



Grid Systems: Principles of Organizing Type (Design Briefs)

By Kimberly Elam



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Grid Systems: Principles of Organizing Type (Design Briefs) By Kimberly Elam

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.



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Editorial Review

Review

"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

About the Author

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

Users Review

From reader reviews:

Jim Moffett:

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