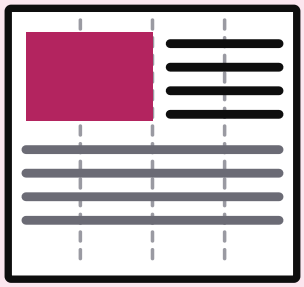
Model

Grid system

A structure of columns, modules, and margins used as a base to place text and images in an orderly, consistent way across several pages or screens.



In Spanish
Retícula

Origin
Systematized in the Swiss typographic style; Müller-Brockmann (1981)

What problem it addresses

Without a shared structure, each page is composed by eye and the whole looks disorganized.

Components

Columns and gutters
The space is divided into equal parts, with fixed gaps.

Modules
Text and images take up one or several parts.

Constant
The same structure on every page gives unity.

How it works

1 

The space is divided into columns and gutters.

2 

Text and images take up one or more modules.

3 

The same structure repeats on every page.

Applications in design

Use it like this

Define the grid before composing and use it on every page.

Avoid

Breaking the grid for no reason in each piece.

Don't fall for it

The grid organizes, it does not confine: a well-chosen exception stands out precisely because there is order.

Connections

Used in

- Editorial design
- Typography

Related to

- Responsive design
- International Typographic Style
- Visual hierarchy
- Gestalt principles of perceptual organization

Authors and works

1981	**Josef Müller-Brockmann**	Explained how to build and use the grid to bring order and clarity to visual communication.

Sources

Original sources

- Müller-Brockmann, J. (1981). Grid systems in graphic design / Rastersysteme für die visuelle Gestaltung. Niggli.

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