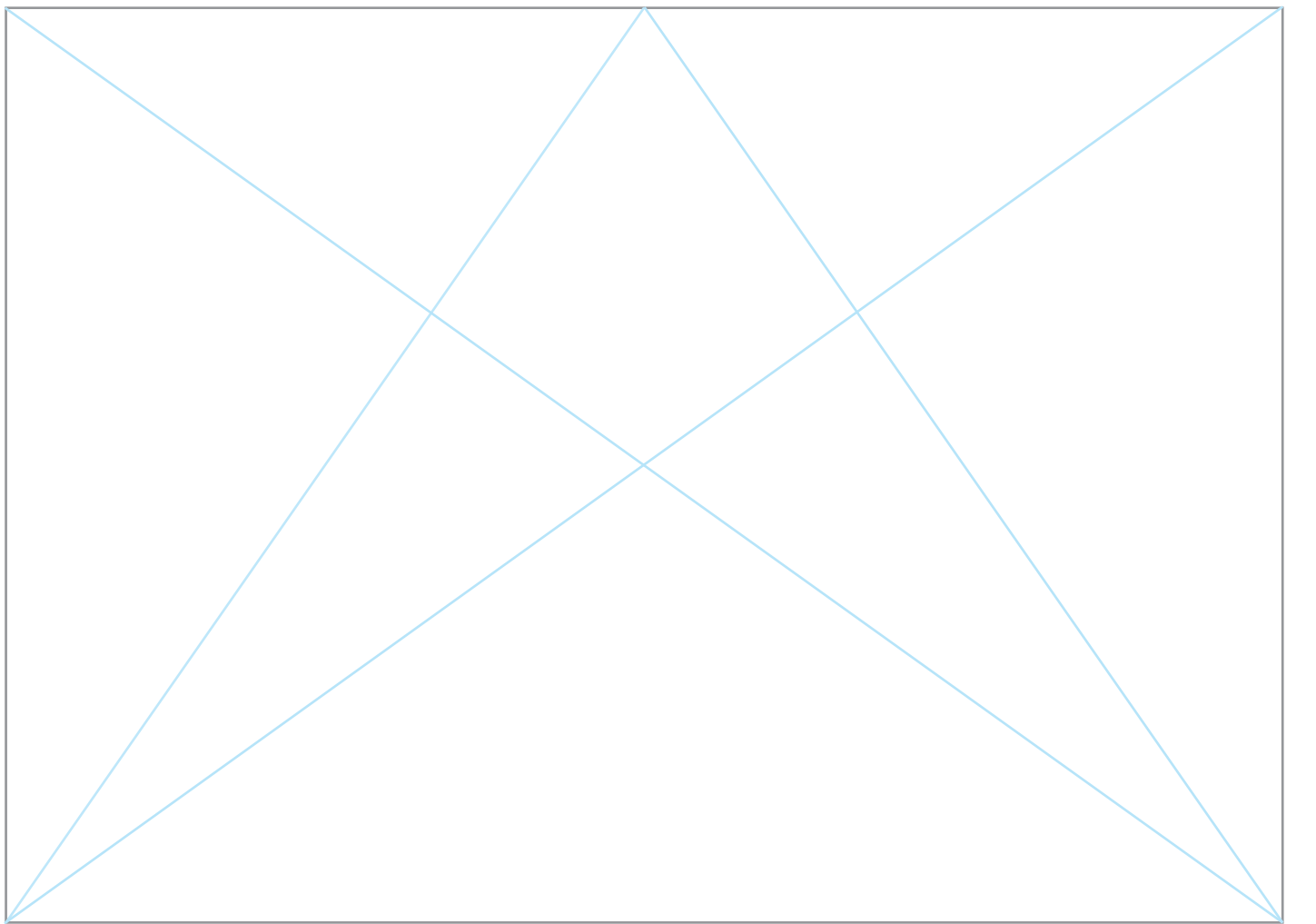


## **The Golden Ratio**

The golden ratio or Fibonacci number is found over and over in nature and it is universally believed to provide the most accurate balance in compositions.

In this lesson, we will go through the process of step by step applying the golden ratio to create the anchor points of a grid and subsequently create the rows, columns, margin, and gutter space for our composition.

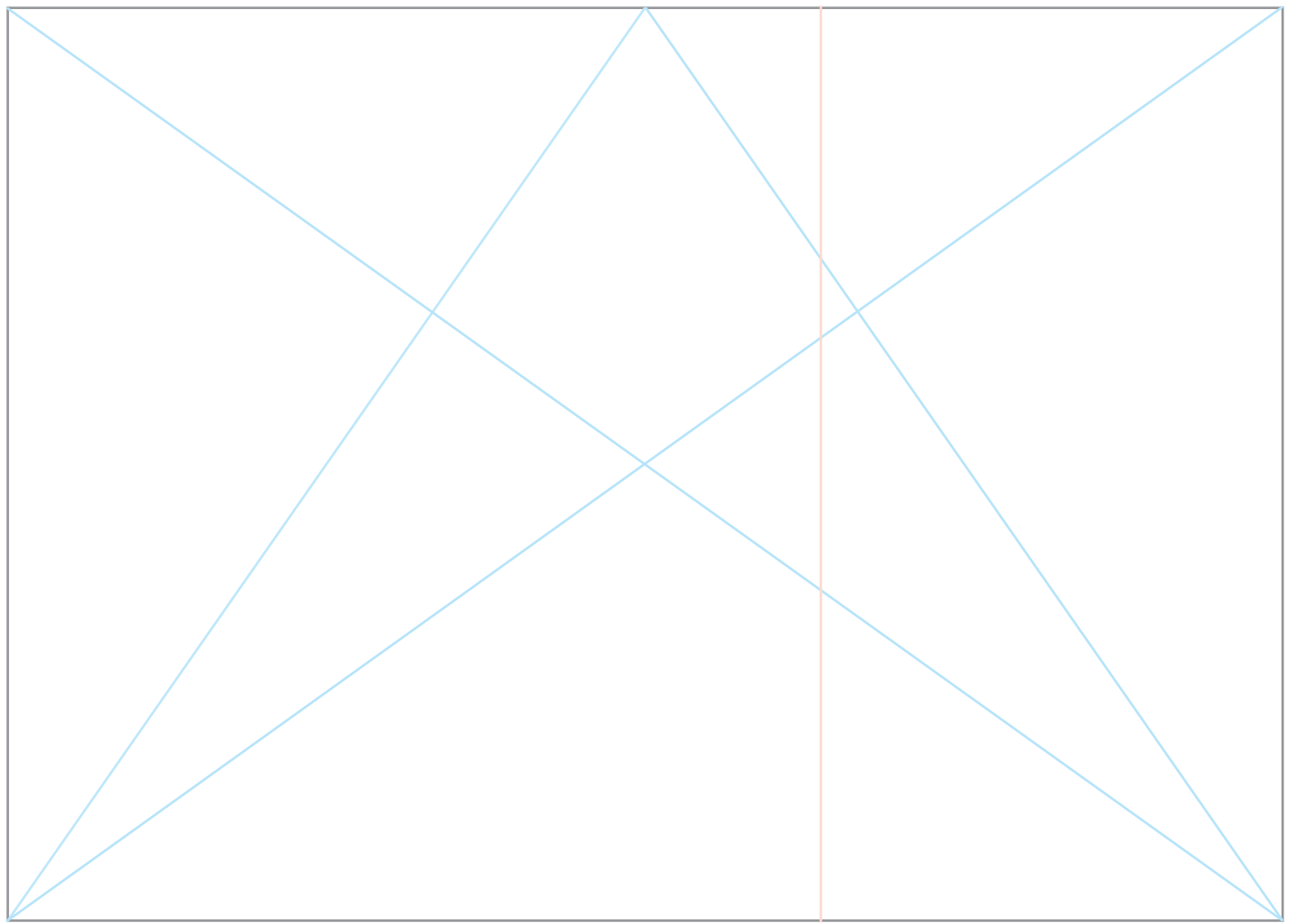
We will then look at how to lay out our elements using the methodology of **Hierarchy**.



### **Apply the Golden Ratio**

The golden ratio is a compositional grid that allows you to prepare the layout for your page.

17



11

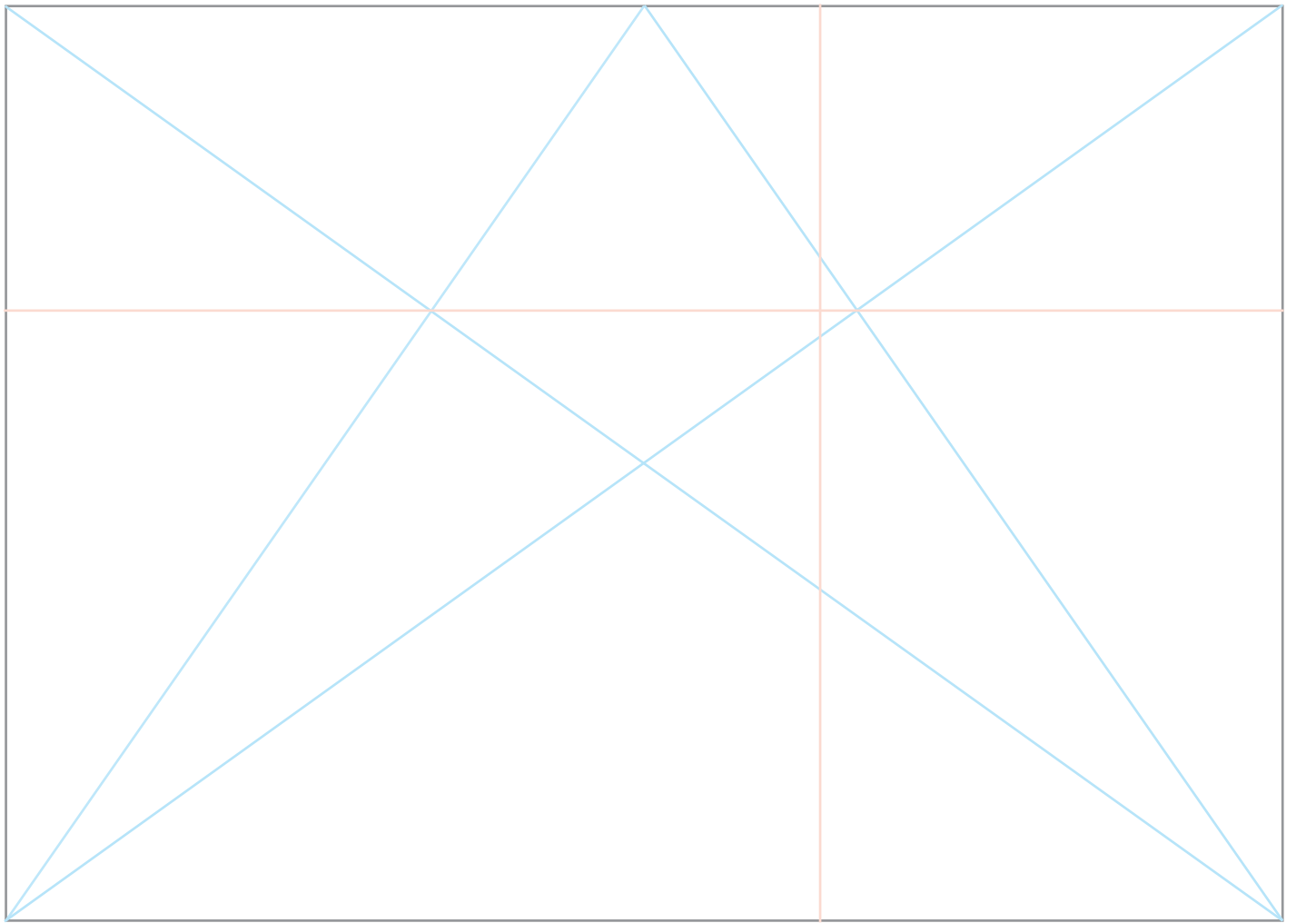
10.5

**Divide the length or width by Phi (1.618)**

In this case, 17 divided by 1.618 is 10.5. We use this number to add our first vertical grid line.

This will be your **first anchor line**.

17



11

10.5

**Create the first horizontal grid** by drawing a line through where the golden ratio crosses.

This will be your **second anchor line**.

17



11

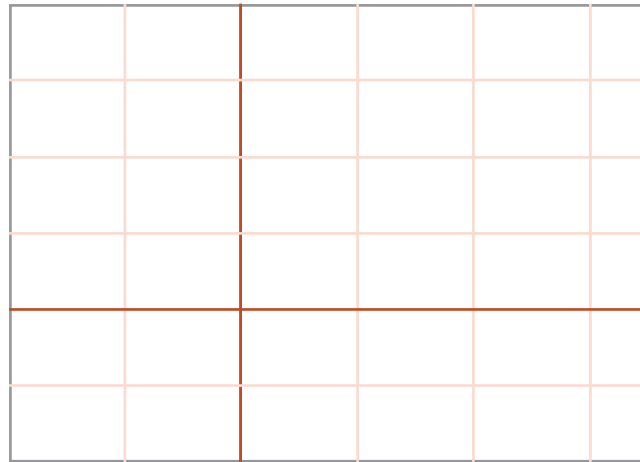
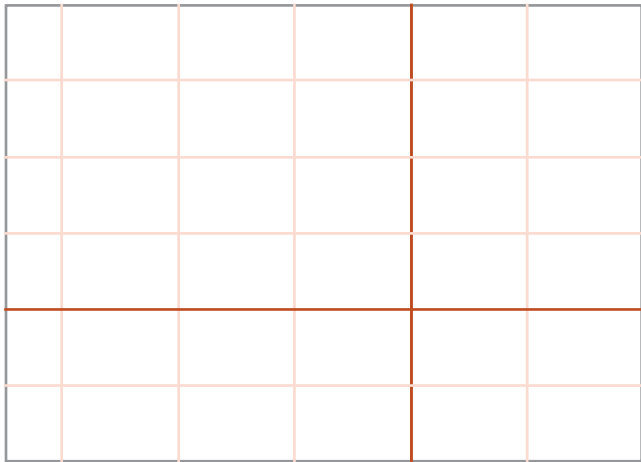
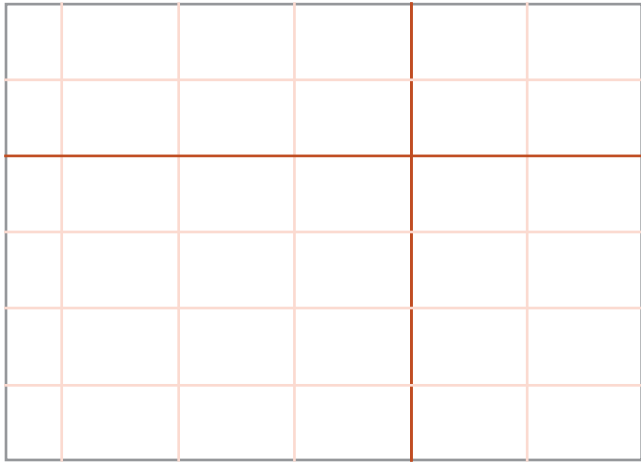
10.5

**Start to fill out your grid** by bisecting the smaller of the two separations.

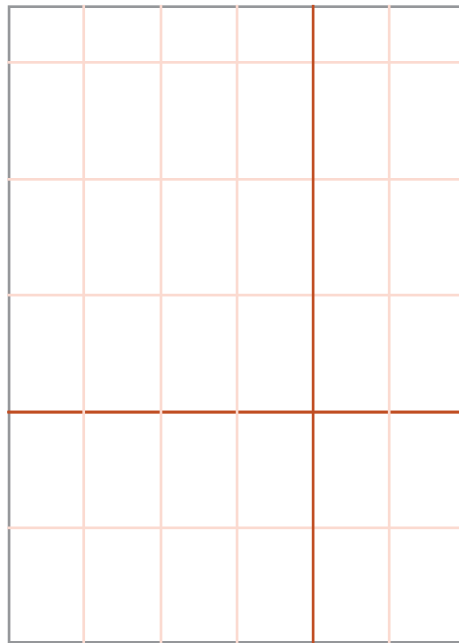
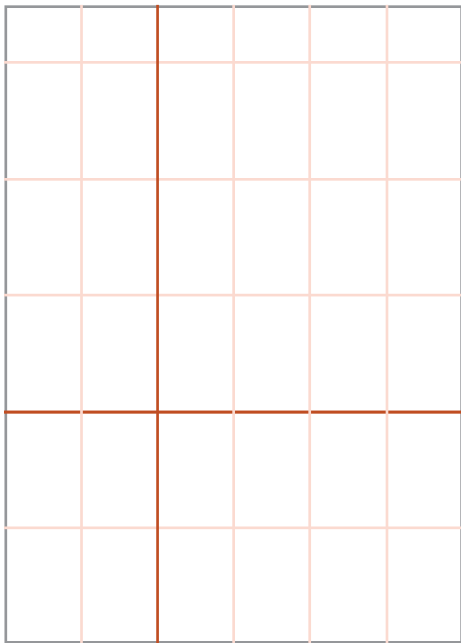
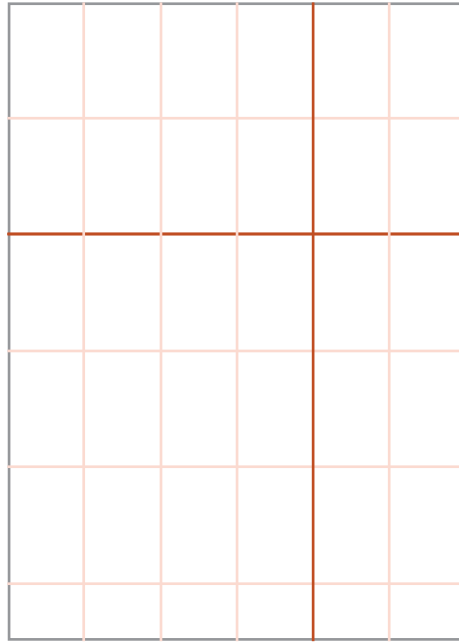
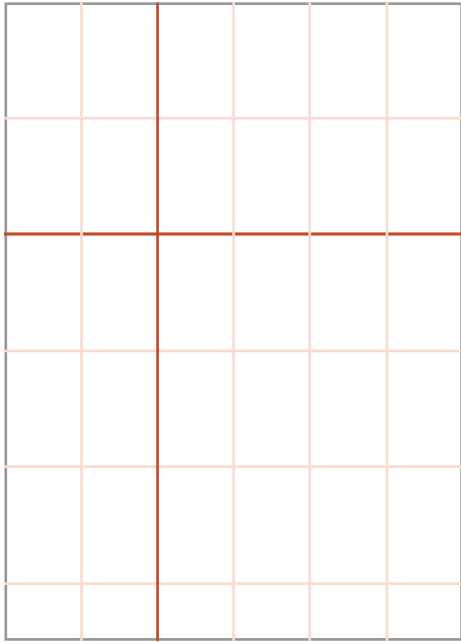


11

**Fill out the grid** by using the measurements of the bisections to divide the space both horizontally and vertically.

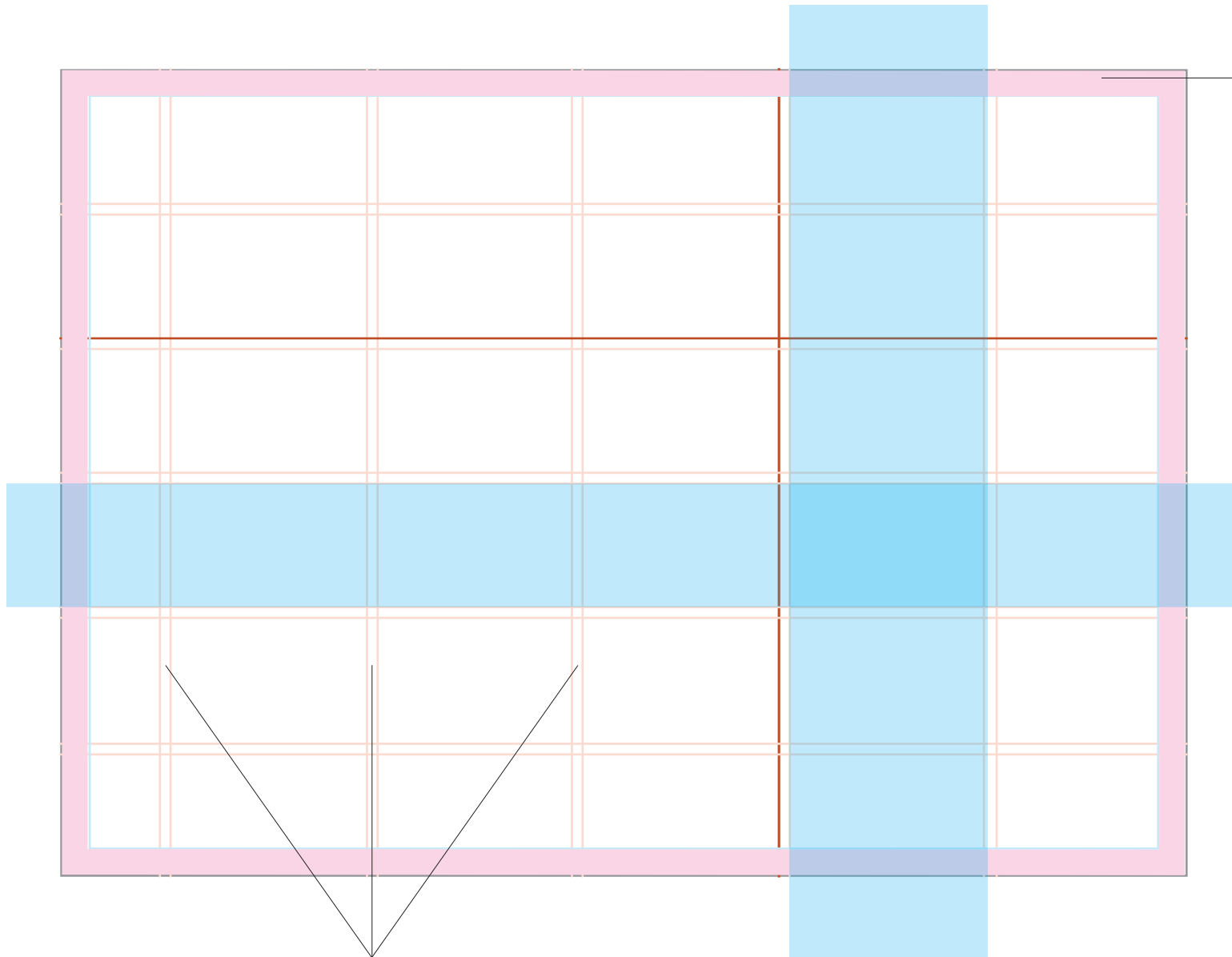


Since the anchor points are based on phi, you can flip and rotate them.



and even vertically using the same methods.





**Margins** are typically a quarter of an inch. Margins only apply to text as images may bleed off of the page.

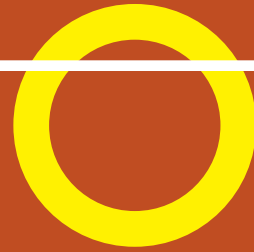
**Rows** are horizontal.

**Gutters** are typically 0.1 inches wide and apply to text and sometimes image.

**Columns** are vertical.

**Add Margins, Rows and Columns** to create **gutters** which will give your future text some breathing room.

25



Sunday Evening

Venezuela  
Caracas

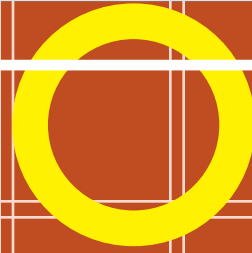
A mix of cloudy and clear skies with showers likely.

Chance of a thunderstorm.  
2 to 5 mm of rain.

Windy at times.

**The Grid** allows you to create  
a aesthetically pleasing design....

25



Sunday Evening

Venezuela

Caracas

A mix of cloudy and clear skies with showers likely.

Chance of a thunderstorm.  
2 to 5 mm of rain.

Windy at times.

while maintaining a solid structure.

**Hierarchy** is a term and method which refers to the distribution of elements in order of importance within a composition.

**What is the most element within this design? Why?**

**What is the second most?**

**And then?**