honning

Case Study

Year: 2020

Duration: 4 weeks

Role: Developer and Designer

Product: Magazine Client: School Project

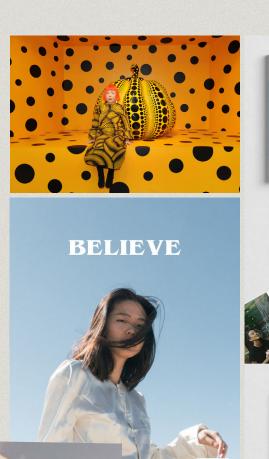
Beauty-Weird-Drink of the Gods Calming-Joy-Jewell-Masterpiece

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 magaize 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.



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 the type of articles I was looking for, and tons of them.

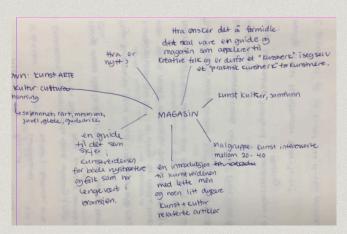
After I figured out the 10, I foud images that related to the articles and started developing a picture bank I would end up using for this issue of the magazine.

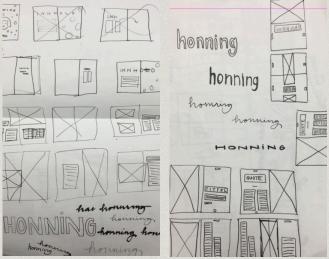
Finally I could start set in all the material, and finalize the details.

Logo testing

honning honning honning

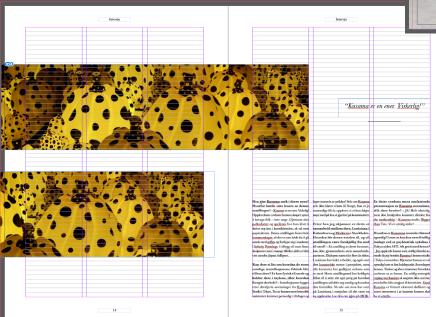
Sketches and brainstorming





In the making...

B-master



"""

**Signamhelens establik,
firemsiallinger on krimmer, forst og fromst. Men også male og med.

**Signamhelens establik,
firemsiallinger on krimmer, forst og fromst.

**Signamhelens establik,
firemsiallinger on krimmer, forst og fromst.

**Standager og framst.

**Stan

A-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.

Intervju



Kunstnerduoen Aurora Sander

Med portrett av en fiktiv Airbnb-vaskehjelp og mekaniske kelnerkrabber, retter den norske kunstnerduoen Aurora Sander et satirisk skråblikk på kunstens og samtidens skuespillersamfunn.

Trice Emil Famerod.

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.

– Kunsten vår gjenspeller observasjones vi gjor, ldeen er å gjengi omverden rund oss med humoristisk beodd. Vi kan sine i dishusere karakterer, for eksempel de jenens som siner der botter, sier Autora Sander og peker i retning av en dall jentegjeng i bjeren.

Det tok ikke lang tid på Kunsthøyskoler i Malmo, for Elinor Aurora Ausgaard o Broe Sander Broe Storveth omoksort at d

Beor Sander Berg Storreth oppdaget at di utfylte hverandre kunstnerisk. De ble ti dame Aurora Sander, og selv da de ette endt utdanning flynet til hver sin kant forsatte de samarbeidet ved lijdip av Skype Men i lengelen sladle altså denne måten

Men i Fengden skullt altså denne måter å kommunisere på våse seg for tilfrebosil lende. Da en av dem fåke de bestå kunn neropphold i Berlin av OCA, valgae derfoden nadre å flytte ense. Siden har de bli værende, og nå er de også for alven på se ur i kansaverdenen. Nylig figurene datee på det atmærkkande kunnstrukskel-avenstede Arturets fåse over de 50 men i interessant kunstnerne i Europa i dag.

gene med humosisiske undernoue. Stally utrace inagiske i nore medige og sertida produksjoner, noten som i en teatorepp setning, brukjellen en alvernde skunpsleiner er erstatte med desemples ip falkgoretime og severende kralber og pelfakure. Dem elterer abhunde sammentillingen av skalp tærer og denes «sluksjon seg i mellom, e. men men åt minter og effektere over det tidst vært kunstige sosiale spiller man funerdagen kunnvedent og sunfinner for oving dagen kunnvedent og sunfinner for eving

 Denne sosiale dynamikken mellom foll er viktig i kunstverdenen. Vi er en del ar det, samtidig som vi observerer den o kommenerer det.

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Final product

honning utgave 01 - 31,jan 2020

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 on of Alex Israels pieces, but for each issue a new artist would be featured and have the opportunity to be on the cover.





Alex Israel Yayoi Kusama Chloe Wise Aurora Sander Beauty-Weird-Drink of the Gods Calming-Joy-Jewell-Masterpiece

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.