

## TYPE TERMS #3

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*Studio Problems in Typography*  
Cutler-Lake

Important concepts in Grid & Appendix chapters from Lupton textbook: *grids; dividing space; golden section; grid as table; modular grid; loads of practical advice and reference material that you can refer to again and again.*

### FOOTER

A repeating text element that appears on the bottom of every page, or every other page, of a document.

### GOLDEN SECTION

A ratio (relationship between two numbers) that has been used in Western Art for more than two thousand years. The formula for the golden section is  $a : b = b : (a+b)$ , which means that the smaller of the two elements relates to the larger element in the same way that the larger element relates to the two parts combined. (Lupton)

### GRID

Typographic grids establish a system for arranging content within the space of a page. A grid breaks a space into regular units. A grid can be simple or complex, specific or generic, tightly defined or loosely interpreted. Grids are all about control. (Lupton)

### GUTTER

A vertical area of open space that separates columns of type. This often refers to the “dip” made between bound pages as they sink/and or fold into the spine.

### MARGINS

The white space from the edge of the text to the edge of the page, located on all four sides of a printed work.

### MASTHEAD

The visual identification of a magazine or a newspaper, usually a logotype. Also a section placed near the front of a newspaper or periodical containing information such as names and titles of publishers and staff, along with addresses. (Carter/Day/Meggs)

### MASTER PAGE

Master pages are pages within InDesign that have certain items (like page numbers or footers) that are repeated on all the document pages as directed. Master pages—and the master page items that they define—are controlled under the pages palette.

### MODULAR GRID

A modular grid has consistent horizontal divisions from top to bottom in addition to vertical divisions from left to right. These modules govern the placement and cropping of pictures as well as text. (Lupton)

### RECTO

The right-hand page in a book or spread.

### TABLE

A table consists of vertical columns and horizontal rows, each cell occupied by data. (Lupton)

### VERSO

The left-hand page in a book or spread.

*Also, please review the “Free Advice” section on pp. 218–219. On our final quiz, I will ask you to identify and describe three statements that resonate most with you. How do you find them useful and/or thought-provoking, and how may they inform your work in the future? Here are the statements, without Lupton’s helpful descriptive text:*

1. *Think more, design less.*
2. *Say more, write less.*
3. *Spend more, buy less.*
4. *May your thoughts be deep, and your wounds be shallow.*
5. *Density is the new white space.*
6. *Make the shoe fit, not the foot.*
7. *Make it bigger.*
8. *It is easier to talk than to listen.*
9. *Design is an art of situations.*
10. *No job is too small.*
11. *An interface calls attention to itself at its point of failure.*
12. *The idea is the machine that makes the art.*
13. *The early bird gets to work before everyone else.*
14. *Build the discourse.*
15. *Go forth and reproduce.*