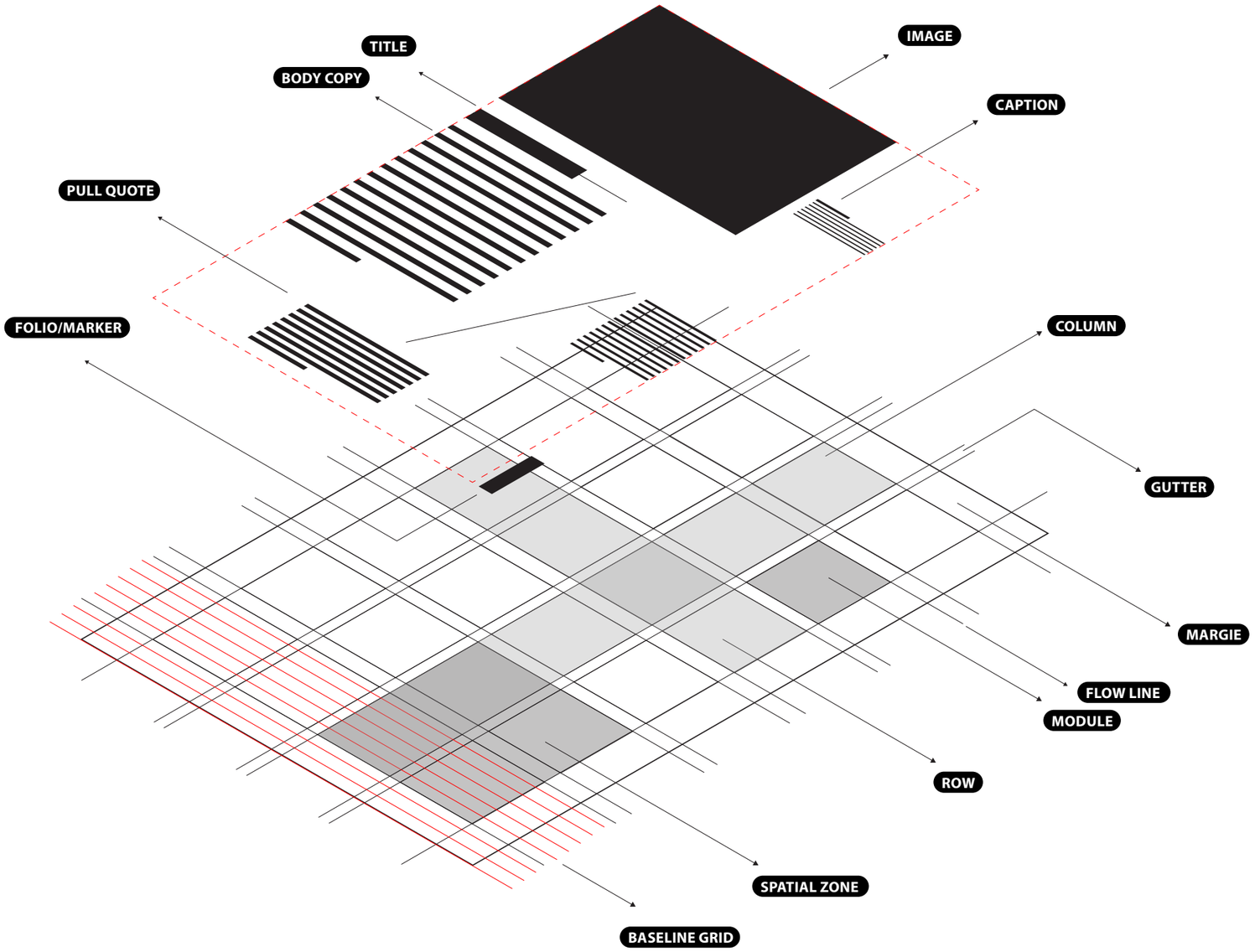
1 INCH (in) = 6 PICAS (P) = 72 POINTS (pt)

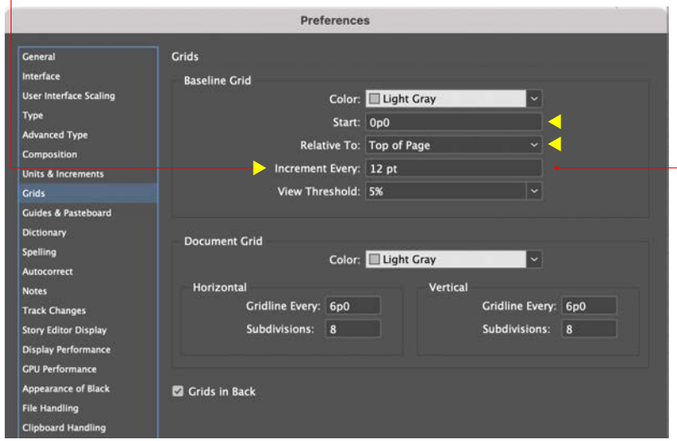
1 PICA (P) = 12 POINTS (pt) = 1/6 INCH (in)



BASELINE GRID WITH ROWS AND COLUMNS

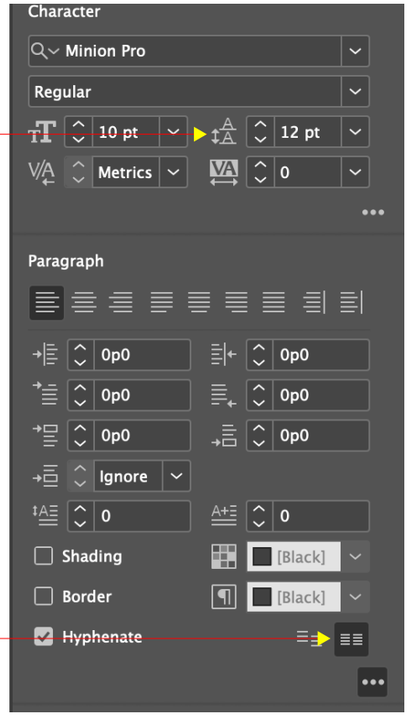
Here are some tips and a checklist for integrating the baseline grid with rows, columns, and gutters for your second project, the Exhibition Catalog. It's important to note that this is not a step-by-step guide for setting up the baseline grid system. To understand the process, please watch the video tutorial by **Luke Gibson** and read the baseline grid setup guide by **Keith Tam**, which can be found in the Project 2 Guideline document (link provided).

*The **body copy leading** in your document is the baseline spacing for all textual elements. It follows a consistent pattern where the leading value of each element is either **identical** to this baseline value or is a **multiple** of it. This includes titles, captions, and other text throughout the document.*



These two numbers, the body copy leading and the baseline increment, should be the same.

Properties window
This is the Properties window for body copy.



Align to baseline grid tool

The baseline grid should start from the top of the page, and both the top and bottom margins should be precisely aligned with one of the baseline grid lines.



BASELINE GRID TIPS

1. You need to set up based line grid by the **body copy**. So the first step is to find the typeface, define the leading, and ensuring legibility and readability through a test print via a laser jet printer.
2. Remember to set up your baseline grid on the **Parent** Pages (on Pages window). Make sure to select both pages.
3. The baseline grid starts at the **beginning of the page** not after margin.
4. After deciding the leading of body copy of your document, go to **InDesign>Preferences>Grid**, and set the body copy leading for the whole document.
5. Check that the margins are precisely positioned over the baseline grid. If they are not aligned, proceed to the next step.
6. Go to the **Layouts** menu and select **Margin and Columns**. Then, uncheck the lock between the margin input sizes.
7. Adjust the margin by modifying the values. For example, in this case, the top margin is set to three baselines, which is equivalent to 3x12 pt, resulting in 36 pt.
8. When dealing with the bottom margin, you may need to increase or decrease a few points to align it with one of the baselines.
9. Create a text box that spans from the top margin line to the bottom margin line. Fill it with placeholder text by right-clicking and selecting "**Fill with placeholder text**".
10. Ensure that the leading of the text is consistent with the previously set baseline grid, and make sure that the "**Align to baseline grid**" option is enabled.
11. To count the number of lines easily, you can utilize the Info window by going to **Window>Info** or pressing **F8**. You will need this number for setting up **Rows** and **Gutters**.

BASELINE GRID EXAMPLE

As illustrated below, the body copy, caption, pull quote, title, subtitle, and other text elements should either have the **same** leading size of your body copy or their leading size should be a **multiple** of the **body copy leading** size, also known as the **baseline grid increment**. It is important to ensure that all textual elements in your document adhere to this logic throughout your layout. This is an example of baseline grid with **14pt** increments/leading.

14pt

MYRIAD PRO BLACK 54/49 pt

HERE IS A BIG GIANT TITLE

MYRIAD PRO SEMIBOLD 28/28 pt

The subtitle text appears below the title text, featuring a slightly reduced font size.

*In this particular example, the **baseline grid is set at 14pt**. It is worth noting that the body text maintains a consistent leading size of 14pt. However, other elements within the design have different leading sizes. The caption leading is set at **7pt**, the pull quote leading is **21pt**, the subtitle leading is **28pt**, and the title leading is **49pt**. These leading sizes are all **multiples of the 14pt baseline grid**, allowing for a harmonious and proportional relationship between the various text elements in the layout.*

Advance tip
*By creating **paragraph styles** for each of these element categories, you can save a significant amount of time when working with new text elements.*

MYRIAD PRO 19/21 pt

"The pull quote leading is set at 21pt, which is determined by multiplying 14pt (the leading of body copy) by 1.5.
The text of the pull quote aligns with the baseline grid every other line. This demonstrates the process of configuring a text element category with varying point sizes within the baseline grid."

MYRIAD PRO LIGHT 6/7 pt

The **caption** has a font size of 6pt and a leading of 7pt, calculated by multiplying 14pt by 0.5. Notice how the text of the caption aligns with the baseline grid lines on the odd-numbered lines. Maintaining consistency in the alignment of the caption text with the baseline grid lines is essential. It helps create a sense of order and structure within the layout, making it easier for readers to scan and comprehend the information.

Point size ↴ ↳ Leading

MYRIAD PRO LIGHT 12/14 pt

ChatGPT: Body copy plays a crucial role in editorial layouts, serving as the backbone of any written content. It is the meat of the message, the paragraphs that provide information, convey ideas, and captivate readers. In the realm of editorial design, body copy not only needs to be informative but also visually appealing and engaging to hold the reader's attention. This 500-word essay delves into the importance of body copy in editorial layouts and explores various aspects that contribute to its effectiveness.

First and foremost, body copy serves as the primary vehicle for delivering the message to the readers. Whether it's an article, an opinion piece, or a feature story, the body copy allows writers to delve into the subject matter, present arguments, and present information in a coherent and organized manner. It provides the necessary context, explains concepts, and offers insights that can educate, entertain, or persuade the audience. The body copy is the heart of the editorial piece, giving it substance and depth.

One of the key aspects of body copy in editorial layouts is readability. The design and formatting of the text play a significant role in ensuring that readers can consume the content easily. The choice of font, font size, line spacing, and paragraph structure all contribute to the overall readability. The body copy should be legible and comfortable to read, allowing readers to effortlessly navigate through the content. Additionally, incorporating subheadings, bullet points, and other formatting elements can help break down the text and make it more scannable, enabling readers to find the information they seek quickly.

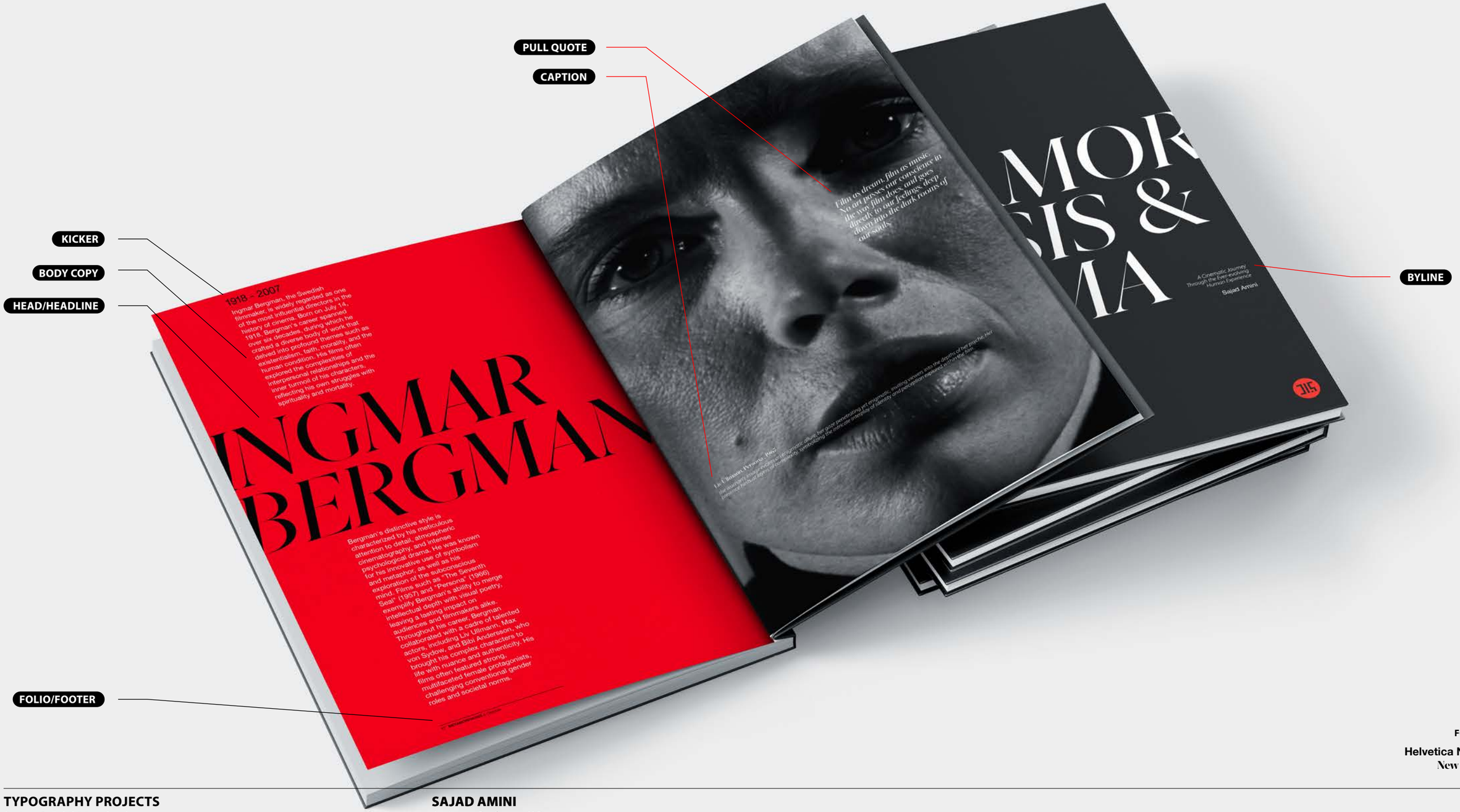


FONTS

Helvetica Neue
New York

TYPOGRAPHY PROJECTS
Project 2: Exhibition Catalog

SAJAD AMINI
Assistant Professor // Design



FONTS

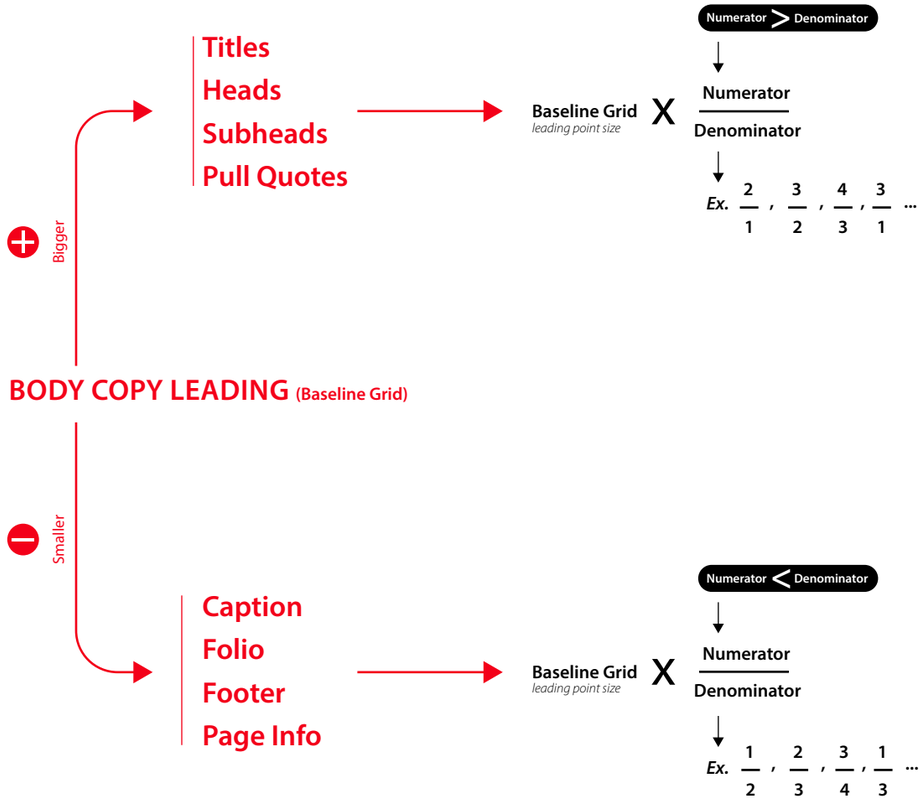
Helvetica Neue
New York

TYPOGRAPHY PROJECTS
Project 2: Exhibition Catalog

SAJAD AMINI
Assistant Professor // Design

LEADING CALCULATION

Here is my personal method for calculating leading size for different text materials: First, note that our **Baseline Grid size** is equal to the **Body Copy leading size**. Then, the rest of the text materials are divided into two categories: those bigger than the body copy and those smaller. Now, we need to figure out the leading size for those elements and eventually their point sizes. To do so, for bigger elements such as subheads or pull quotes, I multiply the reference baseline grid leading size by fractions greater than 1—the numerator is larger than the denominator (e.g., 2/1, 3/2, etc.). Subsequently, for text materials that should be smaller than the body copy, I multiply the reference baseline grid leading by fractions smaller than 1, where the numerator is smaller than the denominator (e.g., 1/2, 2/3, etc.). Then, I can determine the **point size** for those elements based on the leading size that I calculated.



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Bigger than BC
12 x 3/2=18
17/18 pt

BODY COPY (BC) = 12 PT

Body copy 11/12 pt

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Smaller than BC
12 x 2/3=8
7/8 pt

Bigger than BC
12 x 3=36
39/36 pt

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Auto leading by software 39/46.8 pt

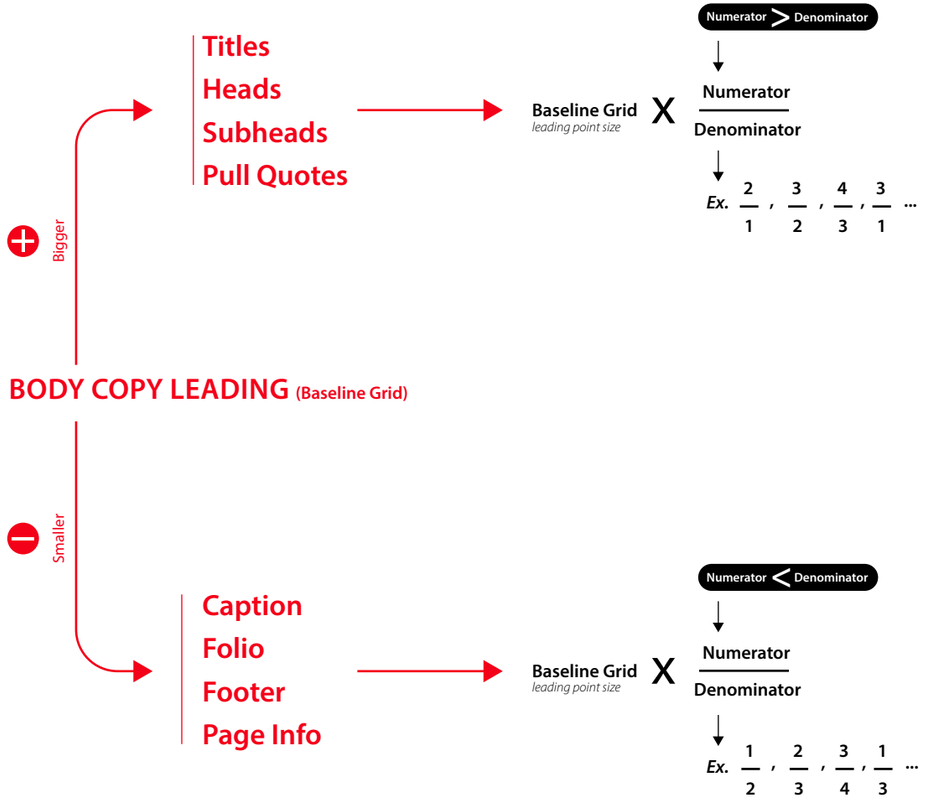
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Bigger than BC
12 x 5/3=20
19/20 pt

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BODY COPY (BC) = 12 PT

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Bigger than BC
12 x 3/2=18
17/18 pt

Body copy 11/12 pt

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Smaller than BC
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Bigger than BC
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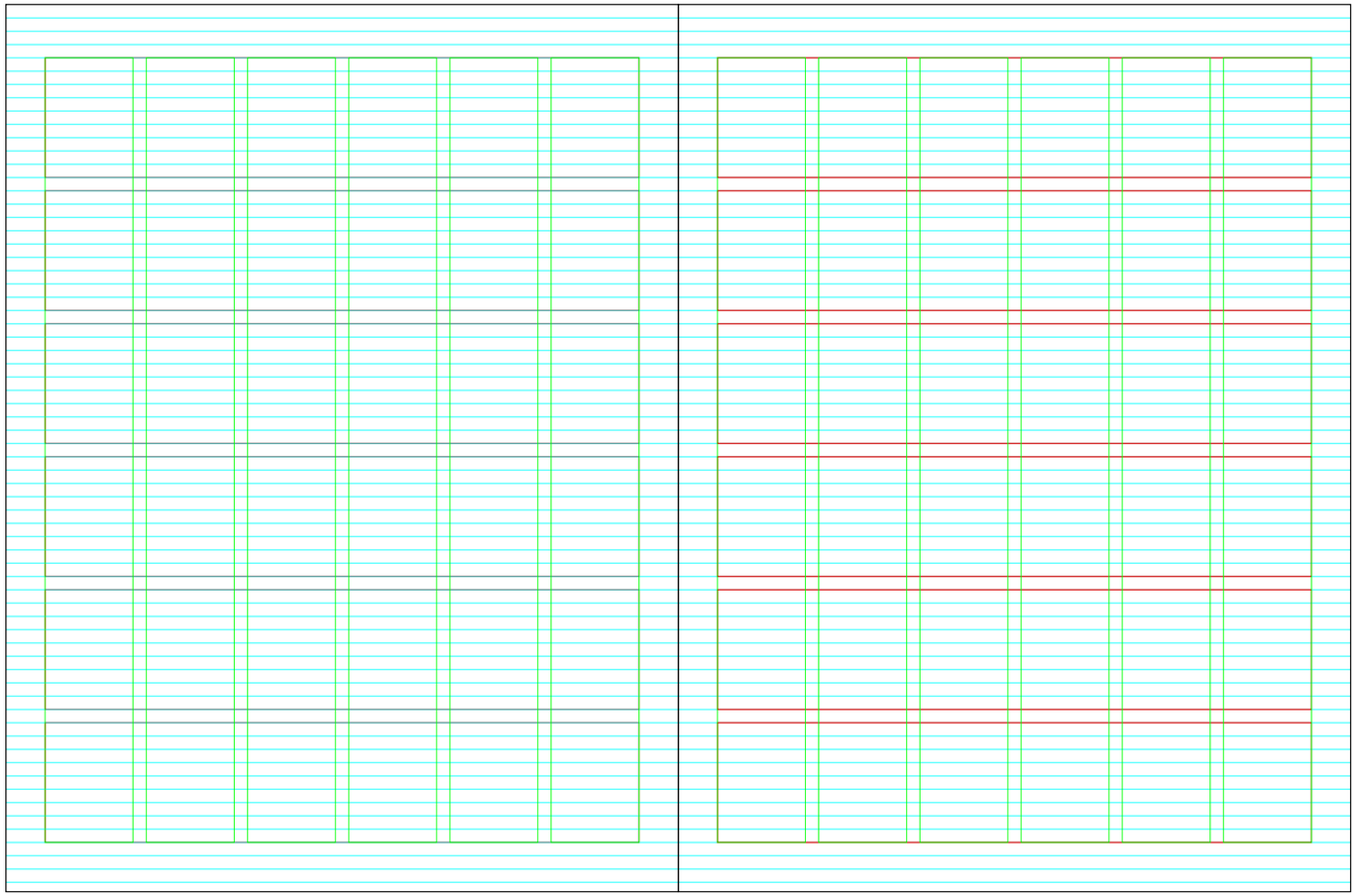
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Bigger than BC
12 x 5/3=20
19/20 pt

This grid system is set with 6 rows and 6 columns. The amount of rows and columns is based on your editorial stle.



ADDING ROWS AND COLUMNS

It is now the moment to merge rows and columns (**modular grid**) with the baseline grid. It's important to keep in mind that rows, columns, and their gutters are defined **outside of the margin area**, known as the **safe zone**.

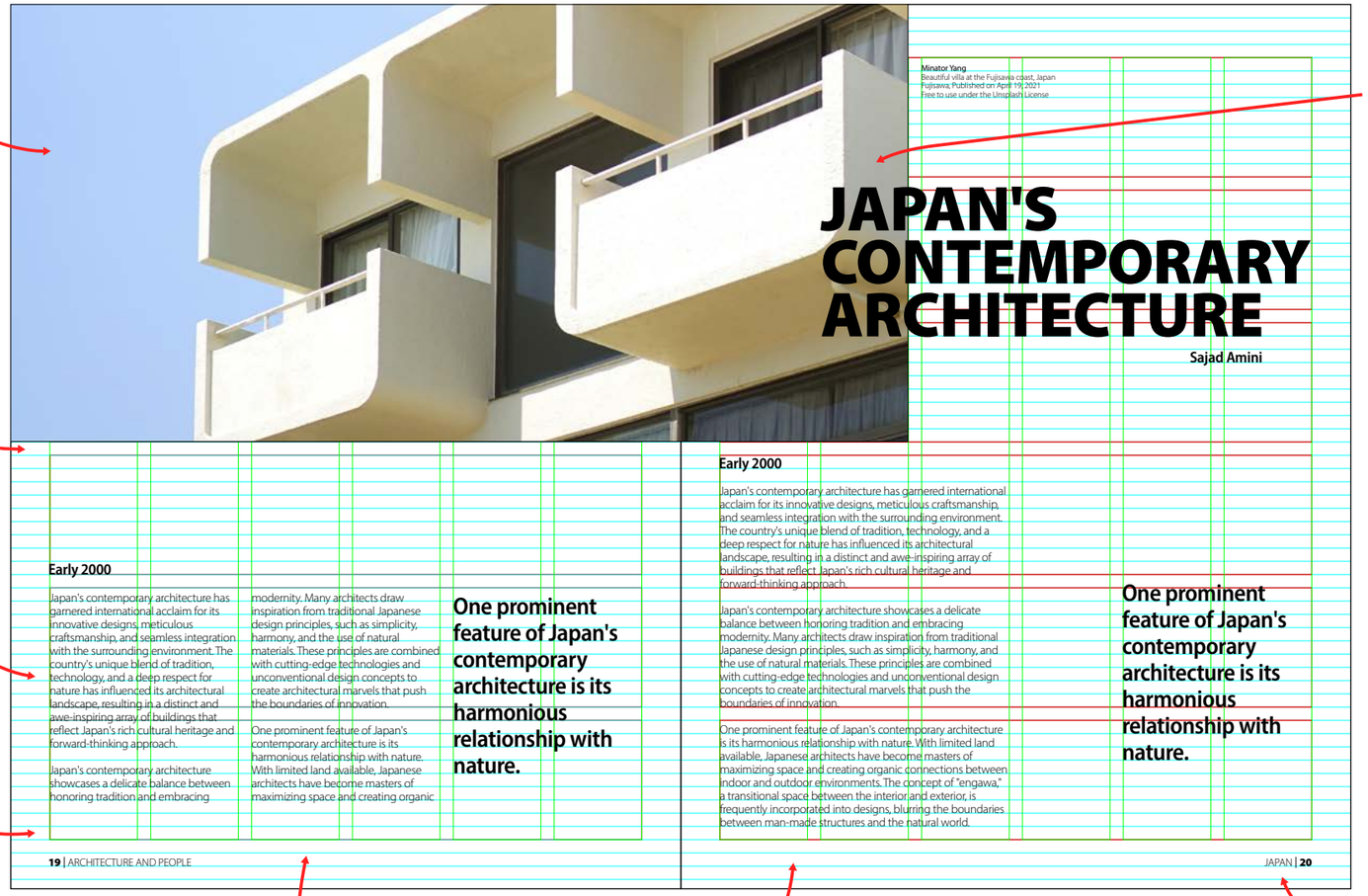
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Images can span over modules, over the spine, and even margins.

Flow lines assist in distinguishing various sections of your layout.

Columns and rows won't sapn over the margin.



While text elements can overlap decorative images, it is important to ensure that artwork images remain free from any additional elements.

Folio or marker refers to informative text, often repetitive, that includes page numbers, season titles, titles, or sections. The folio sits outside the safe zone and within the margin area.

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Minator Yang
Beautiful villa at the Fujisawa coast, Japan
Fujisawa, Published on April 19, 2021
Free to use under the Unsplash License

JAPAN'S CONTEMPORARY ARCHITECTURE

Sajad Amini

Early 2000

Japan's contemporary architecture has garnered international acclaim for its innovative designs, meticulous craftsmanship, and seamless integration with the surrounding environment. The country's unique blend of tradition, technology, and a deep respect for nature has influenced its architectural landscape, resulting in a distinct and awe-inspiring array of buildings that reflect Japan's rich cultural heritage and forward-thinking approach.

Japan's contemporary architecture showcases a delicate balance between honoring tradition and embracing modernity. Many architects draw inspiration from traditional Japanese design principles, such as simplicity, harmony, and the use of natural materials. These principles are combined with cutting-edge technologies and unconventional design concepts to create architectural marvels that push the boundaries of innovation.

One prominent feature of Japan's contemporary architecture is its harmonious relationship with nature. With limited land available, Japanese architects have become masters of maximizing space and creating organic connections between indoor and outdoor environments. The concept of "engawa," a transitional space between the interior and exterior, is frequently incorporated into designs, blurring the boundaries between man-made structures and the natural world.

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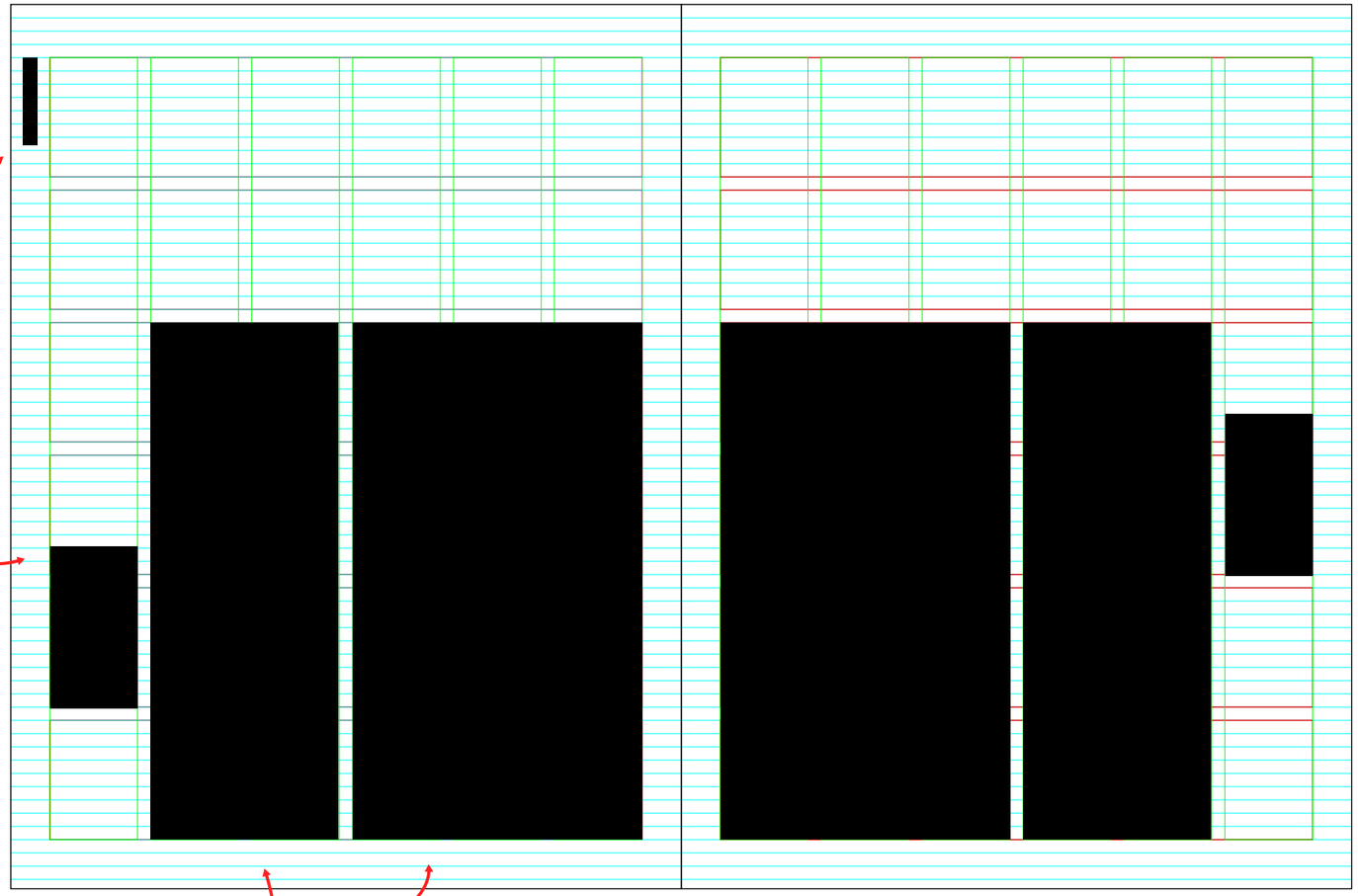
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Various examples utilizing the same 6-row and 6-column grid system. These examples showcase asymmetrical body copy blocks.



ADDING ROWS AND COLUMNS

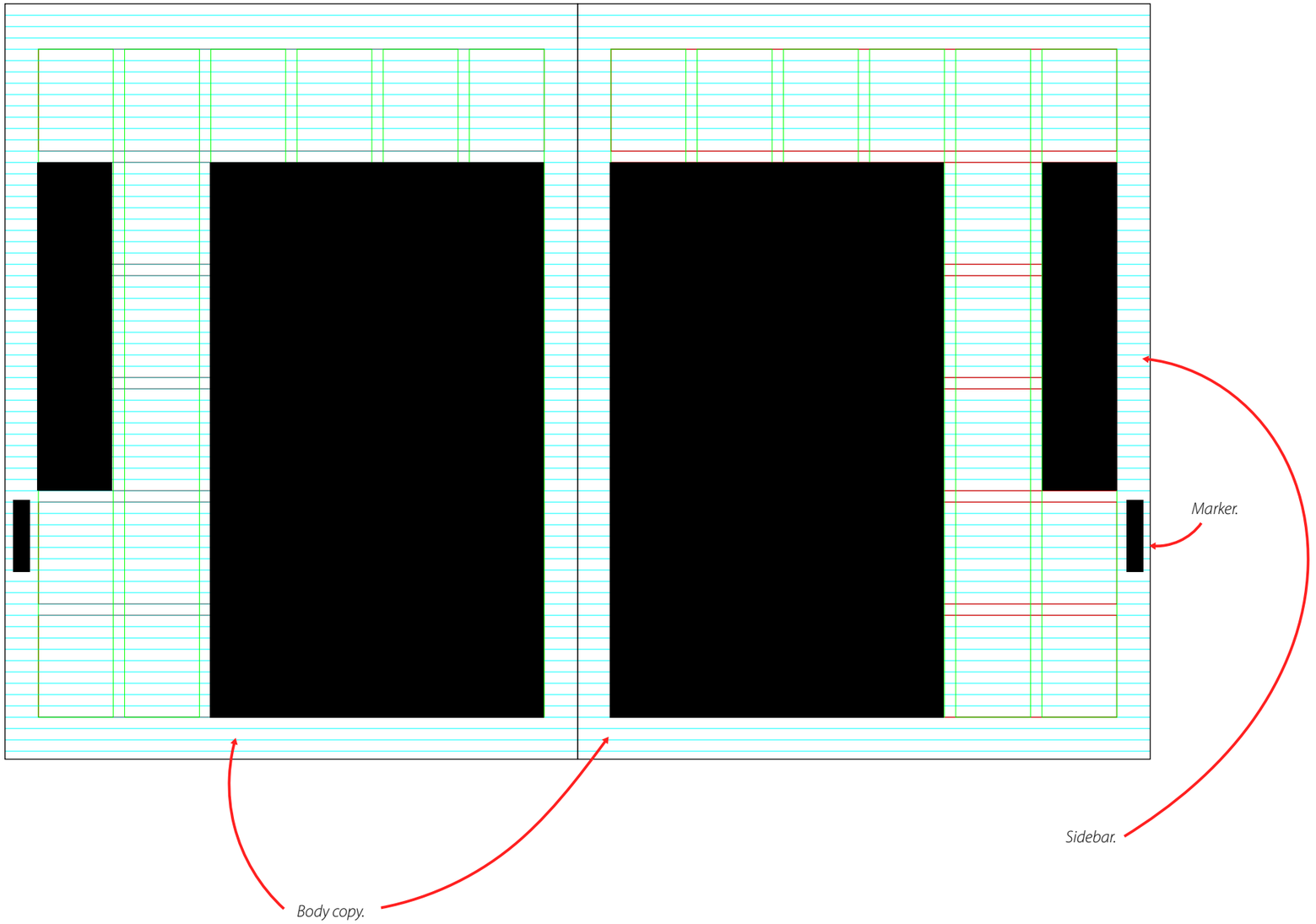
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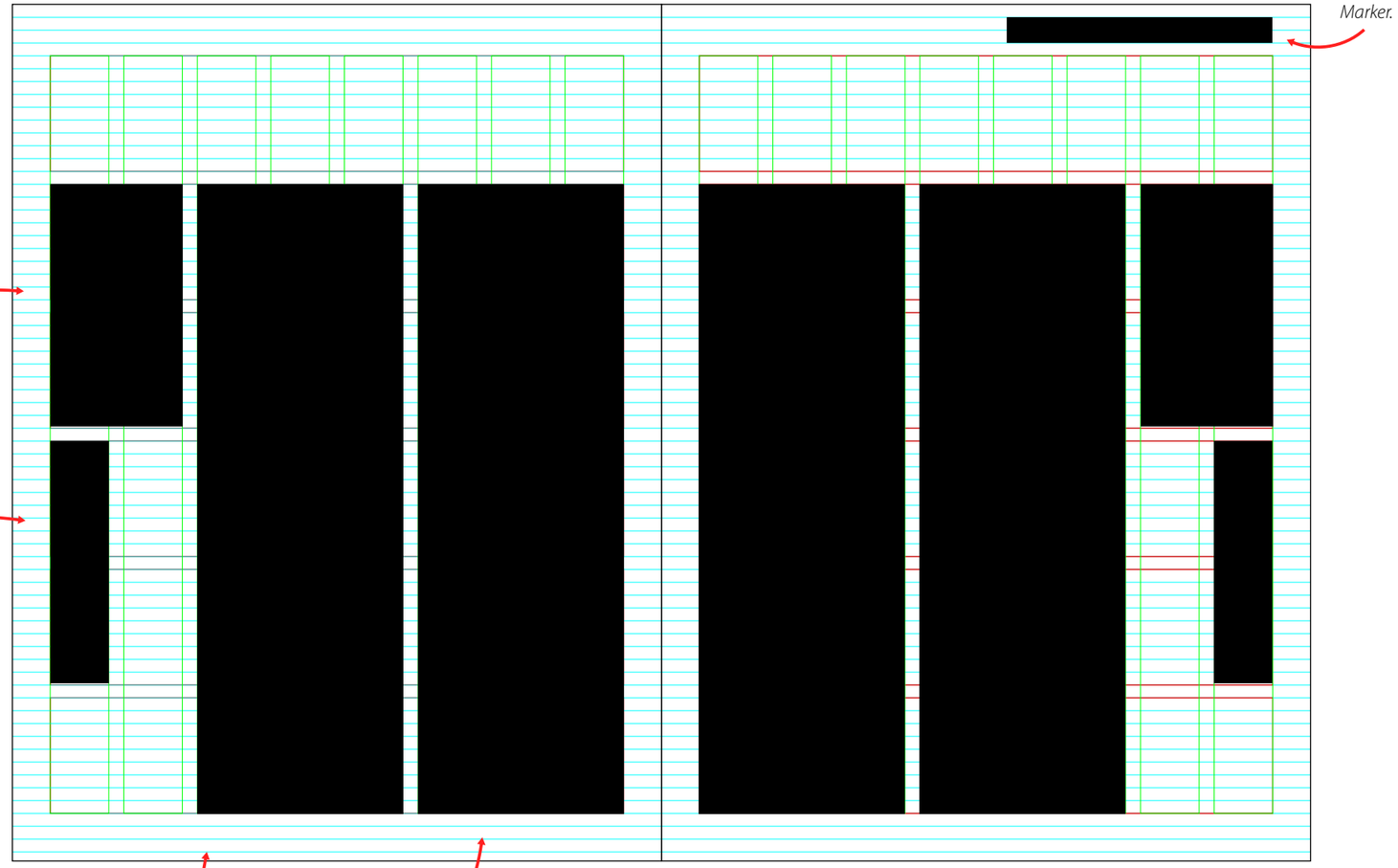
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