Documentation

Matthew Leembruggen

BOOK TRAILER

grid systems

Contents

Rationale

The book trailer for Grid Systems in Graphic Design by Josef Müller-Brockmann aims to showcase the variety of grid systems available in design and to give viewers a glimpse into the book's content.

The trailer emphasises that grids are versatile tools, highlighting different types such as single-column, multi-column, modular, and how grids are applied to different media, displaying how each can organise content uniquely.

The purpose is to inspire designers and students to explore grids as flexible frameworks that can adapt to different design needs, not just as rigid structures. By featuring various grid types, the trailer invites viewers to discover the book's in-depth exploration of grids and learn how to apply them creatively in their own work.
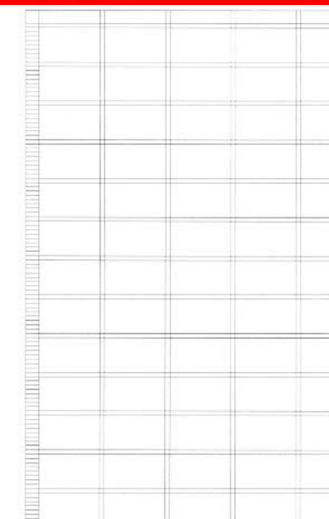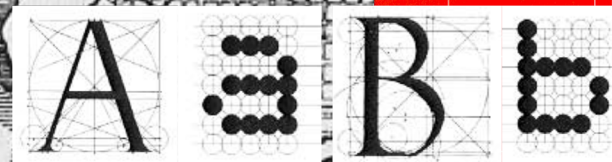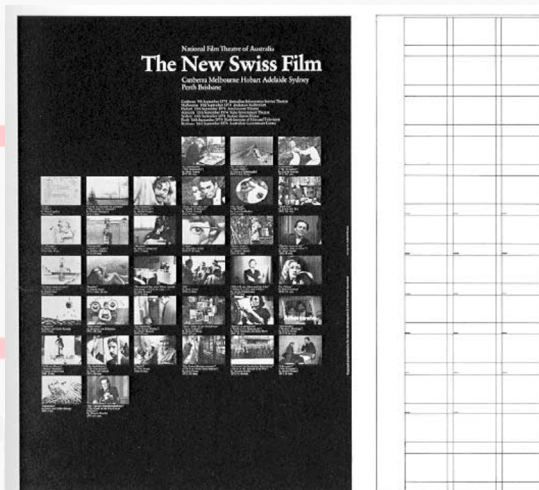
The visual and motion strategy uses simple, clean animations to demonstrate each grid type, reflecting the organised and minimalist style of Müller-Brockmann. The subtle use of the bright red accent colour throughout links to the front cover of the book.

Background

For the Grid Systems in Graphic Design trailer, my main research involved studying grids directly from the book. I chose examples of grids in typography, maps, movies, and newspapers to show the range of grid types and how each organizes information uniquely.

To keep the animation cohesive, I used the red color from the book cover as an accent throughout, creating a unified look. I kept the animation style minimal and orderly, with transitions that reveal content within grid layouts, reflecting the book's structured design approach.

For technical details, I focused on animations that show the grid lines moving and aligning elements, inspired by modern design tutorials. This approach helped highlight the structure and clarity that grids bring to any design, keeping the style simple, clean, and easy to follow.

Josef Müller-Brockmann

Grid systems

in graphic design

A visual communication manual for graphic designers, typographers and three dimensional designers

Raster systeme

für die visuelle Gestaltung

Ein Handbuch für Grafiker, Typografen und Ausstellungsgestalter

Niggli

Storyboard

Project Title: Grid in Design
By: Matt Leembruggen
Duration: TBA
STORYBOARD PAGE 01 OF 01

Grids in Design

01: Title of animation appears on screen. Ease in

Grids in Design
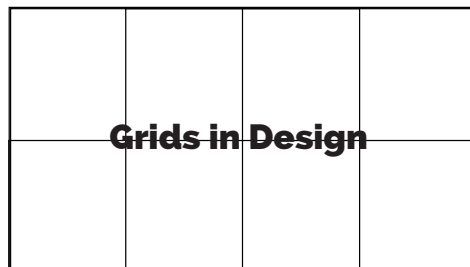
**02:** A grid system starts to form on the screen

Why Grids Matter in Design
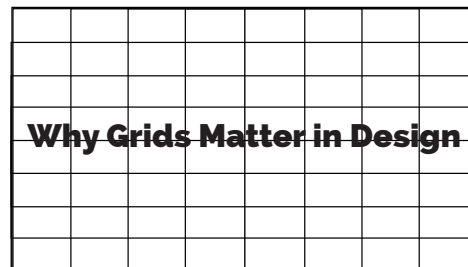
03: The grid system becomes more complex as the title gets longer, leading to the main part of the animation

**There are many types of Grids**

04: The grid system will then move to the left of the screen and form into different types of grids.

Old Grids
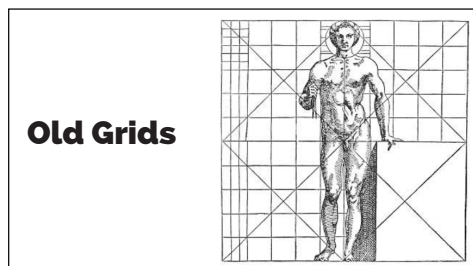
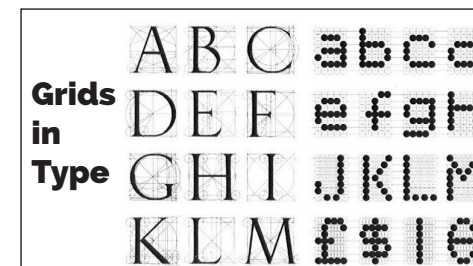**05:** Scans from the book will appear as images on the screen showing examples of how grids are used within a wide variety of design
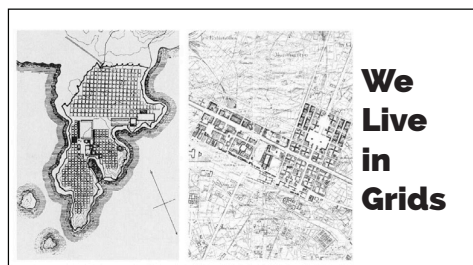
Movie Grids
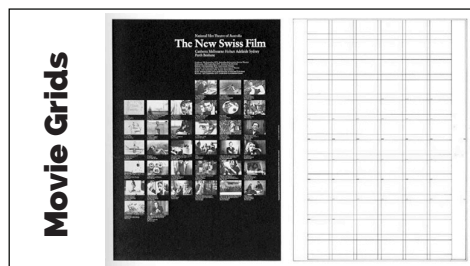
06: Designs will come in from different sides of the screen and the text will flip to different sides and orientations
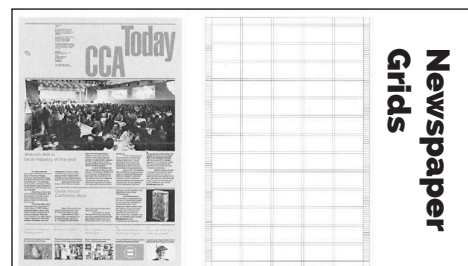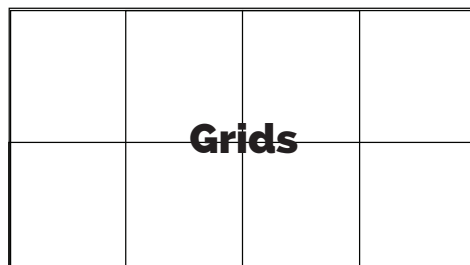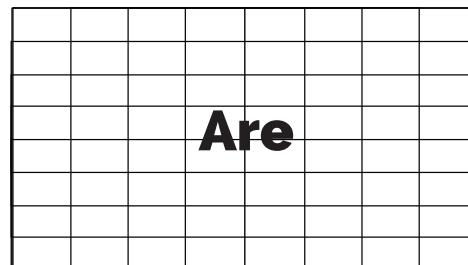
Newspaper Grids

07: More exmaples of designs and their respective grids will appear.

Grids in Type

08: More exmaples of designs and their respective grids will appear.
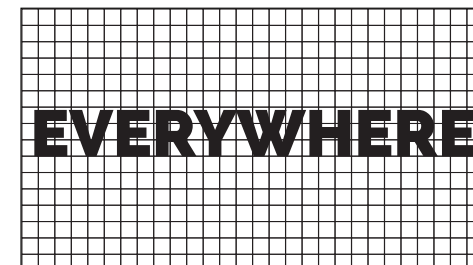
We Live in Grids

09: More exmaples of designs and their respective grids will appear.

Grids

10: The screen will then go blank, then a word will appear, ideally to the beat of the background music
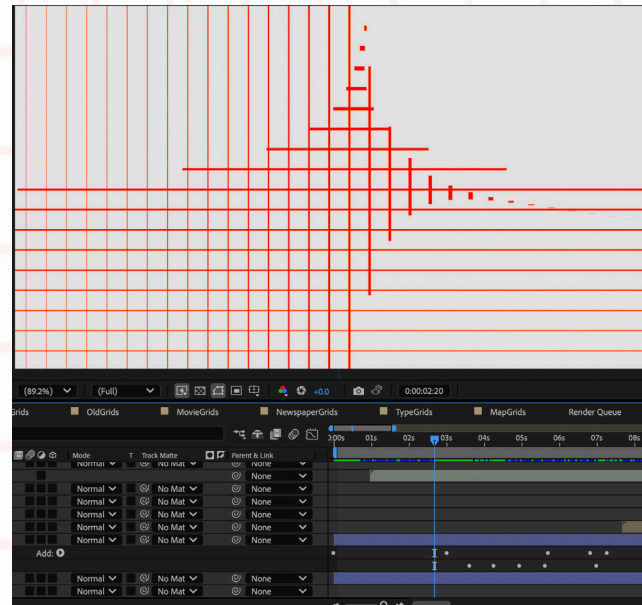
Are

11: The word will change, get bigger and the grid will become more complex

EVERYWHERE

**12:** The word will change, get bigger and the grid will become more complex

Refinement

Further feedback I recieved was to add some more easing during this opening scene. This acheived a more organic and flow better.

The ending scene I chose to change to be more simple, placing more of an emphasis on the front cover of the book, rather than creating aother grid like I did in the opening scene. I think this is successful in creating a contrast between the start and the end of the animation.
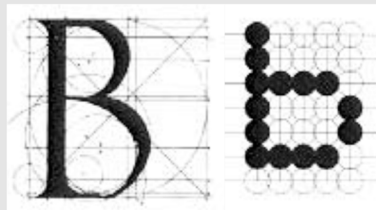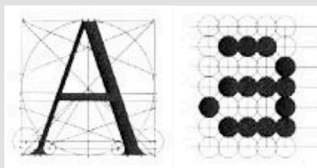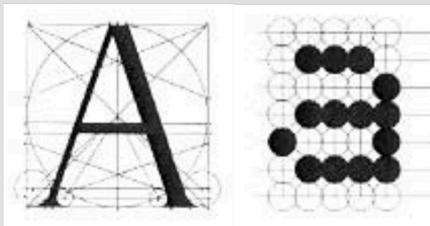

The typography scene I also changed, after receiving feedback from my tutor. By using individual letters, instead of the large amount seen in the storyboard, it creates more of an emphasis on how the grid is present, and how it has been used to create the letter.

Final

GRIDS IN DESIGN

Grids in Type

This project showcases Grid Systems in Graphic Design by Josef Müller-Brockmann, focusing on the many ways grids bring order to design. The trailer highlights grids used in typography, maps, movies, and newspapers, showing how they organize different types of content. Using the red color from the book's cover and a clean animation style, the trailer reflects the book's core idea: grids create clarity and structure in design.