

honning

Case Study

Year: 2020

Duration: 4 weeks

Role: Developer and Designer

Product: Magazine

Client: School Project

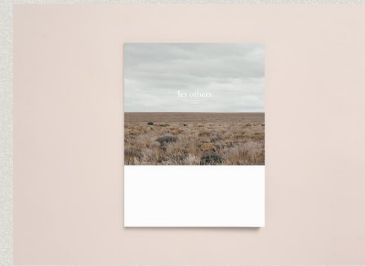
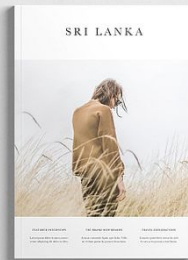
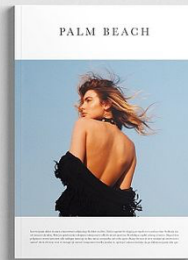
Beauty - Weird - Drink of the Gods
Calming - Joy - Jewell - Masterpiece

The Brand

Honning is a magazine meant to bring inspiration, joy and a calming atmosphere to the people who flick through it. The name Honning means Honey in Norwegian, and in turn it is synonym to these words you see on the side.

We want the magazine to help artist and other creative people who feel they are in a creative drought to become inspired by the images and stories they read about and see in the magazine. They might be a little weird at times, or they might feel like a drink from the Gods, soothing to their creative soul.

Either way, it is a space where you can come to rest and look at simple beauty and discover hidden jewels and new masterpieces.



The Brief

Problem: School project. Take 10 articles from the Natt&Dag newspaper. Theme, expression, message and concept are up to the student. Make up an audience and make the magazine appealing to them.

Solution: By using big pictures, a lot of space and variations in the layout, Honning can hopefully be used as a creative inspiration and guide for what is happening in the art world.

Audience: Artist and creative people in a creative barrier, in need of inspiration or wanting to know what is new in the art world right now.

MOODBOARD
for Honning

In the making...

After sketching and finalizing what the magazine would be about, I started setting up the InDesign file with grids and masters from the sketches and ideas I had from the moodboards. Then the big job of finding the 10 articles that would make up my magazine started.

Natt&Dag is a very eccentric and free newspaper, they have an arts and culture part with just the type of articles I was looking for, and tons of them.

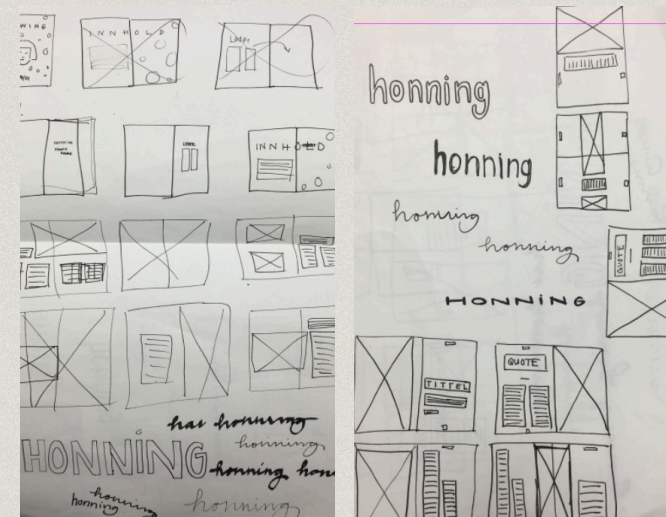
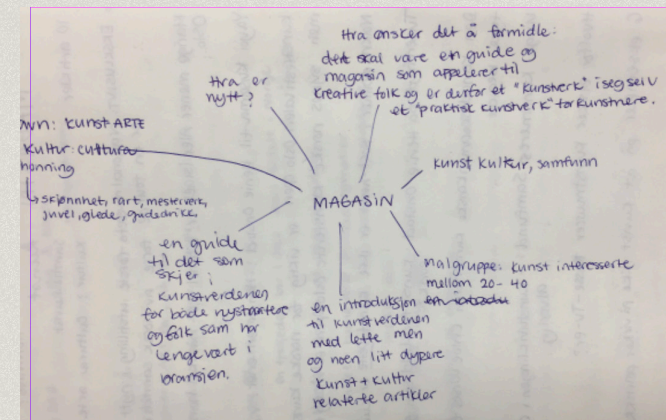
After I figured out the 10, I found images that related to the articles and started developing a picture bank I would end up using for this issue of the magazine.

Finally I could start set in all the material, and finalize the details.

Logo testing

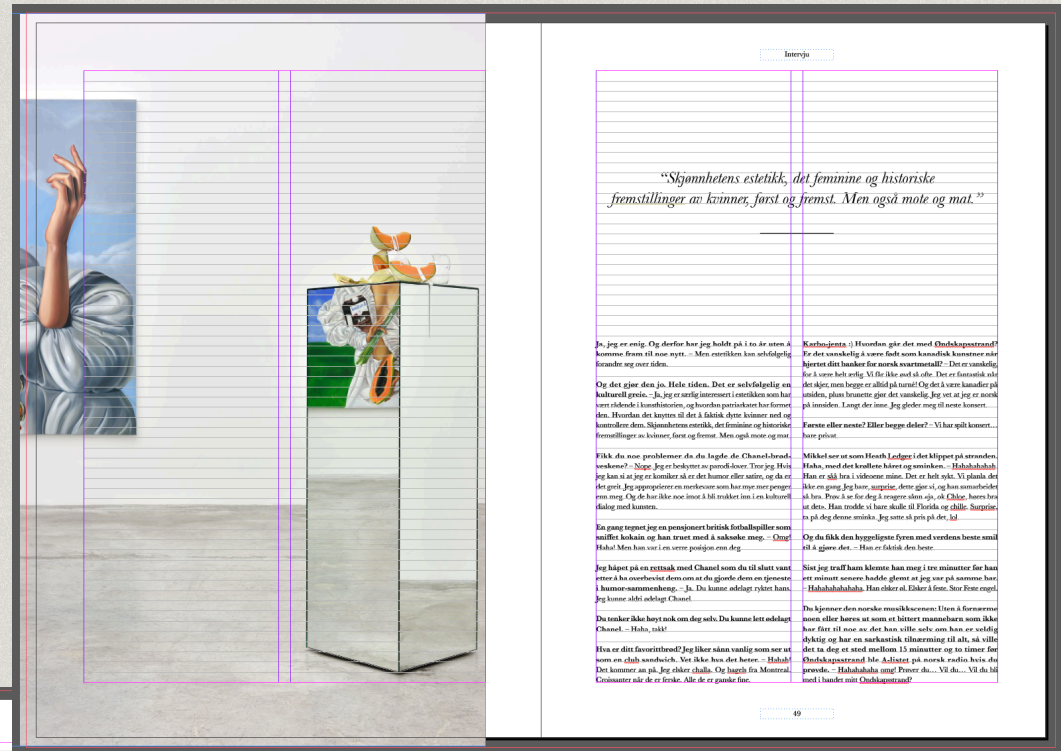
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Sketches and brainstorming



In the making...

B-master



Here are the grids and master I used to ideate the magazine. I wanted to have the opportunity to play around with both images and text, so I mostly used these two masters, but also playing around with the images and having them offset sometimes. This so I can create more space for the reader to sketch on the magazine themselves, if they feel like it, or get inspired and need to mark something off.

Finished product

By the end, it started to look like what I had envisioned. The spacious and inspirational magazine was here.

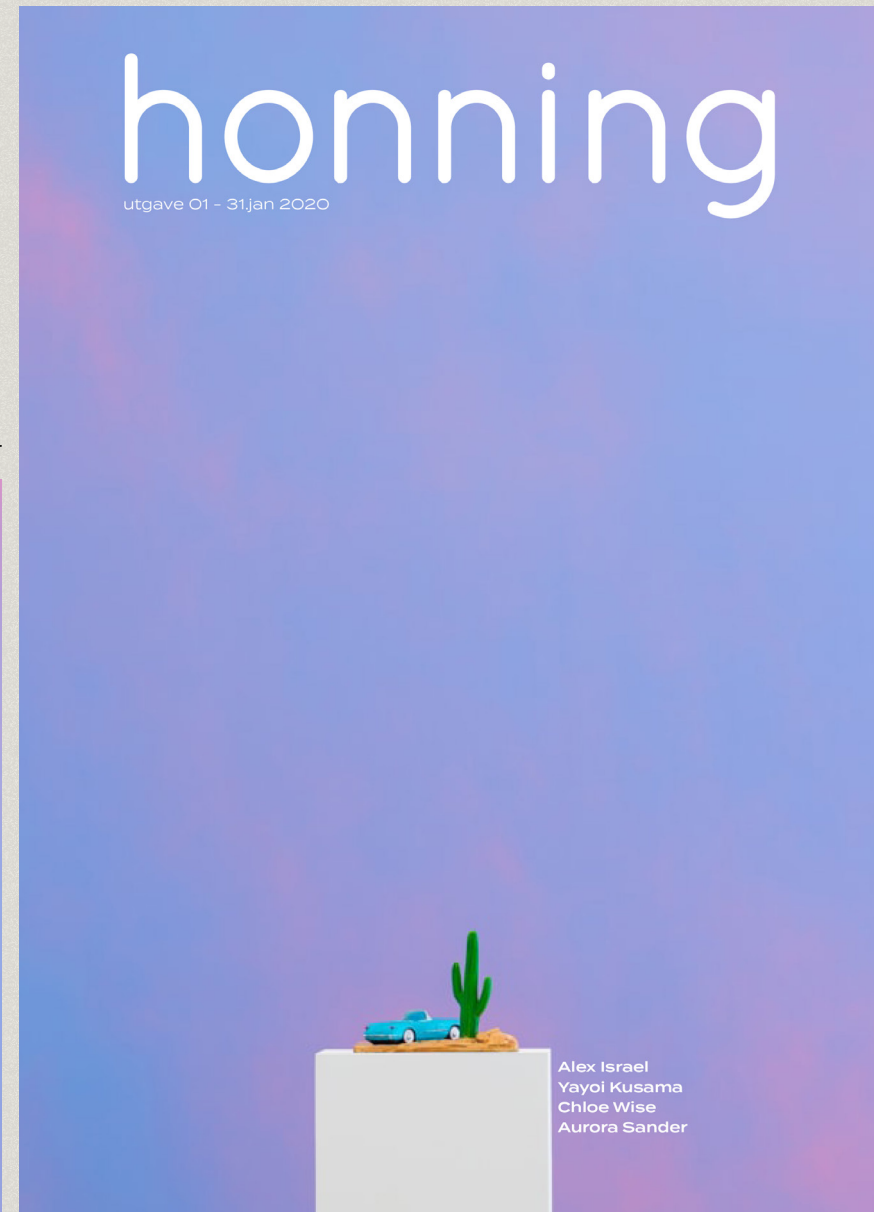
Now what it needed was a front page and a name.

Name-wise I had an idea early on, that it would be called Honning, which in Norwegian means Honey. I chose this name because synonyms of the word honey are beauty, weird, joy, drink of the Gods, calming, jewel and finally masterpiece. All of these names are very descriptive of what I wanted the magazine to be.



Final product

Front cover



Back cover



Final product

So with the name in place, I started testing logo ideas early on, and ended up choosing a simple word logo with a rounded sans serif font. This is to more visually describe the roundness and calming feeling honey can give, which is the same feeling I want the reader to have when going through this magazine.

The front page for this issue is a picture of one of Alex Israel's pieces, but for each issue a new artist would be featured and have the opportunity to be on the cover.

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Results and learning points

With this project I learnt so much about time management, attention to detail and how much I actually enjoy and love print design.

It was one of my first big magazine projects and I became so fascinated by everything that goes into this work, and it made me discover a new passion.