Discipline

Editorial design

Designs publications (books, magazines, newspapers and reports), in print or on screen: their structure, grid, typography and rhythm.



In Spanish

Diseño editorial

Origin

Linked to the printing press; reference work by Hochuli and Kinross (1996)

What it deals with

A long text needs structure: without it, readers get lost or give up.

Principles

Grid

A structure that organizes the pages.

Rhythm

Alternate text, image and space so reading isn't tiring.

At the reader's service

Every decision is there to make reading easier, not to decorate.

Applications in design

✓ Use it like this

Define the grid and text styles before laying out.

✗ Avoid

Designing each page as a separate piece.

👁 Don't fall for it

What works in print doesn't always work on screen: adapt, don't copy.

Especialidad



Specialty

Digital publishing

Designs publications made for screens: e-books, digital magazines and reading on the web.

Methods and tools



Method

Benchmarking

Comparing how others solve the same thing, to learn from their successes and mistakes.



Method

Prototyping

Building quick, incomplete versions of an idea to test it before developing it.

Connections

Builds on

- Cognitive psychology
- Gestalt principles of perceptual organization
- Text/image interaction
- Grid system

Related to

- Picturebook
- Art direction
- Graphic design
- Typography

Authors and works

1996	**Jost Hochuli and Robin Kinross**	Brought together the practice and theory of book design.
2014	**Cath Caldwell and Yolanda Zappaterra**	Described editorial design for magazines and newspapers in print and digital.

Sources

Original sources

- Hochuli, J., & Kinross, R. (1996). Designing books: Practice and theory. Hyphen Press.
- Liu, E., Hammerschmidt, C., Oyafuso, Â. M., & Schelbauer, R. (2018). Design editorial e imprensa comunitária: Redesign de um jornal de bairro de Curitiba. Projética, 9(2 supl.), 333–348. https://doi.org/10.5433/2236-2207.2018v9n2Suplp333 View source (https://ojs.uel.br/revistas/uel/index.php/projetica/article/view/35175)

Secondary sources

- Caldwell, C., & Zappaterra, Y. (2014). Editorial design: Digital and print. Laurence King.

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