
**GridAid**

An online Modular Layout Grid Calculator, for Editorial Designers and students in the field of Communication Design

**Team**

PI: **Antonino Benincasa**

External Collaborators: Amedo Bonini – JavaScript programming

Website: [gridaid.projects.unibz.it](http://gridaid.projects.unibz.it)

More information: [design-art@unibz.it](mailto:design-art@unibz.it)

Last update: 08/08/2018

In Editorial Design grids provide the structure that underpins good design. They take the guesswork out of where to place content on our page or canvas, and establish rhythm and hierarchy. There are several very time-consuming aspects to working and establish with grids. To set up a layout grid designers have to establish margins and columns, defining a modular layout grid, setting up and working with a baseline grid. Sometimes, grids can be frustrating and very difficult to calculate manually. Due to the technical complexity, many communication design and students have great difficulty creating a layout grid by hand.
The research project «GridAid» is aiming to take away to the designer the painstaking mathematical calculations which are on the base to create a modular layout grid. The target group of «GridAid» are Editorial and Book Designers as well as students in the broader field of Communication Design. The research project is fostering the ground on how Designers can take control of our grid and not the other way around, that the complex calculations will constraint the designer’s minds. Grids impose a constraint, but they also give us flexibility if designers can control them with ease.

Figure 1. GridAid online calculator - user interface | Beta Tester Version
Project Objectives:

- Why modular grids matter
- Determining page size in relation to a modular layout grid
- Creating margins and defining type area and best practice margins (Villard de Honnecourt Margins)
- Setting up a modular grid in relation to image proportions
- Setting up a baseline grid in the framework of a layout grid
- Setting up a and syncing a cap-height grid with a baseline and modular grid

Next steps | Publication:

- Book

It is planned that until December 2019 a publication «GridAid Book» will follow.

Figure 2. Example of use in an Adobe InDesign environment