

ABCDerium

ABCDerium designed by Mónica Ceisel
Art 346
Basic Graphic Design
Prof. Henrique Nardi
University of Wisconsin
Spring 2018



Gill Sans Bold

Eric Gill
1928

Ash Tray
Memorial Union
Madison, WI 2018

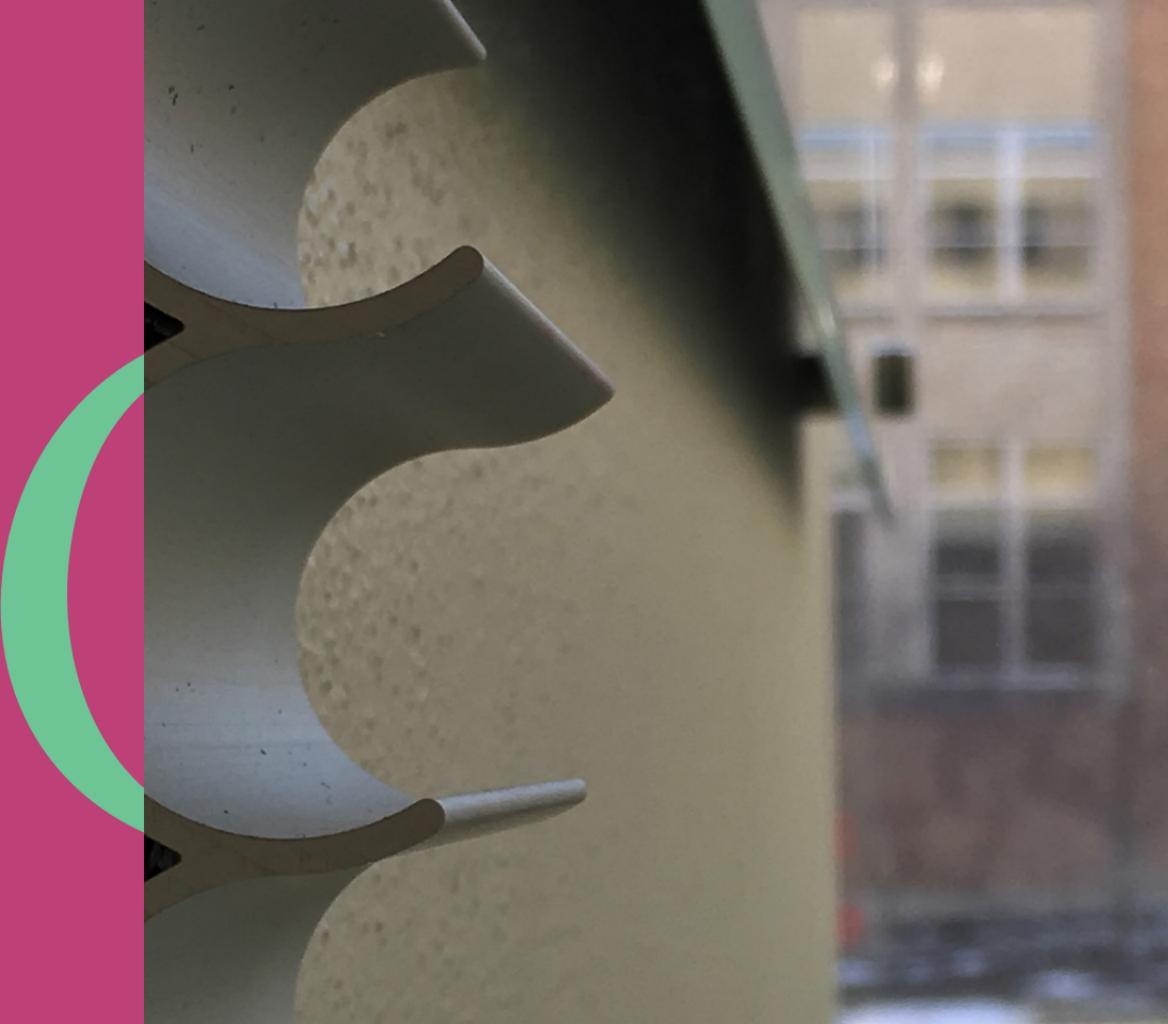


Adobe Garamond Regular
Claude Garamond
16th Century

Headphones on Book
Memorial Library
Madison, WI 2018

Goudy Old Style
Frederic W. Goudy
1915

Dry Erase Marker Caddy
UW-Madison Makerspacce
Madison, WI 2018



Rockwell Regular

Frank Hinman Pierpont
1934

Skis
Memorial Union
Madison, WI 2018



Franklin Gothic Medium

Morris Fuller Benton
1902

Piano
Memorial Union
Madison, WI 2018





Perpetua Italic
Eric Gill
1929

Light Posts
George L Mosse Humanities Building
Madison, WI 2018



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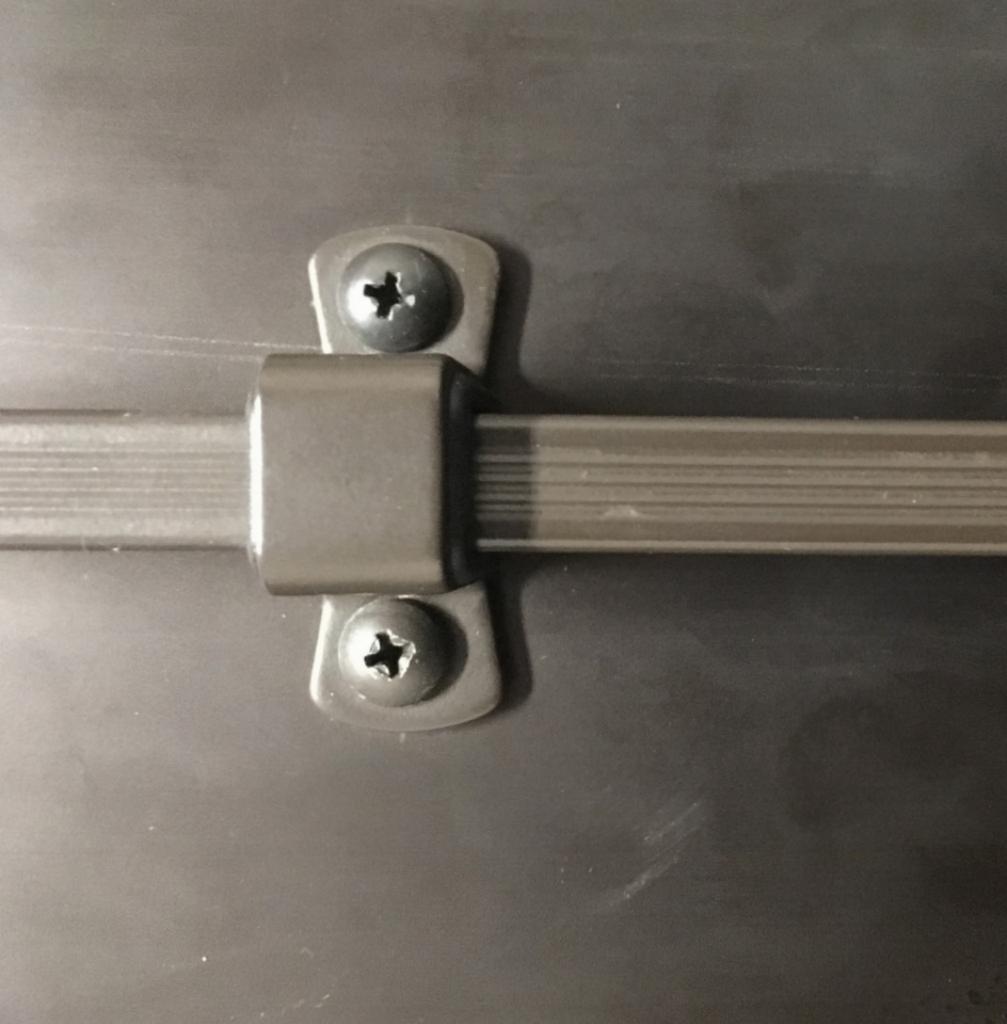
ITC Bookman Light
Phemister, Griffith & Benguiat
1858

Globe
Memorial Union
Madison, WI 2018

Optima Regular
Hermann Zapf
1955

Book Buckle
My Apartment
Madison, WI 2018





Cochin Regular
Georges Peignot
1912

Door Frames
George L Mosse Humanities Building
Madison, WI 2018



Eurostile Medium
Aldo Novarese
1962

Door Handle
George L Mosse Humanities Building
Madison, WI 2018

COPPERPLATE LIGHT

Frederic W. Goudy
1901

Chair
UW-Madison Makerspace
Madison, WI 2018

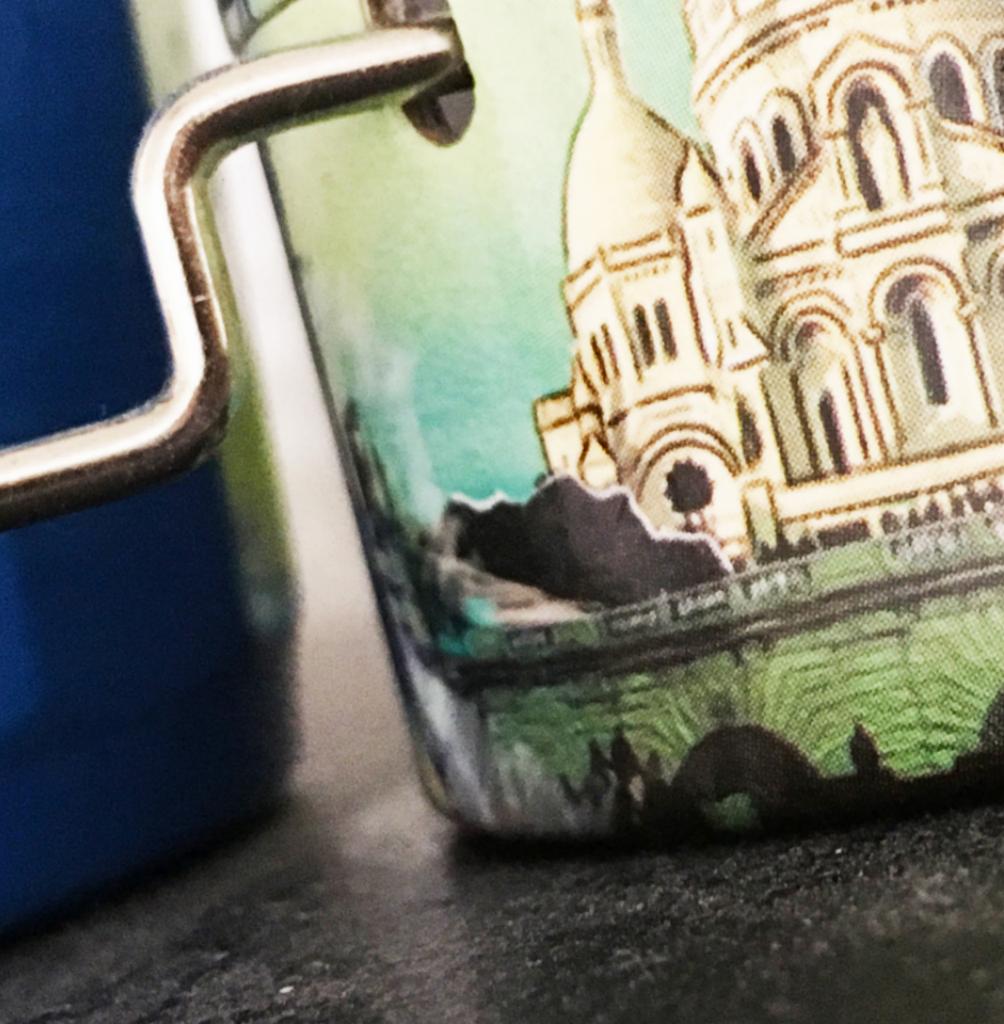
K



Didot Regular

Firmin Didot
1799

Pipes
UW-Madison Makerspace
Madison, WI 2018



Hoefler Text Regular

Jonathan Hoefler
1991

Ring Holder
My Apartment
Madison, WI 2018

N





Baskerville Italic
John Baskerville
1754

Mirror
My Apartment
Madison, WI 2018



Times New Roman Bold

Stanley Morison
1929

Eye Bolt

George L Mosse Humanities Building
Madison, WI 2018



American Typewriter SemiBold

Joel Kaden and Tony Stan
1974

Lock

George L Mosse Humanities Building
Madison, WI 2018

Futura Medium

Paul Renner
1927

Bike

UW-Madison Makerspace
Madison, WI 2018





A large, stylized letter 'U' graphic. The top portion of the 'U' is filled with a bright yellow color, while the bottom portion is a solid dark gray. The 'U' is set against a dark gray background.

COPPERPLATE REGULAR
Frederic W. Goudy
1901

Piano Pedals
Memorial Union
Madison, WI 2018



A large, stylized letter Q in a dark teal color, centered against a bright yellow background.

Palatino Medium
Hermann Zapf
1948

Bike Handle
UW-Madison Makerspace
Madison, WI 2018



Eurostile Medium
Aldo Novarese
1962

Statue
Memorial Union
Madison, WI 2018



J

Bell MT Regular
Richard Austin
1789

Fire Fighting Water Supply Pipes
George L Mosse Humanities Building
Madison, WI 2018



Century Schoolbook Roman
Morris Fuller Benton
1919

Staple Remover
My Apartment
Madison, WI 2018



W

Adobe Caslon Pro Italic
Carol Twobly
1990

Fireplace
Memorial Union
Madison, WI 2018



Helvetica Neue Bold

Max Miedinger
1983

Fan

Memorial Union
Madison, WI 2018

Avant Garde Book Condensed

Herb Lubalin & Tom Carnase
1970

Pocket Knife
My Apartment
Madison, WI 2018





Bodoni Book
Giambattista Bodoni
1798

Bike Chain
UW-Madison Makerspace
Madison, WI 2018

This book is a look into the relationship between everyday forms and typography. Each image is a documentation of my life at the University of Wisconsin-Madison. As I'm walking through classrooms, libraries and unions, I reexamine my surroundings by taking a closer look at objects often left unnoticed and connecting their shapes to all 26 letters of the modern English alphabet. While I explored, the world around me transformed into typography, resembling characters from 24 typefaces. Please enjoy this documentation.