



TYPOGRAPHY I

LESSON

1:

THE IMPORTANCE OF A STRUCTURE

Readers respond to consistent page structure. It is not your job as a visual communicator to fill the entire space with sheer quantity of information. This will simply just repel or overwhelm your audience. We do not fill our coffee to the very top, do we? So, how much should you fill when designing a business card?



For starters, the **format** of a card determines the external proportions while the invisible framework of the **grid** determines the internal divisions. It is helpful in deciding where to place elements on the surface as it creates a limiting boundary for composition and for that fact, visual coherence as well.

We will use one of the most basic element of design, the line as a way to analyze your design:

1. **Line as a grid structure** (visible and invisible). How lines can be used to organize information.
2. **Line as a divisive device**. How lines can be used to create boundaries.
3. On a piece of paper, sketch out how you would organize your information to be based on two things: i) a physical line applied horizontally in your design as a design element and then, vertically. For your text and graphics, indicate by using basic shapes such as squares, circles for logo. To indicate text-based information, use thick and thin lines.
4. Next, explore without a physical line and organize your information to be based on “invisible lines” horizontally and vertically.
5. After you have completed the exercises above, experiment with a column grid, modular grid, hierarchical grid as described in the lecture slides.

Reference:

The Elements of Graphic Design, 2nd edition by Alex W. White. Publisher: Allworth Press.

Making and Breaking the Grid by Timothy Samara. Publisher: Rockport.