Grids and layout

Or: build your house on a strong foundation
Adrian Frutiger, 1928-2015
Adrian Frutiger, 1928-2015

Egyptienne (1956)

abcdefghijklmnopqrstuvwxyz 1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ
The quick young fox jumped over the lazy dog.

Univers (1957)

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ABCDEFGHIJKLMNOPQRSTUVWXYZ
The quick young fox jumped over the lazy dog.

Frutiger (1976)

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The quick young fox jumped over the lazy dog.

Centennial (1986)

abcdefghijklmnopqrstuvwxyz 1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ
The quick young fox jumped over the lazy dog.

OCR-B (1968)

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1234567890
The quick young fox jumped over

Avenir (1988)

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ABCDEFGHIJKLMNOPQRSTUVWXYZ
The quick young fox jumped over the lazy dog.
What are grids and why do I care?

• Grids add consistency
• Grids add structure
• Grids add flexibility

• Grids offer you the ability to BREAK THE GRID
Wow, grids!
Think about spreads vs. pages
Let’s look at InDesign
The Swiss grid
What is the Swiss Grid?

• Rose to prominence after the Second World War
• Uses a clear, concise grid structure
• Sans-serif type used almost exclusively
• Photography instead of illustration
• Non-justified type

• Basically a response to the overblown, highly decorated advertising design of the day.
Modular grid systems

The U.S. Park Service
Your uniformed National Park Service tour leader, trained in cave guiding, will explain the origin of Wind Cave and compare it with other caverns. He will explain its wind, or “breathing,” the properties and origin of limestone and calcite, and the crystal formations, chant layers, and fossils.

The fee for each trip does not apply to adult-escorted children under 12 years of age, or to groups of elementary and high school students and accompanying adults responsible for their safety and conduct.

in the Mississippian period some 300 million years ago.

Since deposition of this limestone, several periods of elevation and subsidence have occurred. During periods of emergence, the Pahasapa limestone was covered by other sediments, slowly baked until the end of the Cretaceous period, some 60 million years ago. During this time, geologists believe, the formation of Wind Cave began.

The limestone layer, subjected to uplift or warping, became fractured. Cracks close together served as the pattern for the characteristic “boxwork.” The boxwork was formed when rainwater seeped down from the surface through decaying vegetation, absorbing carbon dioxide, which made the water acid and capable of dissolving limestone (calcium carbonate). This carbon dioxide-bearing water took some of the limestone into solution; then, evaporation of the water caused the calcium carbonate to be deposited in the cracks and crevices below as calcite (the crystal form of calcium carbonate). Later the more soluble limestone, between the calcite plates, dissolved, leaving the formation of calcite “box” we call boxwork. Besides the predominant boxwork formation, deposits of unusual “frostwork” and “popcorn” are found. About 114 miles of the 415 miles of explored passages are electrically lighted along trails that descend some 302 feet to the lowest point. But most of this honeycomb of underground chambers remains in primitive condition and much is unexplored.

extensive diary in which he named the rooms, interesting formations, and chief routes, estimated distances, and kept a record of explorations. A plaque now marks his grave near the cave entrance.

In 1892, the elder McDonal, along with several others, including John and Charles Stabler, formed the “Wonderful Wind Cave Improvement Company” and took over the property. This company opened passages and built stairways.

These were years of controversy, much of it in the courts, between the Stabler and McDonald families over ownership of the land. However, both families continued to operate the cave and guide visitors until administration of the area was assumed by the U.S. Department of the Interior.

On January 9, 1903, President Theodore Roosevelt signed a bill establishing Wind Cave National Park.

You and the Bison

It is reckless and dangerous to approach a bison on foot; it may turn impulsively and inflict serious injury. Do not feed, tease, frighten, or molest this animal in any way; such foolish acts are violations of park regulations.

Stay on the road in your car to observe the bison.

Hunting is not allowed in this wildlife sanctuary. Firearms are permitted within the park only if they are packed to prevent their use.

Pets must be physically restrained at all times. They are not allowed in the cave or public buildings within the park.

Traffic. Drive carefully at all times to protect yourself, other visitors, and wildlife. Please obey the speed limits posted along park roads. Do not drive off established roads, doing so damages the grasslands.

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Wildlife. National Parks are sanctuaries for the animals inhabiting them; as a consequence, the animals' instinctive fear of man has lessened. In mountain meadows on summer evenings, the black-tailed deer may sometimes be approached quite closely. Ground squirrels and chipmunks are numerous and usually unafraid of people. The raucous Steller's jays and tiny mountain chickadees will clean up crumbs from your picnic table.

Remember, however, that the animals are still wild and must not be fed, petted, or molested. If annoyed, deer may strike out with sharp front hooves and inflict serious injury. The friendly squirrels and chipmunks may bite if you try to feed them, which can result in infection. Dangerous diseases are sometimes transmitted from these animals to humans.

Animals you might see along the roadside are marmots, tree squirrels, coyotes, and martens—and porcupines occasionally at night. Pikas, or snowshoe hares, can be heard or seen on rocky ledges; beaver, and sometimes bears, are found in Warner Valley.

More than 150 species of birds have been found in the park. The variety of habitat offers nesting sites, food, and shelter for many different groups. Mammals and birds make their homes in Manzanita Lake; several species of woodland birds are seen or heard annually searching for food; and both golden and bald eagles sometimes soar majestically overhead.

Please leave the plants undisturbed for others to enjoy. They are protected for all to see.

Lassen Volcanic National Park

From southwest entrance

Miles

Character

From northeast entrance

Miles


Camping and picnicking. Four campgrounds and five picnic areas are located along the Lassen Park Road. Others are at Butte Lake, Jumper Lake, Horse Lake, and Warner Valley. The campgrounds at Manzanita Lake, Summit Lake, and Butte Lake have modern conveniences and space for trailers (no hookups for trailers, no facilities for horses, or other animals). Camping is available from mid-May to October—depending on the length of the winter season.

Trails. Many of the trails are marked with orange and yellow markers and are accessible to hikers and cyclists. Trails are well-maintained and are open to all users. Some trails may be closed or restricted due to wildlife or safety concerns.

Fishing. Many of the lakes in the park are stocked with trout, and fishing is available at some lakes. You may need to obtain a fishing license at local shops or at the park entrance.

Boating. Boating is available at some lakes, and there are rental options available. Boats may be rented at local shops or at the park entrance.

Arms. Firearms must be stored, carried, or other craft may be used on any lake except Recreation, Emerald, Helen, and Boiling Springs. (Motorboats are prohibited on all lakes in the park.) Follow the safety rules of boating: large boats can become quite rough in windy weather.

Pets. Pets are allowed in the park if they are kept under physical restraint at all times and are not a disturbance to wildlife or other park visitors.

As a reminder. So others may enjoy what you have seen, do not break any formation or take any mineral or rock specimens; do not injure, molest, or disturb any animal or plant.
Visiting DEATH VALLEY

The Indians lived in Death Valley through all the seasons. Like them, you too can enjoy the valley floor in winter and the mountain snow in summer. For a few weeks in spring and autumn the weather is equally pleasant throughout the valley. The season is at its height in winter when the weather in the valley is finest, with warm days and cool, breezy nights. In summer, the heat in the valley becomes intense so that some of the side roads are closed for public safety. However, the main roads are patrolled frequently, and you can drive safely and comfortably to the valley and into the mountains.

Summer travel to Death Valley National Monument is on the increase; there are now about 35,000 visitors per month even during the hottest weather. You are advised to visit the lower elevations before noon and the higher elevations, which are delightfully cool, in the afternoon.

During the summer pick up the mimeographed sheet HOT WEATHER HINTS—distribution boxes at the entrances to the National Monument, or at the visitor center. These hints will help make your summer visit a safe and pleasant one.

SIGHTS AND SIDE TRIPS

- Park Village at the Furnace Creek oasis is the main center of visitor activity and includes accommodations at Furnace Creek Inn and Ranch, bar, grocery store, service station, curio shop, Borax museum, the National Monument headquarters and visitor center, and two campgrounds. During the summer, only the campgrounds, gas station, and visitor center are open in this area.

The visitor center museum gives you a survey of the natural history and the history of Death Valley National Monument. Publications, including trail guides, are sold at the information desk in the lobby. Evening programs are offered in the auditorium in winter.

The Borax Museum, operated by the U.S. Borax and Chemical Corporation, presents the story of mining in Death Valley. Mining machinery and equipment are on display outside.

- Dante's View is 60 miles round trip from Park Village, including three side trips on the way. Allow 2 or 3 hours. Going east on Calif. 190 you come to a short spur road to Zabriskie Point. The overlook offers a view of the valley and a study of colorful lake sediments.

A few miles farther southeast brings you to one-way entrance to the loop through 30-Mile Fan Canyon. Beyond this, the side trip to Ryan will provide you with a good view of the Furnace Creek Wash area and the colorful foothills. At Ryan you will also have a chance to see a mining town in some detail. Another 12 miles, taking you up to Dante’s View, the same exposure of the valley extends north and south. The Panamint Mountains, the lowest point in the United States, are visible.

From Stovepipe Wells Hotel some views in the valley can be gained in a leisurely half day of hiking. For those who want to go a little further, there are hotels near Tecopa and in the Panamint Valley.

LEGEND

Ranger Station  ☀
Campground  A
Secondary Campground  A
Paved Road
Gravel or Dirt Road

Adapted with permission of Stanford University Press from DEATH VALLEY: THE FAUNA, by W. A. Chaffee. Original map by C. H. Overson.
Massimo Vignelli

• Born in 1931
• Founded the US office of Unimark International
  • Ford Motor Company
  • New York Transit Authority
  • Knoll
  • Bloomingdale’s
Recognize that?
The Golden Section
The A paper sizing standard
Got to St. George, Utah about 9 this time
We lost 1 hour. Went for swim - clean beautiful place. At 6
Chili lunch our gift champagne - bed about 10:30
traveled 151.3

Aug 16 Sat. 371.58.8
Day 16. 370.22.1
136.7

Up at 5:30, left camp at 7:10 for Zions not too far to travel then to Bryce.
Visit center then through park - red cliffs ride IMG
Travel on way to Bryce at 10:00
Got to camp site about 11:45. Beautiful pine wood side called Sunset.
At dinner get up tent issued at lodge at Sunrise
point. Went for 1/2 mile hike down the canyon. Navajo trail and up.
Dinner was lovely - we had
chilly bed at Nine. kids in tent with late at were clothes.
Utah very clean.
Red limestones piles piles & column of rocks. Very
pretty.
Vignelli:

“The grid represents the basic structure of our graphic design, it helps to organize the content, it provides consistency, it gives an orderly look and it projects a level of intellectual elegance that we like to express.”

-Canon
Grids are also fundamental for web design

- Skeleton responsive framework
- The Washington Post
Bibliography

• Ellen Lupton, *Thinking with Type*
• Josef Müller-Brockmann, *Grid Systems in Graphic Design*
• Kimberly Elam, *Geometry of Design, Grid Systems, Typographic Systems*
• Massimo Vignelli, *Canon*