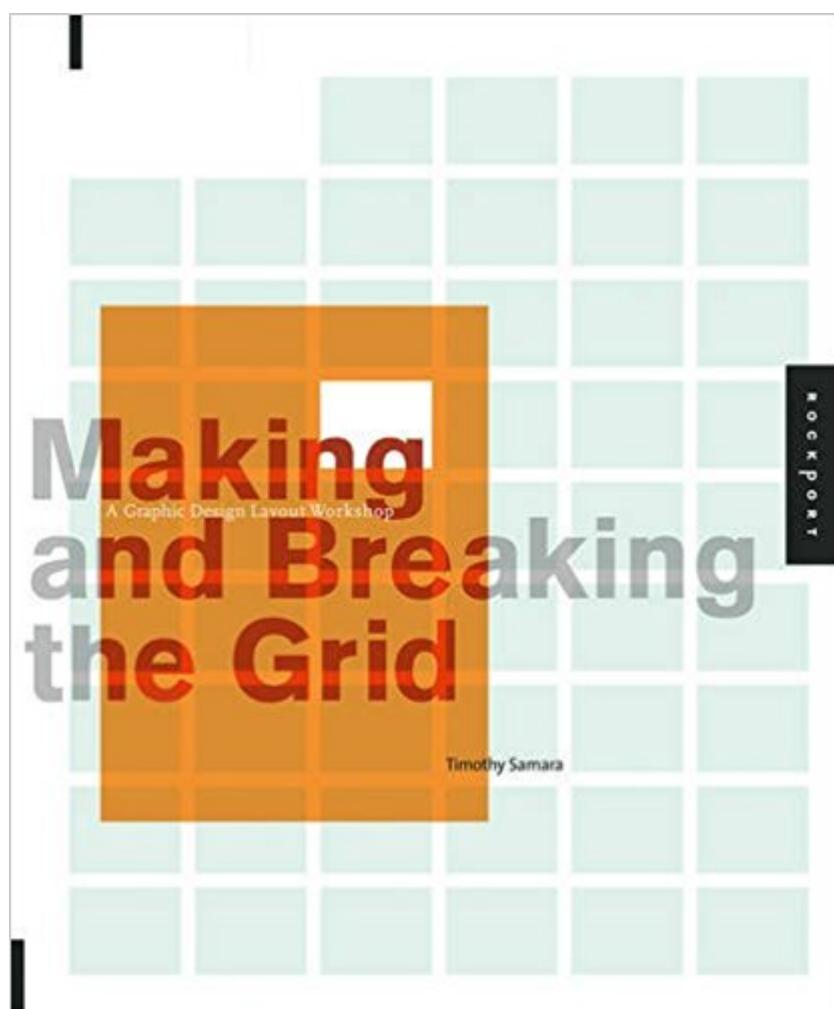


The book was found

Making And Breaking The Grid: A Graphic Design Layout Workshop



Synopsis

For designers working in every medium, layout is arguably the most basic, and most important, element. Effective layout is essential to communication and enables the end user to not only be drawn in with an innovative design but to digest information easily. *Making and Breaking the Grid* is a comprehensive layout design workshop that assumes that in order to effectively break the rules of grid-based design, one must first understand those rules and see them apply to real-world projects. Text reveals top designers' work in process and rationale. Projects with similar characteristics are linked through a simple notational system that encourages exploration and comparison of structure ideas. Also included are historical overviews that summarize the development of layout concepts, both grid-based and non-grid based, in modern design practice.

Book Information

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Customer Reviews

Timothy Samara is a graphic designer based in New York City, where he divides his time between teaching, writing, lecturing, and freelance consulting through STIM Visual Communication. His 18-year career in branding and information design has explored projects in print, packaging, environments, user interface design, and animation. He has been a senior art director at Ruder Finn, New York's largest public relations firm, and senior art director at Pettistudio, a small multidisciplinary design firm. Before relocating to Manhattan, he was principal of Physiologic in Syracuse, located in upstate New York. In 1990, he graduated a Trustee Scholar from the Graphic Design program at the University of the Arts, Philadelphia. Mr. Samara is a faculty member at New York's School of Visual Arts, New York University, Purchase College/SUNY, and The New

School, and has published six books on design and typography, all through Rockport Publishers: Making and Breaking the Grid; Typography Workbook; Publication Design Workbook; Type Style Finder; Design Elements; and, most recently, Design Evolution, released in January 2008. Mr. Samara and his partner live in the Williamsburg neighborhood of Brooklyn.

I had to purchase this book for my Typography 1 course during my Multimedia Design undergrad. This is one of the few textbooks I have chosen to keep, it is genuinely a good book. The information in it is presented in a no-BS fashion and is helpful right from the start. I read almost the entirety of this book during that semester and I have referred back to it a number of times. The author knows the craft and doesn't only present methodology, but great examples of what to do and not to do. If you need to get this for a class during college, do not fret because this is a good book to own.

I was disappointed with this book. As the other reviews mentioned, this book is divided into two sections; the first one discusses using grids and the second one is a "break the rules" section in regards to grid design and usage. Each section starts with an article and then spends many pages showing and discussing various examples. I found the first section's article too brief (and inadequate?) and the second one's article only helpful in giving historical perspective as to design trends. I agree with the readability issues for this book. If the goal was making the essay sections easy to read then I think it falls short. More traditional layouts and use of typography (size, color, choice of fonts) might have helped this goal more than the very self-consciously designed layout. I also would have liked to see more discussion of more mundane examples (magazines, books, etc) as it seemed most examples were for clients looking for a very highly designed / arty look (at the expense of easy communications of information). I agree with some of the other reviewers that some examples showed projects that lacked easy usability / readability (i.e. for a calendar / schedule) - if the goal was communications of information without having to spend time deciphering the layout of the information then they fell short IMHO. It is possible that this book might prove a useful reference for me for design ideas but I am not sure of that at this time.

This book is an excellent compilation of a diverse group of well crafted and inspiring layout designs. If you learn best by seeing and absorbing the work of other designers, and less via step-by-step directions, this is an excellent resource. If you're looking for step-by-step directions, you should look into another book. Samara's writing is clear, concise and insightful. He covers the general concepts behind the grid, its history and counter-movements in design, and provides a great number of high

quality works to illustrate those thoughts.

Nice straight forward typography book. I am currently using it in my Type II class and it has been a great reference so far. I will probably keep this one for my design library.

We were studying about different design grids in a prior design class, but it didn't go indepth of all they types of grids. This text really covers every possible type of grid with a small drawn sample, and then many beautiful printed examples using each grid. This a beautiful book and full of inspiration, especially if a Design student that is using InDesign program and needs creative ideas for page layouts. Only problem I found with this book, is the small text type and printed in a pale gray ink on a gray background, making it difficult to read except in very bright light.

I purchased this book because I wanted a good introduction and basic education on grids. How to make them, how to work them. But this book, seems to just talk about grids, a documentation on grids, the history, lots of examples and things of that nature. The book is hard to read. The text is in grey for some reason. This book is good for someone who already is familiar with grids and wants to study lots of example of grid work. But if you want to learn to make and use grids, this book does not serve that purpose, Grid Systems in Graphic Design by Niggli does that.

Is the best design book i've own so far.. The examples it has are amazing. The only problem: all my friends want to borrow it and i've not finished reading it! :)

It's not a workshop. It's a collection of examples.

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