Proximity refers to the way in which elements are grouped together.





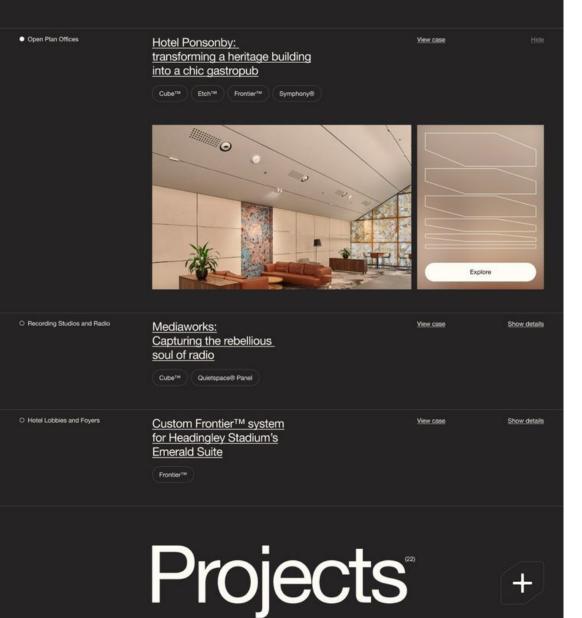
josef müller-brockmann

PROXIMITY

An effective grid creates a clear division of information.



Beautiful projects from around the world



CHOREOGRAPHER IAIN ROWE'S WORK HAS BEEN SEEN THROUGHOUT EUROPE, CANADA, AND THE UNITED STATES. COLLABORATIONS AND PAST PROJECTS HAVE INCLUDED CLASSICAL BALLET, FASHION DESIGN, MODERN DANCE, POP. ROCK MUSIC, EXPERIMENTAL THEATER, AND FILMS. HE IS CURRENTLY BASED BETWEEN THE U.K. AND CANASA



Creating the sent in an interioring Rower has explored from a young age and once his first thray into thin recipiting his has amessed inter-tremy original exists. In 2000, eager to shift facus more electrowely lineard the

happiness of life is the conviction that we are loved; loved for ourselves, or rather, loved in spite

COLLABORATORS. MUSES & INSPIRATION

"- The greatest

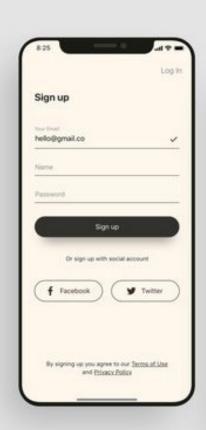
PROXIMITY

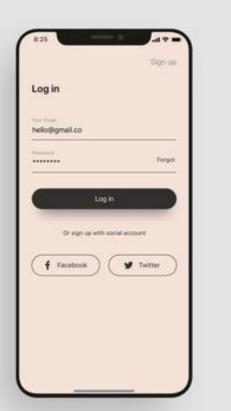
Neue Grafik New Graphic Design Graphisme actuel versands Gelide versands Gelide Erscheint in deutscher, englischer und tranzösischer Sprache design and related subjects Issued in German, English and French Ausgabe Juli 1959 Tenue for July 1959 behalt Contents Table des motions Expo Mi Expo 56 Expo 58 Catalogues of Art Exhibitions 1936–1958 Kataloge für Konstausstellungen 1936–1958 arant Bart, Paris Grafiker dar nauen Generation n Keller Zürich ana Meuburg, Zürich not Roder, Banet, achtehrer für Typografie n der Gewertenschale Bisel leich Mitzig, Zürich, chentzer Fernsehdlenst Univers, a new same-seriftype by Advise Fruitiger Competition for a New Symbol for Seiss Television Univers, une nouvelle grobesque le Adrian Frutiger Concours destiné à créer une maiqui distinctive de la Télévision suisse eine neue Grotesk von Adrian Frutiger Wettbewerb für ein neuen Signet den Schweizer Fernsehdlensten Causalber and Redaktor RUBBLE P. LINES SWE VSC. ZUICE J. Müller-Brockmann SWB VSG, Zürich Hans Neubung SWB VSG, Zürich Carlo I. Vivorelli SWB VSG, Zürich Bruck/Vertag Printing Publishing Imprimerie Edition Verlag Otto Water AG, Otton Schweiz Switzerland Surge

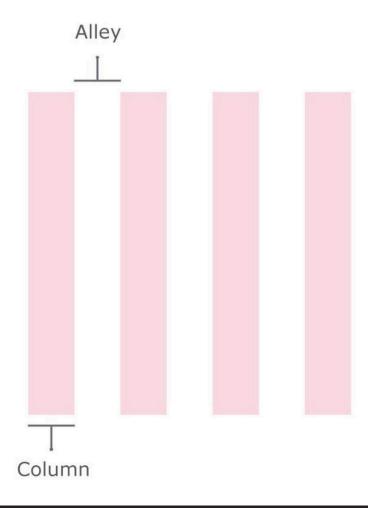
Law of thirds occur to organize the compositional space.

WHITE SPACE

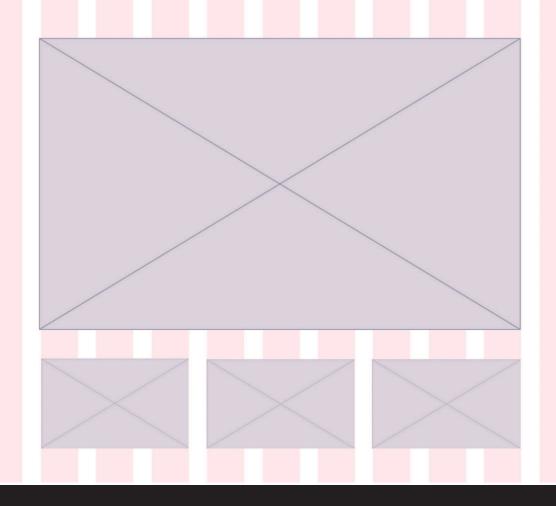
Design is as much an act of spacing as an act of marking. The positive space is as important as the negative gaps.



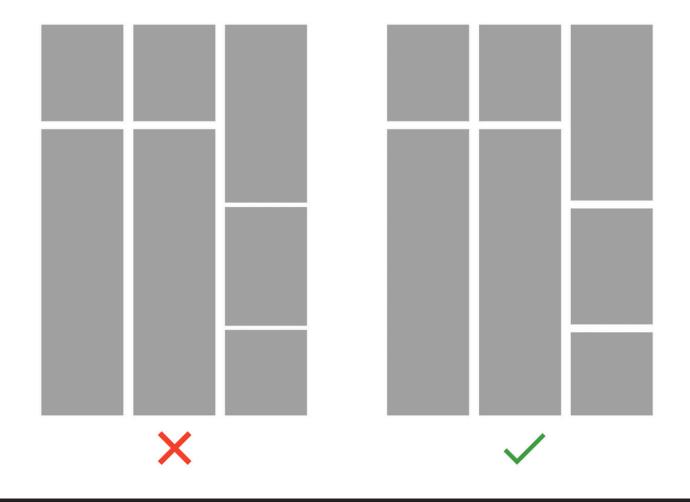




Columns and Alleys: A grid is made up of two main components: columns and alleys. Columns are the building blocks of grids. The space between columns is referred to as alleys. Together, columns and alleys take up the horizontal width of the screen.

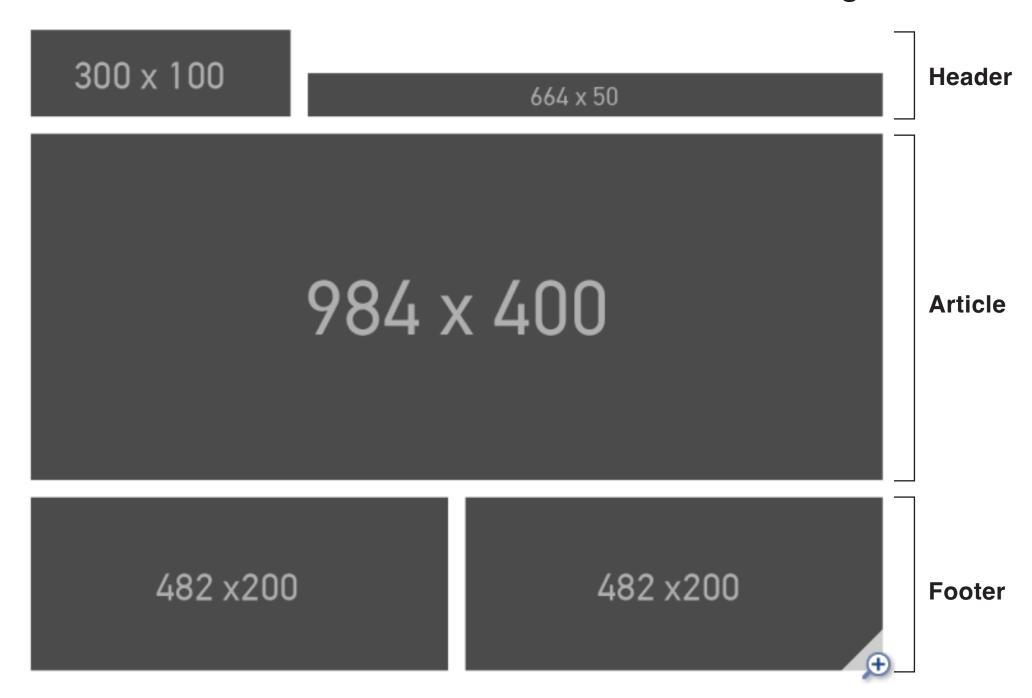


Columns: The 12-column grid is a popular choice; however, select the number of columns you really need for your design. There's no point in using a 12-column grid if an 8 column grid is all that is needed.



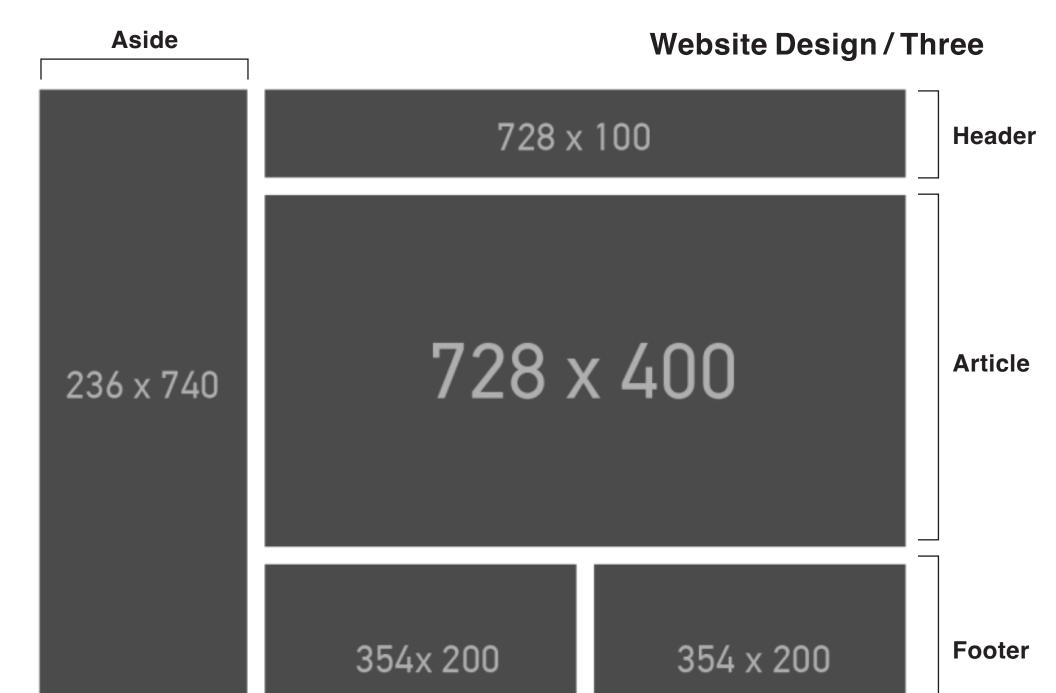
Horizontal and Vertical Spacing: Horizontal spacing (i.e. the space between content blocks) and the vertical spacing (between columns) should be consistent, which makes the overall structure cleaner and the content easier to visually consume.

Website Design / One



Website Design / Two





Website Design / Four

