

Editorial design

Designs publications (books, magazines, newspapers and reports), in print or on screen: their structure, grid, typography and rhythm.

In Spanish

Diseño editorial

Origin

Linked to the printing press; reference work by Hochuli and Kinross (1996)



What it deals with

A long text needs structure: without it, readers get lost or give up.

Principles

Grid

A structure that organizes the pages.

Rhythm

Alternate text, image and space so reading isn't tiring.

At the reader's service

Every decision is there to make reading easier, not to decorate.

Applications in design

✓ Use it like this

Define the grid and text styles before laying out.

✗ Avoid

Designing each page as a separate piece.

👁 Don't fall for it

What works in print doesn't always work on screen: adapt, don't copy.

Especialidad



Specialty

Digital publishing

Designs publications made for screens: e-books, digital magazines and reading on the web.

Connections

Builds on

■ Cognitive psychology

■ Gestalt principles of perceptual organization

■ Grid system

Related to

■ Art direction

■ Graphic design

■ Typography

Authors and works

1996	Jost Hochuli and Robin Kinross	Brought together the practice and theory of book design.
2014	Cath Caldwell and Yolanda Zappaterra	Described editorial design for magazines and newspapers in print and digital.

Sources

Original sources

- Hochuli, J., & Kinross, R. (1996). Designing books: Practice and theory. Hyphen Press.

Secondary sources

- Caldwell, C., & Zappaterra, Y. (2014). Editorial design: Digital and print. Laurence King.

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