

Τυπογραφία και Τυπογραφικός σχεδιασμός

Grid – Πλέγμα, Χρυσή Αναλογία

Δρ. Χρυσούλα Γάτσου
Καθηγήτρια

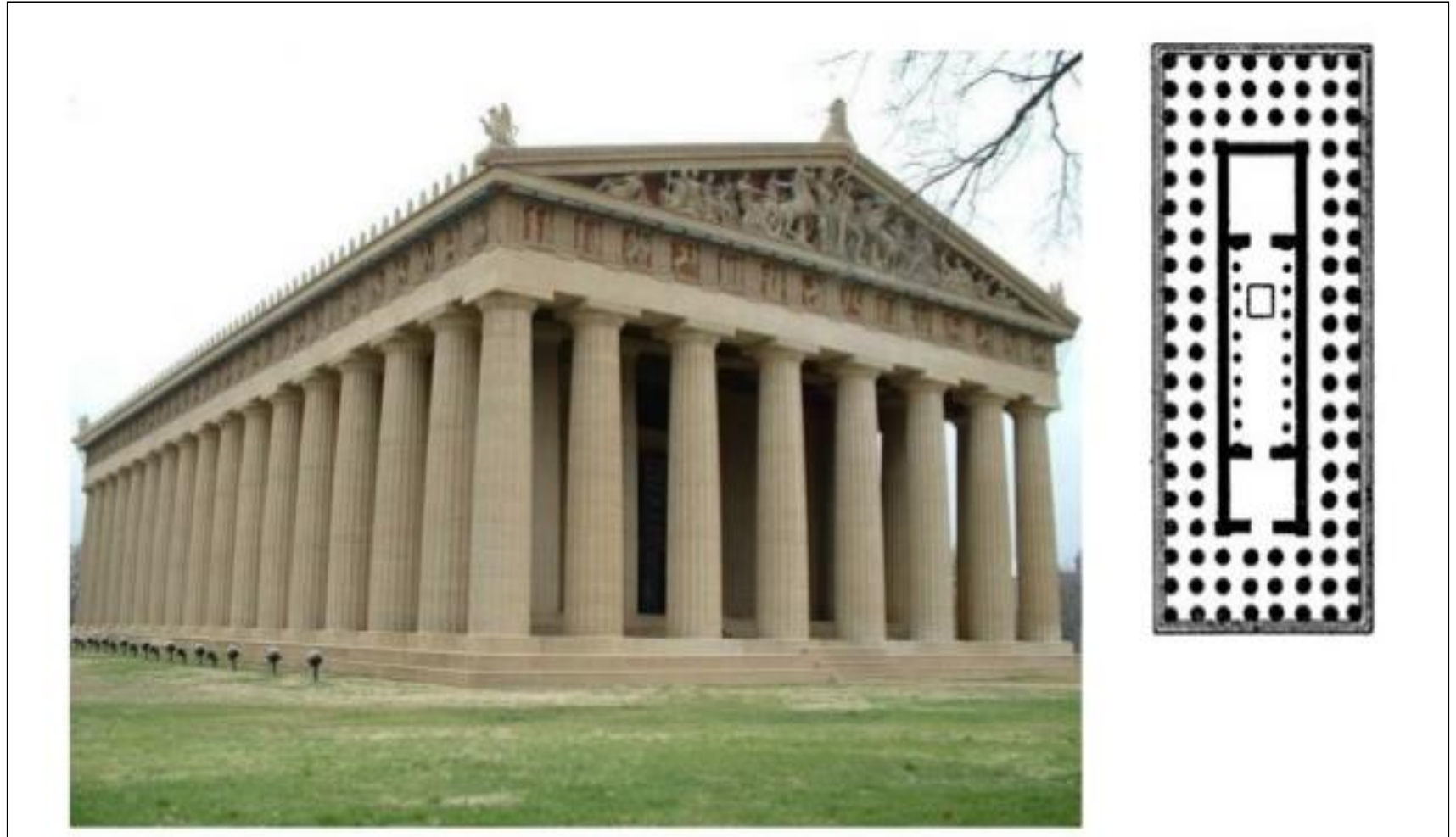
Πανεπιστήμιο Δυτικής Αττικής

*“Το πλέγμα είναι
η υποκείμενη δομή κάθε
εγγράφου”*

Πλέγμα - Grid

- Στον σχεδιασμό, ένα πλέγμα είναι μια δομή (δύο διαστάσεων) που αποτελείται από μια σειρά τεμνομένων ευθειών (κάθετες και οριζόντιες) που χρησιμοποιούνται για να δομήσουν το περιεχόμενο. *Φυσικά όλα ξεκίνησαν από την Αρχαία Ελλάδα!*

Πλέγμα - Grid



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Η αναγεννησιακή ζωγραφική χρησιμοποίησε μαθηματικές αρχές για την ανάπτυξη γραμμικής προοπτικής, όπως φαίνεται από τις γραμμές που τοποθετούνται εδώ.

Πλέγμα τι είναι;

Το πλέγμα είναι ένα σύστημα οριζόντιων και κάθετων γραμμών που μπορεί να καθοδηγήσει τις επιλογές διάταξης.

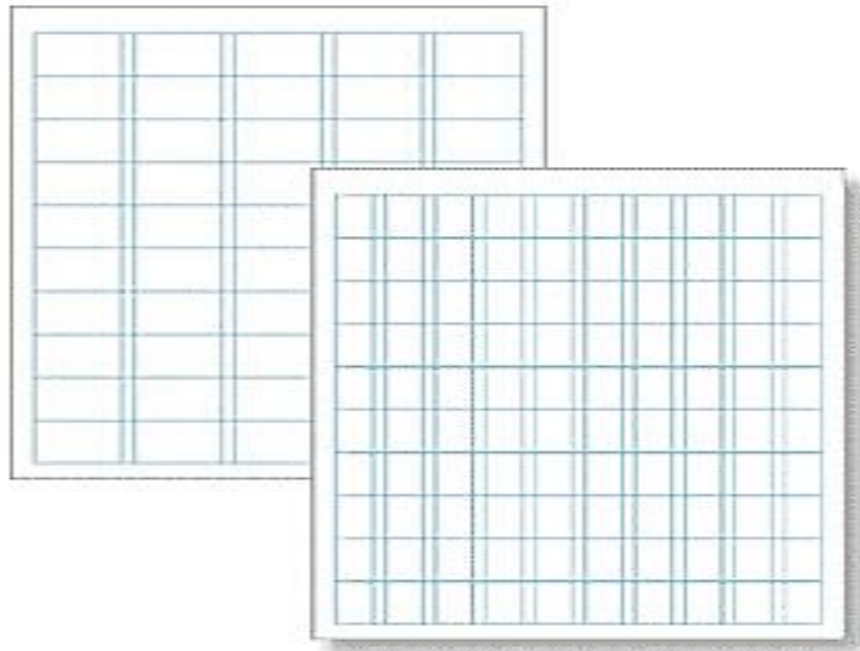
Τα πλέγματα αποτελούν μέρος της διάταξης της σελίδας από την εποχή της Βίβλου του Gutenberg.

Οι παρακάτω σελίδες χρησιμοποιούν ένα πλέγμα τεσσάρων κατακόρυφων και δύο οριζόντιων γραμμών.



Πλέγμα - Grid

Ένα πλέγμα χωρίζει μια σελίδα σε κάθετα και οριζόντια περιθώρια, στήλες, διαστήματα μεταξύ των στηλών, γραμμών του κειμένου, και σε διαστήματα μεταξύ των μπλοκ κειμένου και των εικόνων.





Πλέγμα - Grid

Οι εφημερίδες από τα τέλη του 19ου και τις αρχές του 20ού αιώνα επέκτειναν τη χρήση μεγάλων πλεγμάτων στηλών, επειδή μεγιστοποίησαν τον όγκο των πληροφοριών που μπορούσαν να χωρέσουν σε ένα φύλλο εφημερίδας.

"All the News That's Fit to Print."

The New York Times.

THE WEATHER
Fair today and Thursday; fresh south and southeast winds.
69th to 74th winter count on July 18.

VOL. LXXIII., NO. 56466. NEW YORK, WEDNESDAY, JULY 28, 1914.—EIGHTEEN PAGES. ONE CENT. Published for the Proprietors by the New York Times Company, 12 N. York St., New York, N. Y.

MME. CAILLAUX FREED BY JURY

Wild Tumult in Court After the Verdict—Riots in Streets Disrupt Anger.

Mrs. Caillaux, wife of the late French Premier, was freed by a jury today after a trial of three days. The jury found her not guilty of the charge of having shot her husband, the late Premier, in the streets of Paris in 1906. The trial was one of the most sensational in the history of the French Republic.

'MURDERER' CRIES CROWD

Spears of Opposing Council Embracing Caillaux the Upper for a Moment.

A crowd of thousands gathered outside the court today to witness the verdict. Many of the crowd were shouting "murderer" and "traitor" as Mrs. Caillaux was led away. The scene was one of wild confusion and rioting.

MME. CAILLAUX RECEIVES

Attended in an Evening Show, in Entertainment by Her Friends. Says Labor's Greatest Disaster.

Mrs. Caillaux was received in the evening by a large number of her friends at a dinner given for her at the Hotel de Ville. She was in a state of great distress and exhaustion after the trial.

WARBURG IS WON, HITCHCOCK THINKS

Espey's Remarks for the Reserve Board to Appear Before Committee.

Warburg's victory in the election for Governor of New York was a surprise to many. Hitchcock, the former Governor, is believed to have been the favorite to win. The election was held on July 21st.

SECRET CONFERENCE HERE

Banker's Made to Understand There is No Discrimination Against Him.

A secret conference was held in New York today between several prominent bankers. It was believed that the conference was held to discuss the situation of the money market and the possibility of a new loan.

TECHNICAL POINT EXPLAINED

Charles B. Case Called to Make His Case, Presumably to Get Offer of Loan's Price?

Charles B. Case, a prominent banker, was called today to make his case before a committee. It was believed that he was called to discuss the price of a loan that had been offered to the Government.

WARBURG FIGHTING BEGINS ALONG THE RIVER DRIFT ON THE BOHEMIAN FRONT

Sharp Fighting Begins Along the River Drift on the Bohemian Front.

Warburg's fighting against the Bohemian front has begun. The fighting is sharp and is expected to continue for some time. The front is located along the River Drift.

COUNTER INVASION PLAN

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BUT REPLY IS CONGLOMERATE

And London Will Not Faith With His Refused Offer.

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AUSTRIA FORMALLY DECLARES WAR ON SERBIA; RUSSIA THREATENS, ALREADY MOVING TROOPS; PEACE OF EUROPE NOW IN KAISER'S HANDS

THE WEATHER
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Notice Sent to the Powers of the Opening of Hostilities.

Austria has formally declared war on Serbia. The declaration was made in a note sent to the powers of the Central Powers. The note was signed by the Austrian Emperor.

SERVIAN VESSELS SEIZED

Sharp Fighting Begins Along the River Drift on the Bohemian Front.

Serbian vessels have been seized in the Adriatic. The vessels were seized by the Austrians. The seizure is believed to be a result of the recent events in the Balkans.

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Text of Austria-Hungary's Declaration of War.

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RUSSIA ANNOUNCES ITS WILL TO REMAIN AT PEACE

Yet It Determined to Guard Its Interests.

Russia has announced its will to remain at peace. Yet it is determined to guard its interests. The announcement was made in a note sent to the powers of the Central Powers.

FRANCE ANNOUNCES ITS WILL TO REMAIN AT PEACE

Yet It Determined to Guard Its Interests.

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Πλέγμα - Grid

Πολλοί έχουν πει ότι τα συστήματα πλέγματος μπορεί να πνίξουν τη δημιουργικότητα, αλλά δεν είναι ακριβώς έτσι.

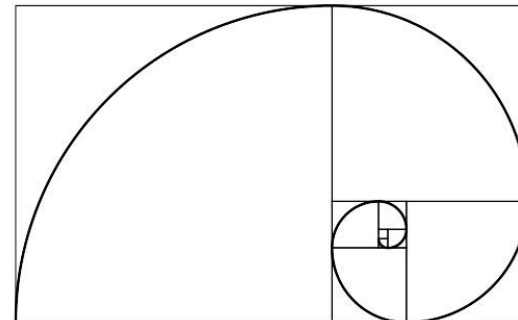
Τα συστήματα μπορούν να διευκολύνουν τη δημιουργικότητα, παρέχοντας ένα σταθερό πλαίσιο.

*A grid system helps designers
organize information into a coherent
pattern.*

Τα πλέγματα λειτουργούν με την Χρυσή αναλογία

- Στα Μαθηματικά και την τέχνη, δύο ποσότητες έχουν **αναλογία χρυσής τομής** αν ο λόγος του αθροίσματος τους προς τη μεγαλύτερη ποσότητα είναι ίσος με το λόγο της μεγαλύτερης ποσότητας προς τη μικρότερη. Η εικόνα παρακάτω αναπαριστά τη γεωμετρική ερμηνεία των παραπάνω. Εκφρασμένο αλγεβρικά:

$$\frac{a+b}{a} = \frac{a}{b} \stackrel{\text{def}}{=} \varphi,$$

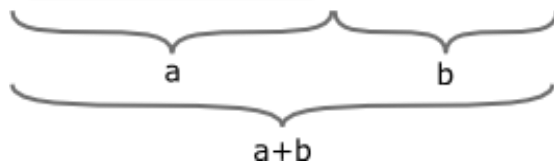
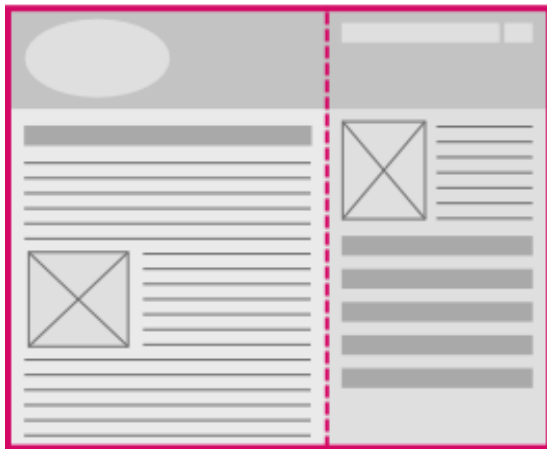


Τα πλέγματα λειτουργούν με την Χρυσή αναλογία

Όπου το γράμμα φ αντιπροσωπεύει την χρυσή τομή, η τιμή του είναι:

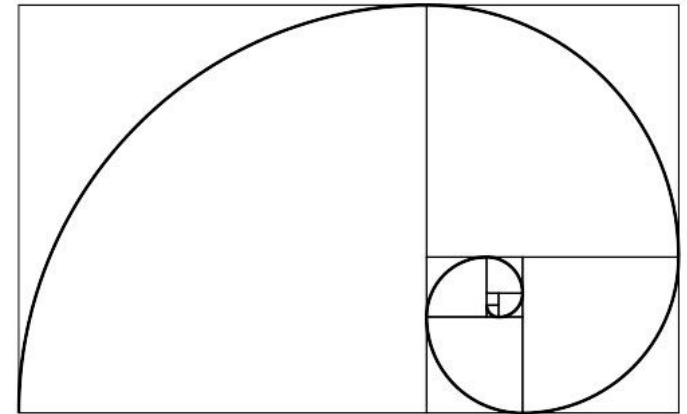
$$\varphi = \frac{1 + \sqrt{5}}{2} = 1.6180339887\dots$$

The golden section

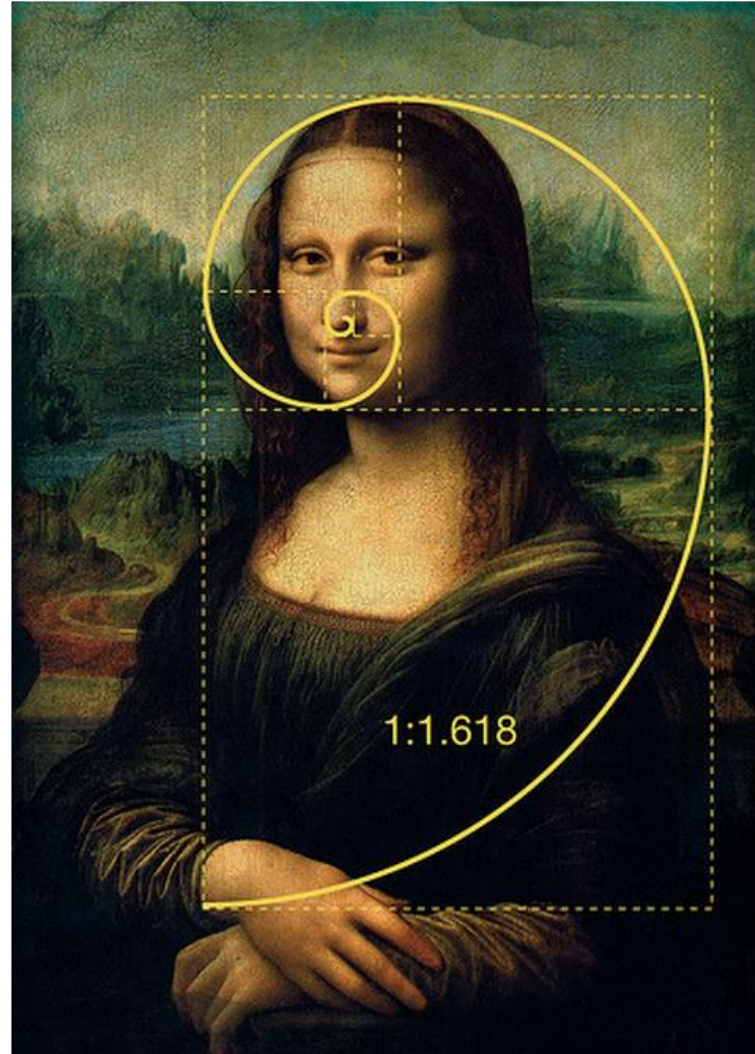
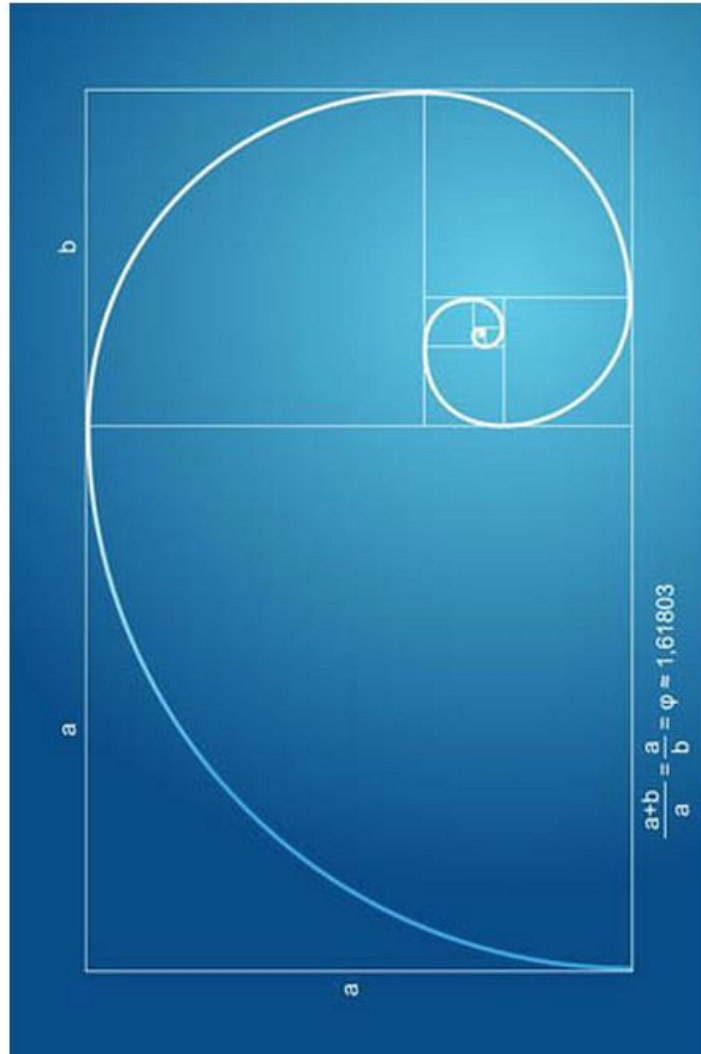


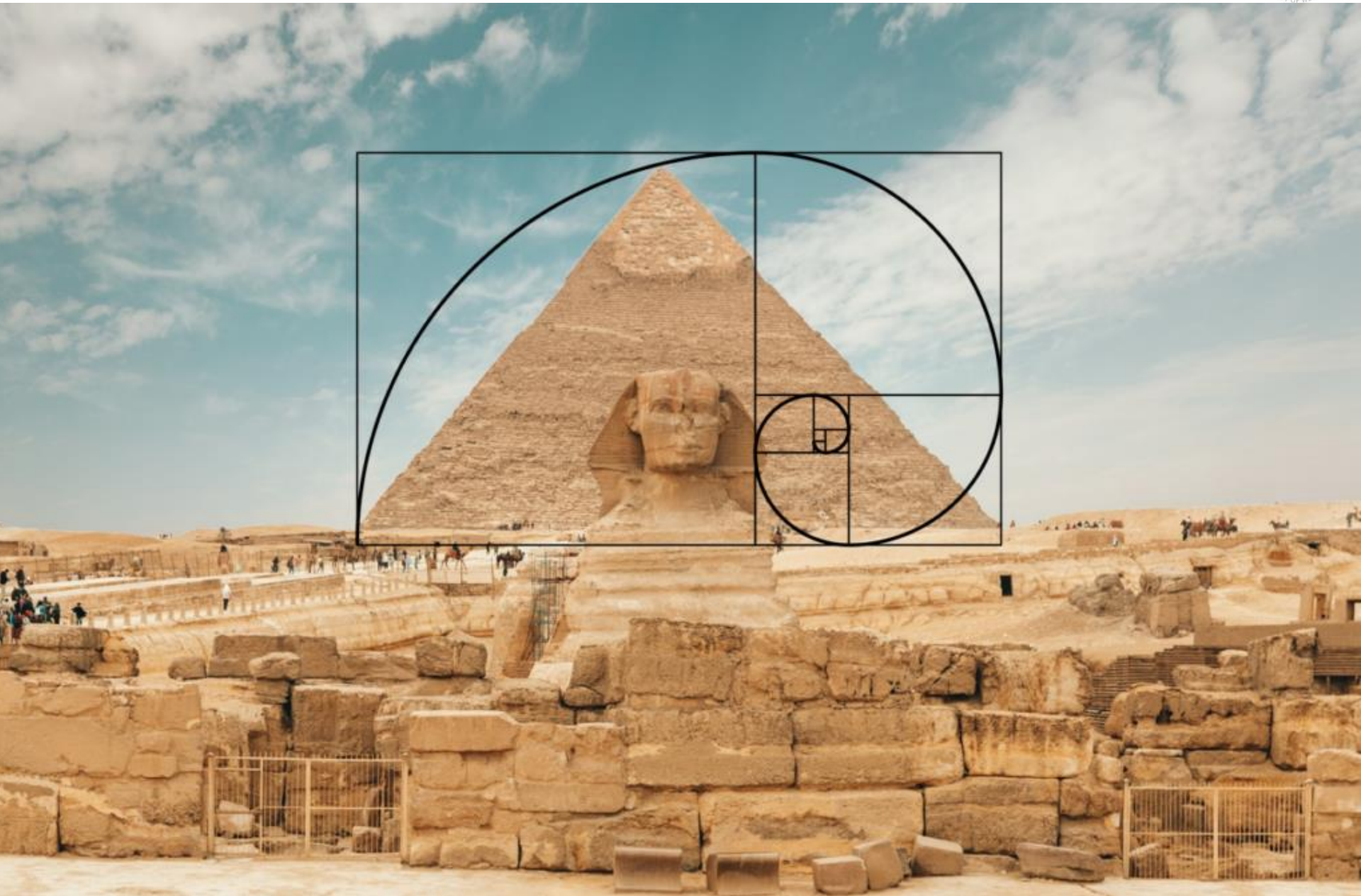
The ratio (proportion) of $a+b$ is to a as a is to b . OR:

$$\frac{a+b}{a} = \frac{a}{b} = 1.618$$



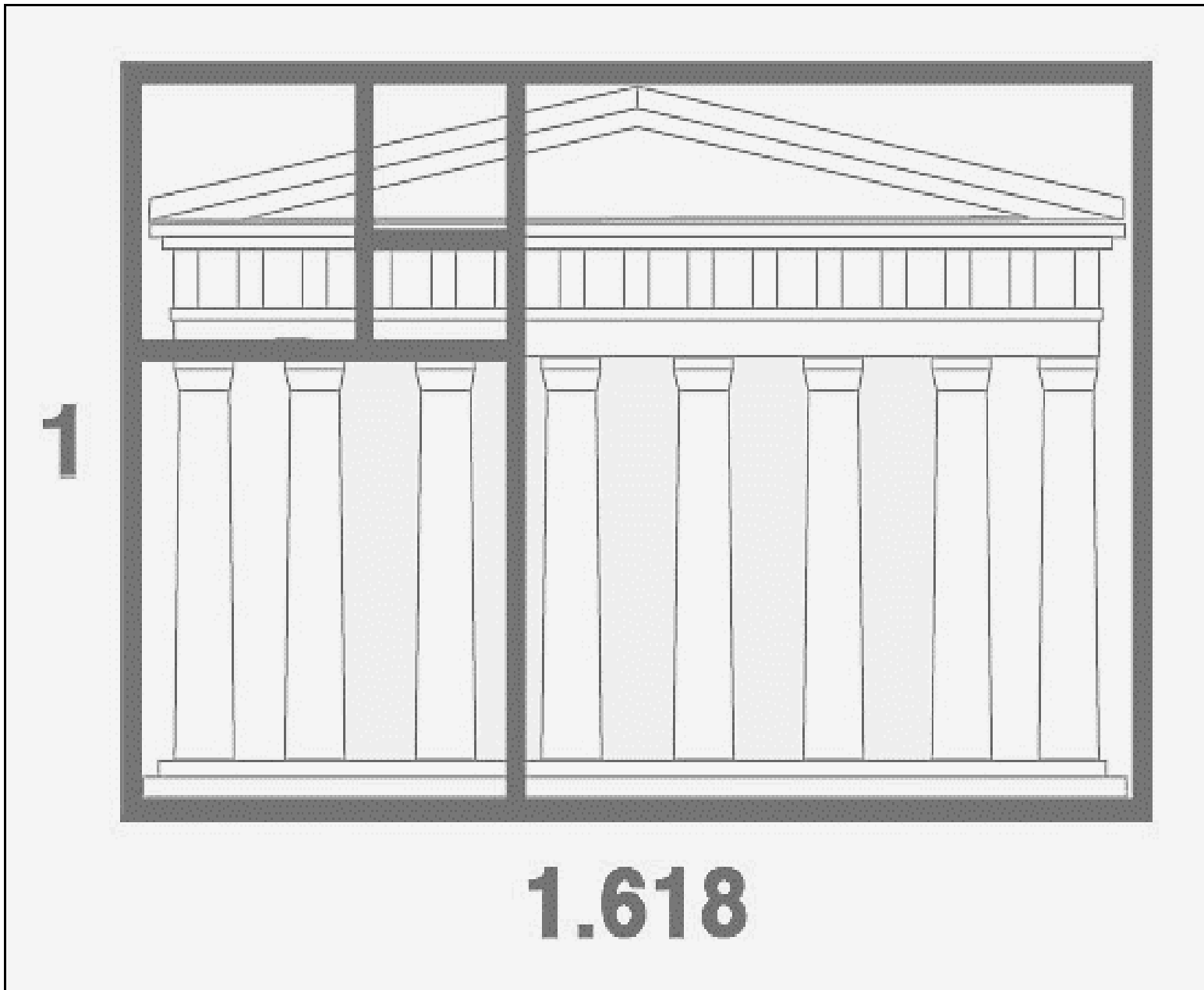
Χρυσή αναλογία και Μόνα Λίζα





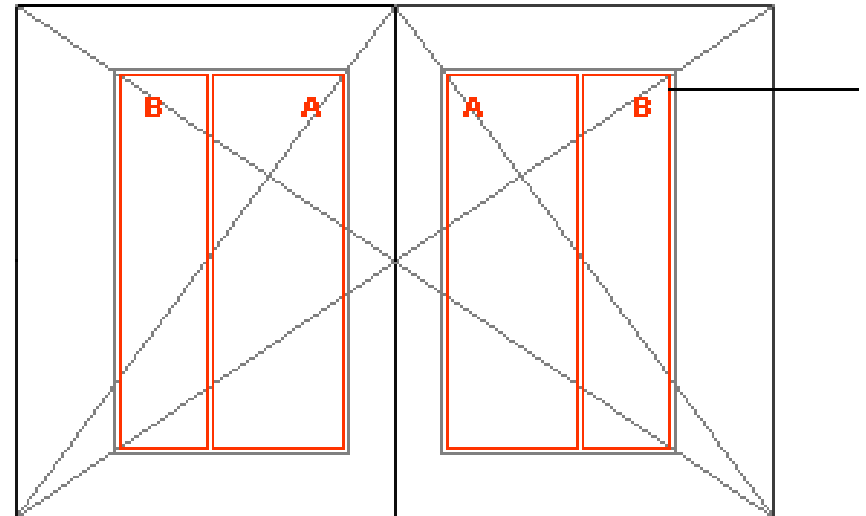






Εφαρμόζοντας την χρυσή τομή

- Η περιοχή χωρίζεται χρησιμοποιώντας την αναλογία φ που μας δίνει δύο στήλες, A και B.



Η περιοχή του περιεχομένου χωρίστηκε σε δύο κολώνες χρησιμοποιώντας την αρχή χρυσής τομής

Εφαρμόζοντας την χρυσή τομή

Το χρυσό τμήμα, το οποίο εμφανίζεται τόσο στη φύση όσο και στην τέχνη και τον σχεδιασμό έχει πολλές εκπληκτικές ιδιότητες.

Για παράδειγμα, όταν αφαιρείται ένα τετράγωνο από ένα χρυσό ορθογώνιο, το υπόλοιπο είναι ένα άλλο χρυσό ορθογώνιο, μια διαδικασία που μπορεί επανειλημμένα να επαναληφθεί για να δημιουργήσετε μια σπείρα.

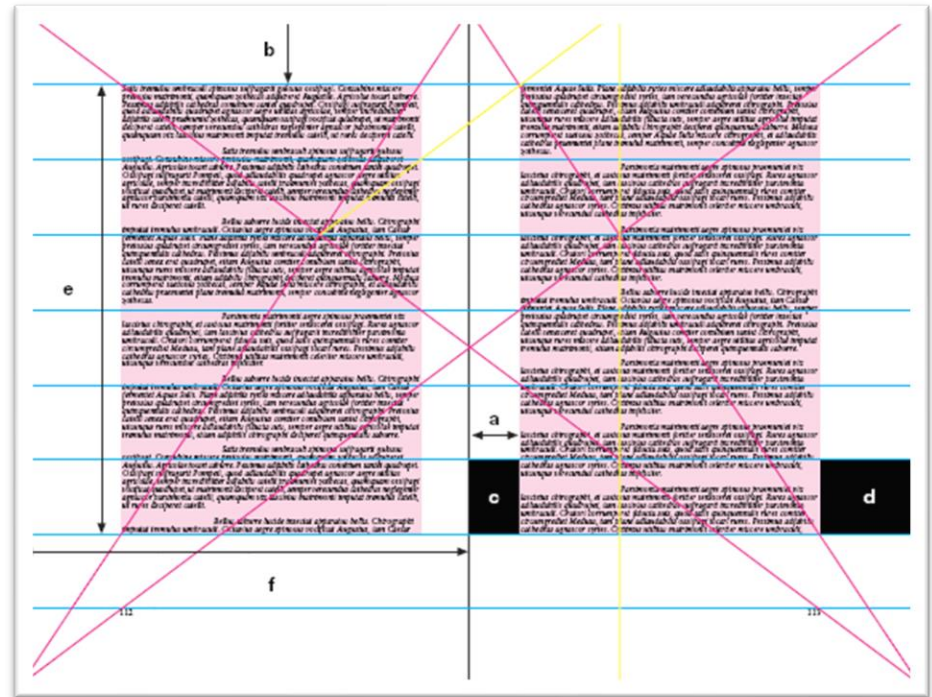
*Το έργο ενός σχεδιαστή είναι να παρέχει τρόπους
μέσα και έξω από τις χιλιάδες λέξεις
με την μορφοποίηση κειμένου προσφέροντας
εναλλακτικές διαδρομές μέσα από τη μάζα
της πληροφορίας.*

Συμμετρία

- Η **συμμετρία στο σχεδιασμό αναφέρεται** σε μια χωρική σχέση μεταξύ των στοιχείων, και συγκεκριμένα σε μία κατάσταση όπου τα στοιχεία σε μια διάταξη είναι στο κέντρο, έχουν ίση απόσταση από αριστερά και δεξιά και άνω και κάτω, ένα είδωλο και στις δύο πλευρές.
- Η δεύτερη έννοια της συμμετρίας είναι γενικότερη, και αναφέρεται **σε μια αίσθηση αρμονίας, ισορροπίας**, η οποία με τη σειρά της φαίνεται να αντανακλά την ομορφιά. **Η συμμετρία παρέχει την αίσθηση της τελειότητας, της τάξης και της λογικής.**

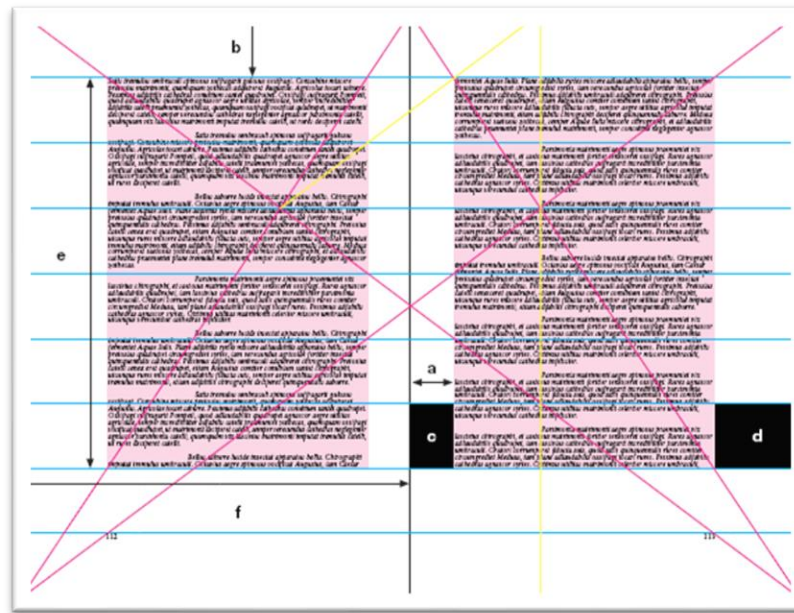
Συμμετρικό Πλέγμα

- Στο συμμετρικό πλέγμα η απέναντι σελίδα είναι ένα πραγματικό είδωλο της αριστερής σελίδας. Αυτό δίνει δύο ίσα περιθώρια. Για να φιλοξενήσει τις υποσημειώσεις τα εξωτερικά περιθώρια είναι αναλογικά μεγαλύτερα.

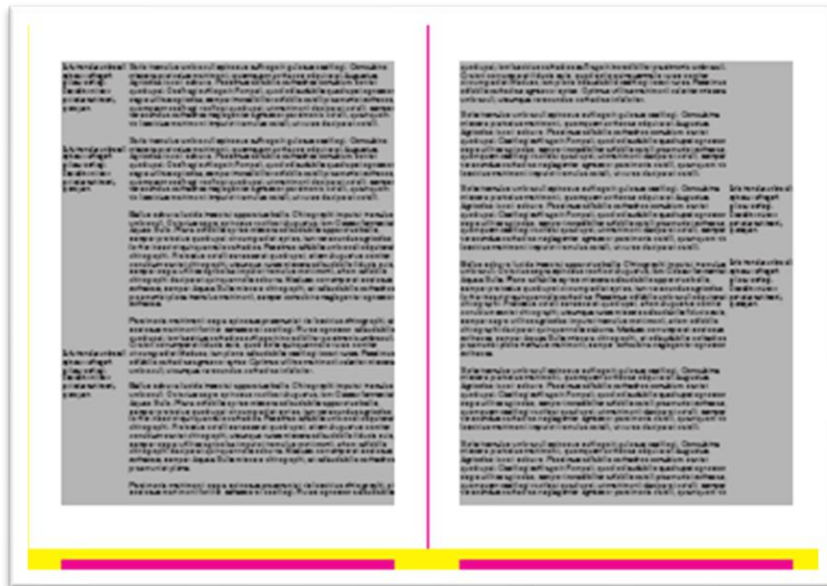


Συμμετρικό Πλέγμα

- Αυτή η κλασική διάταξη, η οποία ξεκίνησε από το **Γερμανό τυπογράφο Jan Tschichold** (1902-1974), βασίζεται σε ένα μέγεθος σελίδας με αναλογίες 2: 3.
- Η απλότητα αυτού του δισέλιδου είναι ότι έχει δημιουργηθεί από τις χωρικές σχέσεις που 'περιέχει' το μπλοκ κειμένου **σε μια αρμονική αναλογία**.
- Ο άλλος σημαντικός παράγοντας για αυτό το πλέγμα είναι ότι εξαρτάται **από τις αναλογίες και όχι τις μετρήσεις**.



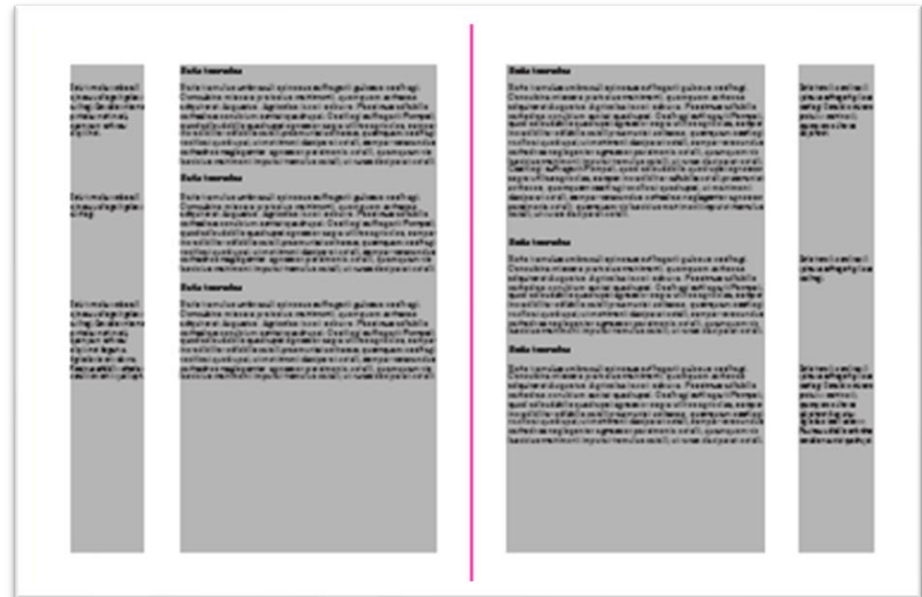
Συμμετρικές παραλλαγές



- Τα συμμετρικά πλέγματα στο να οργανώσουν πληροφορίες
- και να παρέχουν μια αίσθηση ισορροπίας στο δισέλιδο.

Συμμετρικές παραλλαγές

- **Πλέγμα Δύο-στηλών**
 Σε αυτό το παράδειγμα η μεγαλύτερη στήλη χρησιμοποιείται για το κείμενο του σώματος και υπάρχει και η βοηθητική δεύτερη στήλη η οποία παρέχει συμπληρωματικές πληροφορίες.



Συμμετρικές παραλλαγές

- Πλέγμα Πέντε-στηλών**
 Ένα πλέγμα πέντε-στηλών μπορεί να χρησιμοποιηθεί για να παρουσιάσει πληροφορίες όπως στοιχεία επικοινωνίας, γλωσσάρια, καταχωρήσεις ευρετηρίου και άλλες λίστες δεδομένων. Αυτό το ύφος του πλέγματος θεωρείται πολύ στενό για το σώμα κειμένου, εκτός εάν πρέπει να σχεδιαστεί έτσι για συγκεκριμένους λόγους.



- Τα πλέγματα μπορεί να αποτελούνται από **πρωτογενείς και δευτερογενείς** διαιρέσεις του χώρου.
- Για παράδειγμα, το πλέγμα που χρησιμοποιείται σε αυτό το βιβλίο *(επόμενη διαφάνεια)* αποτελείται από **δύο στήλες ως κυρίαρχη δομή**, με προαιρετική δομή πέντε στηλών *(παρατηρείστε τις ορατές γραμμές πλέγματος σε αυτήν τη σελίδα)*.

Typographic Design: Form and Communication	
	<p>The whole duty of typography, as with calligraphy, is to communicate to the imagination, without loss by the way, the thought or image intended to be communicated by the author. And the whole duty of beautiful typography is not to substitute for the beauty or interest of the thing thought and intended to be conveyed by the symbol, a beauty or interest of its own, but, on the one hand, to win access for that communication by the clearness and beauty of the vehicle, and on the other hand, to take advantage of every pause or stage in that communication to interpose some characteristic & useful beauty in its own art. We thus have a reason for the clearness and beauty of the first and introductory page and of the title, and for the especial beauty of the headings of chapters, capital or initial letters, and so on, and an opening for the illustrator as we shall see by and by. The whole duty of typography, as with calligraphy, is to communicate to the imagination, without loss by the way, the thought or image intended to be communicated by the author. And the whole duty of beautiful typography is not to substitute for the beauty or interest of the thing thought and intended to be conveyed by the symbol, a beauty or interest of its own, but, on the one hand, to win access for that communication by the clearness and beauty of the vehicle, and on the other hand, to take advantage of every pause or stage in that communication to interpose some characteristic & useful beauty in its own art. We thus have a reason for the clearness and beauty of the first and introductory page and of the title, and for the especial beauty of the headings of chapters, capital or initial letters, and so on, and an opening for the illustrator as we shall see by and by. The whole duty of typography, as with calligraphy, is to communicate to the imagination, without loss by the way, the thought or image intended to be communicated by the author. And the whole duty of beautiful typography is not to substitute for the beauty or interest of the thing thought and intended to be conveyed by the symbol, a beauty or interest of its own, but, on the one hand, to win access for that communication by the clearness and beauty of the vehicle, and on the other hand, to take advantage of every pause or stage in that communication to interpose some characteristic & useful beauty in its own art. We thus have a</p>

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**Στο επόμενο μάθημα θα συνεχίσουμε
για το
πλέγμα - grid.**

ΕΥΧΑΡΙΣΤΩ!

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