

**best practice**

**Textarten**

**reading distance**

**6-8 pt**

**1. Konsultationsgrößen**  
in Büchern, Zeitschriften, Legenden, Bildunterschriften, Fußnoten, Lesehilfen, Listen, Visitenkarten, Stationery.

**30 | -40 cm | 50**  
**12 | -16 inch | 20**

**8-12 pt**

**2. Lesegrößen**  
in Büchern, Zeitschriften für Fiktion, Print, Stationery

**14-48 pt**

**3. Auszeichnungsgrößen**  
in Büchern, Zeitschriften für Titel, Untertitel für Überschriften werden dabei. Schriftgrößen für den Fließtext verwendet

**60-400 pt**

**4. P**  
Schrift  
nach  
z.B. F  
Klein

**recommended font sizes for posters**

Reading distance	continues reading text	annotation text
<b>Light condition: good</b>	<b>X-height</b>	<b>- font size</b>
0,5 m -16 inch	3,9 mm	11,6 pt
1 m -3,28 Foot	3,0 mm	22,8 pt
5 m -16,5 Foot	18,9 mm	114,0 pt
10 m -33 Foot	37,8 mm	228,0 pt
<b>Light condition: medium</b>	<b>X-height</b>	<b>- font size</b>
0,5 m -16 inch	3,9 mm	11,6 pt
1 m -3,28 Foot	3,0 mm	22,8 pt
5 m -16,5 Foot	18,9 mm	114,0 pt
10 m -33 Foot	37,8 mm	228,0 pt

In nahezu jedem Computerprogramm kann man lediglich die Schriftgröße (genau) festlegen, nicht jedoch die Mittelgröße. Um aus der errechneten Mittelgröße einen Wert für die Schriftgröße zu berechnen, muss das Mittelgrößen-Schriftgrößen-Verhältnis mit dem tatsächlichen Schriftgröße bekannt sein. Dieses kann von Schritt zu Schritt kleiner oder größer werden. Es lässt sich durch Ausrechnen der Mittelgröße bei bekannter Schriftgröße durch den Quotienten aus Mittelgröße M und Schriftgröße S ermitteln. ...

**Research Cluster: Enable – Design & Art Competences, Material Culture, and Human Developmen | Timespan: 2017 - ongoing**

## GridAid

An online Modular Layout Grid Calculator, for Editorial Designers and students in the field of Communication Design

### Team

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In Editorial Design grids provide the structure that underpins good design. They take the guesswork out of where to place content on our page or canvas, and establish rhythm and hierarchy. There are several very time-consuming aspects to working and establish with grids. To set up a layout grid designers have to establish margins and columns, defining a modular layout grid, setting up and working with a baseline grid. Sometimes, grids can be frustrating and very difficult to calculate manually. Due to the technical complexity, many communication design and students have great difficulty creating a layout grid by hand.

The research project «GridAid» is aiming to take away to the designer the painstaking mathematical calculations which are on the base to create a modular layout grid. The target group of «GridAid» are Editorial and Book Designers as well as students in the broader field of Communication Design. The research project is fostering the ground on how Designers can take control of our grid and not the other way around, that the complex calculations will constraint the designer's minds. Grids impose a constraint, but they also give us flexibility if designers can control them with ease.

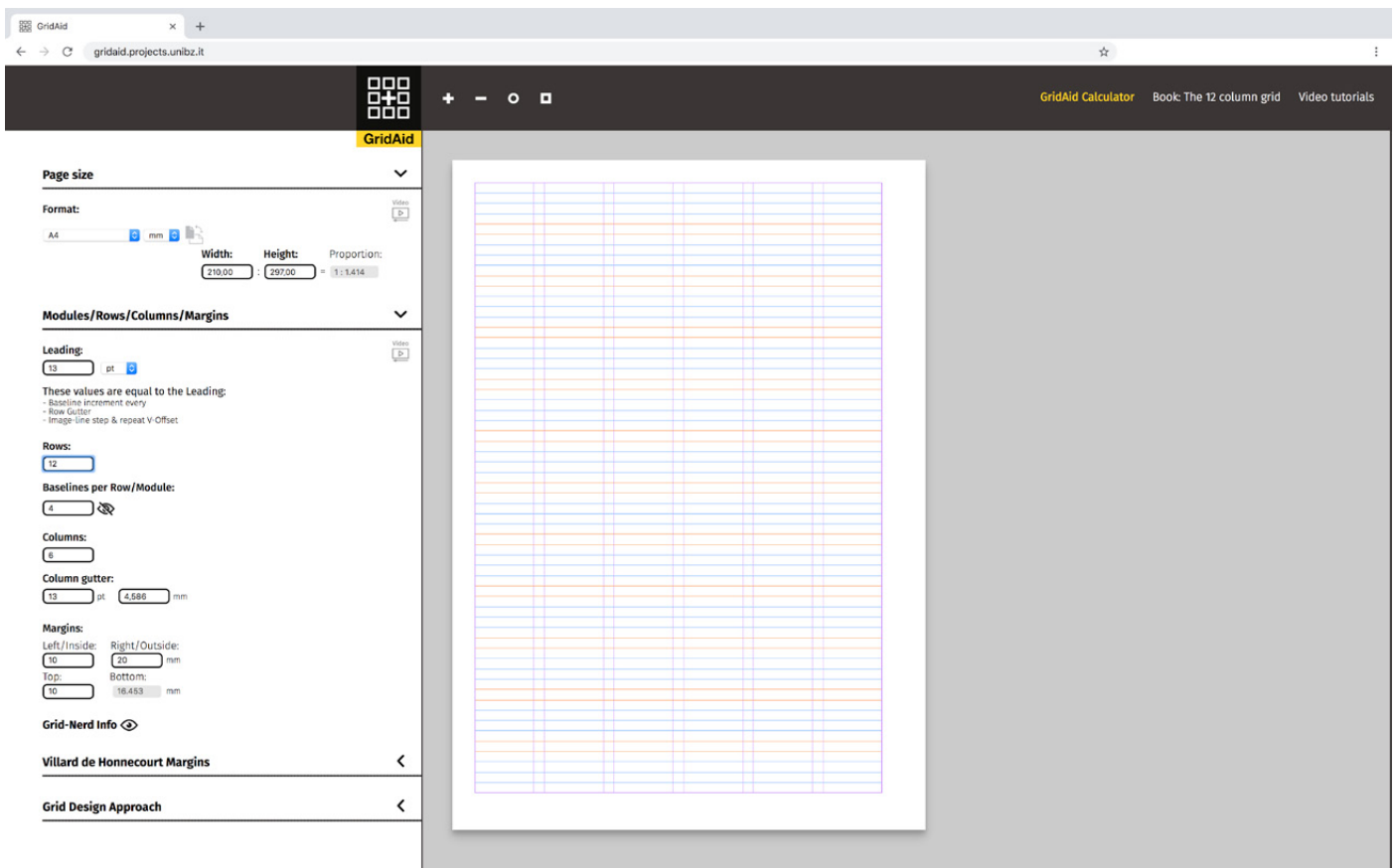


Figure 1. GridAid online calculator - user interface | Beta Tester Version

**Project Objectives:**

- Why modular grids matter
- Determining page size in relation to a modular layout grid
- Creating margins and defining type area and best practice margins (Villard de Honnecourt Margins)
- Setting up a modular grid in relation to image proportions
- Setting up a baseline grid in the framework of a layout grid
- Setting up a and syncing a cap-height grid with a baseline and modular grid

**Next steps | Publication:**

- Book

It is planned that until December 2019 a publication «GridAid Book» will follow.

**Typography and reading basics**  
types of texts and font size

Typical font sizes in magazine and books for fluent reading

Iberupta nōnsed qui efficitur! Cum vellupta periber libusdandia samsant maxims, quae cōnēnquatur arto. Nam apiet illas dōlut ctem cellis...

doluptatur, namus autem nullabo rerist ut vei molorem oluptatur, que reprē cōnēnquatur arto. Nam apiet illas dōlut ctem cellis...

mm	pt	best practice	Textarten	reading distance
2 mm	5,7 pt	6-8 pt	1. Konsultationsgrößen in Büchern, Zeitschriften, Logos, Webseiten, Broschüren, Flyer, Anzeigen, Listen, Mitarbeiter, stationery.	30   -40 cm   50 12   -16 inch   20
2,25 mm	6,4 pt			
2,5 mm	7,1 pt			
2,75 mm	7,8 pt			
3 mm	8,5 pt	8-12 pt	2. Lesegrößen in Büchern, Zeitschriften, Plakate, stationery.	
3,25 mm	9,2 pt			
3,5 mm	9,9 pt			
3,75 mm	10,6 pt			
4 mm	11,3 pt	14-18 pt	3. Auszeichnungsgrößen in Büchern, Zeitschriften, Plakate, stationery.	
4,25 mm	12 pt			
5 mm	14,2 pt			
6,5 mm	18,5 pt			
7,5 mm	21,3 pt	60-100 pt	4. Plakatgrößen Schrotgrößen, die man aus Lieferungen holen kann: z.B. Plakat, Leaflet, Poster, Billboard.	1 - 5 m 40 - 200 inch
8,5 mm	24 pt			
12,5 mm	36,1 pt			
17 mm	48,2 pt			
21 mm	-60 pt			
25 mm	-72 pt			
42 mm	-120 pt			
56 mm	-160 pt			
70 mm	-200 pt			
140 mm	-400 pt			

**Reading and distance**

Iberupta nōnsed qui efficitur! Cum vellupta periber libusdandia samsant maxims, quae cōnēnquatur arto. Nam apiet illas dōlut ctem cellis...

doluptatur, namus autem nullabo rerist ut vei molorem oluptatur, que reprē cōnēnquatur arto. Nam apiet illas dōlut ctem cellis...

**recommended font sizes for posters**

Reading distance	continuous reading text		annotation text	
	X-height	font size	X-height	font size
Light condition: good	6,0 mm	19,0 pt	3,0 mm	11,0 pt
	1 m	-3,28 foot	3,8 mm	22,0 pt
	5 m	-16,5 foot	18,9 mm	114,0 pt
	10 m	-33 foot	37,8 mm	228,0 pt
Light condition: medium	6,0 mm	19,0 pt	3,0 mm	11,0 pt
	1 m	-3,28 foot	3,8 mm	22,0 pt
	5 m	-16,5 foot	18,9 mm	114,0 pt
	10 m	-33 foot	37,8 mm	228,0 pt
Light condition: bad	6,0 mm	19,0 pt	3,0 mm	11,0 pt
	1 m	-3,28 foot	3,8 mm	22,0 pt
	5 m	-16,5 foot	18,9 mm	114,0 pt
	10 m	-33 foot	37,8 mm	228,0 pt

Figure 2. Example of use in an Adobe InDesign environment