ABSTRACT

To find beauty in order is something that comes as second nature to most if not all individuals. This dissertation investigates the importance of the grid in the world of visual communication, whether we define it or if it in fact defines our design. Delving into the evolution of the grid throughout the course of history, keeping significant design movements in mind, one comes to observe the evolved state of the grid in present day design. A secondary to the question at hand investigates the importance of the grid in the design process. After careful research it is evident that there are three main kinds of designers with reference to the topic at hand. The aim of this dissertation is to further investigate the statements/ opinions on the grid. A combination of primary and secondary data in the form of existing articles and interviews conducted firsthand form the basis of the research, giving a view of the importance of the grid in western societies and an international community, juxtaposed with the use of the grid in a local design hub like Karachi, Pakistan.