

# IAT 102 Graphic Design

## Assignment: Grid Analysis

[illegible]

In this assignment you will be analyzing printed materials in terms of their structure. We have asked you to bring a brochure, a magazine and a design book (a book with images) to the labs.

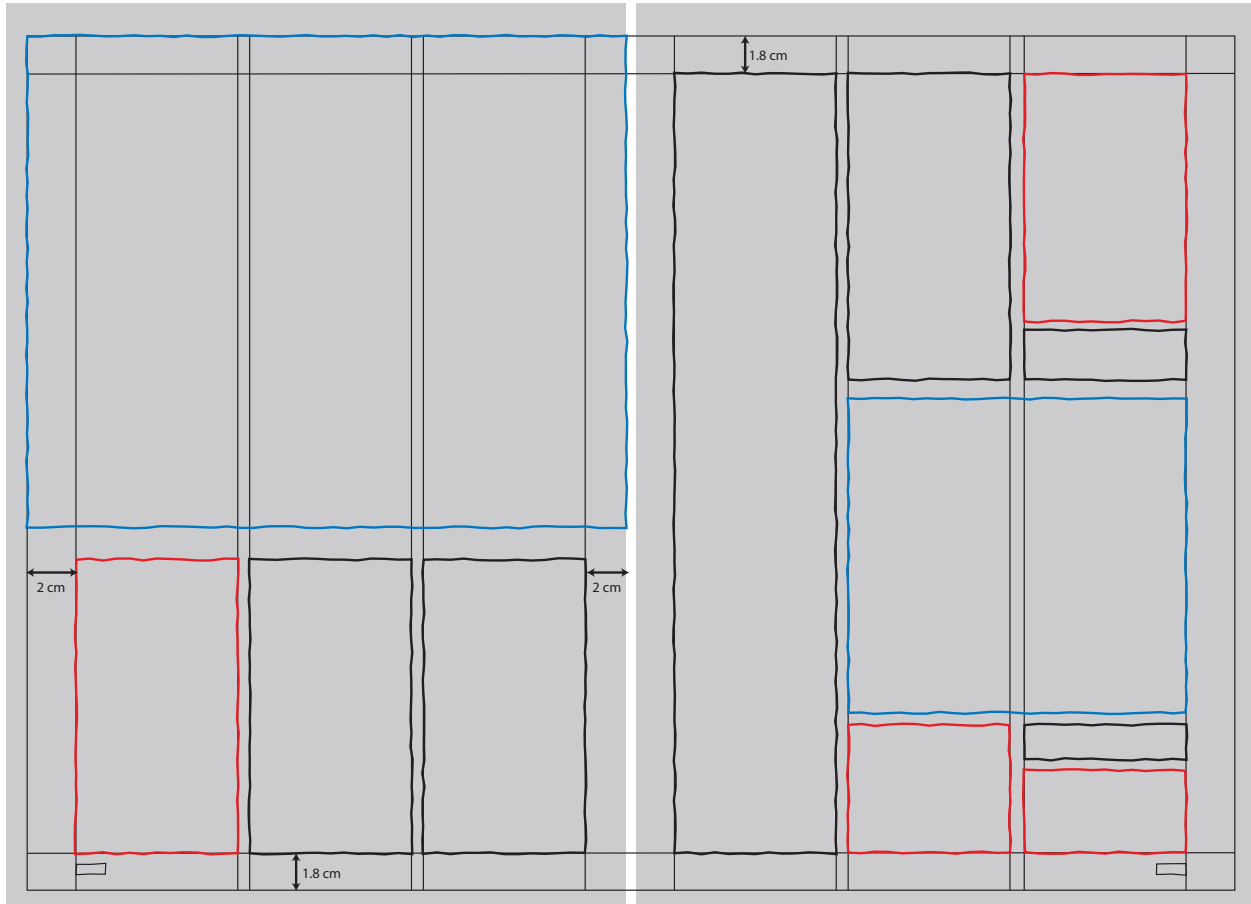
1. Take some tracing papers and cover a spread (= two pages) of the first one of your 3 printed items.

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2. Use a colour pen and your ruler, and identify and draw the underlying grid of the document. All the columns need to have the same width. The width of the different page margins (top, bottom, inside, outside) may vary. Use the same colour to draw the edges of the page.

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3. use the same colour to draw a frame around all the **text blocks** on the two pages.



4. use another colour to draw a frame around all the **images** on the two pages.



5. use the third colour to draw a frame around all the empty areas (=white space) that lie **within** the page margins.

5. now measure the top, bottom, inner and outer margin of the pages and write your measurements on your sheet

6. repeat this with all your 3 items (brochure, magazine, book).  
What proportions between text / image / and white space do you observe? What rules about grids can you conclude from this analysis?

## Deliverables

**Submit sheets for brochure, magazine AND book spreads in lab**  
individual assignment,  
write your name, lab section and student number on every sheet