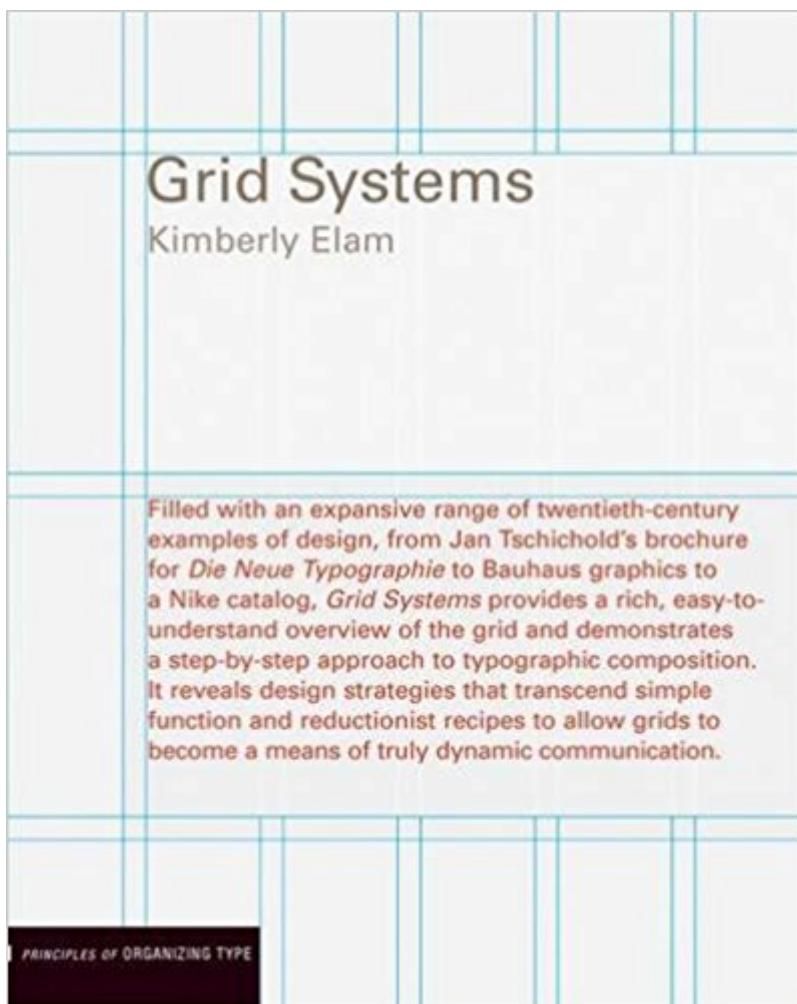


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# Grid Systems: Principles Of Organizing Type (Design Briefs)



## Synopsis

Although grid systems are the foundation for almost all typographic design, they are often associated with rigid, formulaic solutions. However, the belief that all great design is nonetheless based on grid systems (even if only subverted ones) suggests that few designers truly understand the complexities and potential riches of grid composition. In her best-selling *Geometry of Design*, Elam shows how proportion, symmetry, and other geometrical systems underlie many of the visual relationships that make for good design. Now, Elam brings the same keen eye and clear explanations to bear on the most prevalent, and maybe least understood, system of visual organization: the grid. Filled with extensive research and more than 100 informative examples from the Bauhaus to Nike ads, *Grid Systems* provides a rich, easy-to-understand overview and demonstrates a step-by-step approach to typographic composition. It suggests design strategies that transcend simple function and reductionist recipes to allow grids to become a means of truly dynamic communication. Any designer, educator, or student will benefit greatly from this elegant slim book, chock-a-block full of colorful examples, helpful vellum overlays, and Elam's insightful analysis.

## Book Information

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## Customer Reviews

"Elam has written a well-organized survey of the basics of understanding the grid. The book acts as a course guide... Grid Systems strips the confusion from the mystery of designing with a grid... will surely become a required textbook in typography classes everywhere. " --Be a Design Group" The

grid can appear complex, cumbersome, and rigid at times for young designers and students. Grid Systems challenges these notions with Elam's down to earth approach." --Speak Up, January 10, 2007

Kimberly Elam is chairperson of the Graphic and Interactive Communication Department at the Ringling School of Art and Design in Sarasota, Florida.

Very cool book. Printed with semi-transparent overlay pages. Super informative. If you want to be a designer, get it.

Great resource that I still go to at times for inspiration

Required school book so it is as expected. Delivered as expect too Good Stuff!

Professor recommended this book as supplementary reading for the course. Turned out to be a great reference and really helped me understand the complexity in some grids, especially with the opaque pages with grid overlay.

The organization of the book seems a bit disjointed to me. I would have also liked to have seen a lot of the examples use actual type rather than block diagrams. The overlays are helpful, more discussion about them would make them even more useful. I want to like the book, but am not quite there. If I had to describe the book in one word it would be sterile.

Great book with visual examples of layout that makes it much more user friendly. Well put together - would recommend this to anyone who deals with layout.

Excellent for students studying Graphic Design. Good principles, helps build a good foundation and understanding. Need to know basics and understanding of good design.

I really enjoyed this book. It provides a nice, historically aware introduction to design by grid systems. The book is ideal for those interested in print design, but it is also helpful for web designers as well. Mainly exercises, it will return what you put into it. The book is more of a hands on study than simple reader.

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