

‘Guidelines for Online Success,’ edited by Rob Ford and Julius Wiedemann of The FWA, is a collection of tips and advice from successful interactive agencies around the world. Even though the book itself is about the rich graphical world of web design and interactive media, it is engulfed in minimalist print design and highly structured typography.

The book is a symphony of grid design, typography, colour coding and just about any graphic design element available. Although it is very minimalistic and pure, the same layout is reinvented and explored in a different way with every page you turn. This piece of graphic design was perfect to draw inspiration from; it is so pure that it can be adapted in so many different ways and still keep the same design language.

## Grids

In graphic design, a grid is an organising principle. It is made up of horizontal and vertical axes.

In this layout, a 3 column grid is used to organise text. Paragraphs can occupy one column, or they can float within two.

A step effect is created in this layout by aligning the ascender of the first line in a paragraph with the baseline of the last line in a paragraph from the next column

## Examples

1  
The title of the book is written in Helvetica Bold and is repeated on the bottom right corner.

2  
Pull-out quotes are written in large bold text and occupy at least a third of the page, leaving room for negative space.

3  
This is an example of how the grid is mixed up. It creates ‘steps’ that make the audience’s eyes look at the page in a circular order.

1

# Guidelines for Online Success

Ed. Rob Ford / Julius Wiedemann

The Dos and Don'ts of the Internet from the best interactive agencies around the world

2

**“My final piece of advice is that you want to make a lot of talented friends.”**

3

### Do

1  
Use aliased text when publishing large amounts of text, like information portals etc.

2  
Make sure you put text on whole pixels in Flash and that you use them at their correct size.

3  
Use aliased text for small inscriptions when anti-aliased fonts are jagged and unreadable.

### Don't

1  
Put too many aliased typefaces into your project.

2  
Create logotypes based on aliased text. In most cases it doesn't look good.

3  
Be careless, make sure every pixel is perfect. There is nothing worse than aliased text when it is blurred or out of focus.