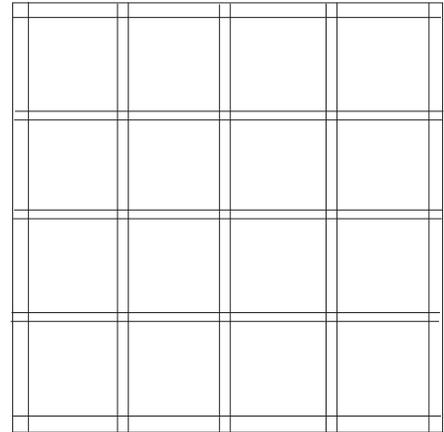


A typographic grid organizes text and images across the pages of a document. A grid can consist of a single column framed by margins, or it may have multiple columns. When you design a grid, you typically begin with vertical divisions (columns), and then add horizontal divisions.

GRID PROJECT

PROJECT: Create a new document in InDesign or Quark Xpress. Your page size is 8 x 8 inches. Create a grid with 1/4-inch margins all around and four vertical columns, 1/4-inch gutters. When your document appears on screen, use guidelines to divide the grid again horizontally. Arrange the text below on the grid. Create three different designs on three different pages, all using the same underlying grid. You may use any typeface that was designed in Switzerland. Suggestions: Helvetica, Frutiger, Univers, Sabon. Do two layouts using 8-pt type only, and one layout that introduces one additional size of type.



WEEK ONE: Bring three designs to class, each trimmed to the edge and taped to a black board.

FINAL PROJECT: Choose one design to mount permanently on a sheet of black board.

USE THIS TEXT

COMMON TYPOGRAPHIC DISEASES

Various forms of dysfunction appear among populations exposed to typography for long periods of time. Listed here are a number of frequently observed afflictions.

Typophilia

An excessive attachment to and fascination with the shape of letters, often to the exclusion of other interests and object choices. Typophiliacs usually die penniless and alone.

Typophobia

The irrational dislike of letterforms, often marked by a preference for icons, dingbats, and—in fatal cases—bullets and daggers. The fears of the typophobe can often be quieted (but not cured) by steady doses of Helvetica and Times Roman.

Typochondria

A persistent anxiety that one has selected the wrong typeface. This condition is often paired with okd (optical kerning disorder), the need to constantly adjust and readjust the spaces between letters.

Typothermia

The promiscuous refusal to make a lifelong commitment to a single typeface—or even to five or six, as some doctors recommend. The typothermiac is constantly tempted to test drive “hot” new fonts, often without a proper license.