

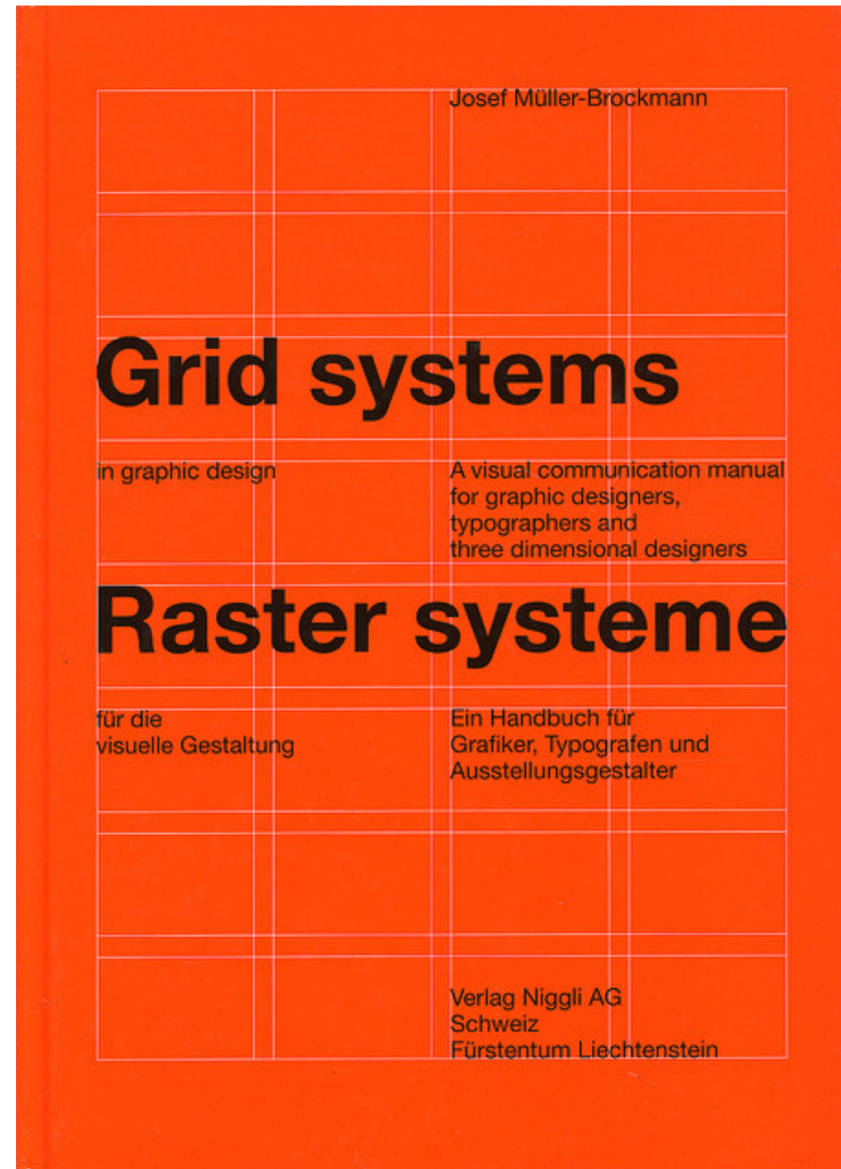
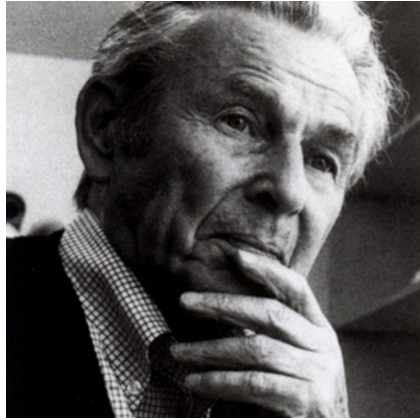
# GRIDS

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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.

carl **schuricht**  
 maria **stader**  
 katarina **marti**  
 josef **traxel**  
 otto **von rohr**  
**beethoven**  
**neunte sinfonie**

juni-festwochen zürich  
 1957

4. junifestkonzert

tonhalle grosser saal  
 dienstag 2. juli 20.15 uhr  
 mittwoch 3. juli 20.15 uhr  
 1957  
 tonhallegesellschaft zürich  
 leitung carl schuricht  
 solisten  
 maria stader sopran  
 katarina marti alt  
 josef traxel tenor  
 otto von rohr bass  
 gemischter chor zürich  
 beethoven  
 neunte sinfonie in d-moll  
 op. 125

karten fr. 5.50 bis 16.50  
 tonhallekasse hug jecklin  
 kuoni

**Geschichte  
 des Plakates**

**das illustrative,  
 sachliche,  
 konstruktive und  
 experimentelle  
 Plakat**

Ausstellung im Helmhaus Zürich  
 17. Sept. - 17. Okt. 1971  
 geöffnet  
 täglich 10-12 Uhr, 14-18 Uhr  
 Mittwoch auch 20-22 Uhr  
 Montag geschlossen

Eine Veranstaltung der  
 Präsidialabteilung der Stadt Zürich

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

# GRIDS

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.

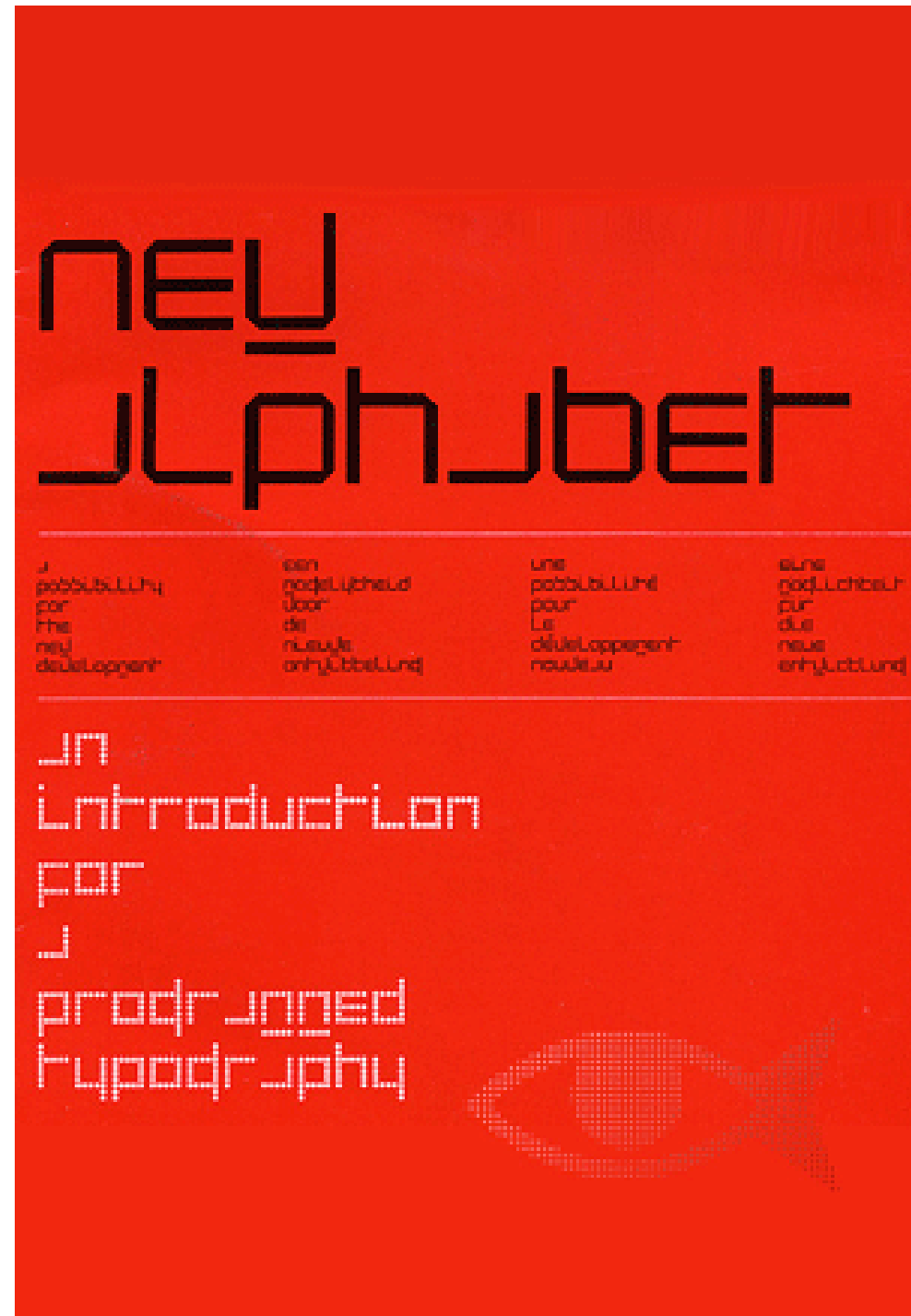
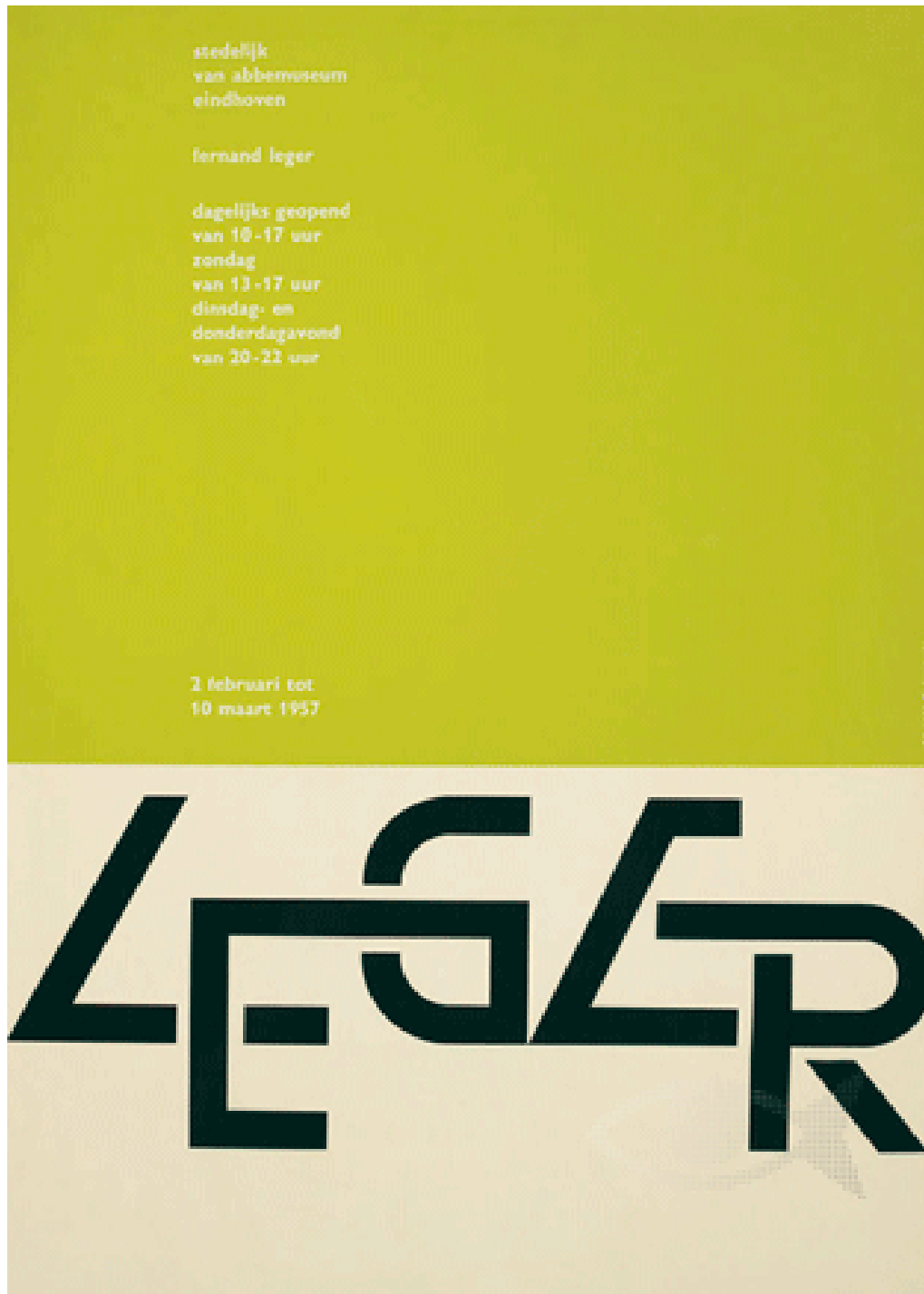




## WIM CROUWEL

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



[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](#)

## GuideGuide

### Tools

February 1, 2014

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

<http://thegridsystem.net>

## 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](#)

## Basel;ne

### Tools

February 1, 2014

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

## 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](#)

## 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

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

### Articles

February 1, 2014

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](#)

## 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

# The 892 unique ways to partition a 3 × 4 grid

Dubberly Design Office

<http://vimeo.com/20764787>