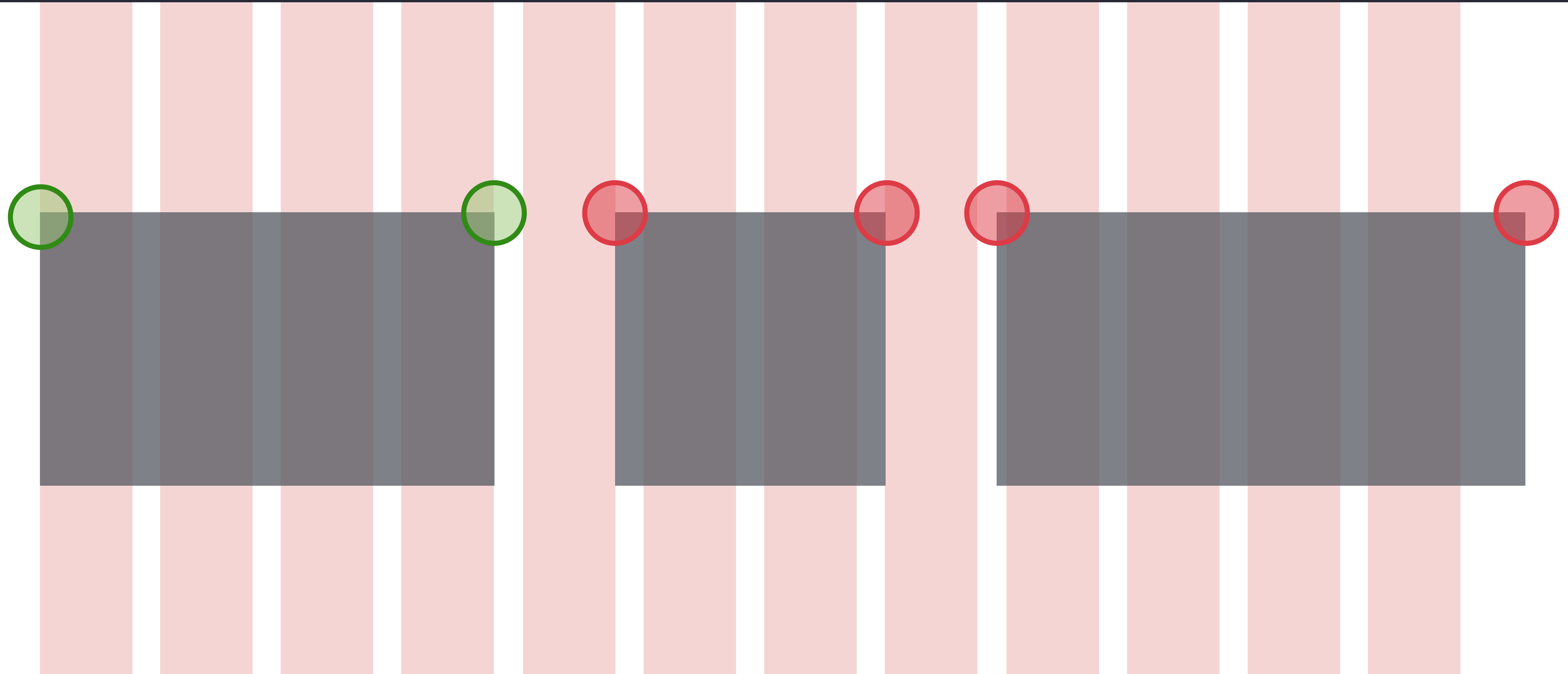# USAGE & MISTAKES

MARGINS

Elements can extend past your grid

Header

Grid doesn't stretch to the edge of page

Header

Don't use columns of grid as site margin

✔

✘

ALIGNING ELEMENTS

✔
Element aligns with
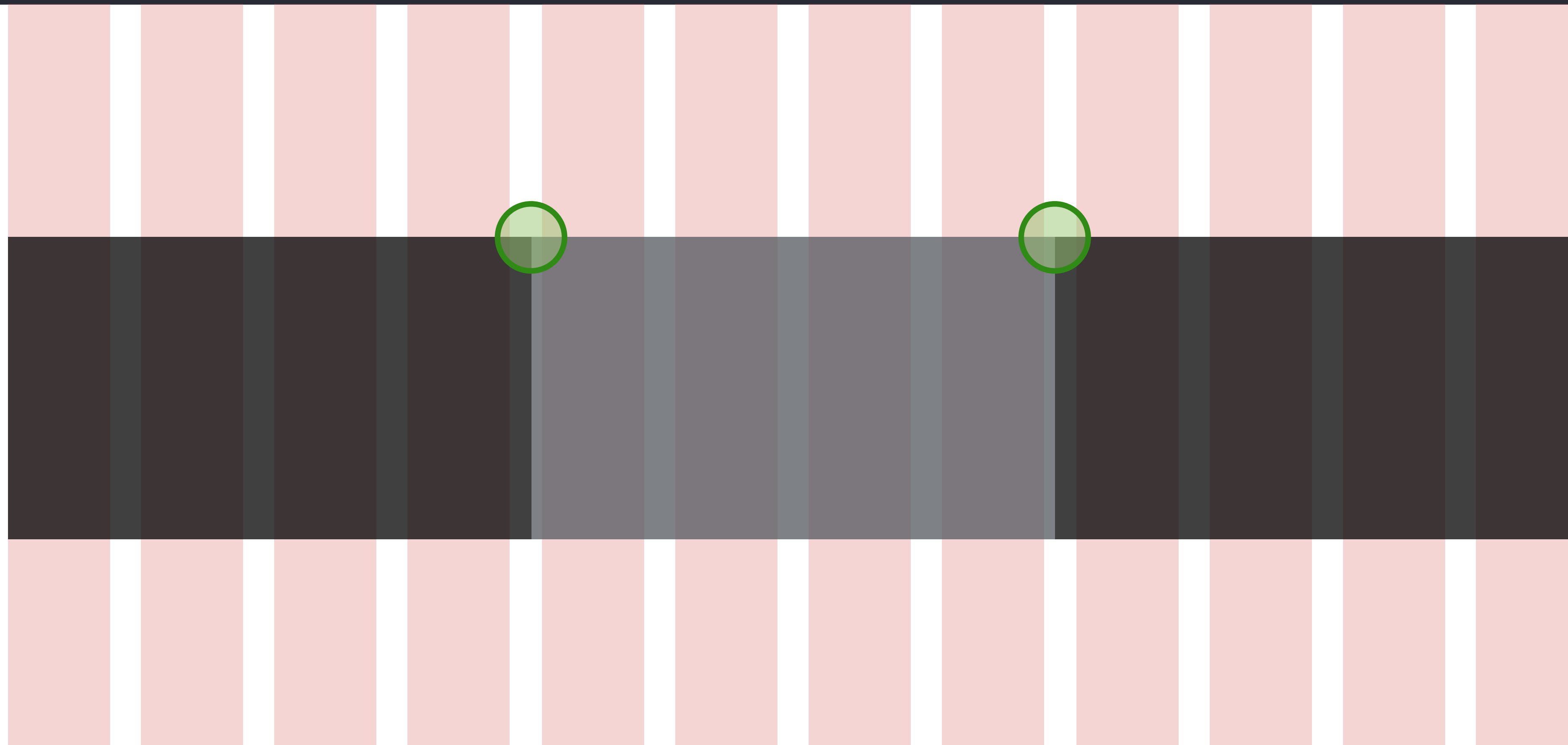the outside edges
of columns

✘
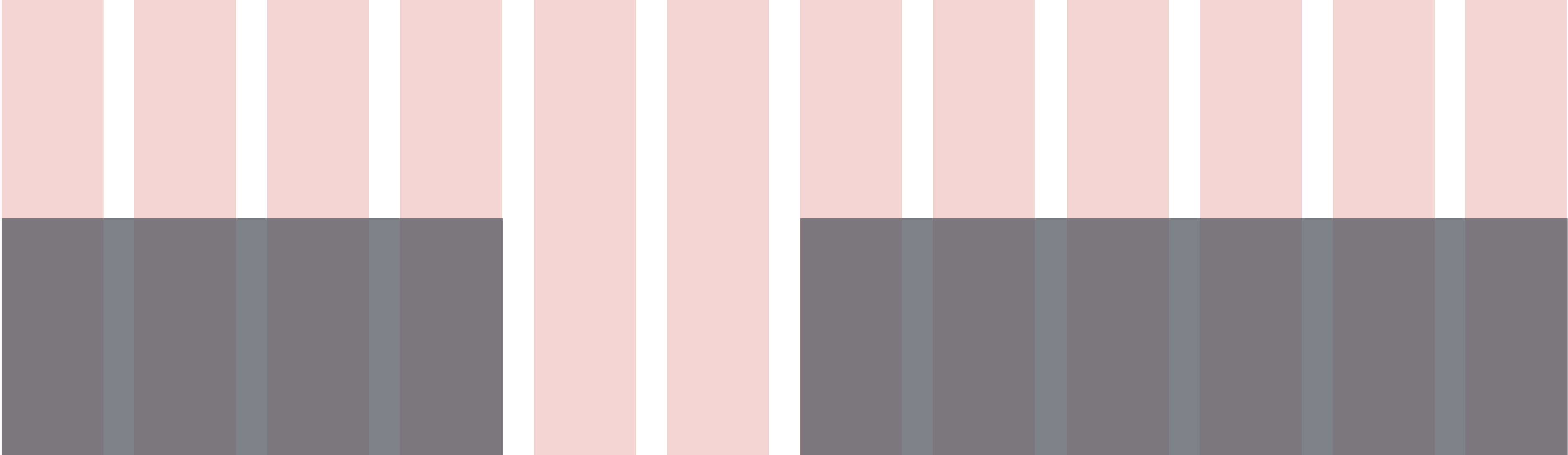Element aligns with
outside edge of gutter

✘
Element doesn't align
with grid columns or gutters
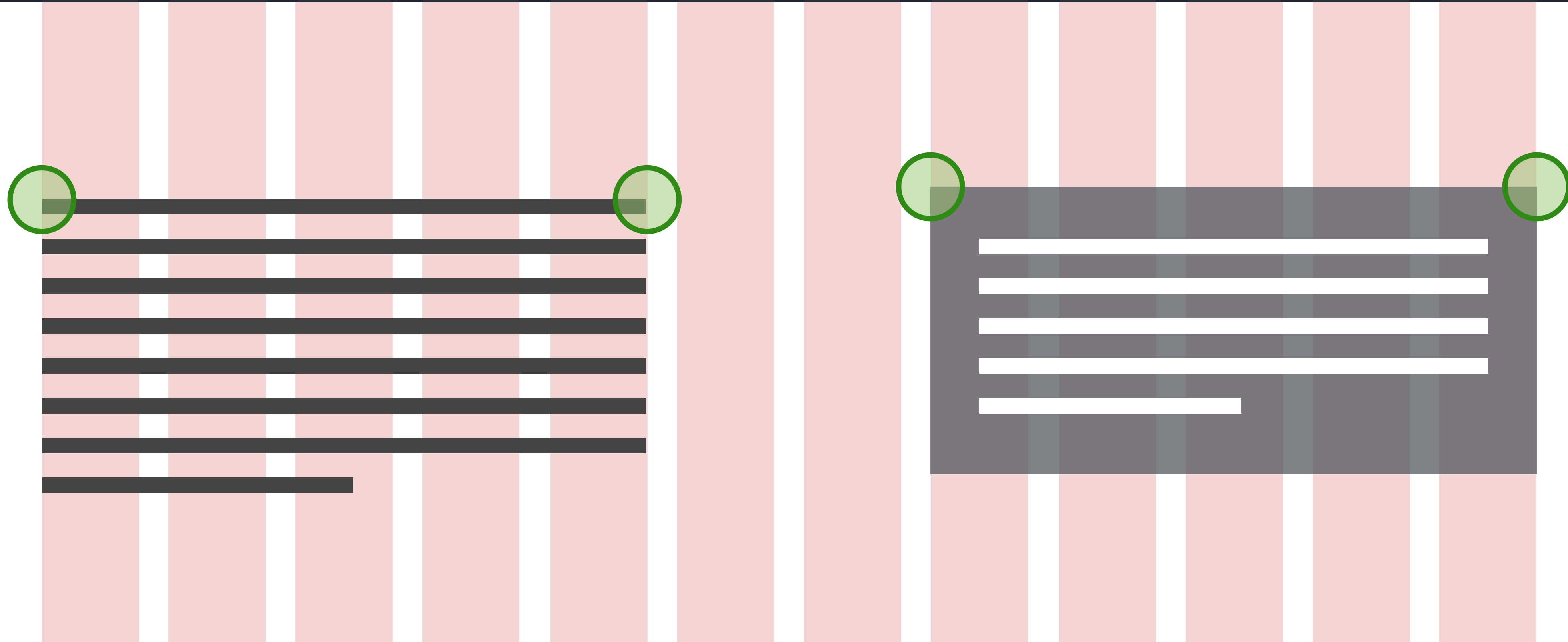
ALIGNING ELEMENTS

Ignore the grid when necessary
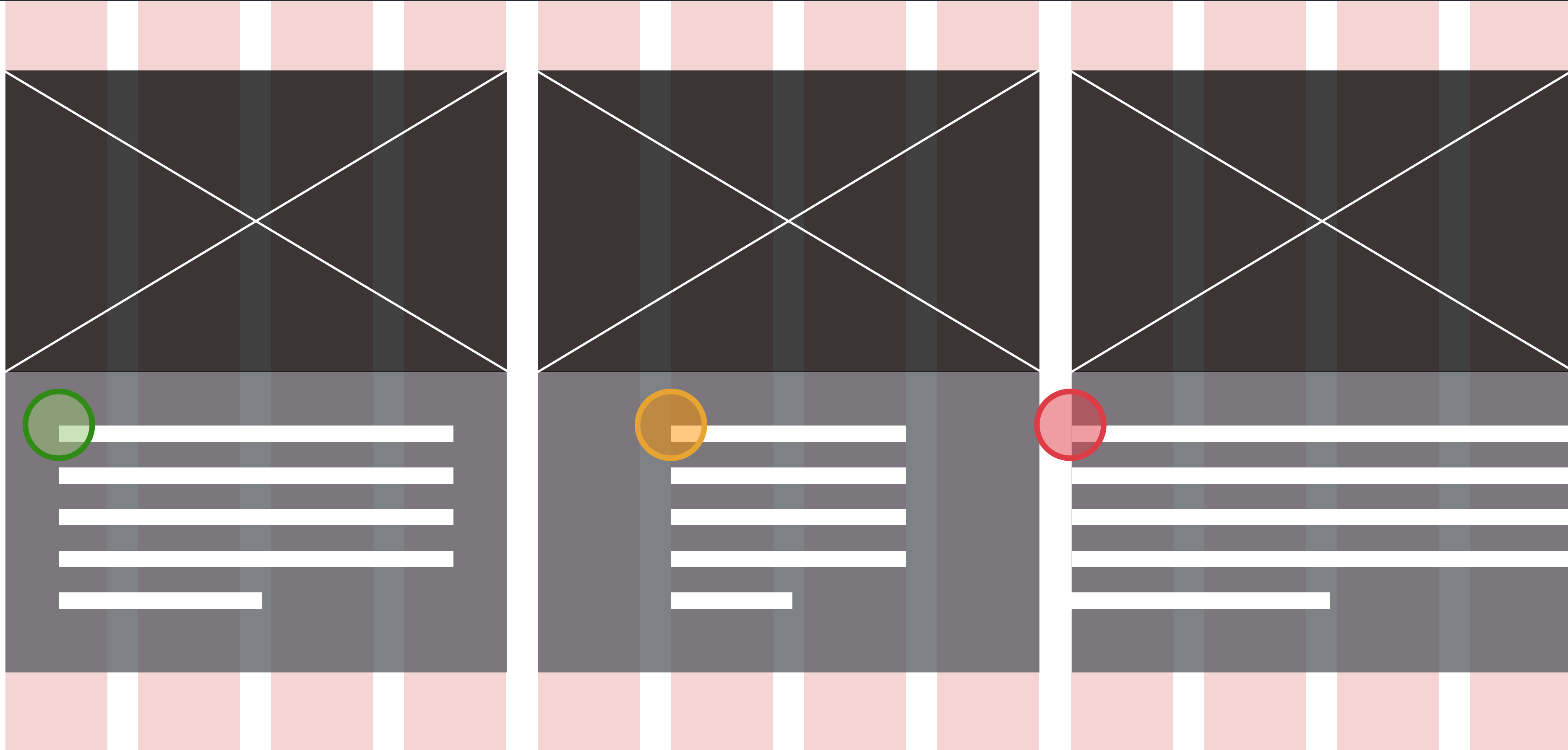e.g. when you *don't* want gutters between content

EMPTY COLUMNS

TEXT CONTENT

Text *not* inside a container aligns to the grid

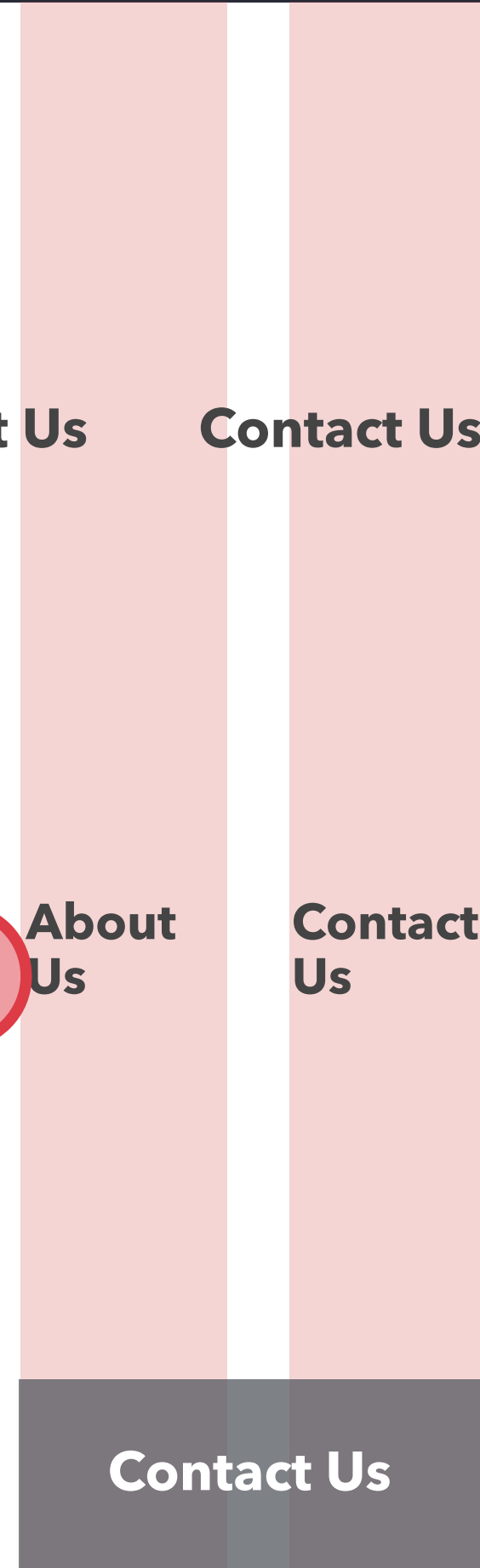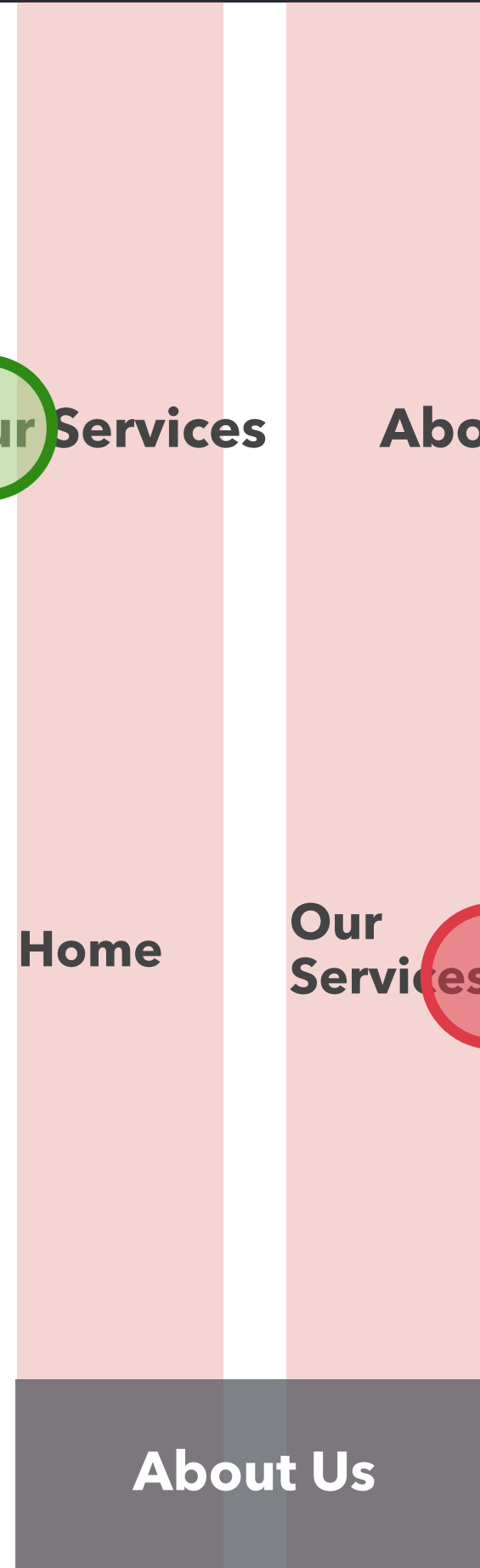*Container* with text inside aligns to grid

INNER CONTENT

Add padding inside a container.
The container is aligned to the grid.

You don't *have* to align content
within a container to the grid

Don't use a container with no padding

IGNORING THE GRID

✓ Logo ⦿
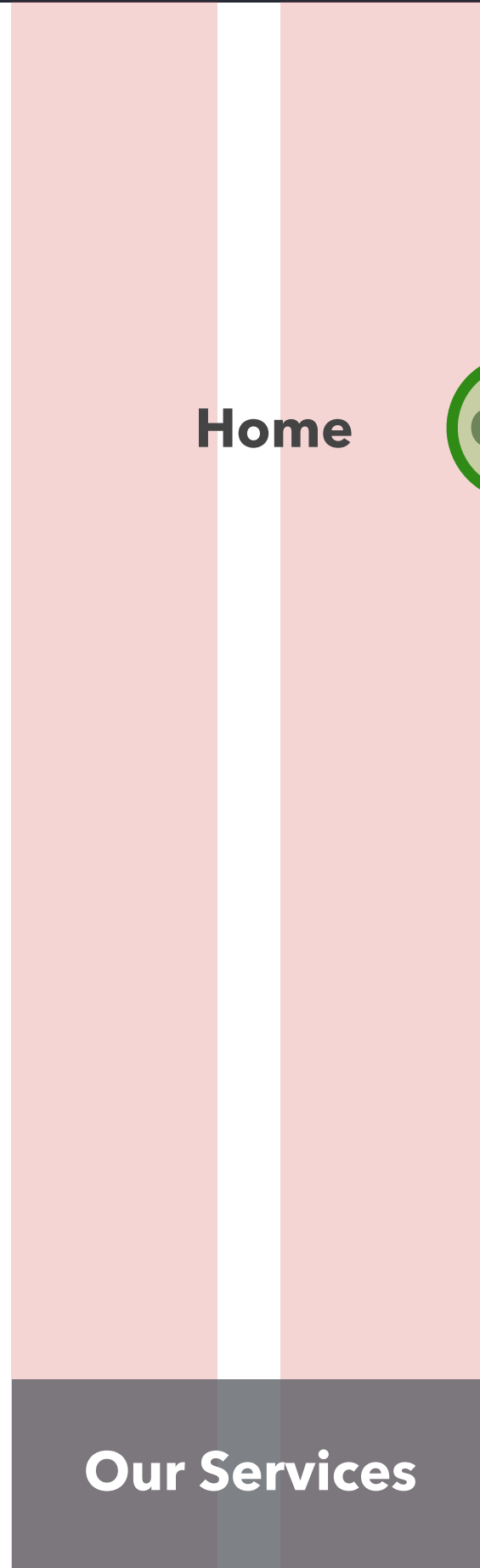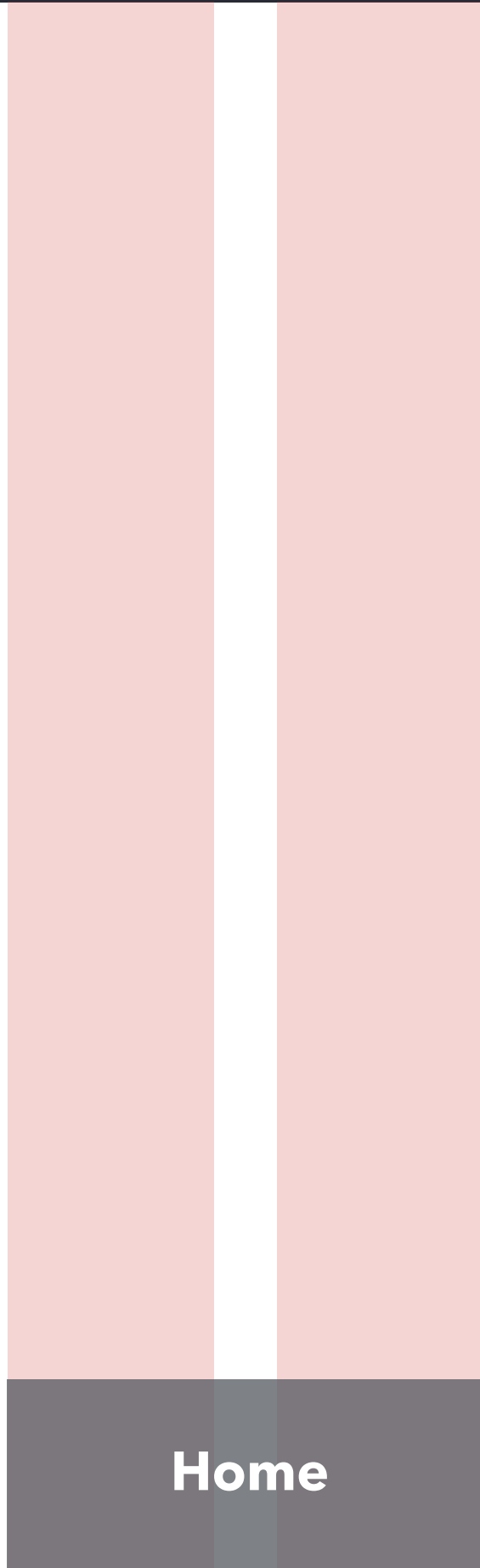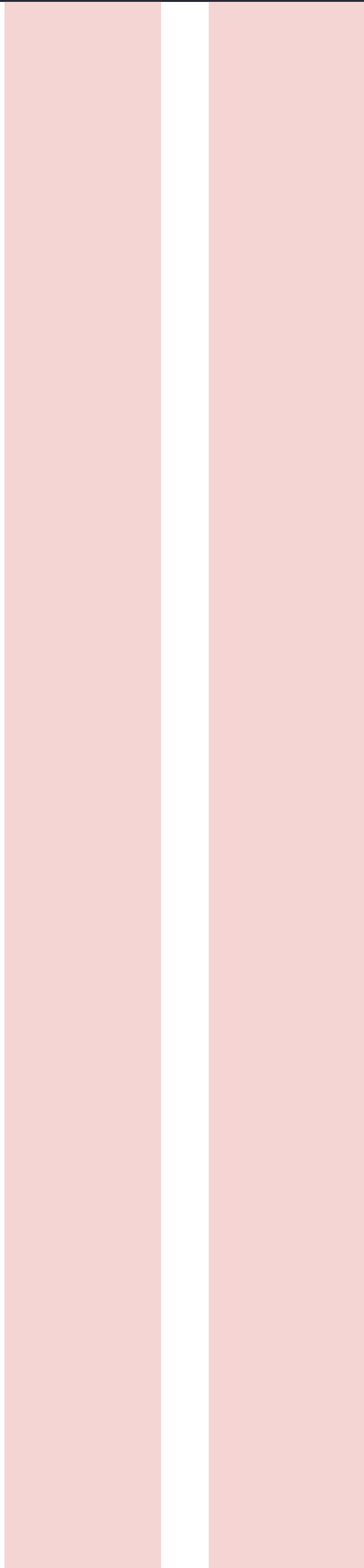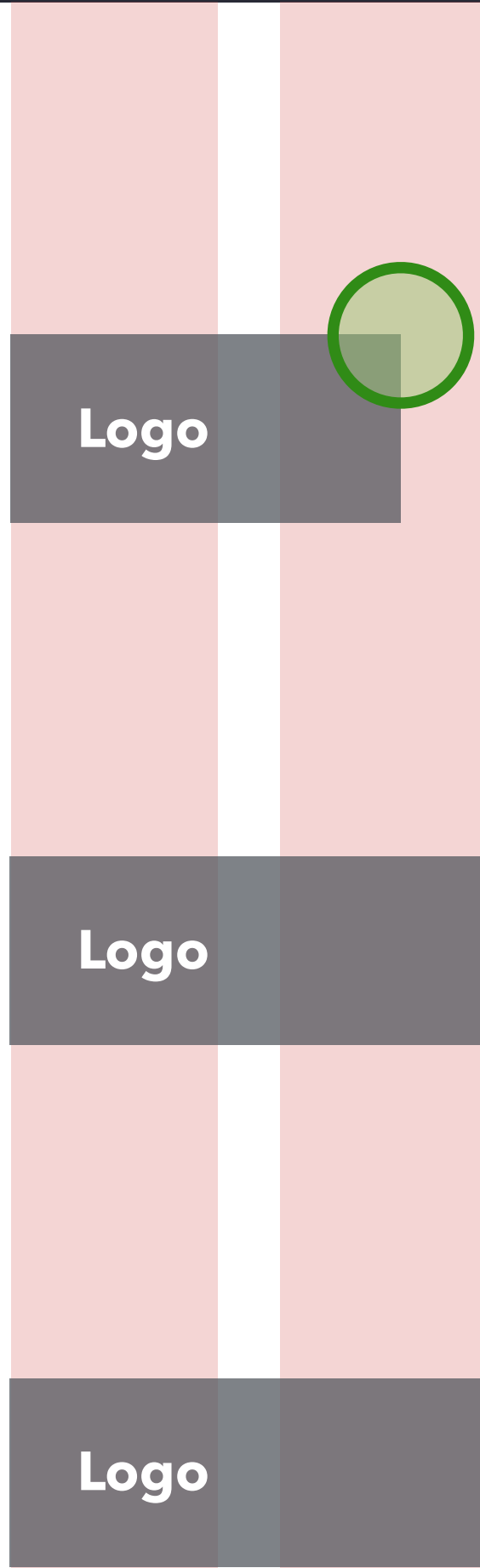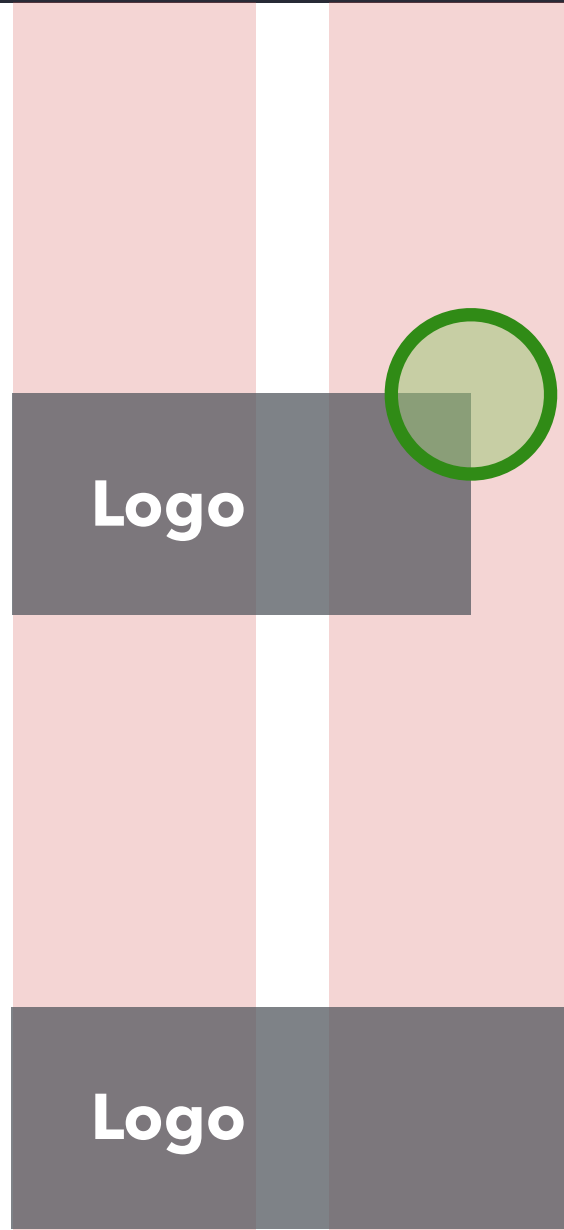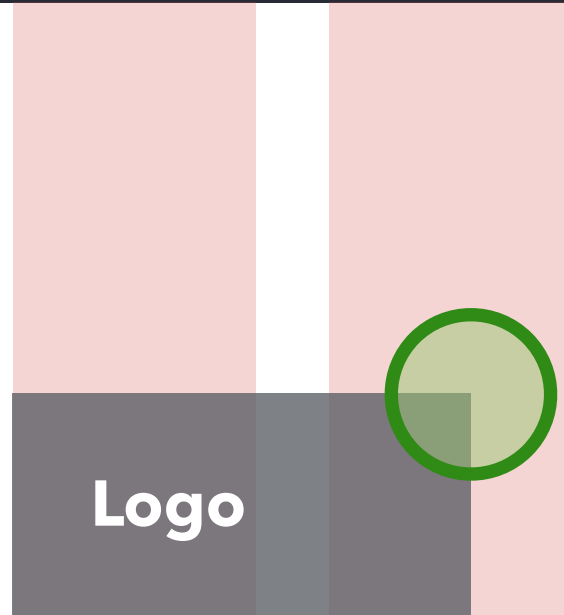
Home ⦿ Our Services   About Us   Contact Us

Not everything has to align to the grid

✗ Logo

Home   Our Services ⦿ About Us   Contact Us

This is forcing the use of the tool

✓ Logo   Home   Our Services   About Us   Contact Us

This is acceptable as well

NESTED GRIDS
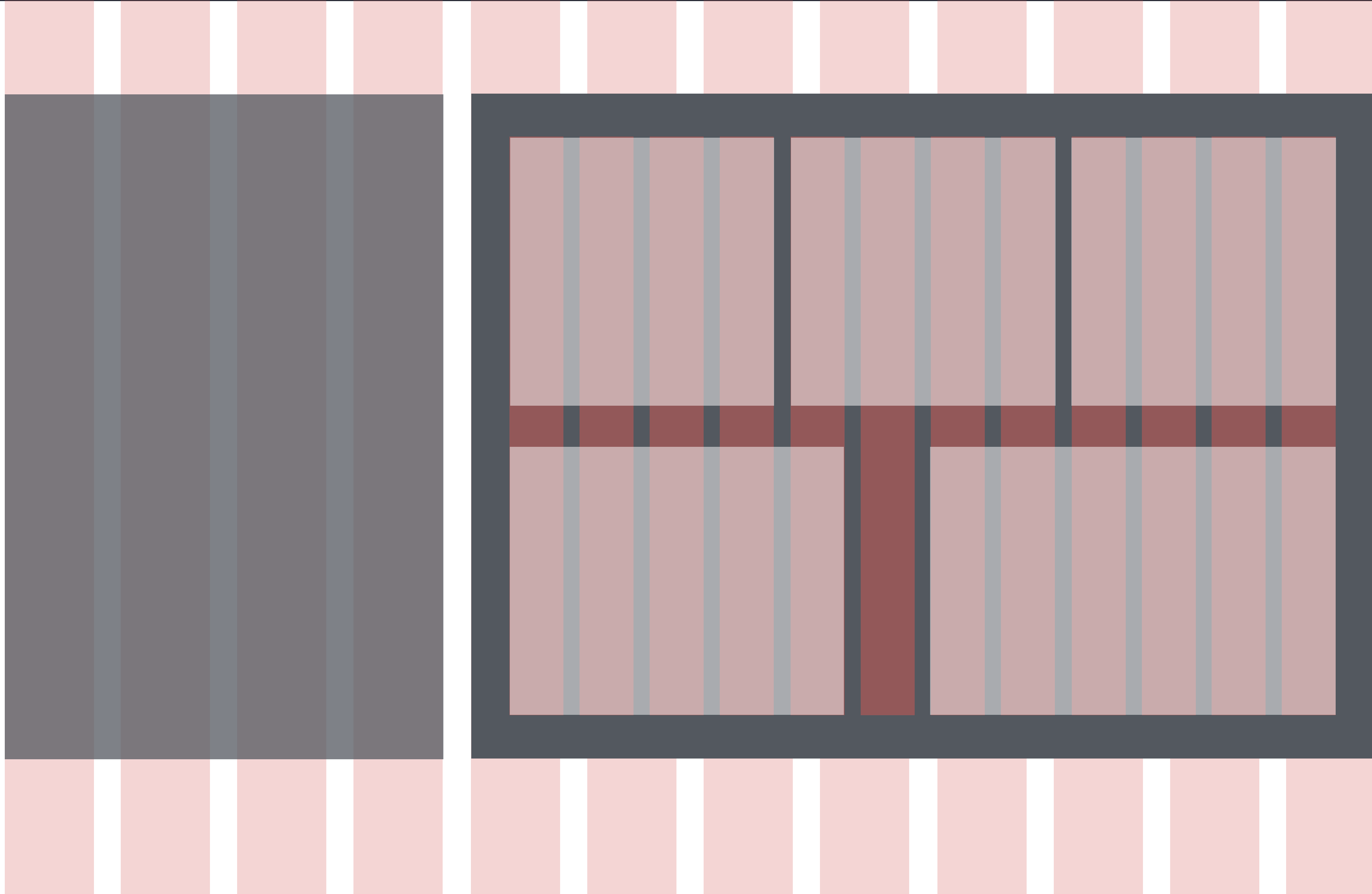
Nest another grid to create complex layouts

All the same rules apply to nested grids

GRIDS ON THE WEB
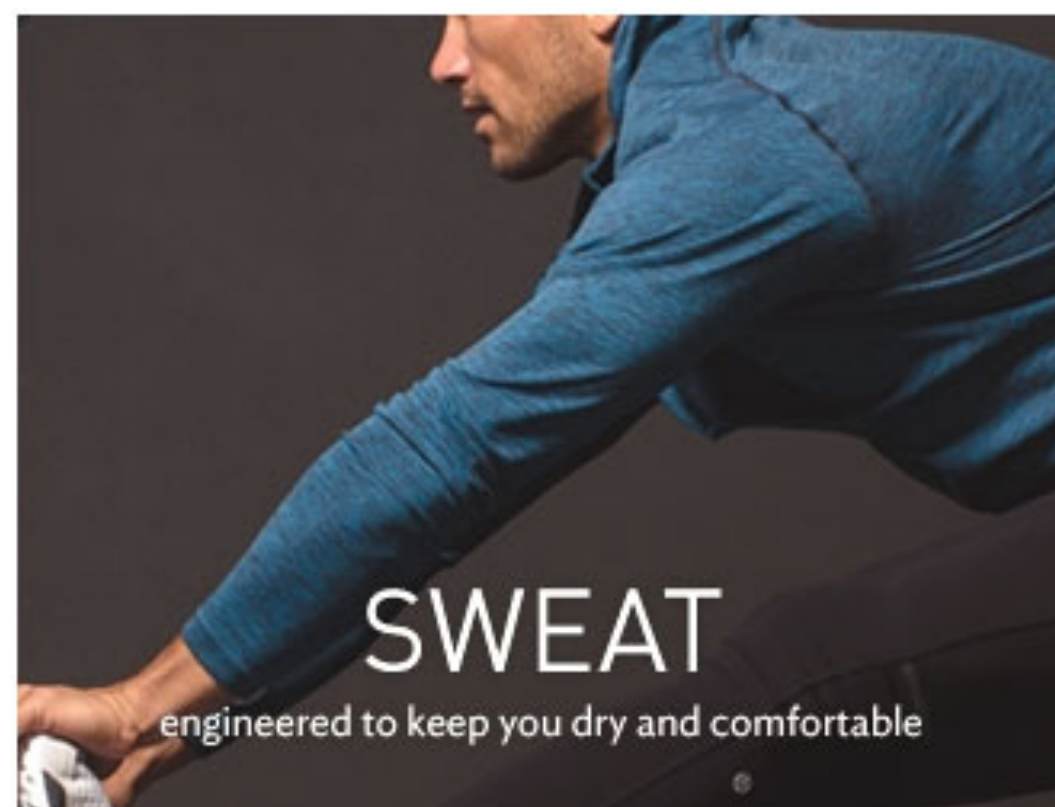
search

home / men /

men   view all men's clothing

SWEAT
engineered to keep you dry and comfortable

POST SWEAT
easy-to-layer gear to cool you down
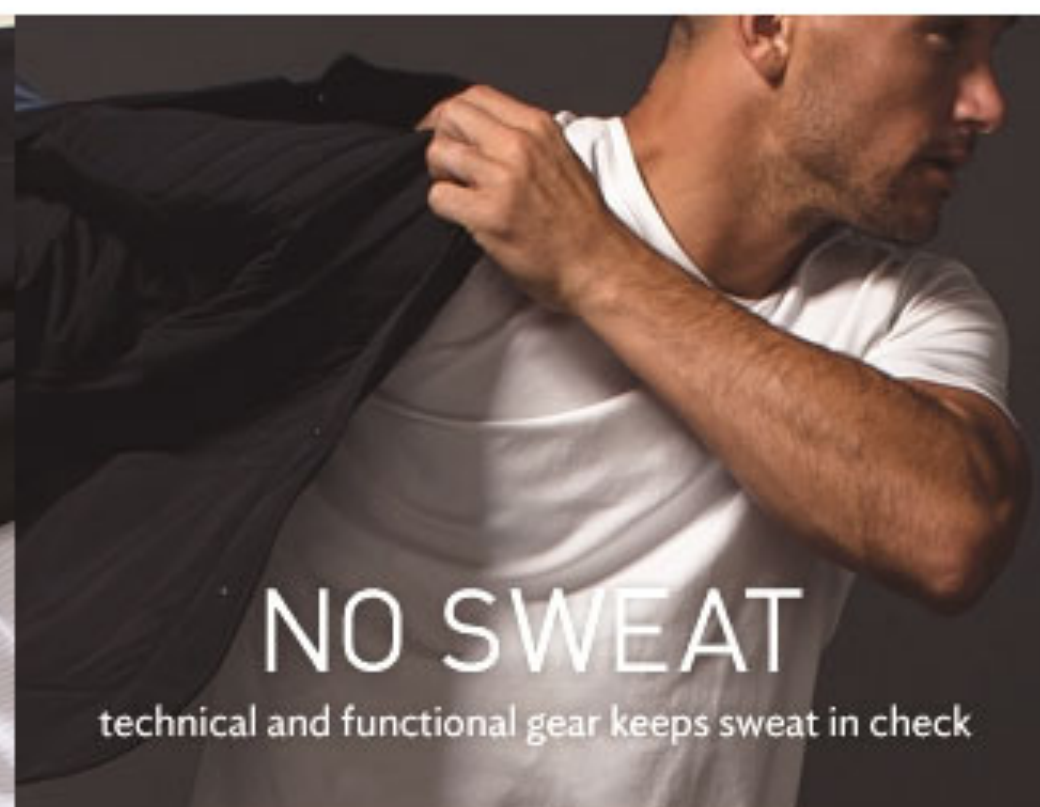
NO SWEAT
technical and functional gear keeps sweat in check

at a glance

what's new

all men's gear

features

exclusive styles

stink-free gear

sweat

post sweat

no sweat

tops

jackets & hoodies

tops

bottoms

pants
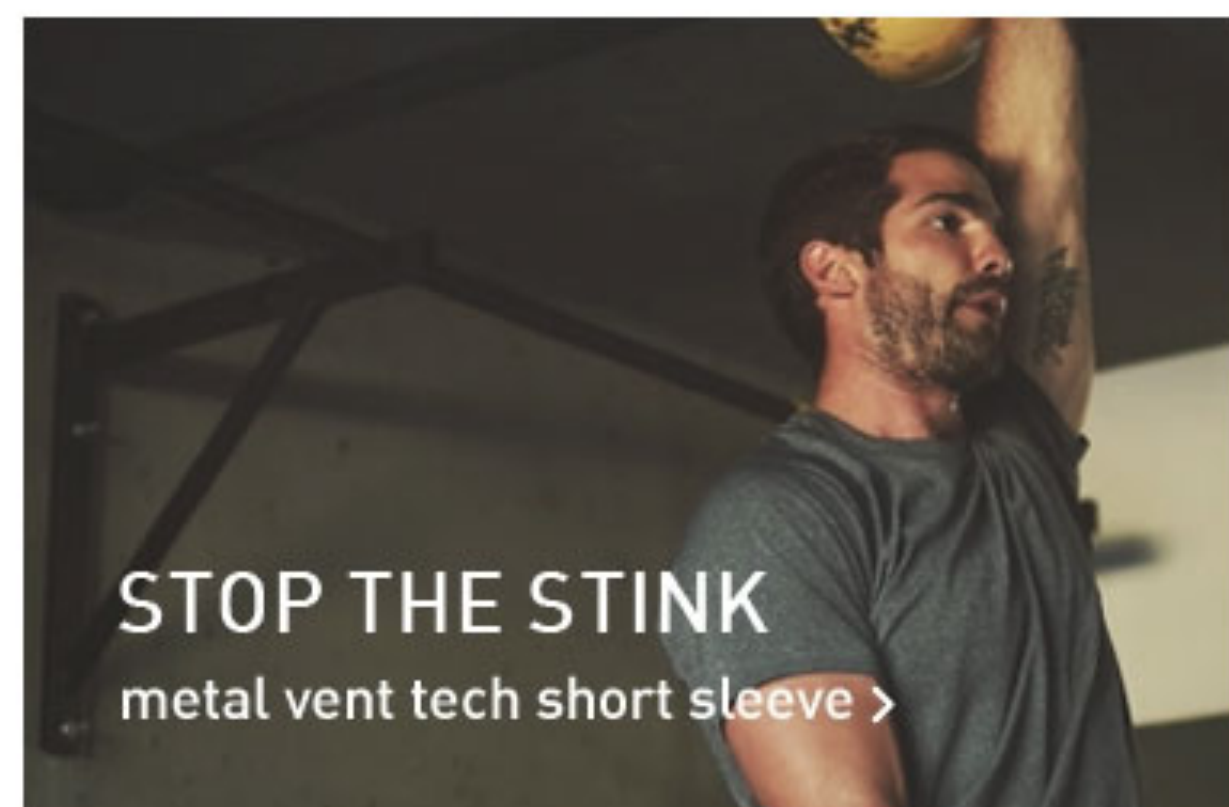
STOP THE STINK
metal vent tech short sleeve >
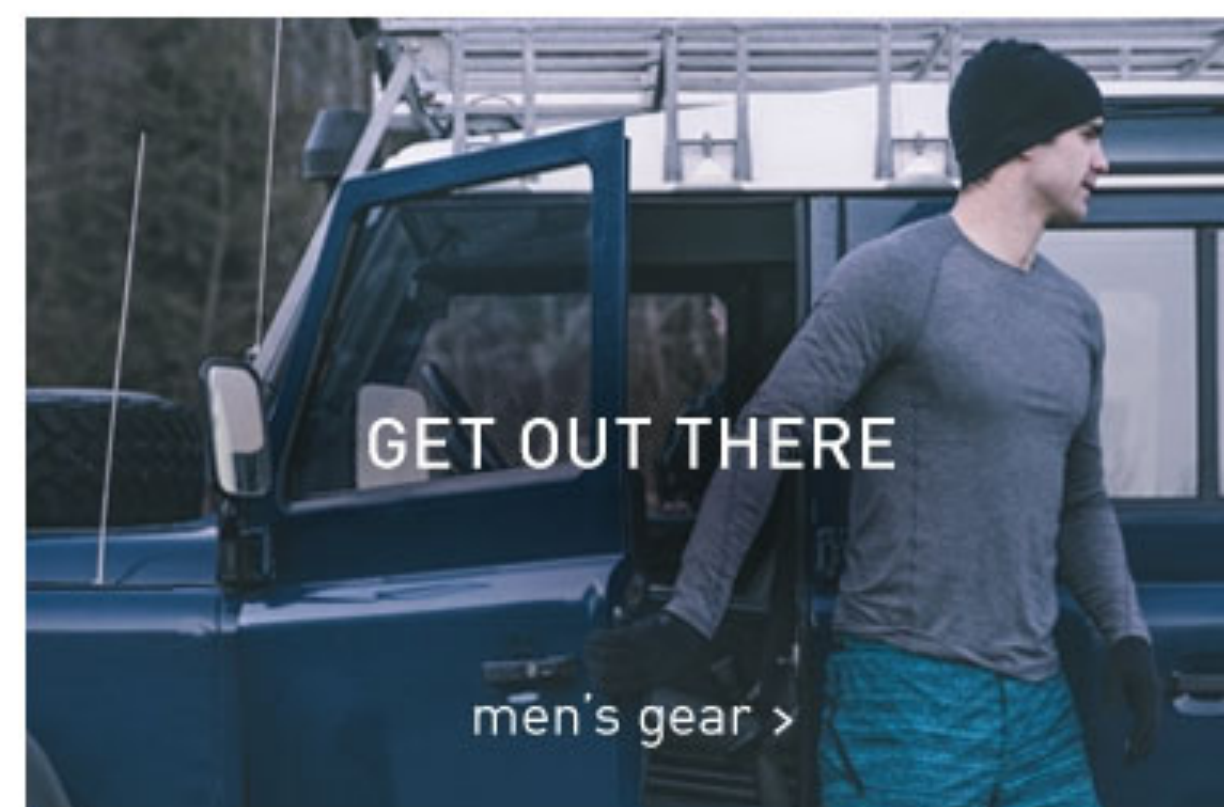
GET OUT THERE
men's gear >

FROM STREET

home / men /

men view all men's clothing
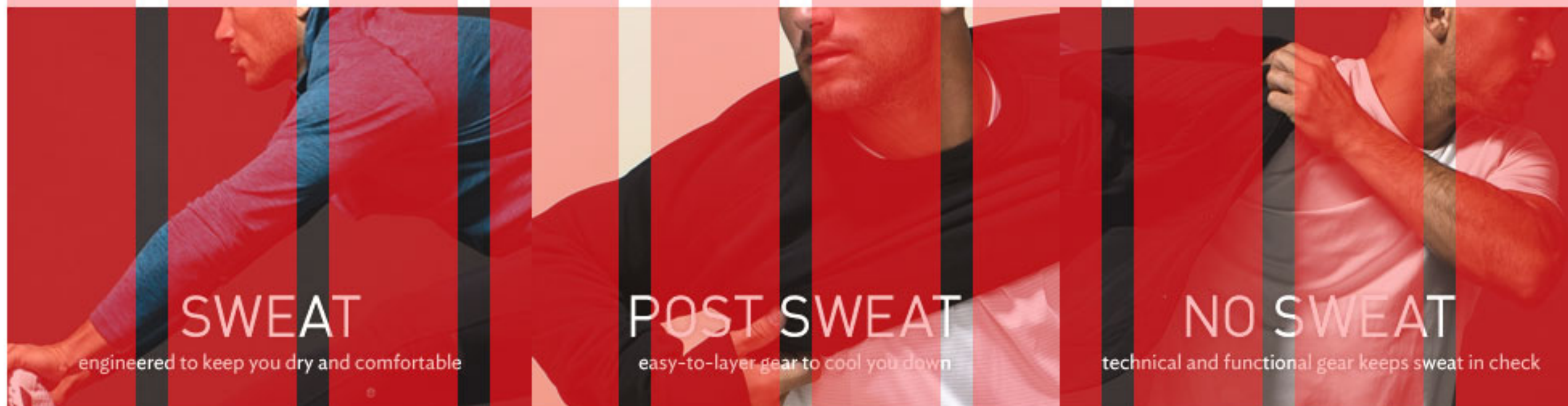
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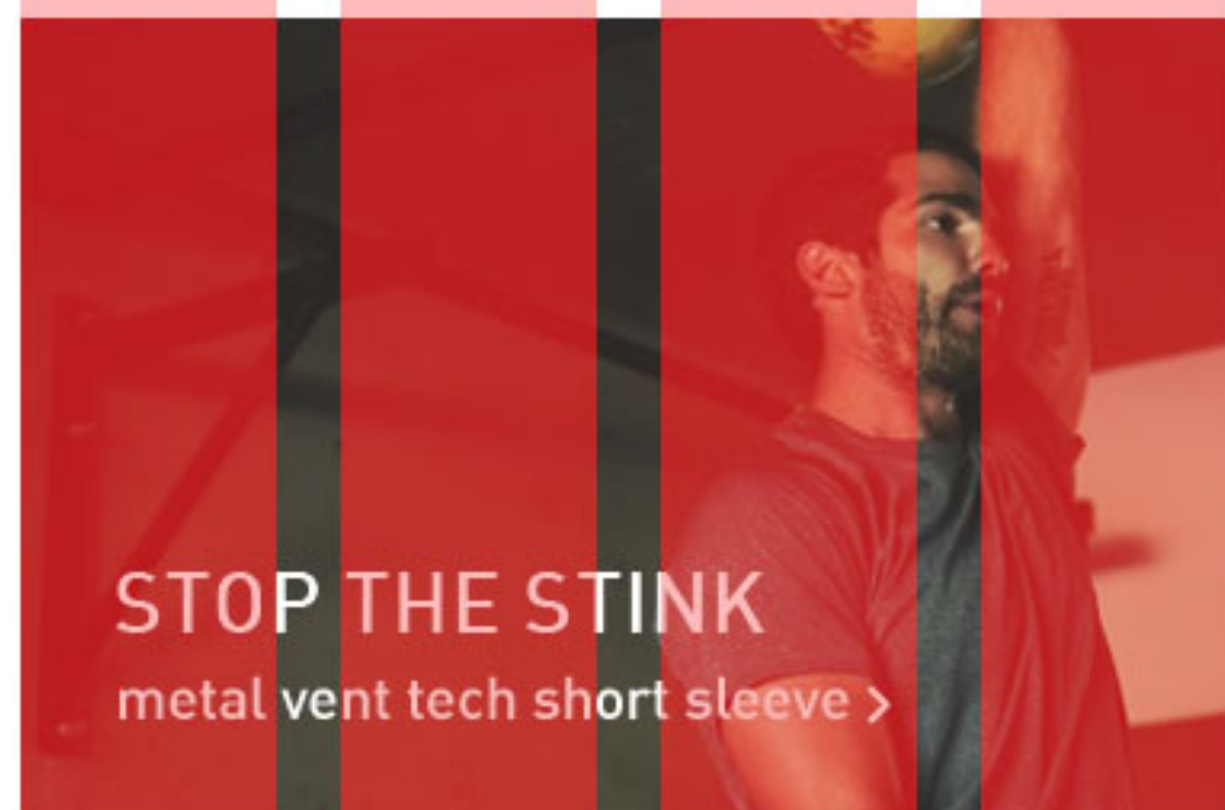
980 pixels wide

10 columns

80 pixel columns

20 pixel gutters

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12 columns
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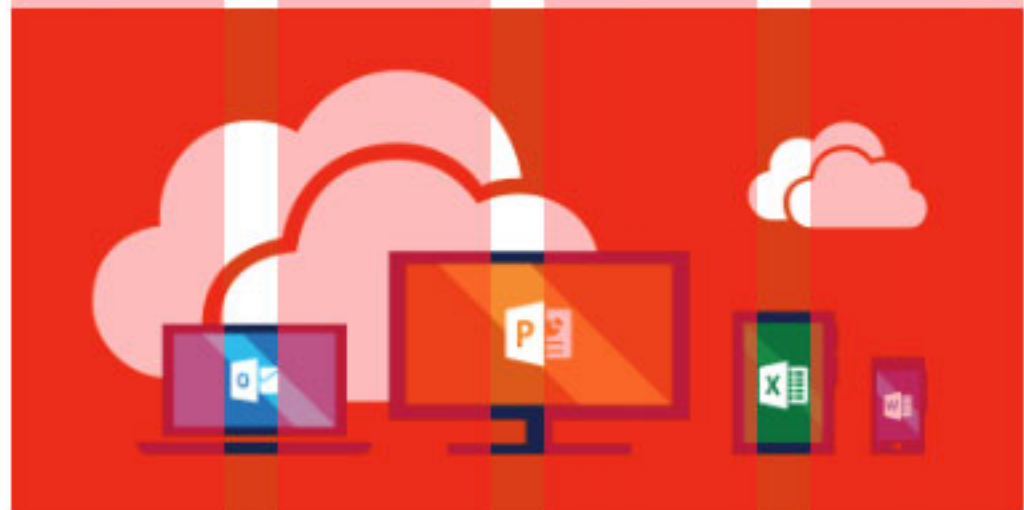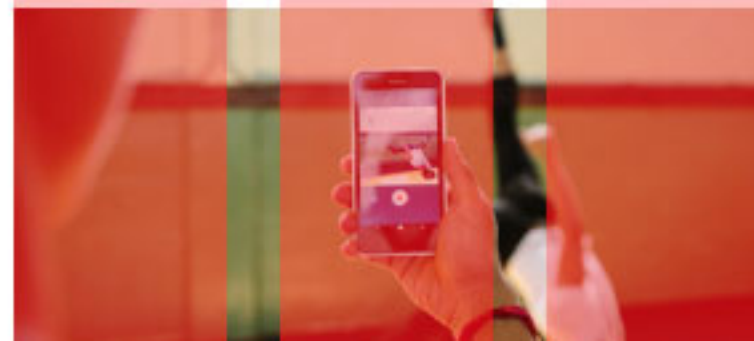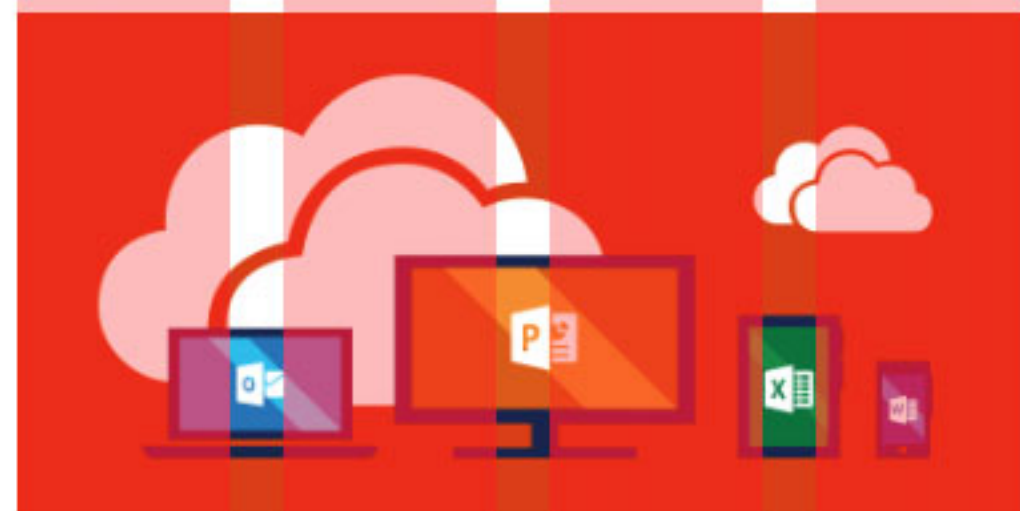Kurds push Canada's top soldier in Iraq for aid to fight IS militants

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