

Invisible – I spy with my little eye. Ich sehe was, was Du nicht siehst.

Uncovering the Unseen

What cannot be depicted or perceived usually disappears on the horizon of our attention; it remains unknown. But the many invisible things are part of our lives and the world around us – they drive us forward, shape our reality, and influence our decisions without us noticing.

This project seminar brings together German and international students to discover the invisible things of our world. Like children playing »I Spy with my little eye«, we're exploring what is hidden, overlooked, or imperceptible.

Your Mission

Typography can make thoughts and language visible. Poetry describes the indescribable – feelings, dreams, hope and fears. Artists reveal the unknown and the invisible. As designers, you perceive problems and processes that others don't notice.

Consider Albrecht Dürer's famous woodcut of a rhinoceros, carved in wood from only a description and an eyewitness sketch. Dürer himself had never seen the animal. Yet his interpretation became more famous than photographs of real rhinoceroses. [1]

Your challenge: Develop an original concept that makes the invisible visible through graphic design. Things that are actually invisible might be too small, too big, hidden from our sensory perception, or unimaginable. Hidden in plain sight – like thoughts, algorithms, time, natural phenomena, social structures, or our inner critic.

Choosing Your Focus

We will begin with certain invisible realms to help you focus your exploration. These areas will also serve as starting points for collaborative research phases. Peer collaboration between German and international students encouraged.

– Perception (negative space, optical illusions, patterns, signs & symbols)
– Inner Landscapes (dreams, emotions, memories, subconsciousness, personal rituals) – Invisible Structures (grids, hierarchies, social systems, hidden rules) – Hidden Dimensions (atoms, data streams, neural networks) – Intangible Forces (natural phenomena, time, sound, transformation processes).

Your Project

Through research, playful workshops and design methods, you'll develop a strong concept first. The best format for your visual project – whether book, product, or interactive work – will emerge from your idea. Document your process of research, ideation, and design decisions throughout the semester.

Ready to uncover the invisible?

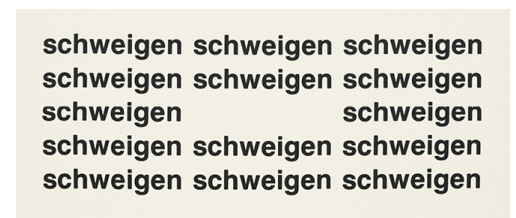
Do you need any clarification or have any questions?
Contact me: juergen.hefele@tha.de
The course will be held in English.



Sophie Bohne: Monster (2020)

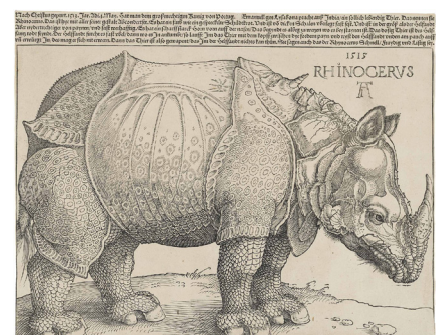
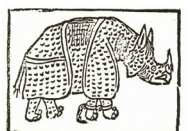


Thomas Quinn: Anamorphic Typography



Ideogram by Eugen Gomringer: Schweigen (1960)

“Vision is
the art of seeing
what is invisible
to others”
Jonathan Swift



[1] Albrecht Dürer: Rhinoceros, 1515