

What is Grid?

A grid is a visual structure used for organizing the visual elements and typography of a design. Traditionally, a grid structure is used to evenly divide the design space into a series of vertical columns. This helps ensure the design has consistent spacing, proper alignment, and appropriate visual hierarchy, which are all important when considering the legibility of a design.

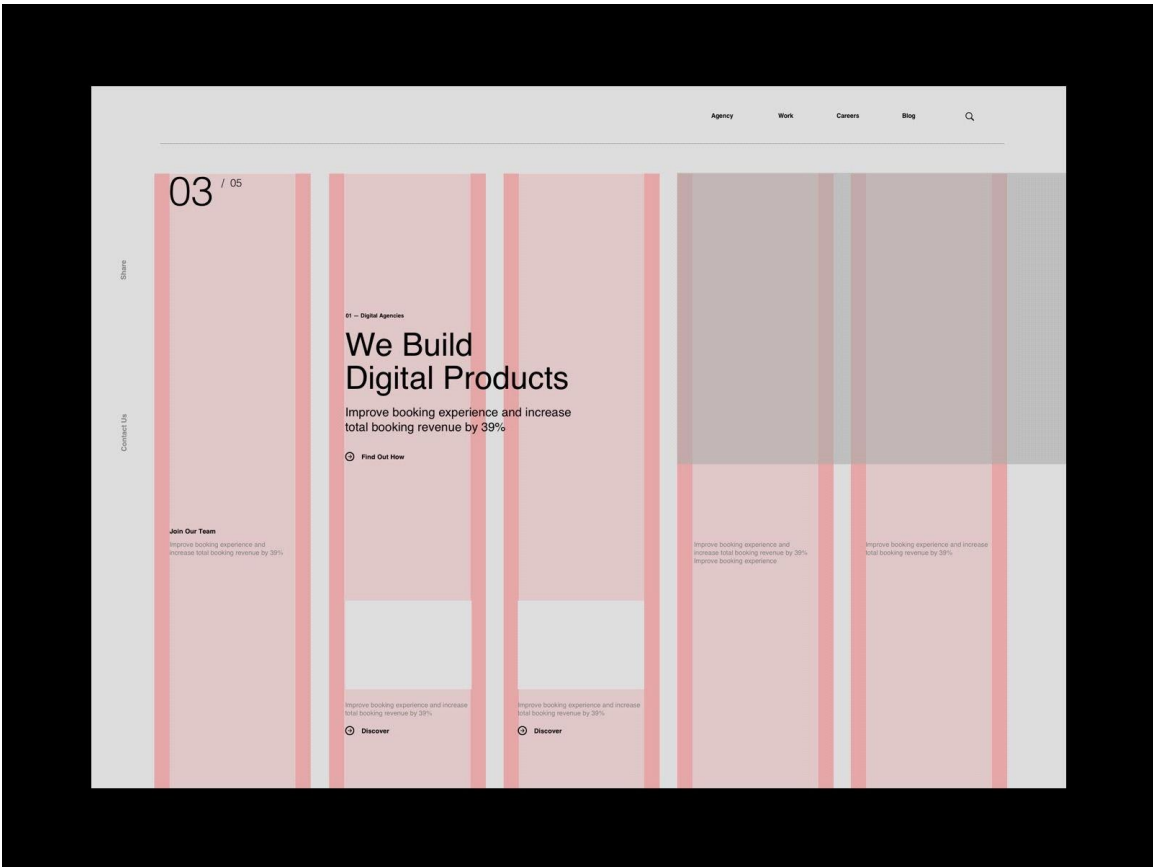
The purpose and structure of the grid is different in print design and other mediums than in web design, so we'll focus on its implementation for web design and development in this article.

In web design, the vertical grid is more important and easily identifiable than the horizontal grid. This is due to the nature of web design and the concept that page height is greatly dependent on the length of the content. So, although horizontal alignment is involved in many aspects of web design, the vertical grid lines (i.e. columns) are what create the foundation for a grid structure.

A familiar comparison to the grid would be something like the columns in a newspaper or magazine.

Most websites are built responsively (meaning the design will adapt or scale based on the device and screen size) and, as a result, the grid's outer columns may span from the left edge of the screen all the way to the right or the grid may be confined to the center of the screen with a specific maximum width.





The Helvetica Post

The Typographers Newspaper

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