Crafting a grid / **A well constructed grid is the base to a successful publication design. The best grids find a balance between order and flexibility. Having the ability to design and work with typography and images within a grid system is a key skill for any designer.**

First Steps

1. Make a new document, 48p0 x 60p0"
2. Margins: Top, Inside, Outside 3p; Bottom: 3p6.
3. Bleed: 1p0

Body text size

1. Create 2-3 columns of greeked body copy that fills the entire page. Divide text into paragraphs of about 7-10 lines each.

2. Start with the regular weight of your font set in 10pt with 12pts of leading (10/12).

3. Set each paragraph in a different point size, ascending and descending in point or even half-point increments from what you think your target body copy size will be.

4. Set each point size at a variety ascending and descending leadings. If appropriate you may pick a different font weight for your body or play with increasing or decreasing the tracking of your body copy. Usually you track in increments of 25 or 50.

5. Once you fill a page with variables print it off. You are looking for the golden combination that fits the style and tone of your magazine. Consider the following:
   a. What size text is comfortable to read. The smaller the text the more content you can fit per page. Remember your caption text will be smaller still so don't make it too minuscule.
   b. Think of the blocks of text as solid gray boxes of texture. You want to pick a font/leading size that helps the text appear as a uniform solid.
   c. How does spacing the text out/tightening it up effect the mood of the magazine?
   d. Explore the options in this palette. You can make your headlines automatically all

6. Make notes on what you like/don't like make another page of variations and refinements. DON'T BREEZE OVER THIS STAGE IN THE PROCESS! It may seem trivial but finding the right combination of body text is vital to creating an attractive magazine. The rest of your grid is going to be based on this combination. Spending the time to do it correctly will pay off for you in the end.

Baseline Grid

1. Turn on your baseline grid by going to View > Grids & Guides > Show Baseline Grid

2. Navigate to InDesign > Preferences > Grids. Here you will make changes to the baseline grid to match your chosen body copy settings. Set the increment equal to your leading. For example If you are using 10/12 you will set the increment to 12pt. Make sure your grid is set relative to the top margin.

3. Adjust your margins to absorb any space left over from your baseline grid.

4. Determine the number of horizontal page units in relation to the number of lines in your baseline grid. Count how many lines fit in a full column of text and then choose a number that divides evenly into the line count to create horizontal page divisions. A column with forty-two lines of text divides neatly into seven horizontal modules with six lines each. If your line count is not neatly divisible, adjust the top and/or bottom page margins to absorb the leftover lines.

5. Navigate to Layout > Create Guides. Set the amount of rows that you have decided to use. Set Gutter to match the size of your leading.

Finishing up your system

1. Tweak your side margins to match the changes you made with your baseline grid. Generally you want a slightly larger margin on the bottom. This space makes it easier to hold the magazine open along the bottom without covering anything up. The inside margin (between the two spreads) is generally a little smaller than the outside. This optically balances the content in the center of the pages.

2. Decide on the number of columns you want to use in your design. I would recommend anything from a 5-12 column grid. Again set your gutter space to match your leading.

3. When setting up the rest of your text styles. Stick in proportion to your baseline grid. For example if my body text is 10/12pt a headline might be double (18/24,) while a subhead 1.5 times the baseline (14/18). Your captions might be closer to (8/12) etc. The main goal is to create a clear hierarchy between the various styles.