

*Undisciplined  
Grid  
System*

THE GRID SYSTEM IS



### Step 1

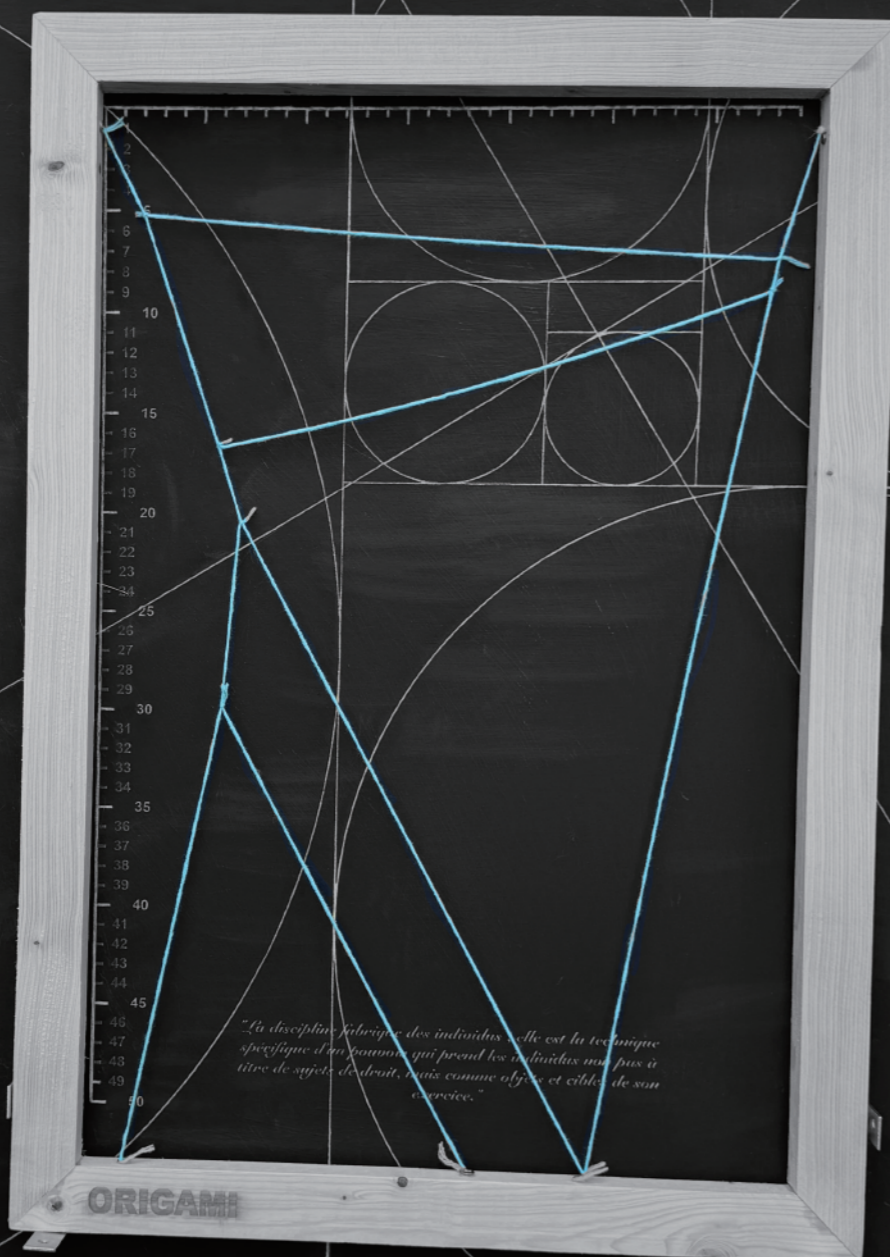
Take a grid frame that interests you and place it on the right.

### Step 2

Use the font stamp to print the words "UN DISCIPLINED GRID SYSTEM" within the limits specified in the framework.

### Step 3

Put the items back on the shelf and tear off your work and set it aside.



# Undisciplined Grids

My design project explores the concept of breaking free from the traditional grid system discipline in graphic design to create more expressive, flexible, and culturally sensitive visual communication. By developing an interactive, anti-disciplinary grid framework, my project challenges the conventional order, uniformity, and readability emphasized in traditional design. It aims to provide a new creative model for designers working in multicultural and global contexts, emphasizing emotional expression, cultural diversity, and the importance of audience interaction. Through participatory design, the project encourages innovation and offers a fresh perspective on how graphic design can better reflect the complexity of modern society.

# UNDISCIPLINED GRID SYSTEM

*Context Research*

*Visual Research*

*Methodology*

*Situated Design Research*

*Target Audience*

*Design Concept*

*Support Device*

*Design Process*

*Final Outcome*

# *Context Research*

The function of grid system in graphic design and how to become a discipline mechanism in traditional design.

**UNDISCIPLINED GRID SYSTEM**

## *What is the grid system:*

The theoretical basis of the grid system stems from the Bauhaus design concept in the early 20th century and the rise of the Swiss internationalist design style. Designers such as Josef Muller-Brockmann, in his classic book *Grid Systems in Graphic Design*, define grid systems as tools for improving visual clarity and consistency. The grid provides designers with a modular design structure by dividing the page geometrically. This approach is regarded as the embodiment of "rationality" and "objectivity", which is highly compatible with the modernist values of pursuing simplicity and putting function first.

## *The embodiment of the discipline mechanism:*

According to French philosopher Michel Foucault's discipline theory, the discipline mechanism in society controls and shapes individual behavior through invisible rules. The function of grid system in graphic design can be seen as the embodiment of this mechanism. When using grids, designers need to follow a set of established rules, such as alignment, proportion, spacing, etc., which essentially limits the designer's freedom to explore the space. Although the grid system provides efficient visual structure, it also forms a "silent power" that forces designers to work within the rules.

**UNDISCIPLINED GRID SYSTEM**

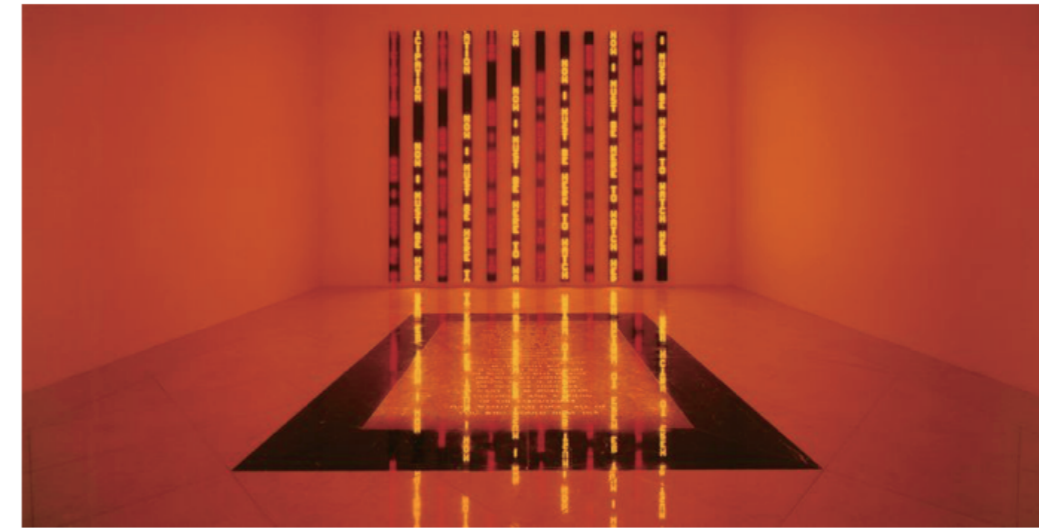
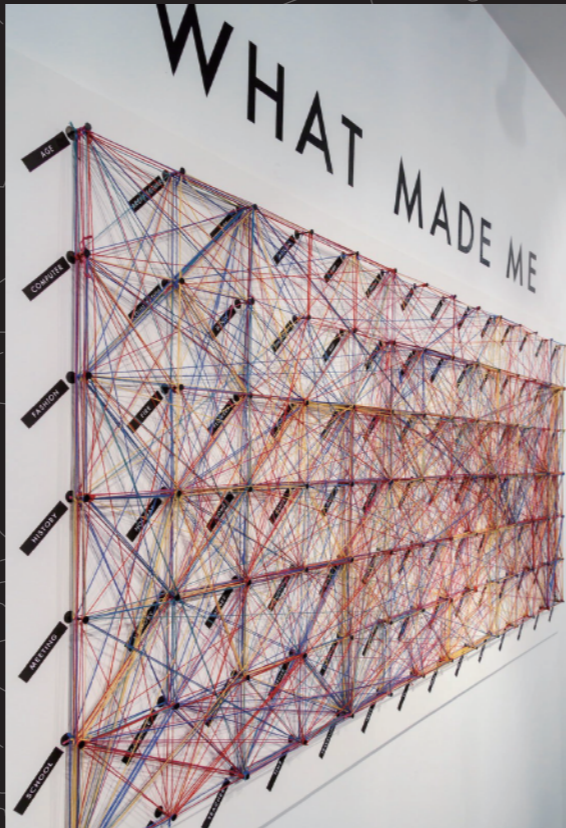
UNDISCIPLINED GRID SYSTEM

*Visual Research*

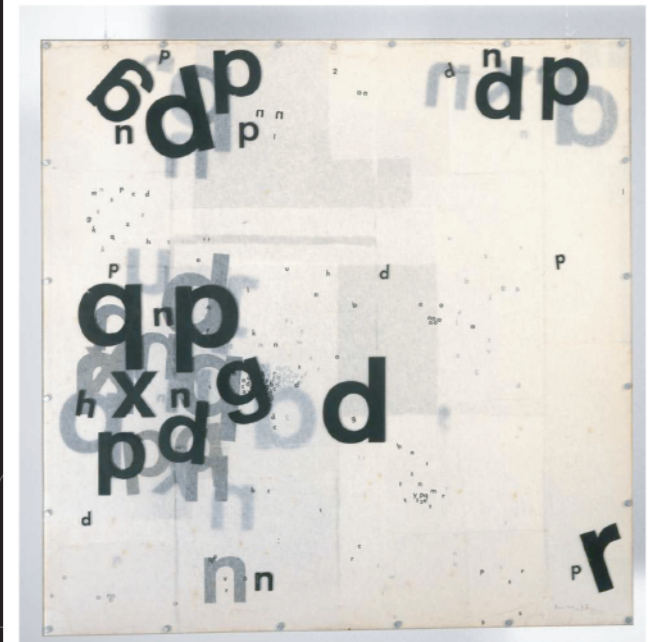
# UNDISCIPLINED GRID SYSTEM

NOVEMBER 25, 2016

**WOLFGANG WEINGART**



**The Child Room**  
1990



Mira Schendel and Signals London: Panel discussion

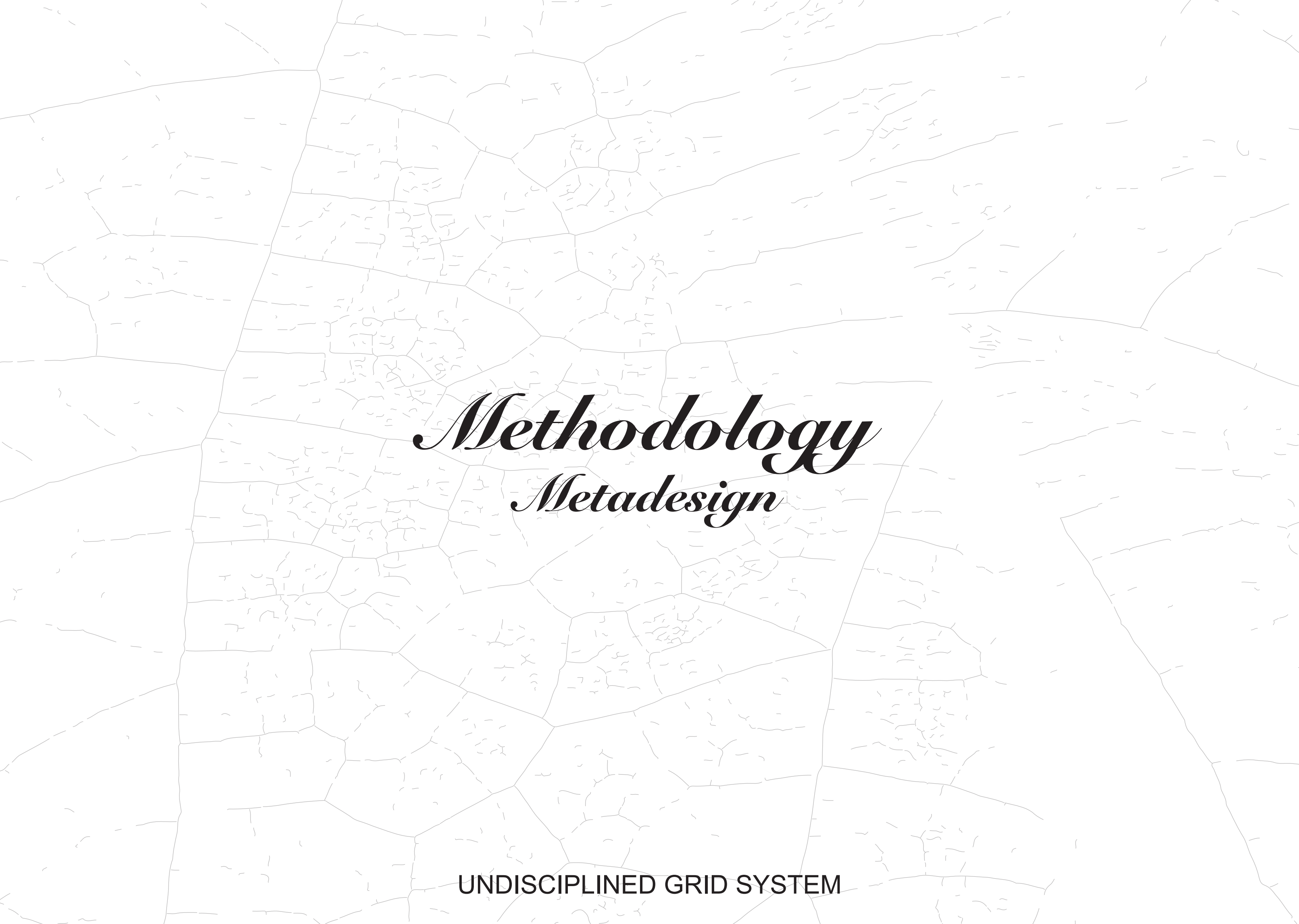
Panel Discussion: Mira Schendel and Signals London with David Medalla and Guy Brett at Tate Modern Tuesday 7 January, 2014



ney Alphabet 3

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New Alphabet by Wim Crowel



*Methodology*  
*Metadesign*

UNDISCIPLINED GRID SYSTEM

## *“Designing for Emergence” - Hara Kenya*

Japanese designer Kenya Hara emphasizes the concept of "design not design" in his projects by creating a framework or environment that allows users to explore on their own. Muji's design philosophy, for example, provides a minimalist product design foundation that users can **customize and create** according to their own needs. This design approach encourages user participation, and the process of using the product **itself becomes part of the design**.

## *"Baugruppen" - Co-built residential design in Germany*

Baugruppen is a model in which future residents **jointly design** and build homes. Architects no longer make decisions alone, but co-create Spaces through collaboration with residents. Residents not only make requests, but also participate in the design process, thus ensuring that the building meets the **diverse needs** of the community.

## *The Participatory City Project - London*

The project creates an environment of shared economy and social interaction by inviting community residents to **co-design** and manage public Spaces. Participants can contribute ideas, participate in planning, and change the design for daily use. This model allows residents to **be the subject of the ongoing design**, which is always open.

**UNDISCIPLINED GRID SYSTEM**

# UNDISCIPLINED GRID SYSTEM

## *Target Audience*

My target groups mainly include the following two categories:

**Graphic design practitioners:** Designers who are interested in innovative design tools and seek to break traditional norms and aesthetic rules.

**Design Education and Learners:** Faculty and students in the School of Design focus on how to enhance creative ability and cultural expression through experimental design tools..

# UNDISCIPLINED GRID SYSTEM

## Virtual user simulation



Alex, 28, senior graphic designer

### Background:

Alex is a graphic designer who has worked in global brand design for many years. He is familiar with traditional grid systems and typographical rules, but feels that the existing framework limits his creative freedom. He wants to experiment with more open design tools to inspire, especially ones that incorporate a multicultural approach.

### Requirements:

Seek a new design framework that breaks through the traditional grid system. Tools are expected to enhance personalization and freedom of cultural expression. We hope to improve design communication with customers through interactive experience.

### Usage scenario:

When exploring new brand designs, Alex tries to test new typography and layout through my non-disciplinary grid system, and discover a design language that is more in line with the brand culture.



Emma, 21, design student

### Background:

Emma is a sophomore in design school, taking a course in traditional grid system typography. She is curious about a disciplinary-oriented approach to design, but also wants to find ways to challenge established rules and express her own emotions and multicultural background.

### Requirements:

I hope to have the opportunity to explore freer ways of expression while learning the rules of traditional typography. Look for tools that will help you break design norms and unlock your creative potential. An experience platform that can intuitively understand the interaction between structure and freedom behind the grid system is needed.

### Usage scenario:

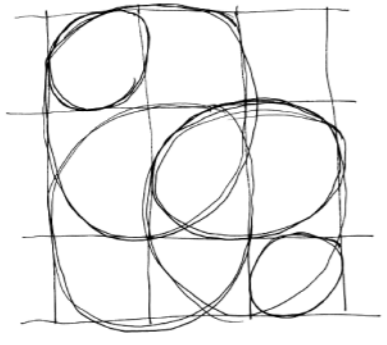
Emma used my interactive grid framework to experiment with typography in class, trying to break traditional rules and find new design possibilities for her own course projects.



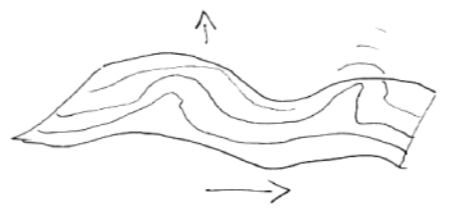
# *Situated Design Research*

UNDISCIPLINED GRID SYSTEM

structure +  
clarity +  
order



mini



Movable - Generative  
Grid reacts to  
Situations.

Jacklina

The Grid system is countries.

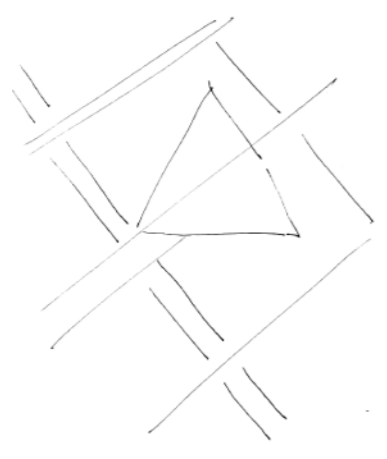


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The Grid system is LOCATION

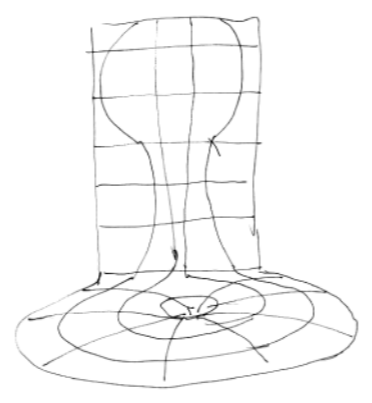


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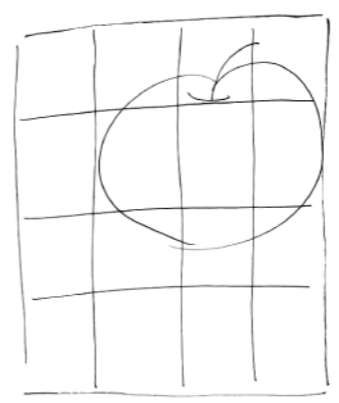


A choice for graphic design  
to use in design, which I don't use.

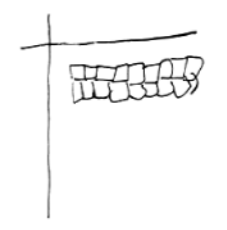
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space  
james

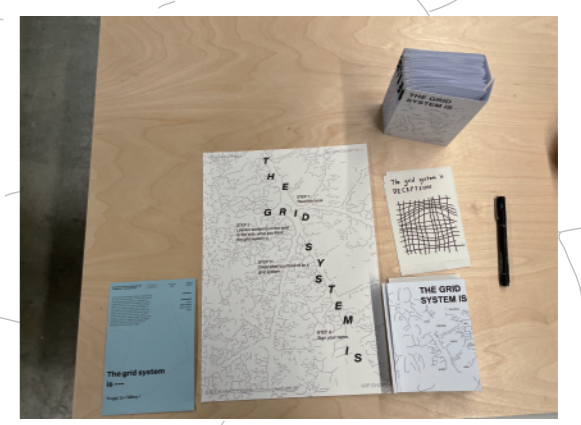


A system/rules to follow,  
— or not follow,  
depend on your choice. — II



Mikey

I launched a survey titled The Grid System Is, inviting design practitioners to describe and sketch their idea of grid systems. The goal is to explore diverse perspectives on grids' impact on design, rather than confirming my own assumptions.

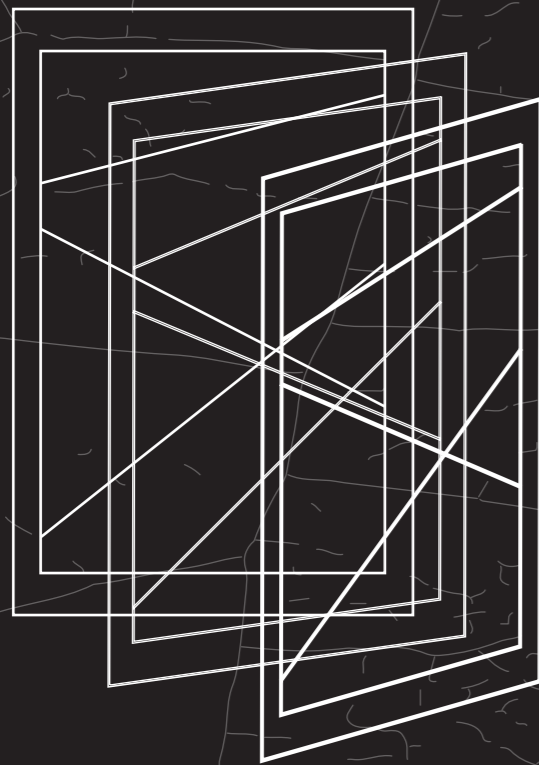


# UNDISCIPLINED GRID SYSTEM

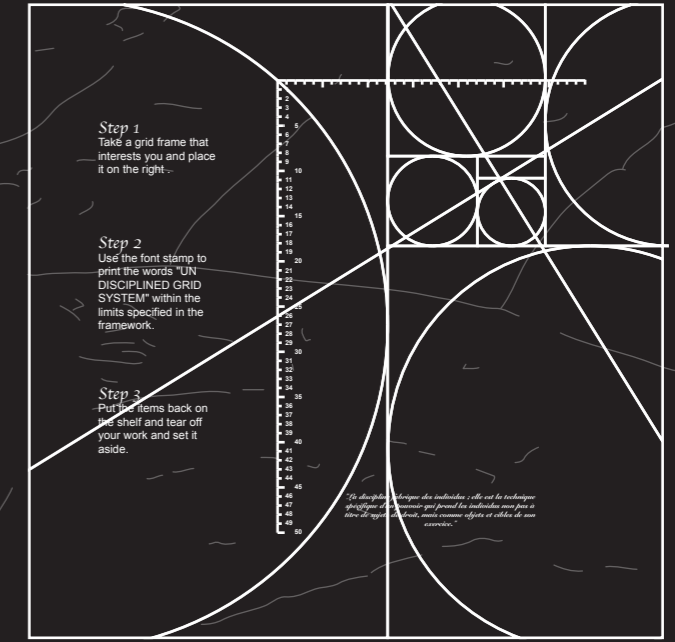
UNDISCIPLINED GRID SYSTEM

*Design Concept*

# UNDISCIPLINED GRID SYSTEM

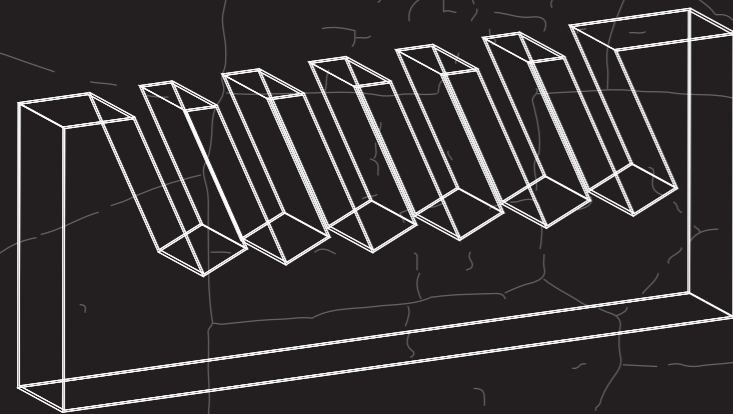


**Frames**



**Backboard**

My interactive grid system breaks traditional norms, allowing audiences to actively engage in design, fostering creativity, cultural expression, and a hands-on understanding of my philosophy. Inspired by Sagmeister and Weingart, it promotes inclusivity and innovation in contemporary design practice.

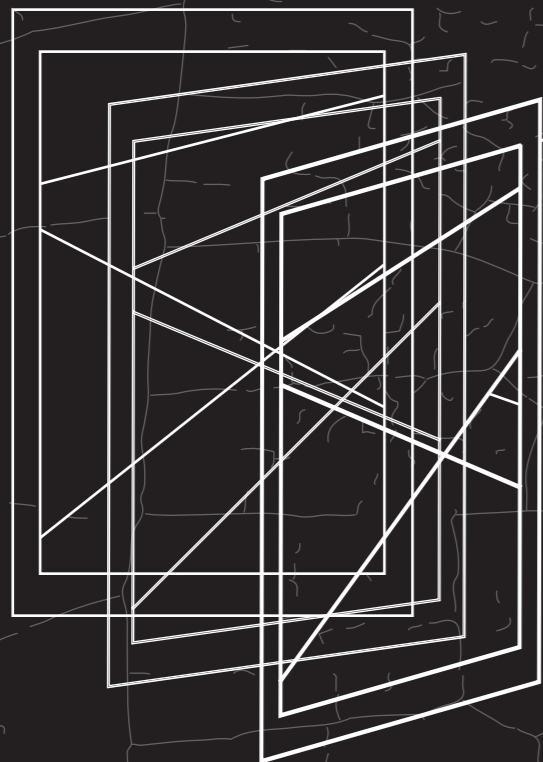


**Frame shelf**

**Background shelf**



# UNDISCIPLINED GRID SYSTEM

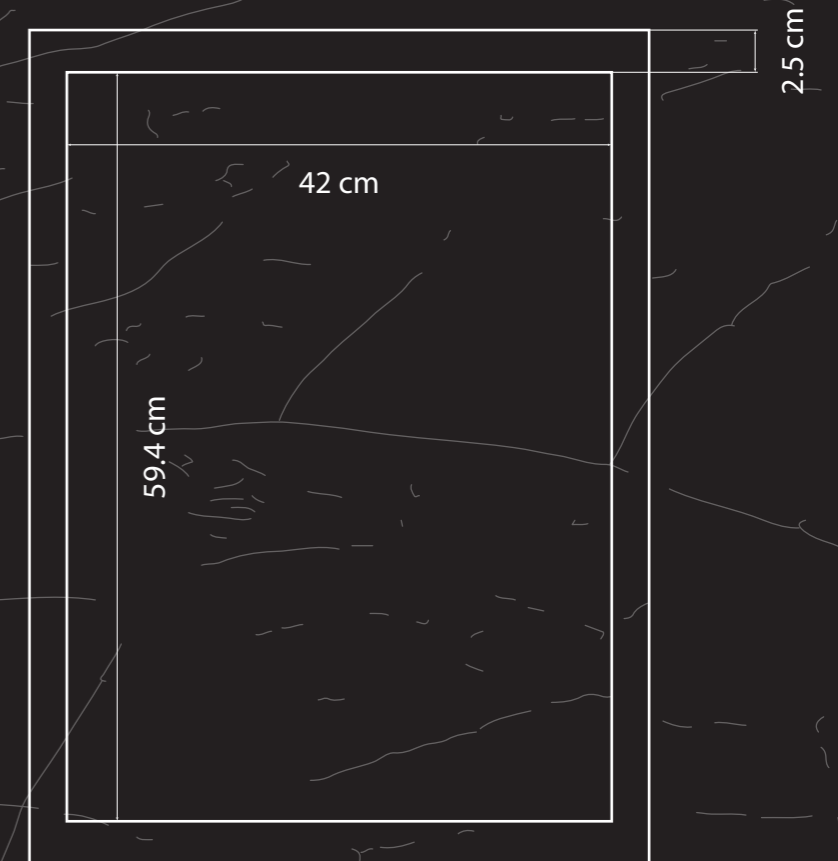


## *Frame*

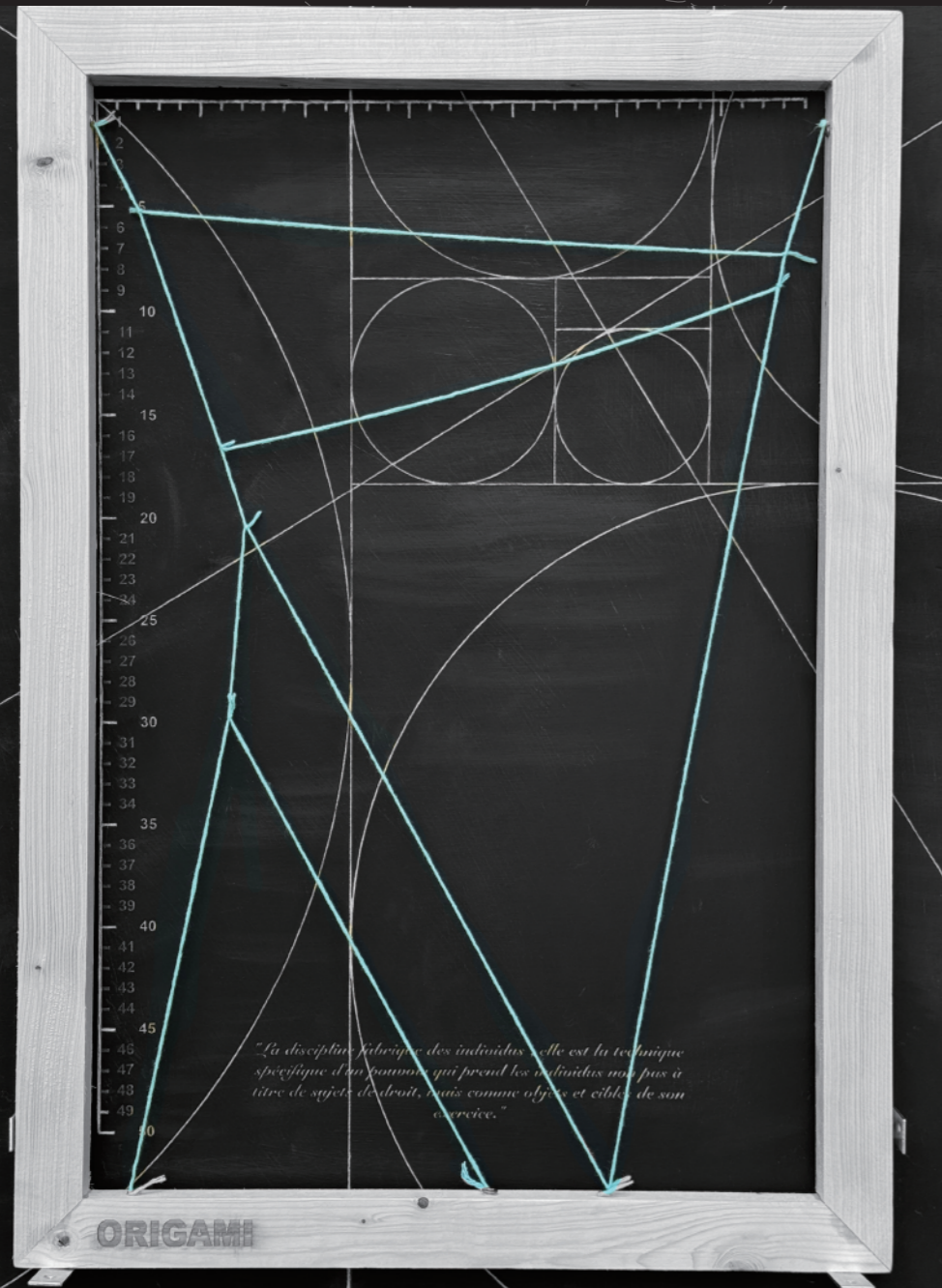
For the production of the frame, I chose to use the wood frame combined with the blue of the guide line in Adobe Illustrator, and made it according to the seven non-disciplined grids I designed.

## *Guide Line*

This color is derived from the color of the guide line of Adobe software.



# UNDISCIPLINED GRID SYSTEM



## Grid Design



Barcelona coast



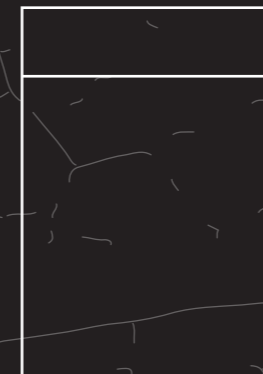
British teeth



The shard



Suicide



Chinese style balcony



Forgetful designer



Origami

### Barcelona Coast:

On the beaches of Barcelona, the layers of lines are like waves and waves of people forming different levels with the city.

### British teeth:

It's Bad but cute.

### The Shard:

The mansion and its reflection on the River Thames form this beautiful grid.

### Suicide:

The hanging rope that symbolizes death.

### Chinese style balcony:

I often hang such a string on the balcony of my home for drying clothes.

### The forgetful Designer:

He seems to have forgotten to add guides?

### Origami:

Hideo Komatsu's origami horse, leaving lines like this on the paper.

# UNDISCIPLINED GRID SYSTEM

70 cm

70 cm

*Step 1*  
Take a grid frame that interests you and place it on the right.

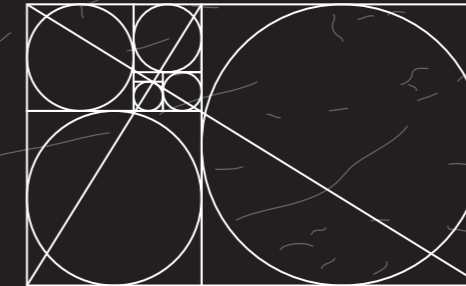
*Step 2*  
Use the font stamp to print the words "UNDISCIPLINED GRID SYSTEM" within the limits specified in the framework.

*Step 3*  
Put the items back on the shelf and tear off your work and set it aside.

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*"La discipline fabrique des individus ; elle est la technique spécifique d'un pouvoir qui prend les individus non pas à titre de sujets de droit, mais comme objets et cibles de son exercice."*

*Golden ratio*



*Ruler*



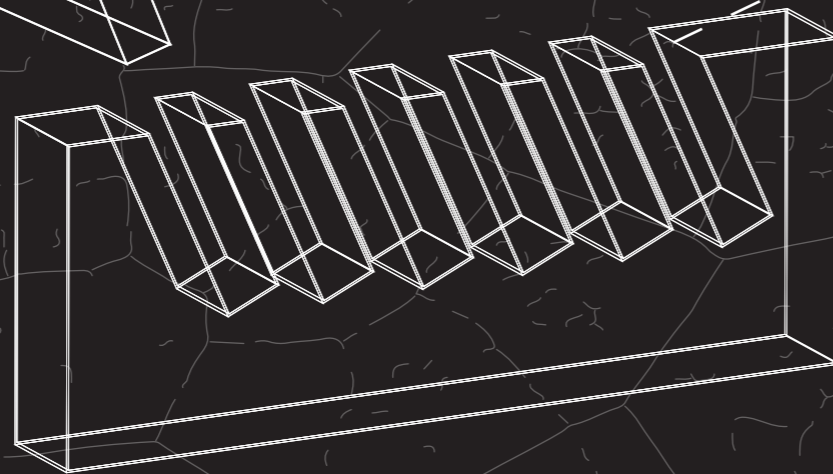
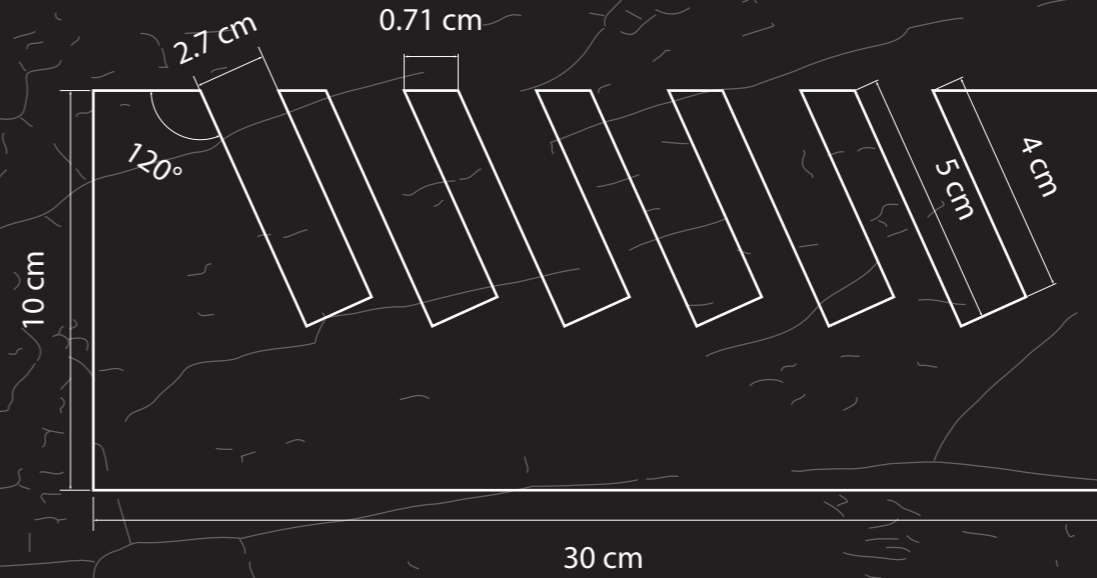
*Discipline and Punish*

*"La discipline fabrique des individus ; elle est la technique spécifique d'un pouvoir qui prend les individus non pas à titre de sujets de droit, mais comme objets et cibles de son exercice." Michel Foucault Discipline and Punish.*

UNDISCIPLINED GRID SYSTEM

*Support Device*

# UNDISCIPLINED GRID SYSTEM

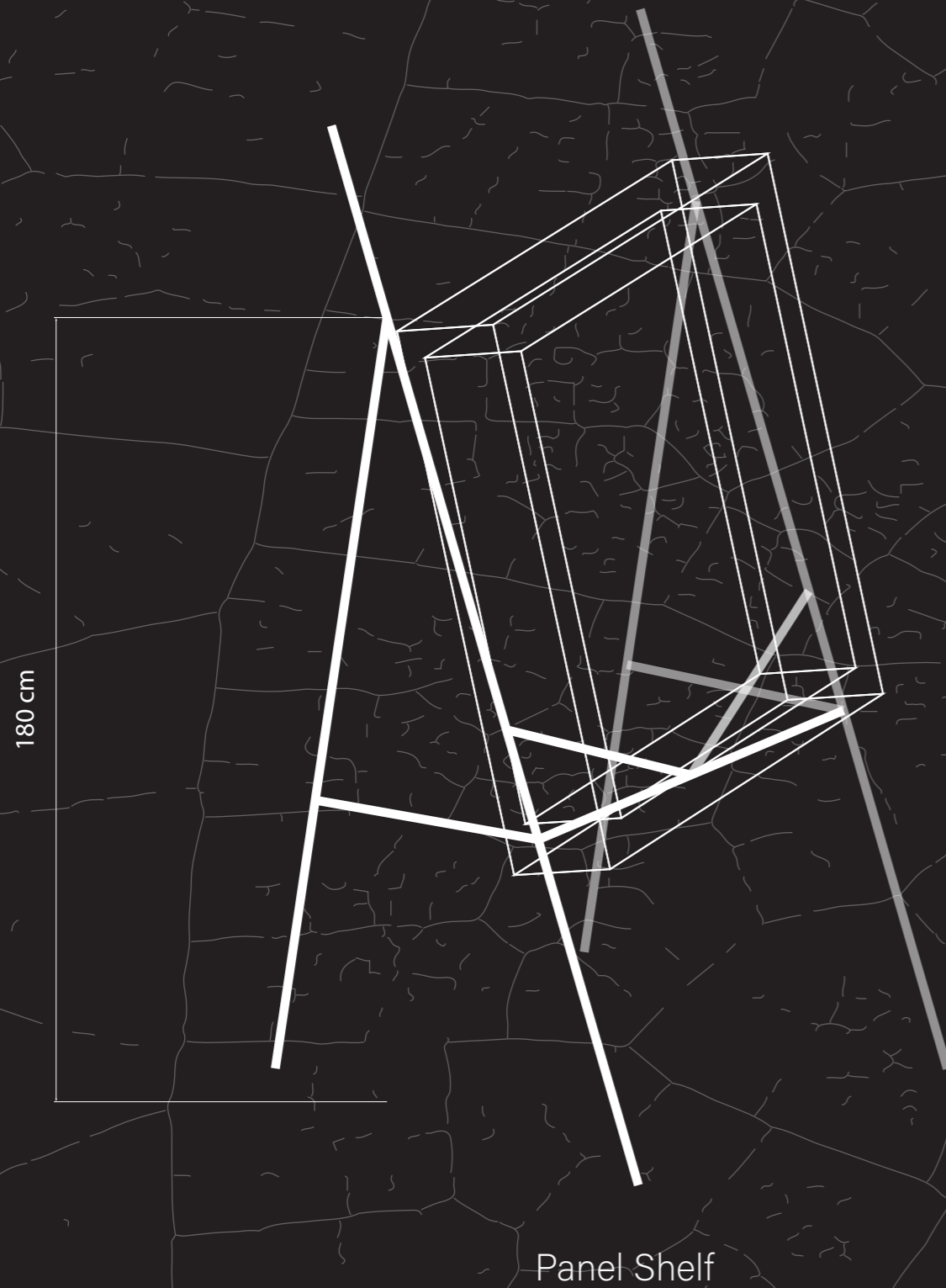


*groove x 7*

The frame is placed in the inclined groove, which is a visual display of the name and style of each frame, and also easy to pick up.

Frame Shelf

# UNDISCIPLINED GRID SYSTEM

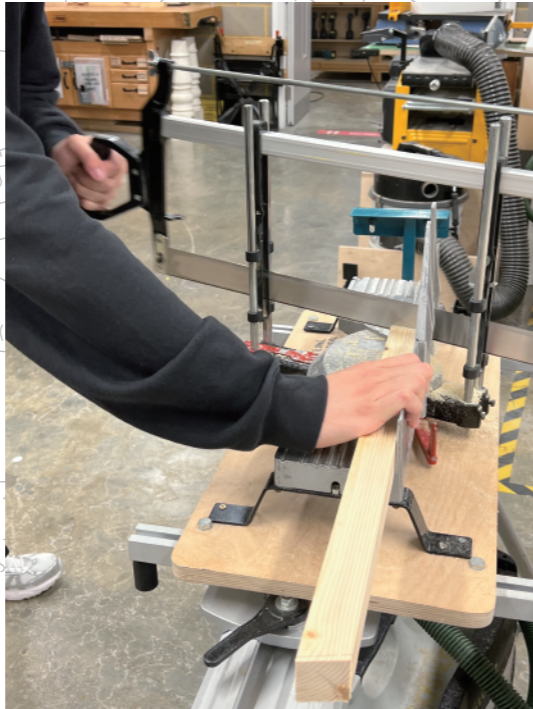
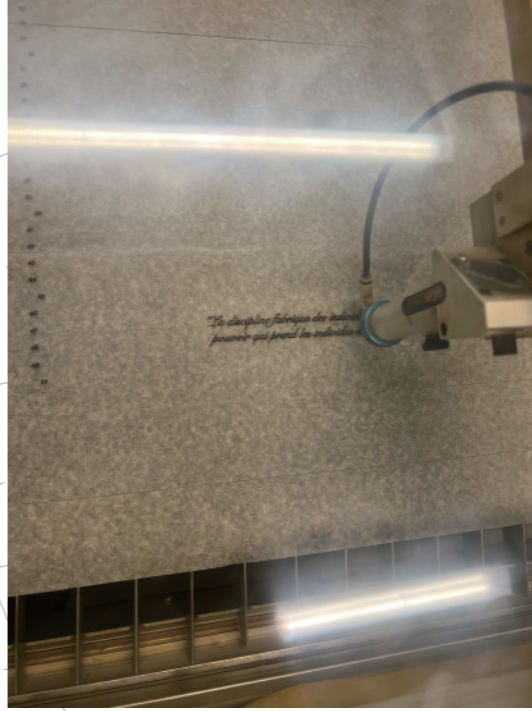


As for the measurement data of the panel shelf, I did not accurately measure it. I think the Angle and height of the panel shelf are just suitable for audiences of different heights to interact.



# *Design Process*

UNDISCIPLINED GRID SYSTEM



## UNDISCIPLINED GRID SYSTEM



## UNDISCIPLINED GRID SYSTEM

UNDISCIPLINED GRID SYSTEM

*Final Outcome*

# UNDISCIPLINED GRID SYSTEM



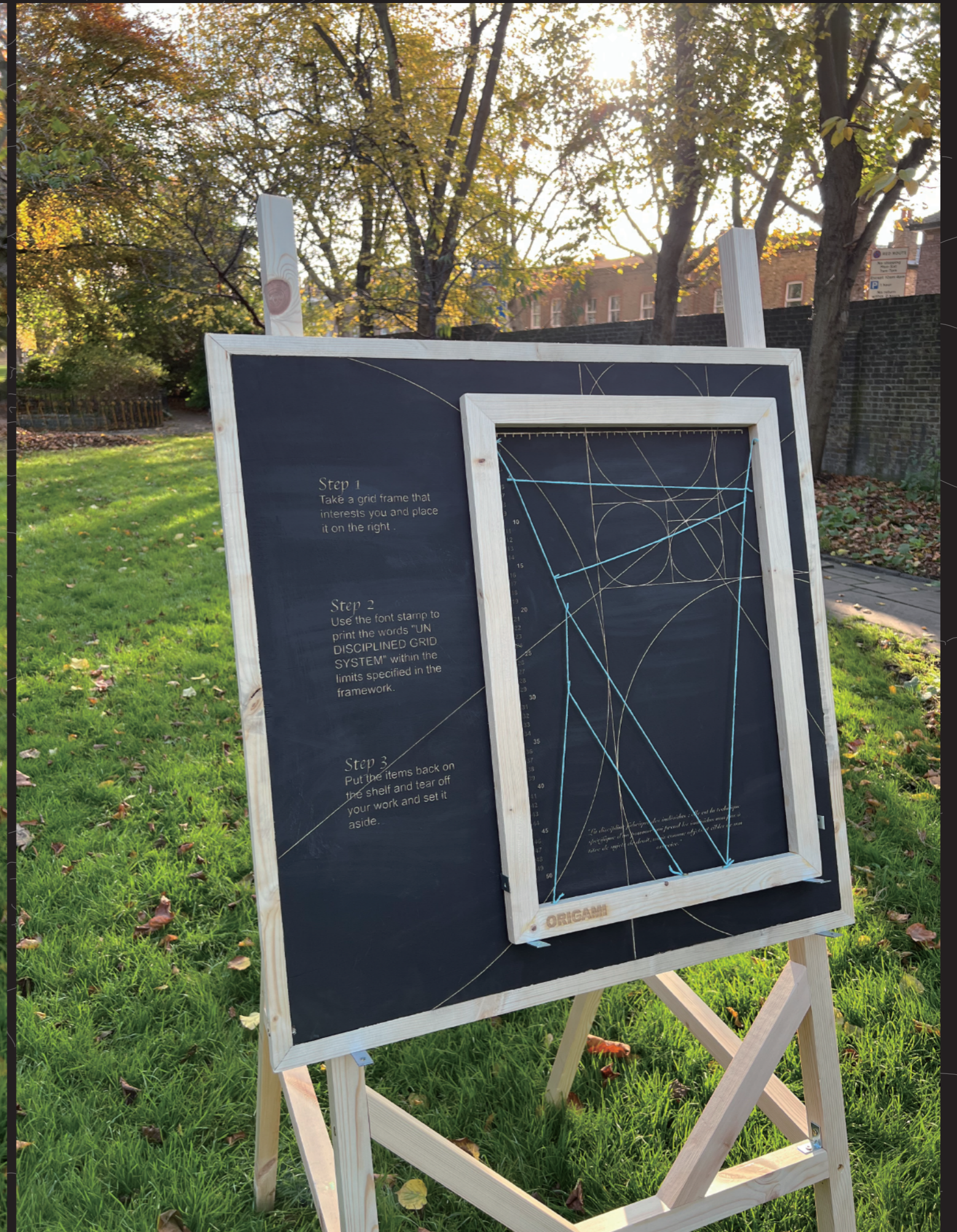
# UNDISCIPLINED GRID SYSTEM



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