

Design project

Typography
Graphic Design
Conceptual Design

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Beyond Words — Typographic Stories

“Type is saying things to us all the time. Typefaces express a mood, an atmosphere. They give words a certain colouring,” said designer and author Rick Poynor.

Typography is the visual representation of language. Used skillfully, it makes content legible and understandable. It helps to communicate the message in the desired way. Typography is a crucial component of visual communication.

But typography can show more than just words. Typography has the potential to convey a narrative. It stages and interprets messages, giving them emotion and character. It can focus on the meaning of words. For example, it can become an image itself.

In this course, we will examine what is behind and beyond words. We will look at how typography can be used to tell stories in an expressive, exciting and emotional way. Likewise, we will investigate how to embody the essence of a work, concept, or story through typographic means. How do we perceive time, movement, or place? How do we narrate nature or music? Can we visually narrate a painting? Let’s find out, how Typography is able to tell a story beyond words.

Method: We use a playful approach to explore staging and experimental typography using a narrative framework. For example, we will find inspiration and gather information in exhibitions or concerts. We observe, listen, draw, compose, explore, try new things, and learn.

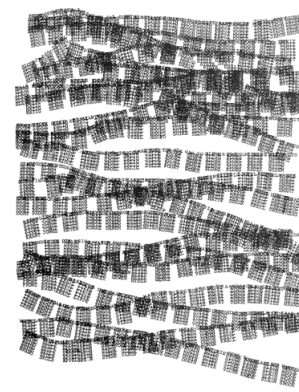
Outcome: book design, poster series, animated typography; depending on your concept.

I look forward to your curiosity. Welcome!

If you need any clarification or have any questions, you are welcome to contact me: juergen.hefele@tha.de

The course will be held in English.

**“Words have meaning.
Type has spirit.
The combination is
spectacular.”**
Paula Scher

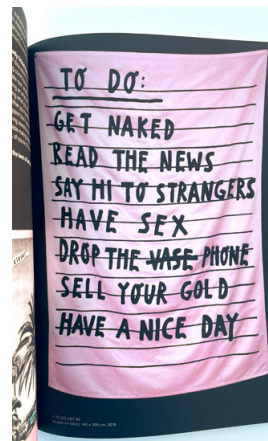


Wilhelm Boshoff

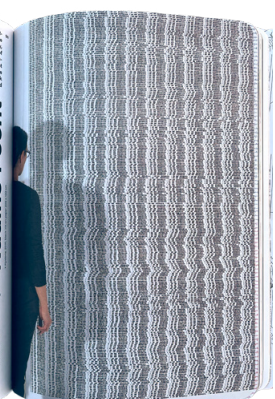


Annie Vought

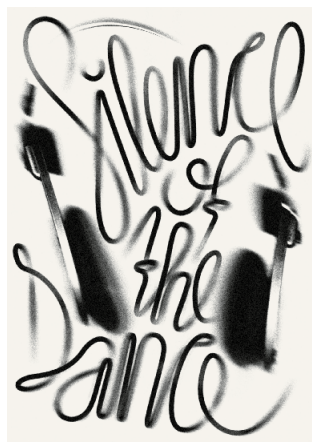
**“When I use
a word, it means
just what I
choose it to
mean—neither
more, norless.”**
*Alice, in: Through
the looking Glass*



Peter Phobia



Nadine Fecht



Erich Brechbühl für Neubad



Lea Seitle: Accelerando
Musikvisualisierung



Sarp Sözdinler: Measure of
Justice, Workshop

Typewriter Art (Tullett), 2014 /
Fukt Magazine 2018 /
Sarp Sözdinler / Unerhört, Design
Project 2023 (student work) /
The Neubau Project, 2023