

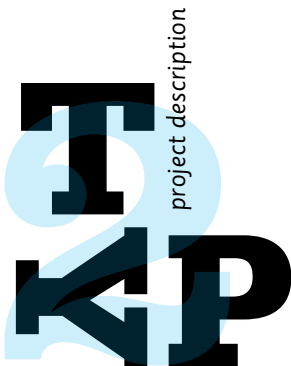
# GRID STRUCTURE EXERCISE

due March 5/6

grid structure:

an armature that  
yields clarity,  
precision, order?

a stifling cage  
that hinders  
expression?



MARYLAND INSTITUTE  
COLLEGE OF ART

Spring 2008  
professor Brockett Horne  
vox: 773 354 5095  
bhorne@mica.edu

## objectives

explore methods of organizing typography.  
develop new methods of controlling hierarchy.  
utilize tools for making grids: margins, modules, columns, header/footer.  
establish skills in bookbinding.

## description

our project will entail creating a short book, exploring grid structures in graphic design. this handout describes requirements for the introductory exercise.

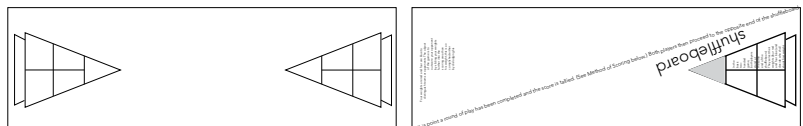
## method

**for march 5/6:** select any game as content for our project (sudoku, backgammon, foosball, golf, lacrosse, connect four, etc).

in one layer of an illustrator or indesign document, create a diagram of the playing space for your game. on another layer, present the rules for that game. use the diagram of the sport as a grid of modules to organize the content. use the format of the playing space as the proportions of the composition, whatever will comfortably fit on an 8.5 x 11 page. print both your diagram layer and your rules layer for discussion.

bring five different approaches, using the same content. aim for variety and innovation in your solutions. you may choose to share the visual elements of your grid or not, as your concept dictates.

we will use these studies next week and develop them into a sequence of spreads for a book.



## reading

josef mueller brockmann, *grid structures in graphic design* (excerpt)  
1961

## research ideas

swiss typography, josef mueller brockmann, bauhaus and the new order,  
the basel school, wim crowel, massimo vignelli, wolfgang weingart