

## Typographic Structure/Organization/Template...

The typographic designer constructs a template, an organizational pattern, upon which to place the various typographic elements upon the page. Often, the term 'typographic grid' is used to demonstrate how to make a template. I think that the term 'grid' is rigid and limiting, so I prefer to stay away from it. It is more helpful to keep in mind the idea of a visual **Gestalt**. When working to achieve a visual gestalt, the typographic designer seeks to achieve a unified whole by observing spatial balance and integration of the elements that make up the page

Refer to handouts:

- **Syntax and Communication**
- **Applying the Elements of Art and the Principles of Design to Graphic Design**

In design it is imperative that proportional relationships be carefully considered. Ratios for width-to-height of page and text block must be determined, and proportional relationships for type and interline measure should relate in some predetermined manner.

Refer to *The Elements of Typographic Style*, by Robert Bringhurst. It's on Library Reserve. Chapter Eight is especially helpful.

It is easy to see the basis for proportional relationships on a computer screen, where the x and y coordinates are evident. The structure of the computer screen permits the designer to determine the construction of whatever graphic design project it is that s/he may produce.

The typographic designer is concerned with the letterform, the word, the line and the column, and s/he consciously determines a strategy for laying out the elements—typographic elements and/or other graphic elements such as photographs/illustrations—upon the page.

Design strategy may be based upon...

- amount of copy
- size of the 'page'
- audience demographics
- production (i.e. ink/substrate color(s), margins, method of reproduction, budget, timeframe, etc...)

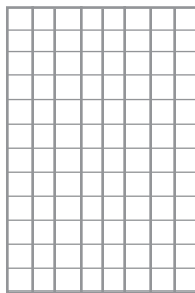
The designer determines an organizational pattern—a structural guide, a visual sense of purpose to place typographic and/or other graphic elements that make up the designed work.

This guide...

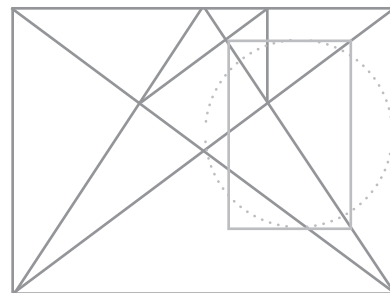
- *permits* the determination of relationships and a clear intelligible order
- *controls* the visual organization of the 'page'
- *describes* the division of space upon the 'page'

Some simple examples of organizational patterns...

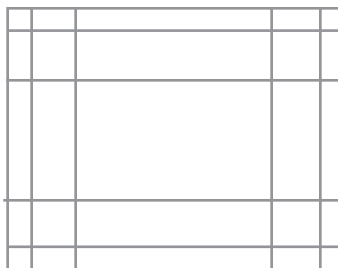
1. Basic grid of equal divisions



2. Tschold's Golden Canon



3. Le Corbusier's Modulor



4. Simple two-column grid with equal margins and space between columns (shown on a two-page spread)

