Jürgen Hefele juergen.hefele@tha.de winter semester 2024 tha.incom.org/workspace/1476 Hochschule Augsburg University of Applied Sciences Faculty of Design Communication Design

What a beautiful noise!*

a graphic designer's journey into music visualisation

The course is about actively listening to sound and music, visualising music from a designer's view, and discovering the unknown lands of contemporary "new" music. New music is the cutting-edge of classical music that is visionary and looking to cross boundaries.**

As communication designers, we must observe closely, understand the context of a given problem, and translate the message into a clear visual language. Therefore, we can transform complexity into clarity and simplicity. Let's find out if we can also turn sound into a clear and striking visual language.

Poster for musica viva: Sophia Huber

Method

The foundation for your project work will be provided by combining conceptual, intuitive, playful and experimental innovative methods. You will discover ways to interpret sound and music visually and abstractly. In addition, you will become familiar with musical terms and the elements of music. In the course of the semester, we will focus on the fascinating area of contemporary music. We will listen to composers like Steve Reich, György Ligeti, Anna Thorvaldsdóttir, and many more. You can explore the emotional, poetic and narrative quality of music.

As part of the course program, you will have the rare opportunity to attend a concert rehearsal of the renowned Bavarian Radio Symphony Orchestra on October 25 in Munich.



Lea Seitle: Accelerando

Course structure & Method

Opening Finding your way into the topic. Opening up possibilities. Listen. Doing research.

Exploring With brief, playful exercises, you will explore ways to visualise sound and music with analogue and digital methods. We design typographic and animated posters of musical terms.

Closing A book for music. Design and concept for an experimental book as a visual interpretation or representation of a musical composition.

Outcome

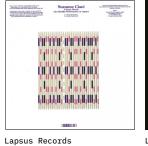
1/3 Workshops: Sketches, experimental design 2/3 Poster design: Typographic, animated posters 3/3 A book design for a composition

Requirements

We look at the topic from an artistic and design perspective. You don't have to be a musician, but you should be curious, enjoy music, and be willing to listen to unfamiliar sounds.

I am excited to welcome you to the journey. If you need any clarification or have any questions: juergen.hefele@tha.de

- A song title by Neil Diamond from the 1976 album "Beautiful Noise" 'What a beautiful noise \ Comin' up from the street \ Got a beautiful sound \ It's got a beautiful beat"
- $\star\star$ "In addition, new music can incorporate elements of many different musical genres, including classical, jazz, rock, world music and others. In the end, new music is simply that: newly created music written by living composers. (zeitgeistnewmusic.org.)



Suzanne Ciani



does contemporary music sound like live? Find out on Friday, October 25, 2024, and encounter with contemporary music at the rehearsal of the Symphonieorchester des Bayerische n Rundfunks (BRSO)

"There is no such thing as an empty space or an empty time. There is always something to see, something to hear." John Cage: Silence, 1961



Poster for musica viva: Paula Vogt