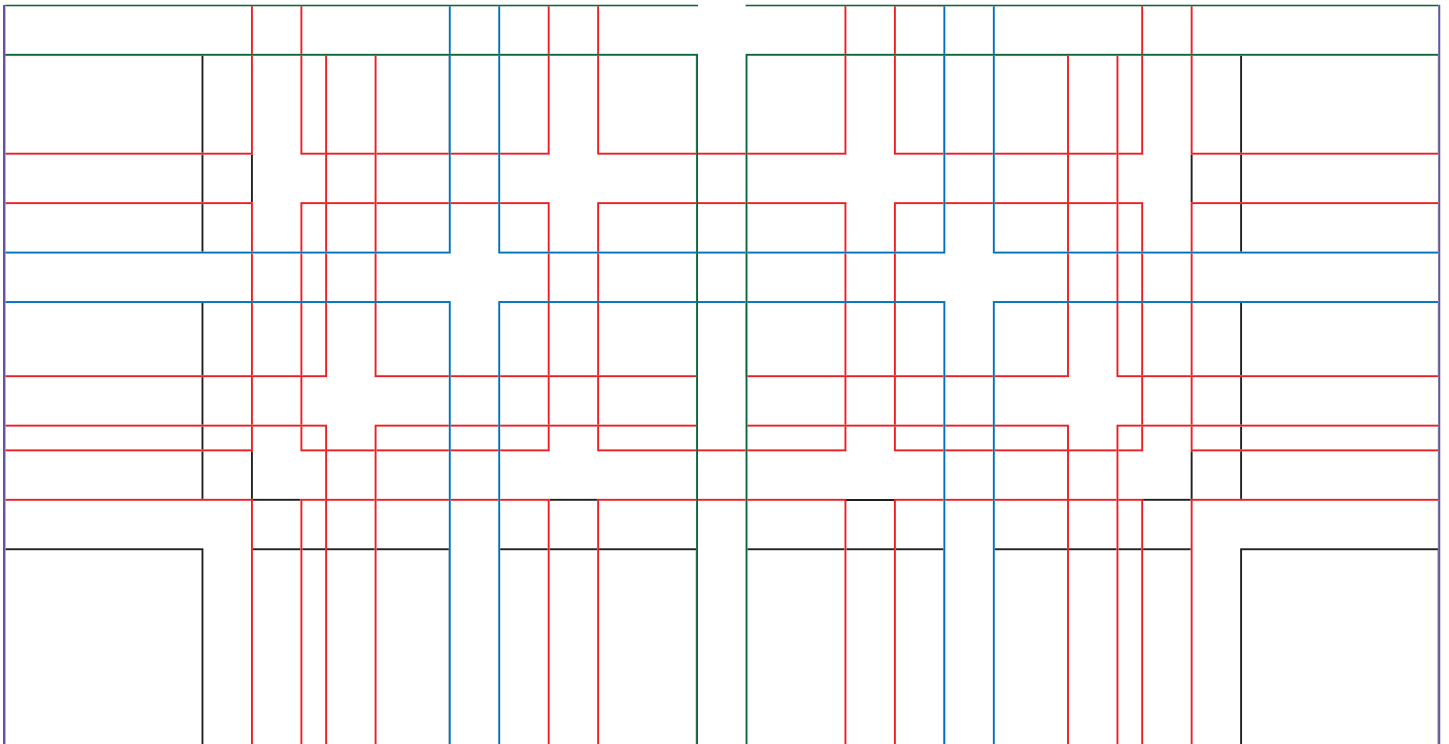


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## The Modular Grid

Graphic Design Historical Cross-Section



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Moholy-Nagy University of Art and Design  
- Doctoral school, Budapest 2023

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## Theses

In graphic layout design, from early written works, through classical and modern styles, to contemporary digital interfaces, there has been a profound and fundamental need to systematise design proportions. The emergence, apotheosis, canonisation and expansion of the Swiss typographic style as an international typographic style has brought about changes in the functions of designs and structural elements that have defined graphic design as a whole.

The comparison of canonised and lesser known *ouevres* that can be related to the modular grid and the literature of the period, thematic analysis of publications by contemporary design artists and practitioner cum historians led me to the conclusion, that there exists a specific historical arc, which researches and applies the methodology and practice of grid systems. Building on these principles, complex life's work shows the importance of this consistent approach, which also integrates individual characteristics. Beyond disciplinary approaches focusing on object-oriented approaches and the aesthetics of graphic solutions, multi-perspective research into systems and methodologies for design analysis and the integration of existing interdisciplinary information can provide a new perspective.

The grid is a structure used to discretize any continuum. Using this thesis as a starting point and extending its origins in graphic design, using it as an analytical, system-oriented set of operations, the method can also be applied as a summarising concept for interdisciplinary plans and plan series.

