

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

Making the invisible visible.

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. This course is about making the invisible visible and designing a book or a magazine about it.

Technology enables us to make the most minuscule particles visible and the most distant solar systems tangible. Through it, we come to better understand and appreciate our lives and our living world. Poetry can describe the indescribable, like feelings of being in love, for example.

Albrecht Dürer's famous woodcut shows a rhinoceros, cut in wood only from a heard description and a sketch by an eyewitness. Dürer himself had never seen the animal with his own eyes. [1]

Our profession requires us to look closely, and from different perspectives. As a result, we can discover things, problems and processes others do not see or notice. Things that are actually invisible, too small, too big, hidden to our sensory perception or are unimaginable. Like time, sound, thoughts, the wind, myths, smell, or the future.

Method

Opening: Finding your way into the topic. Opening up possibilities. Looking for ideas. Doing research.

Exploring: With short, playful exercises, you will explore and experiment initial approaches. You'll collect and process knowledge.

Closing: Toward conclusions and decisions, select favourite ideas, plan for next steps. Set the target state (What do you want to accomplish?) [2]

Concept and design process: Choose one aspect that you find particularly exciting on the topic of "Making the invisible visible". Develop a visual concept for a book/magazine about the chosen topic. Depending on the approach and your focus of study you can choose the design discipline, though typography should be included.

Outcome

I – Artefact: Book/magazine design about your chosen topic

II – Documentation and sketchbook

I look forward to your curiosity. Welcome!

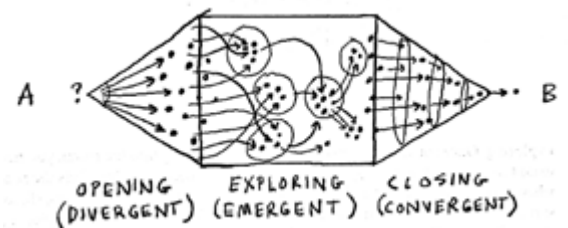
If you need any clarification or have any questions, you are welcome to contact me: juergen.hefele@hs-augsburg.de

The course will be held in English.

*"The sky is filled with
stars, invisible by day."
Henry W. Longfellow*



[1] Albrecht Dürer: Rhinoceros, 1515

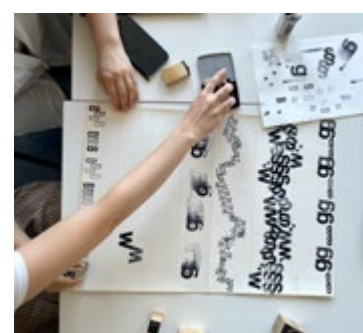


[2] The creative process. Gray, Brown, Macanuso: Gamestorming, A Playbook for Innovators, Rulebreakers, and Changemakers. Sebastopol, 2010

*"Vision is
the art of
seeing what
is invisible
to others"
Jonathan Swift*



Mendell & Oberer:
poster for a sailing
competition.



Visualising music
(student work, 2023)