

'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

Ed.
Julius Wiedemann
When AIGA opened its doors
in New York in 2004, Julius
Wiedemann was joined at the
helm by Interactive Creative
Director. Julius has been working
in the interactive industry for
nearly 12 years, after
starting at Grey Institute in
Sweden, he joined Fremantle
in Copenhagen, Denmark as
creative director. There he
worked on some of the world's
most recognized brands,
including Nike, LEGO, Volvo,
and Carmera. At AIGA New
York, Julius is currently heading on
BrandLab and Creative
Services, and Creative.

He is one of the most award-
winning creatives in digital
marketing with a long list of
awards and recognitions
earned by his work, including 2
Creative Cyber Louis Grand Prix
awards.
Julius has served as a senior
most major brand names and is
a member of the International
Council of Design and
Creative. Julius was recently
honored in the book How to
Catch the Eye: The Artistry
of the Creative.
www.aiga.com

"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.