



Unprompted.

Made by hand, on purpose.

this book belongs to

if found, please return to

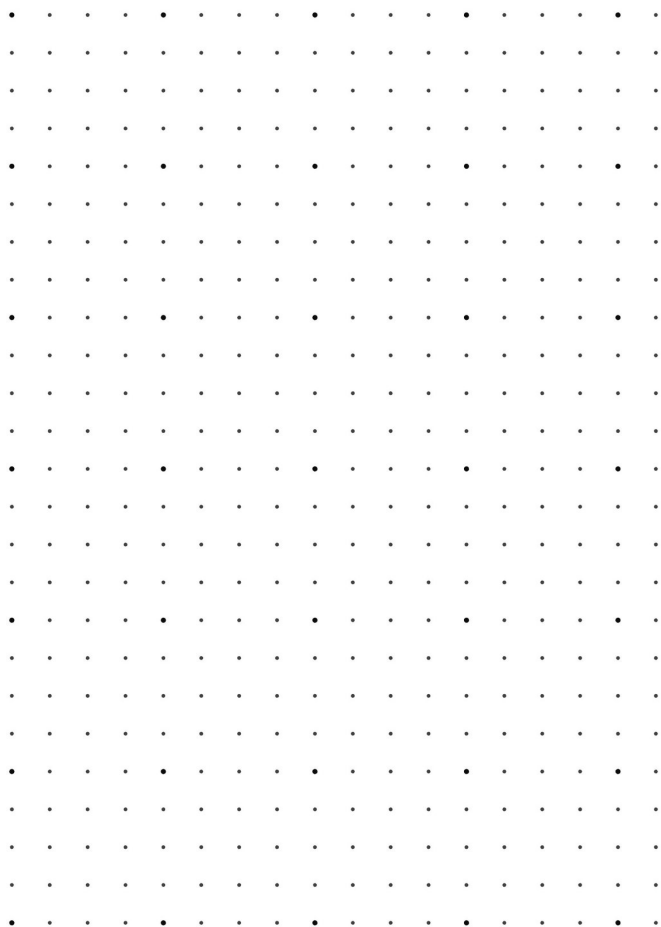
reward



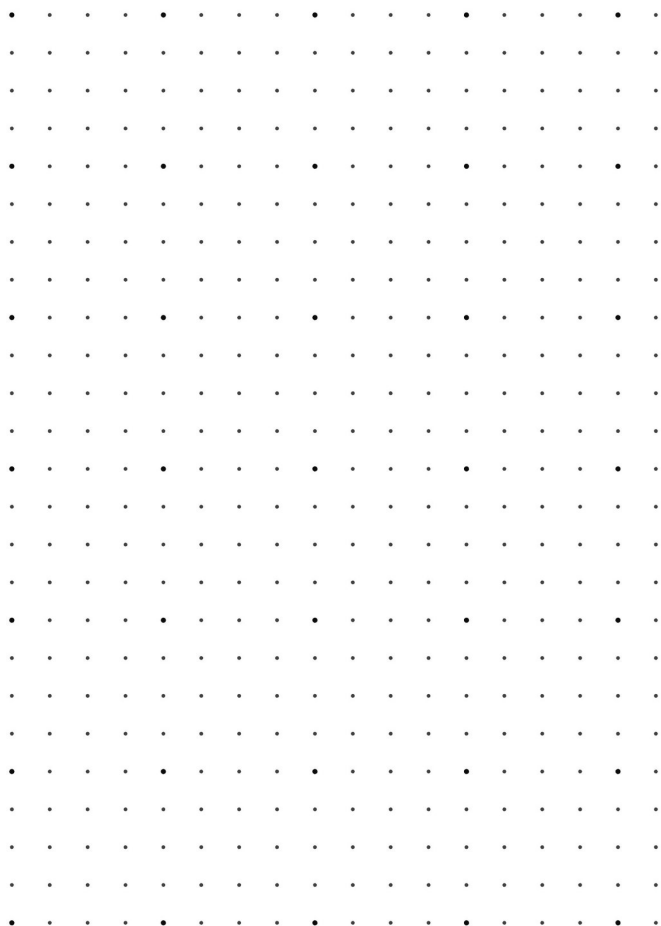
**Sketch so much that
failing would be
unreasonable. Then
delete until only the
true one is left.**

Vedran Obradović

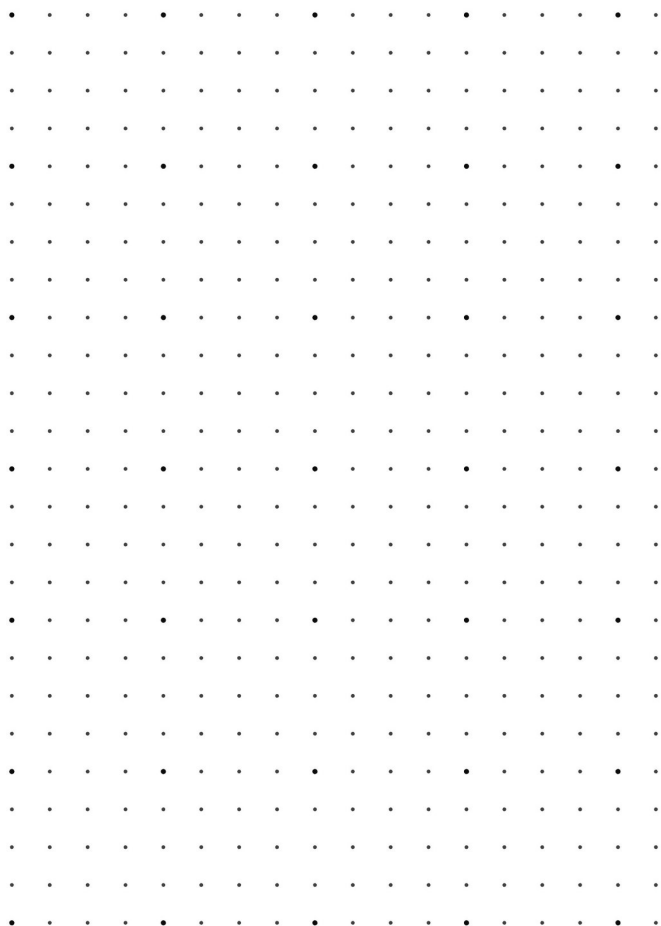
Founder @ Vizura Studio®



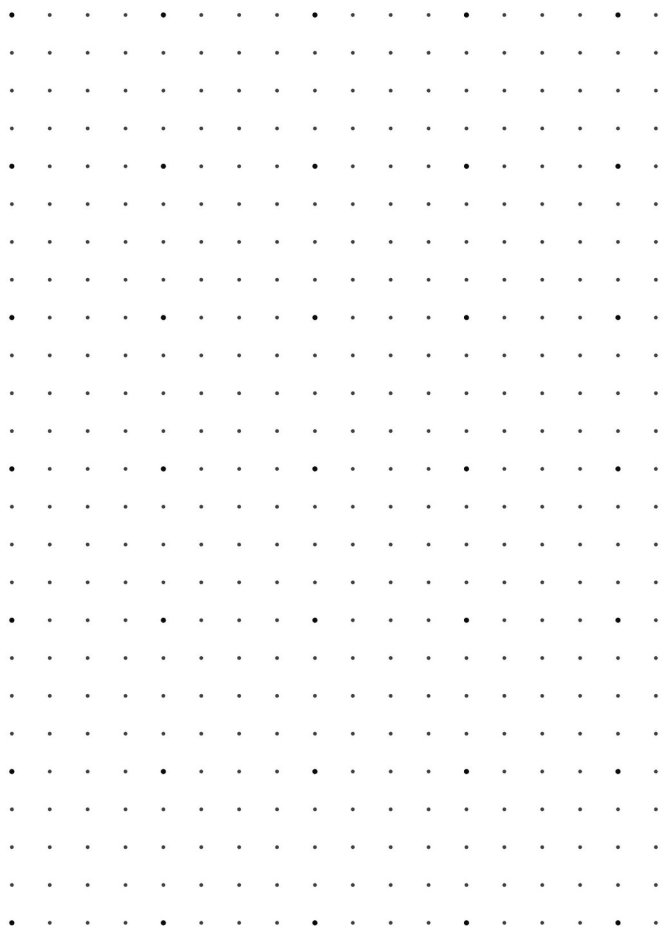
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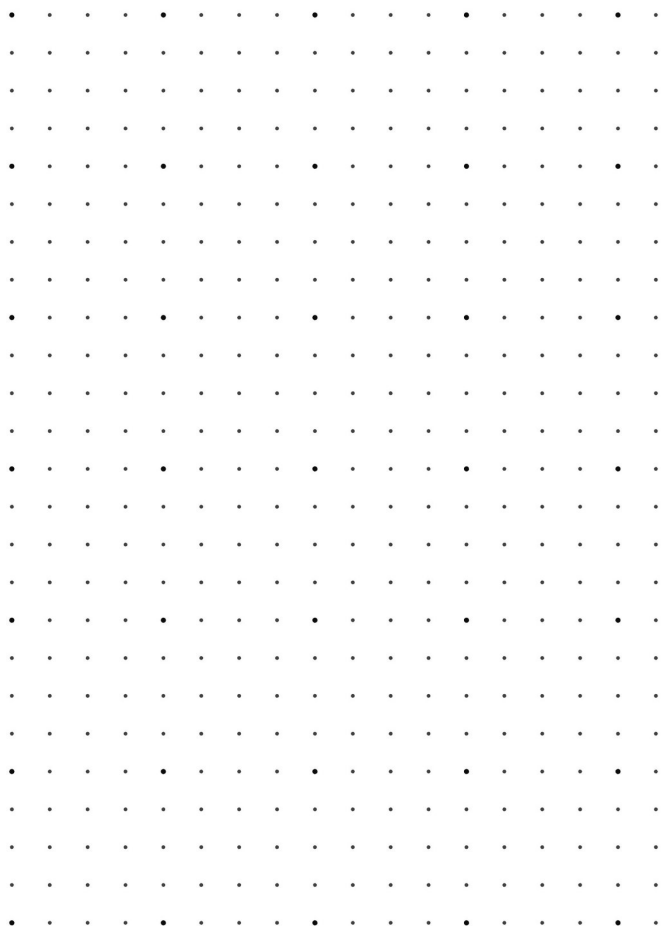


**Live like a draft. Be
willing to be redrawn.**

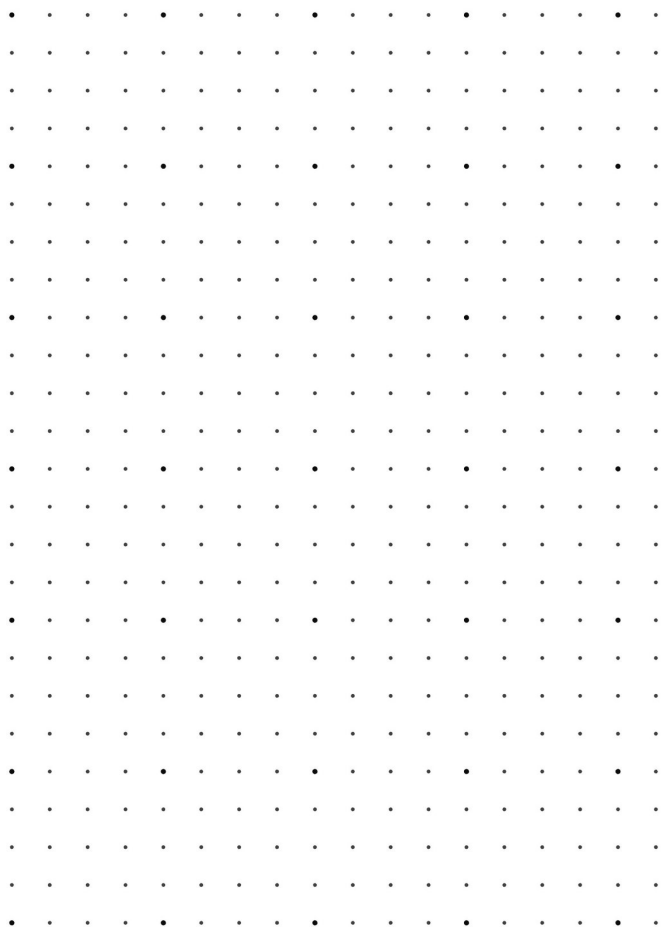
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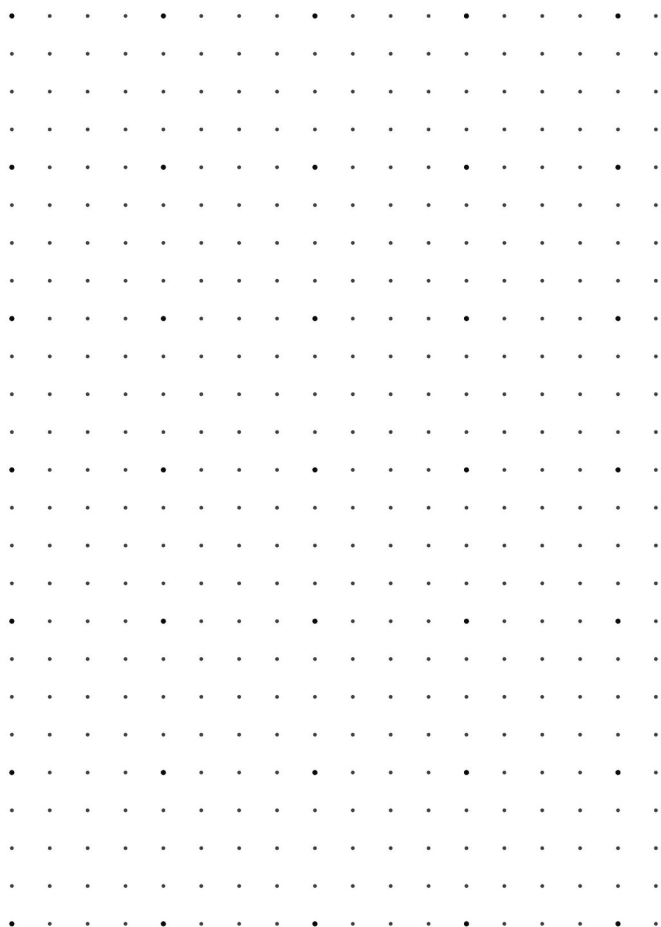


**AI can generate a
thousand answers.
Taste is knowing
which question was
worth asking.**

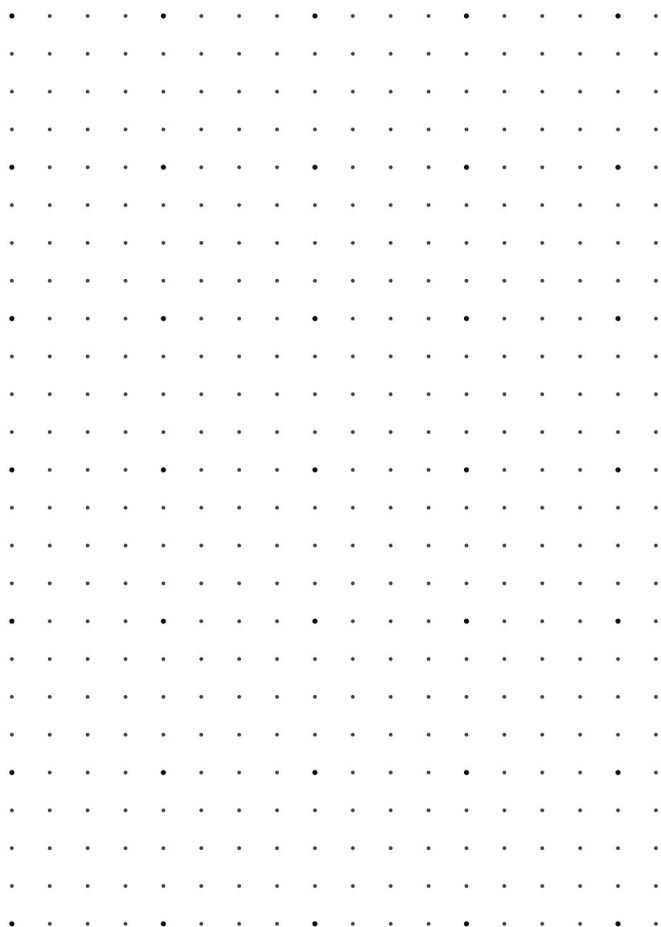
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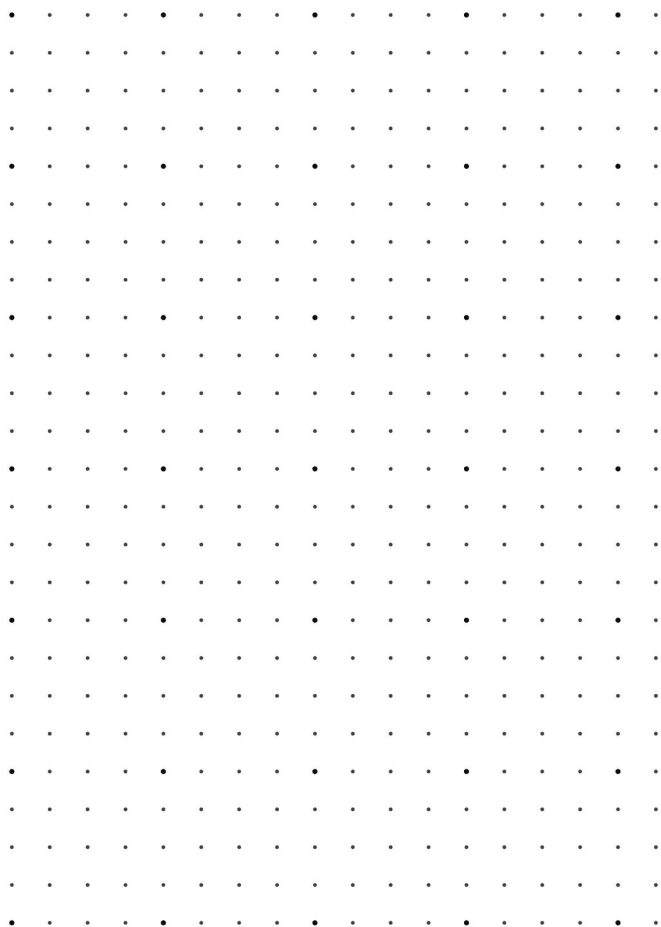




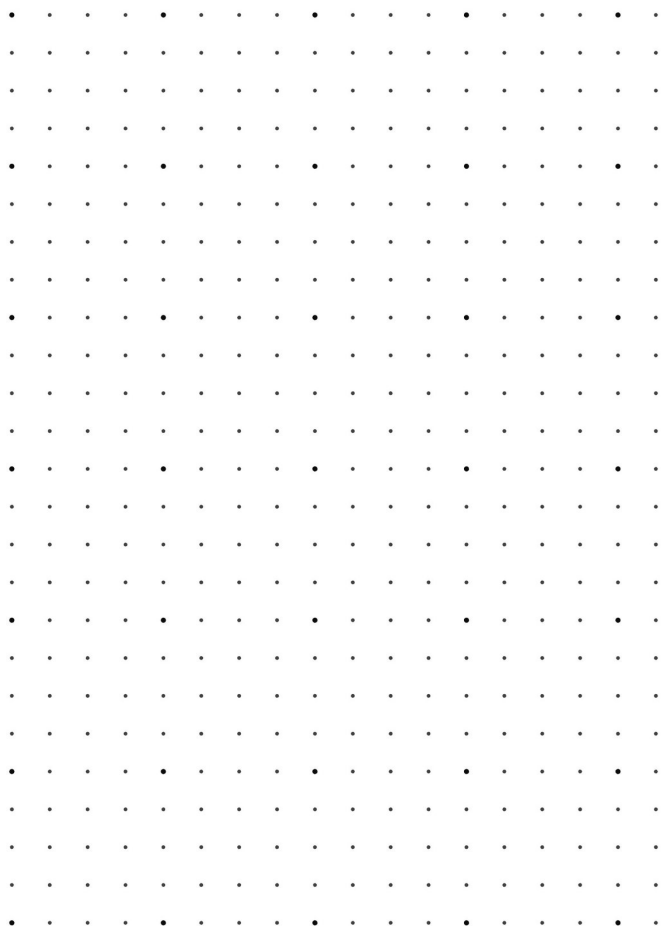
Design is not just what it looks like and feels like. Design is how it works.

Steve Jobs

The New York Times, 2003



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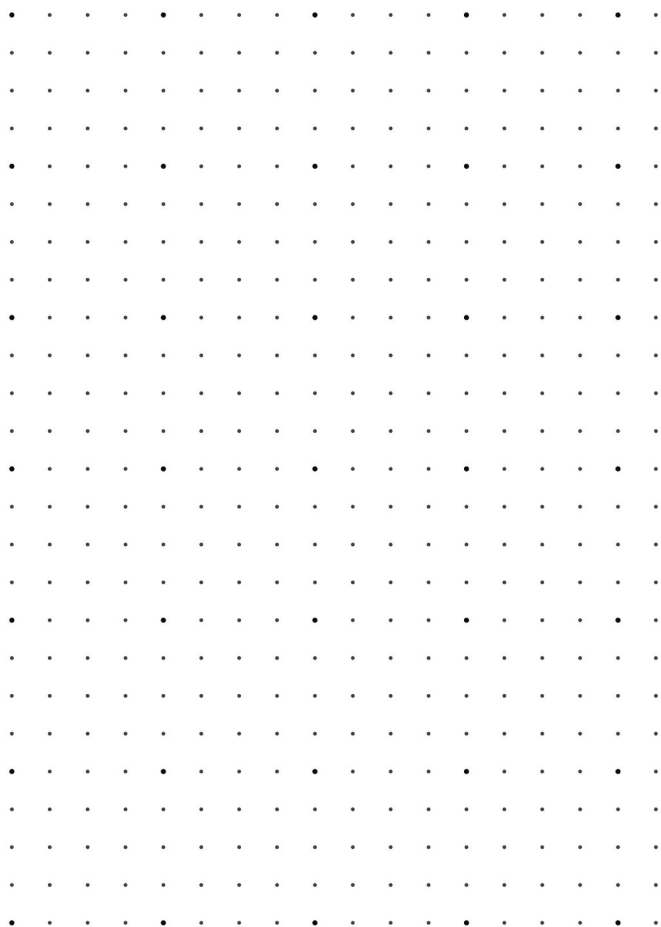


**Generated is cheap.
Chosen is expensive.**

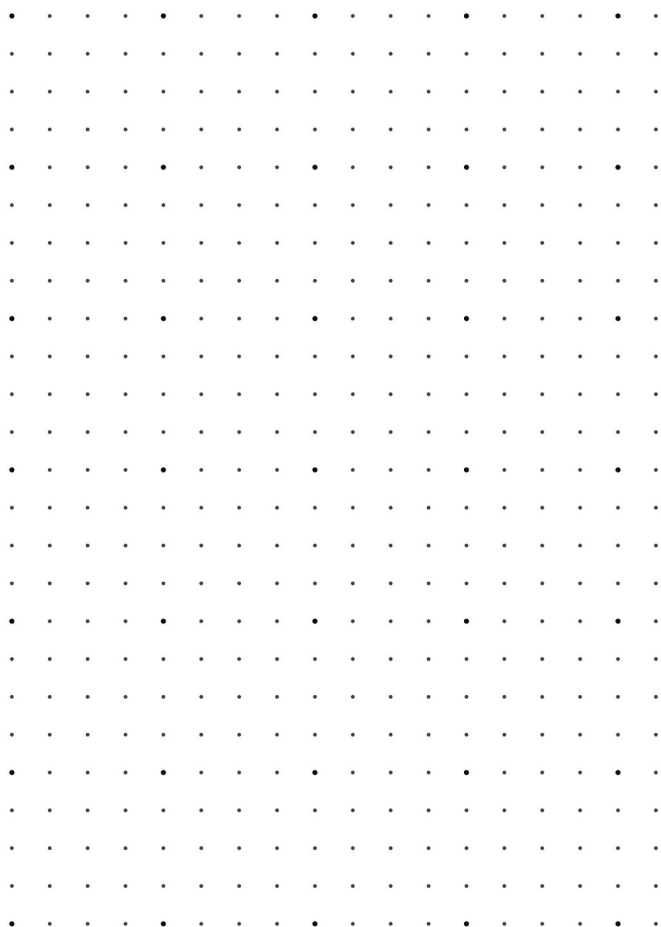
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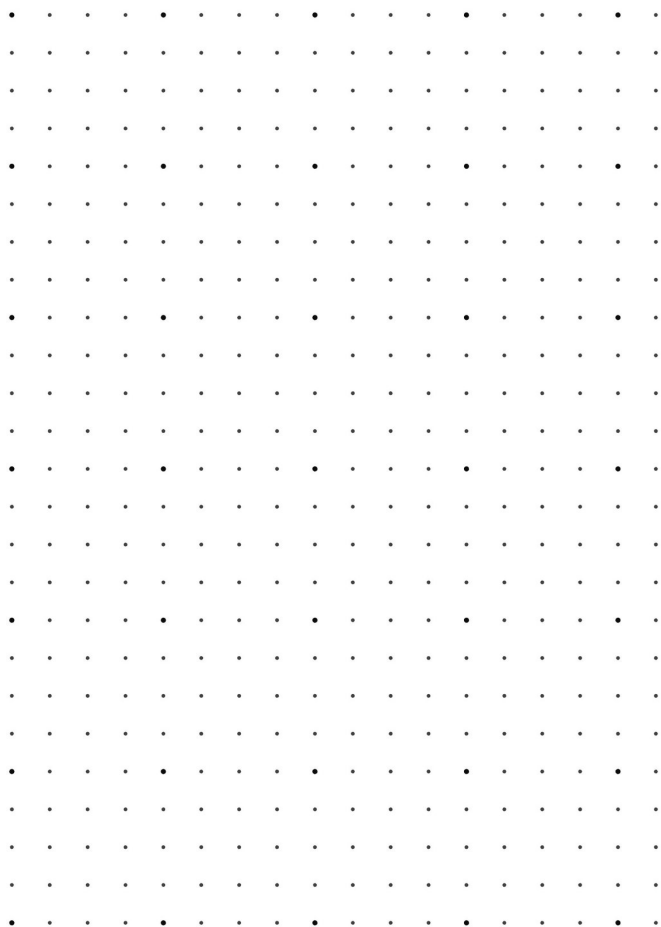
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**The machine is fast.
The hand is honest.**

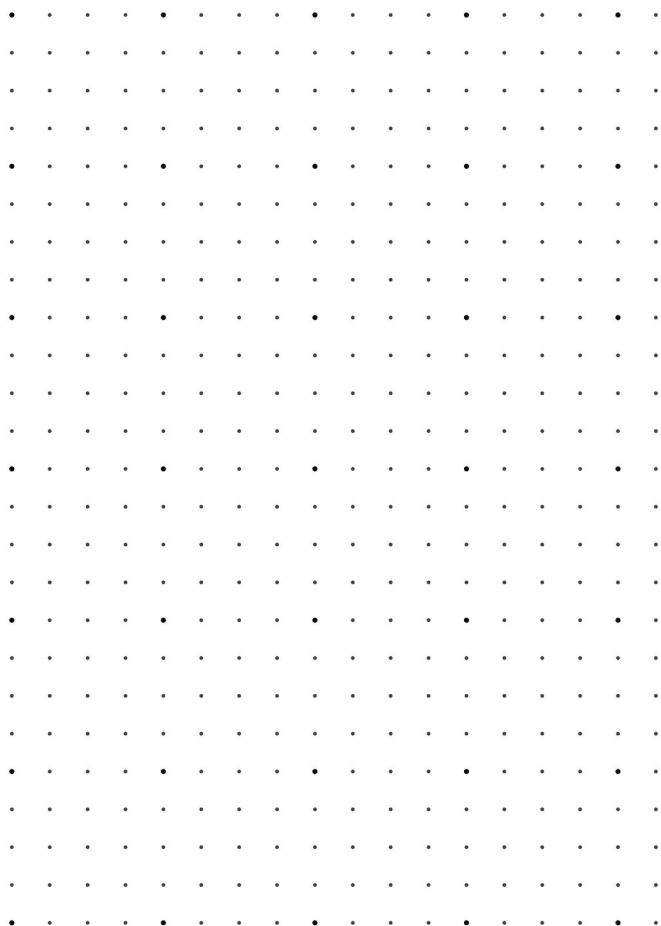
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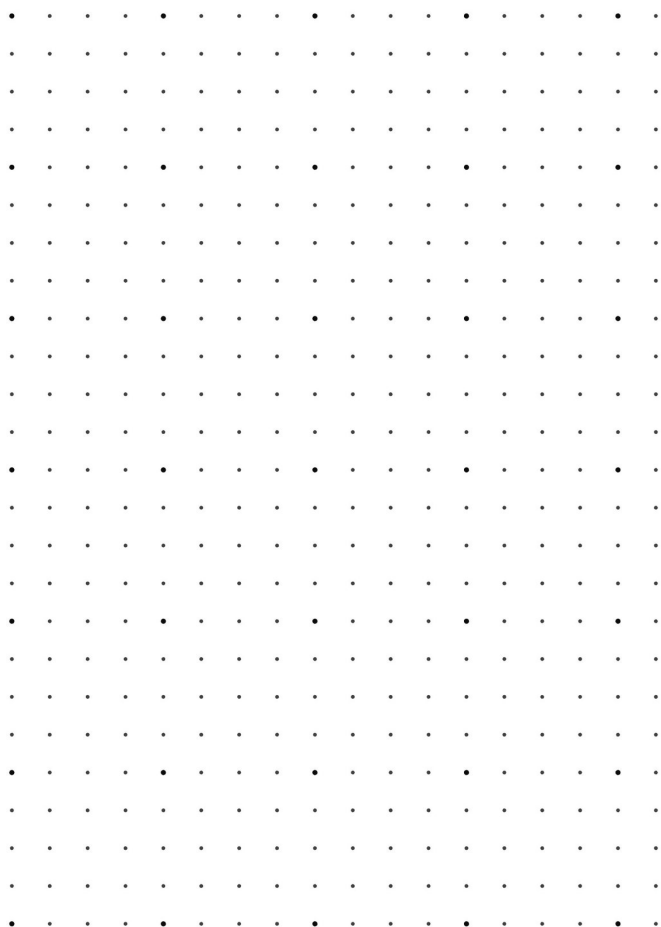




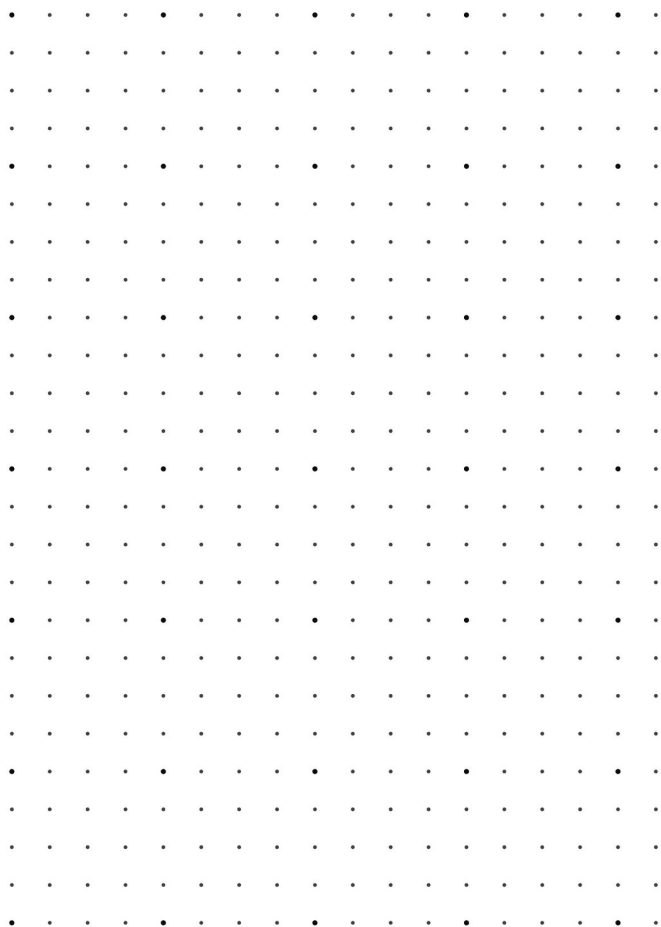
**What stands in the
way becomes the
way.**

Marcus Aurelius

Meditations 5.20



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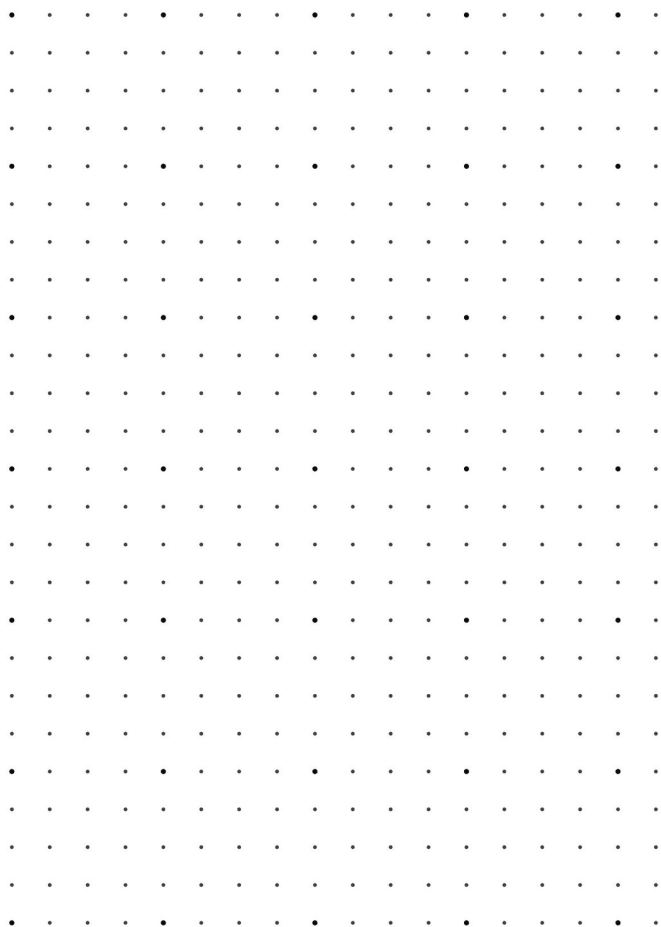


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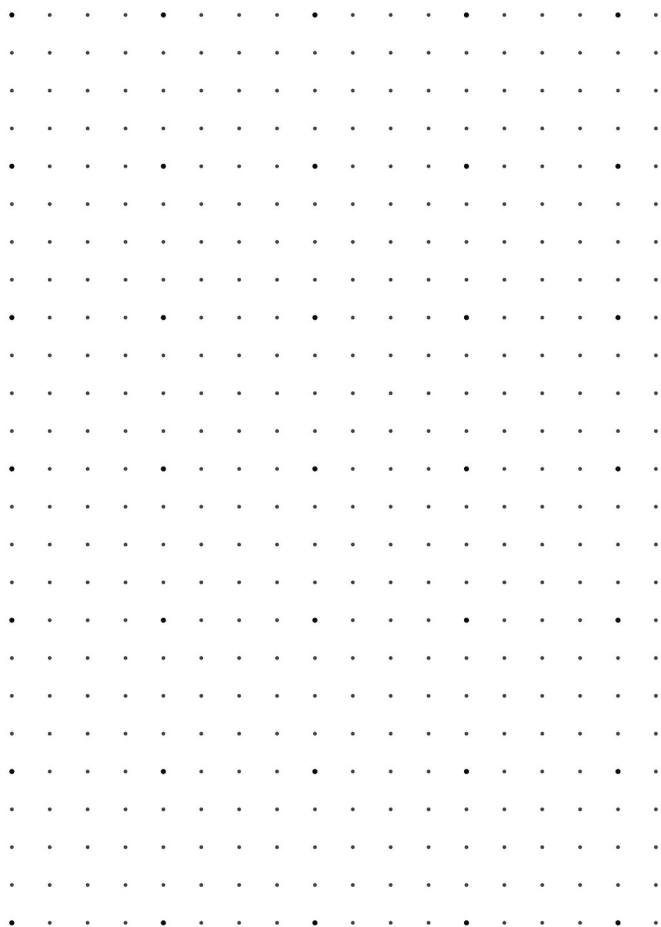
**Copy your heroes until
your mistakes start to
look like you.**

Vedran Obradović

Founder @ Vizura Studio®



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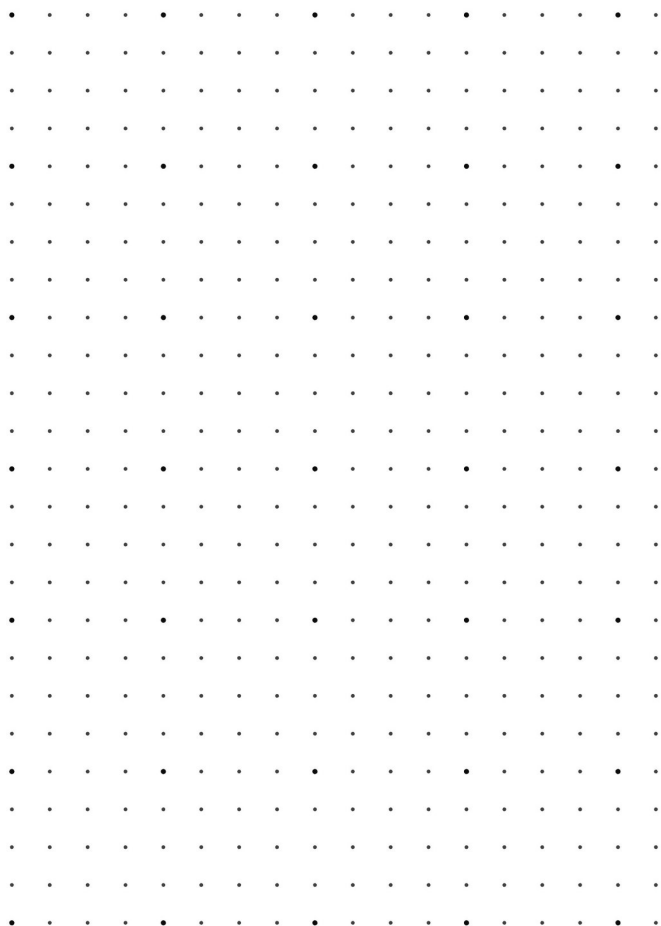




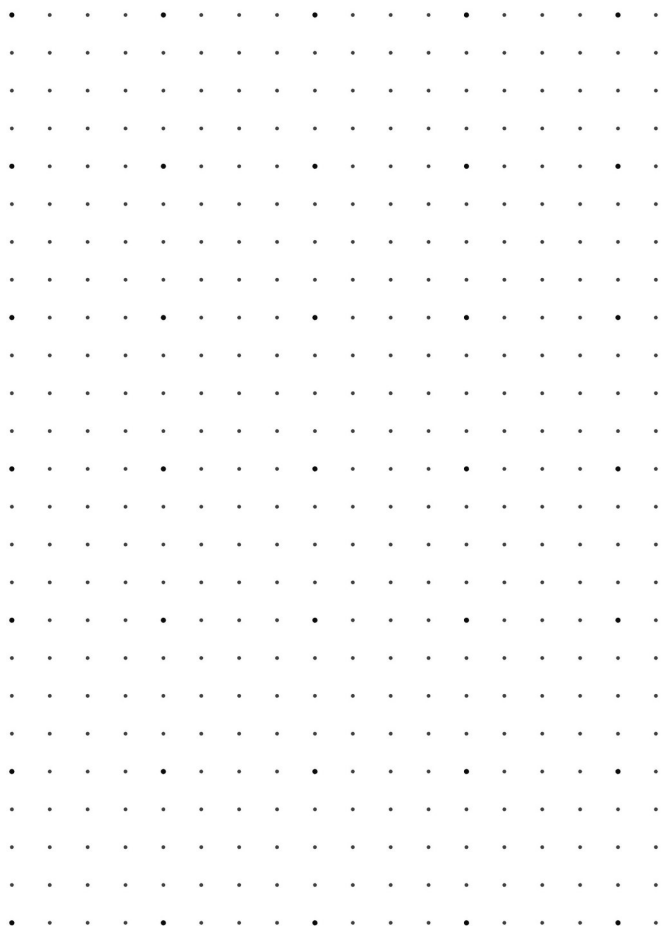
**If a machine could
have made it, ask why
you did.**

Vedran Obradović

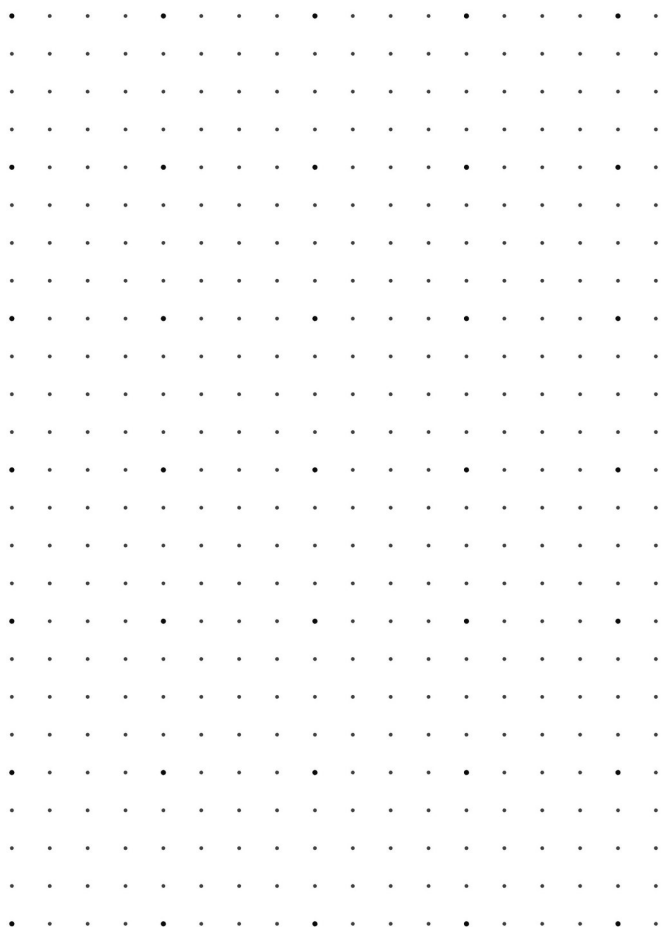
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This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

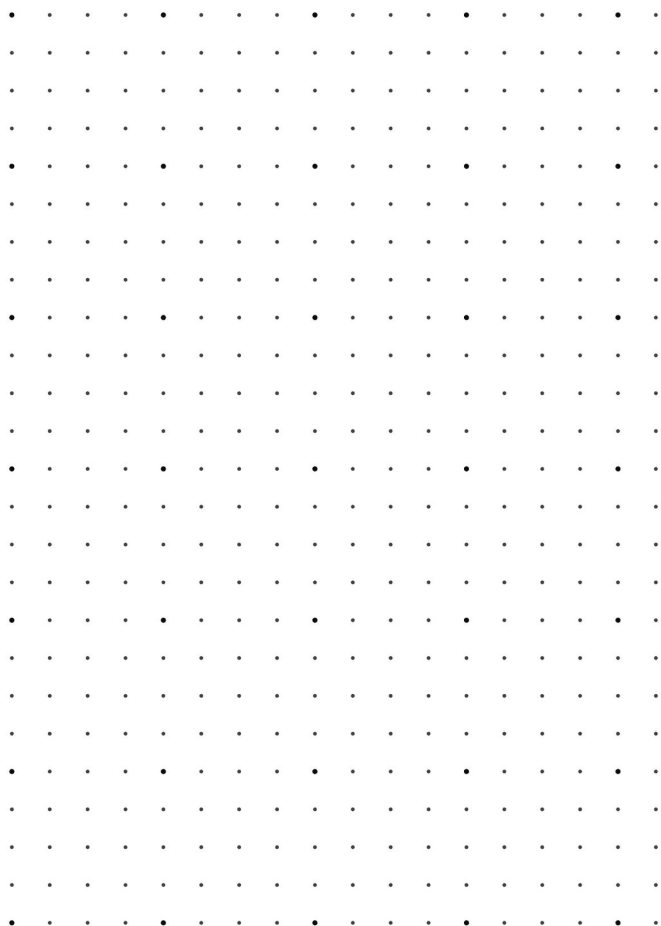
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Be here now.

Ram Dass

Be Here Now, 1971

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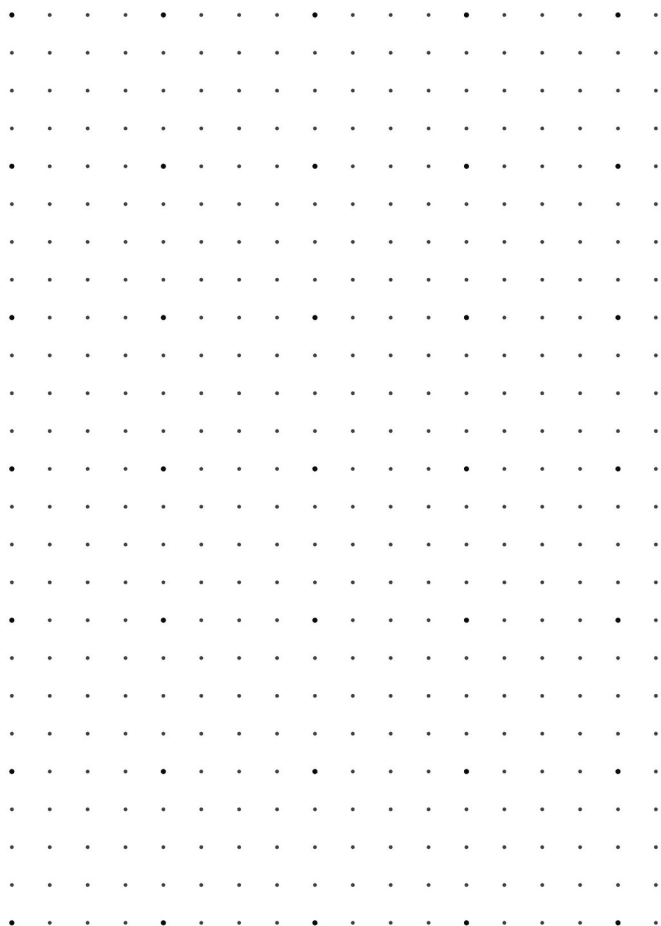
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The first idea is the obvious one. The fifth is the one they pay for.

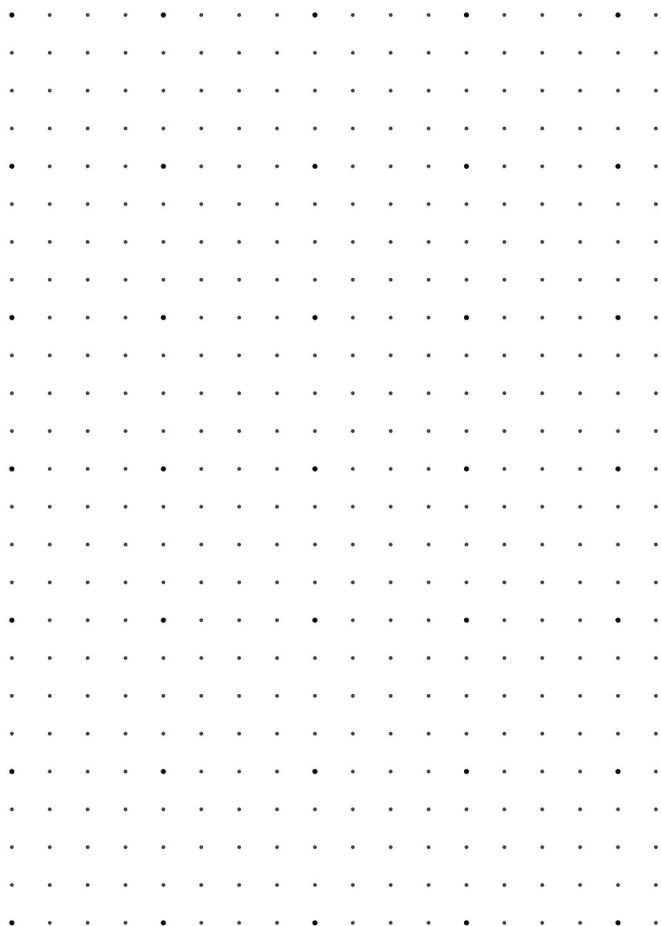
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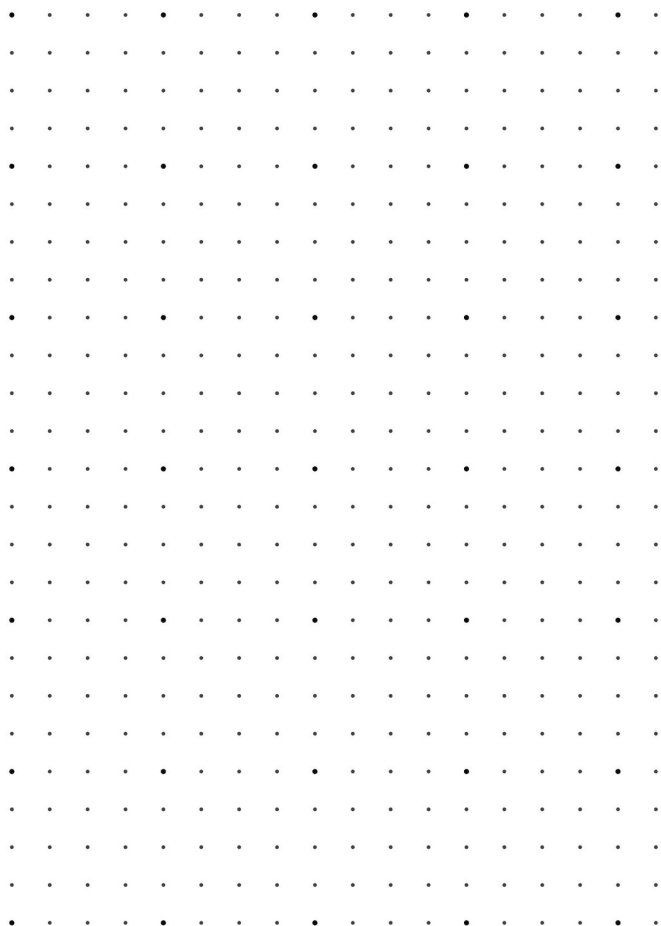


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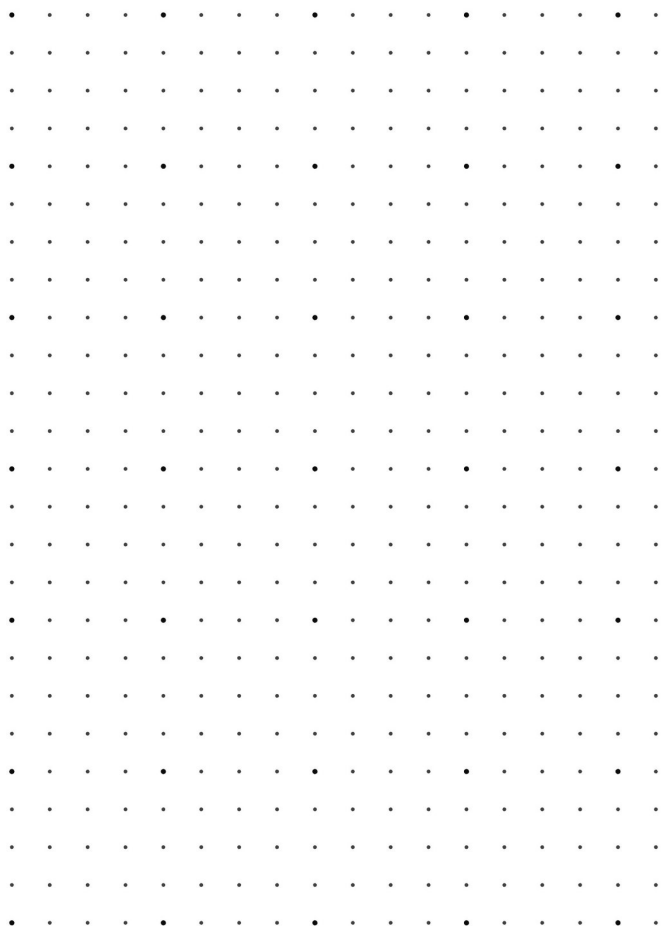
**Everyone has the
same tools now. Only
judgment is still
scarce.**

Vedran Obradović

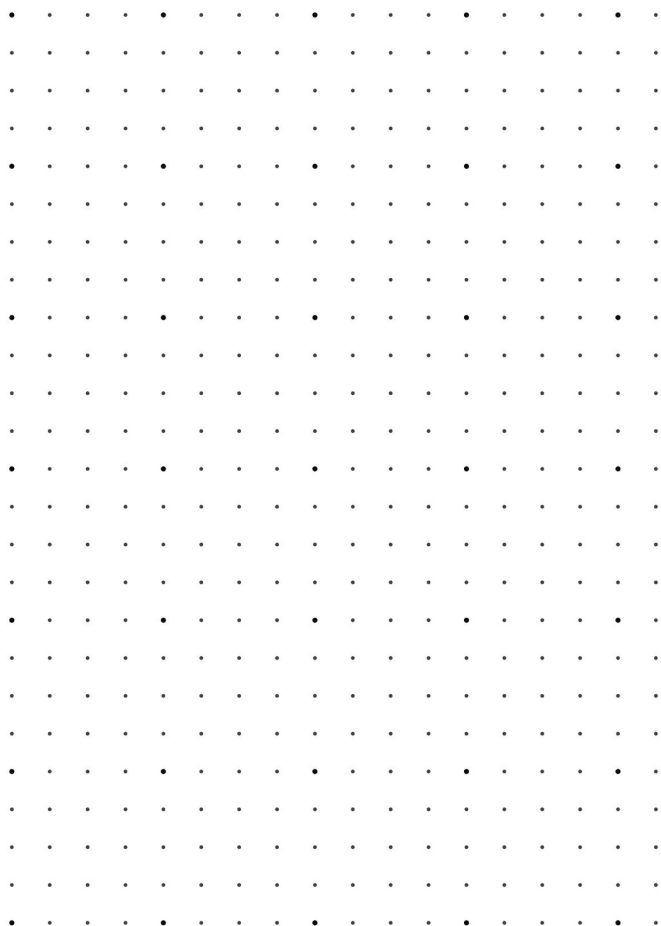
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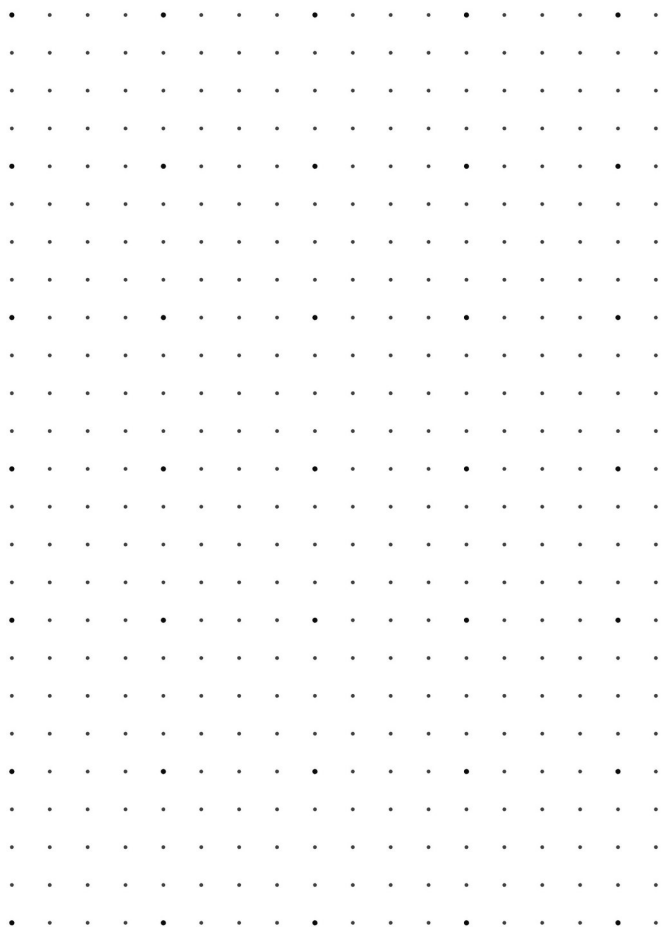


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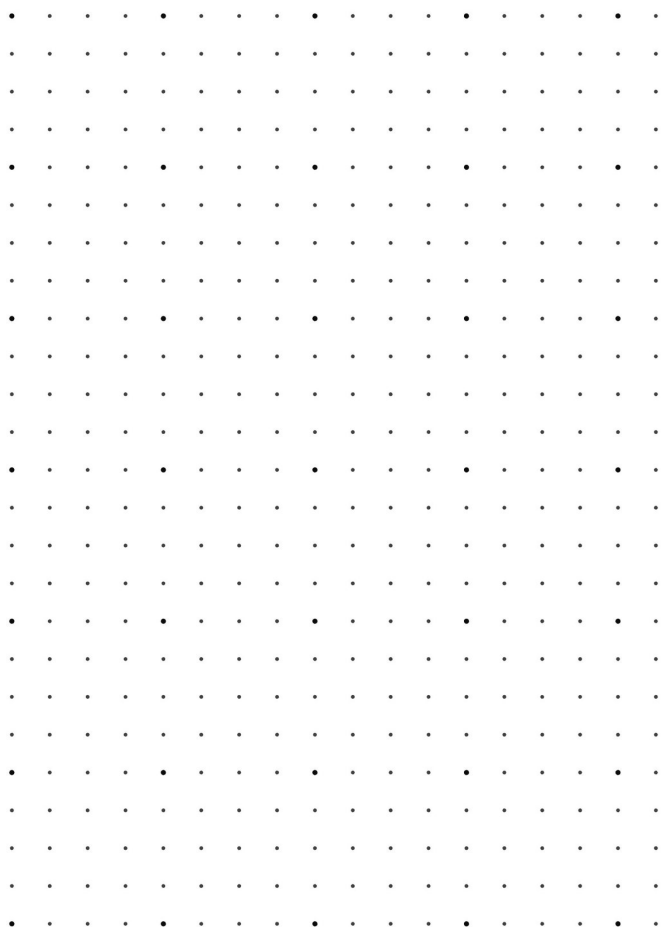
Less, but better.

Dieter Rams

designer



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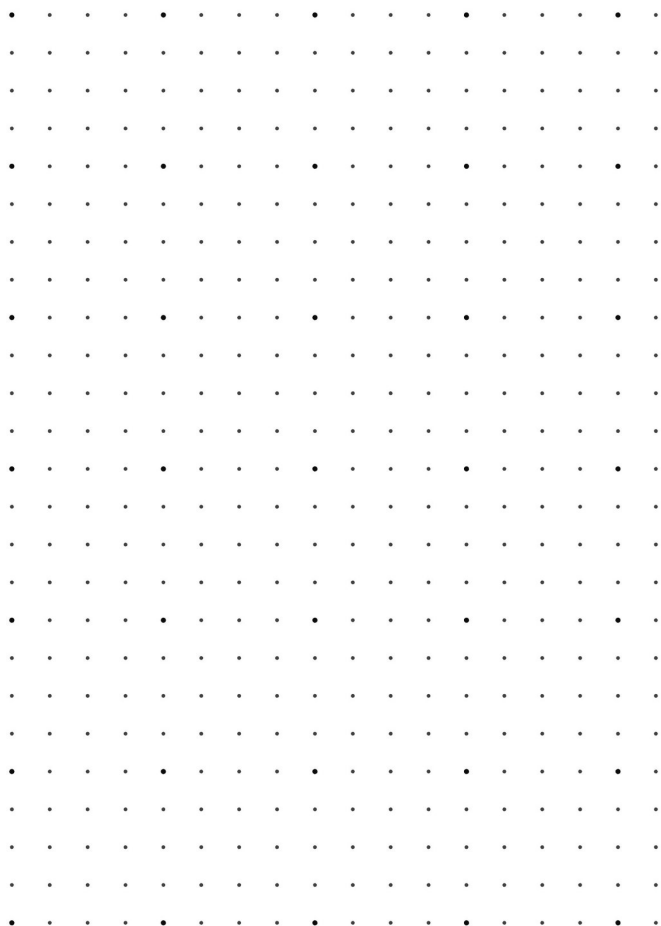


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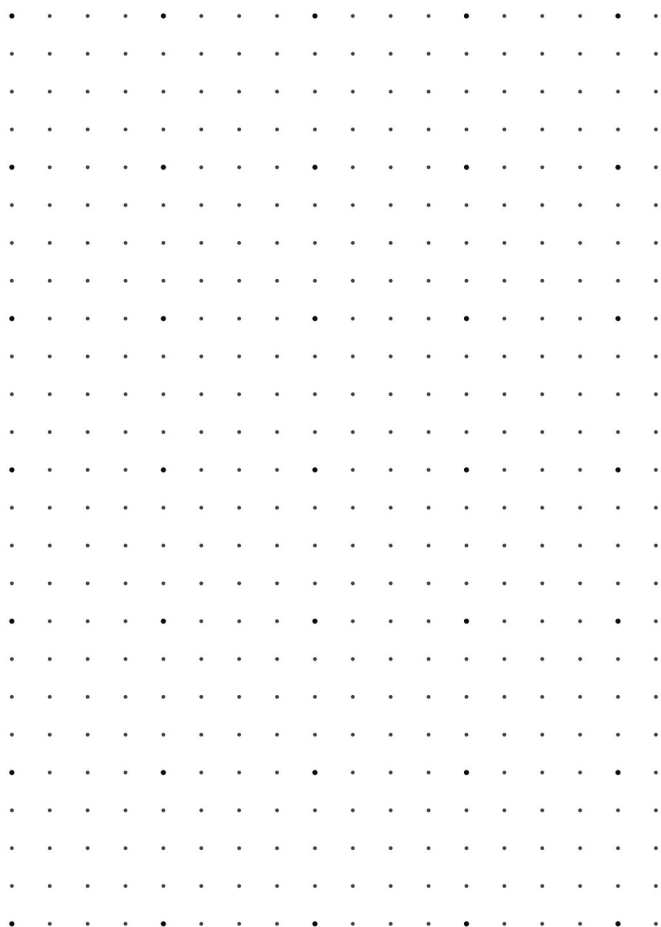
**A prompt borrows a
thousand minds. A
sketch shows yours.**

Vedran Obradović

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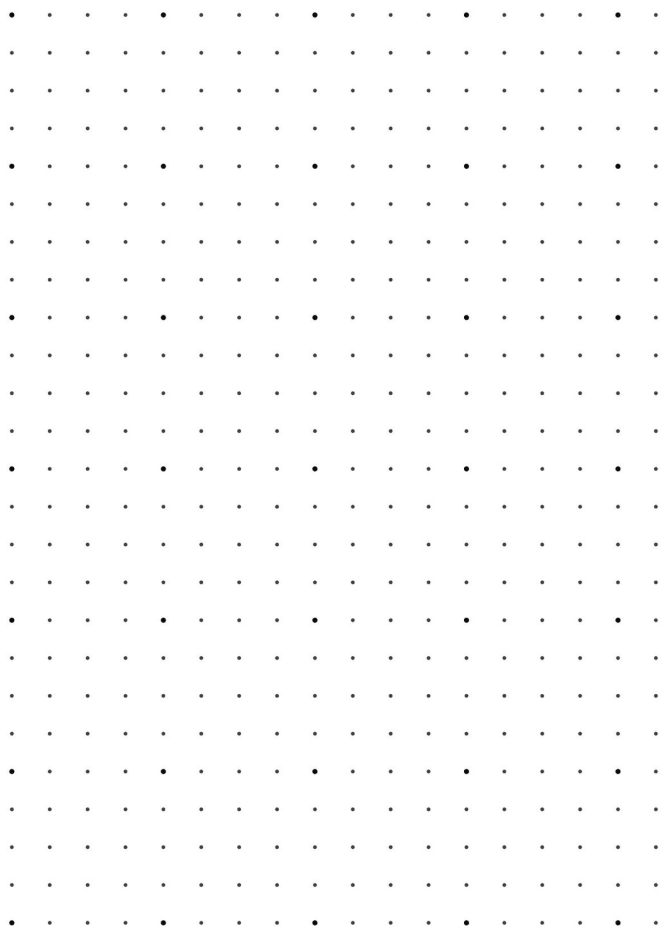


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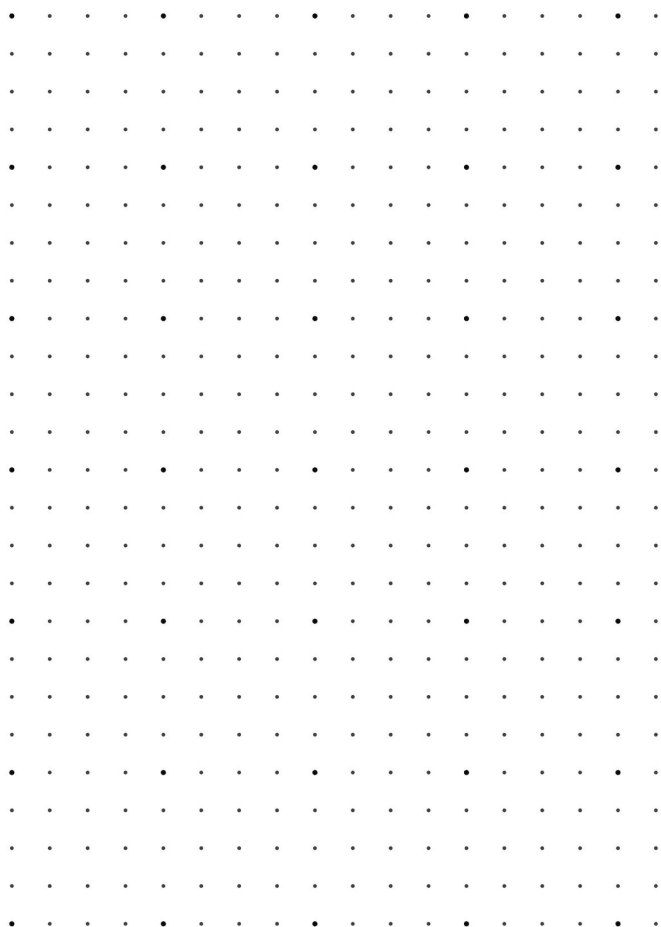
**You don't own an idea
until your hand has
failed at it twice.**

Vedran Obradović

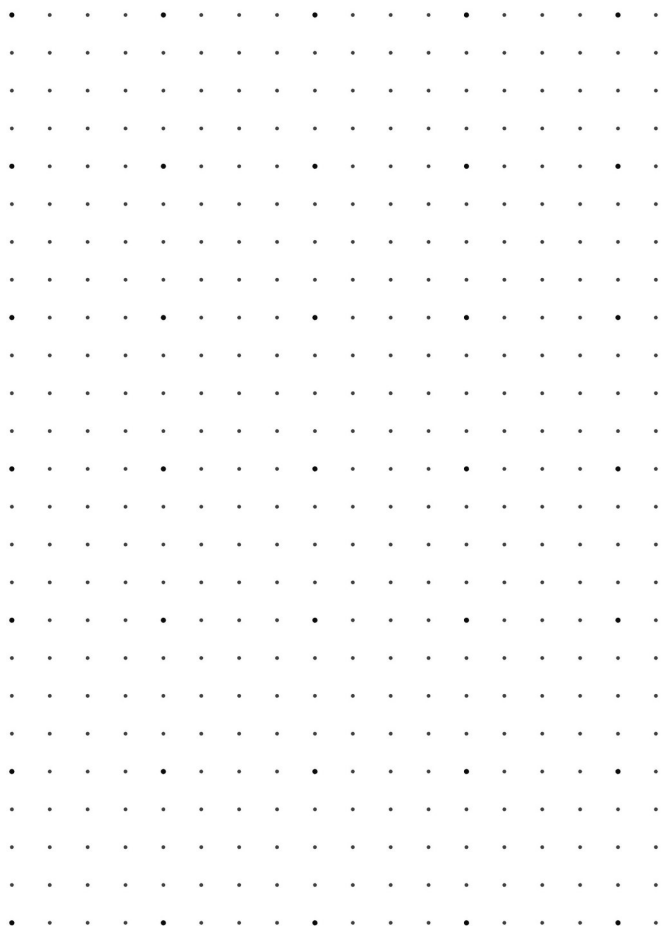
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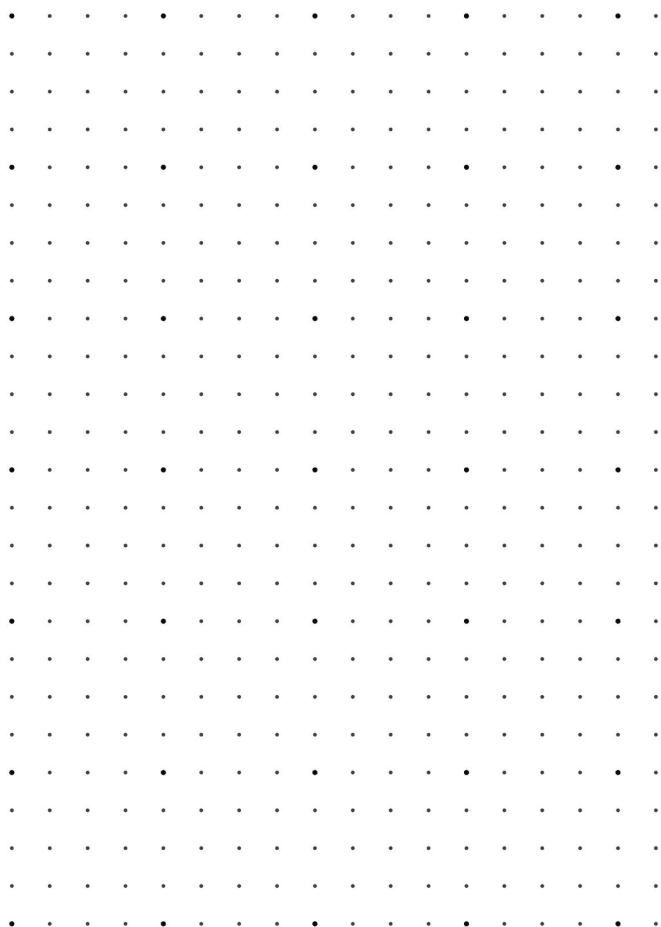
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**If a man gives way to
all his desires, there
will be no inner
struggle in him, no
friction, no fire.**

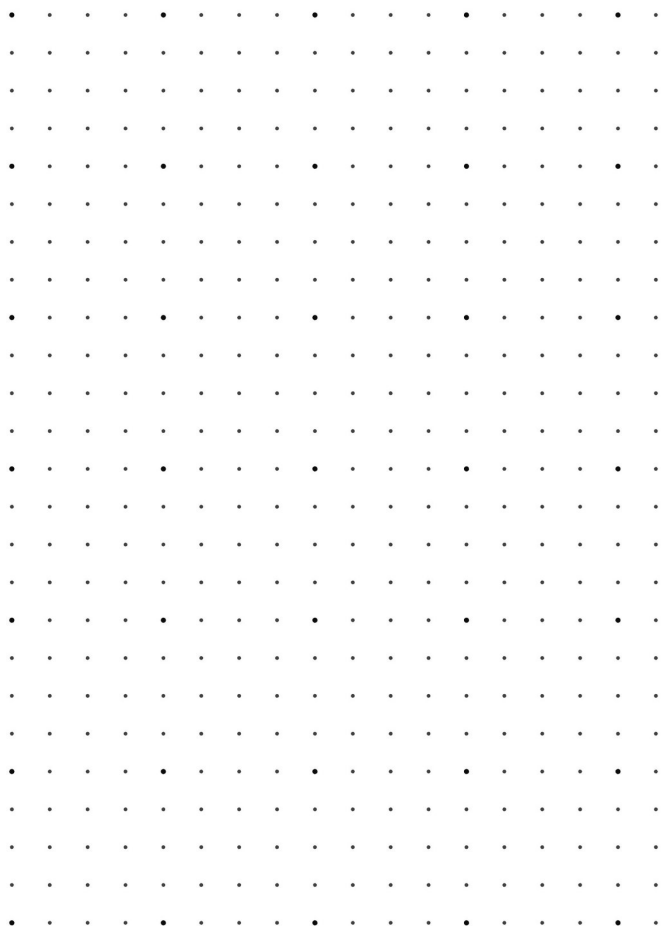
P. D. Ouspensky

In Search of the Miraculous, 1949

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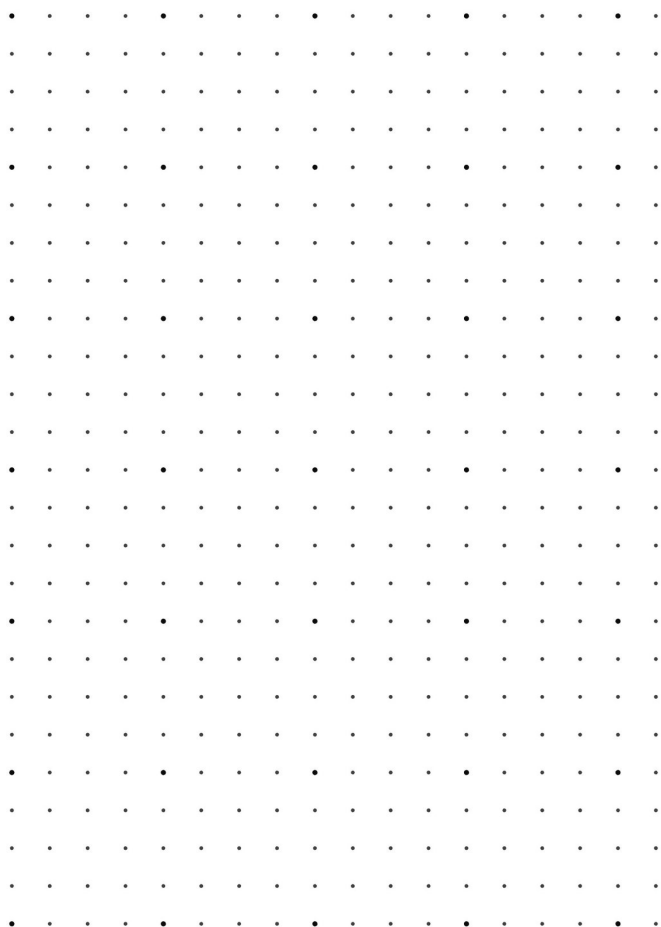


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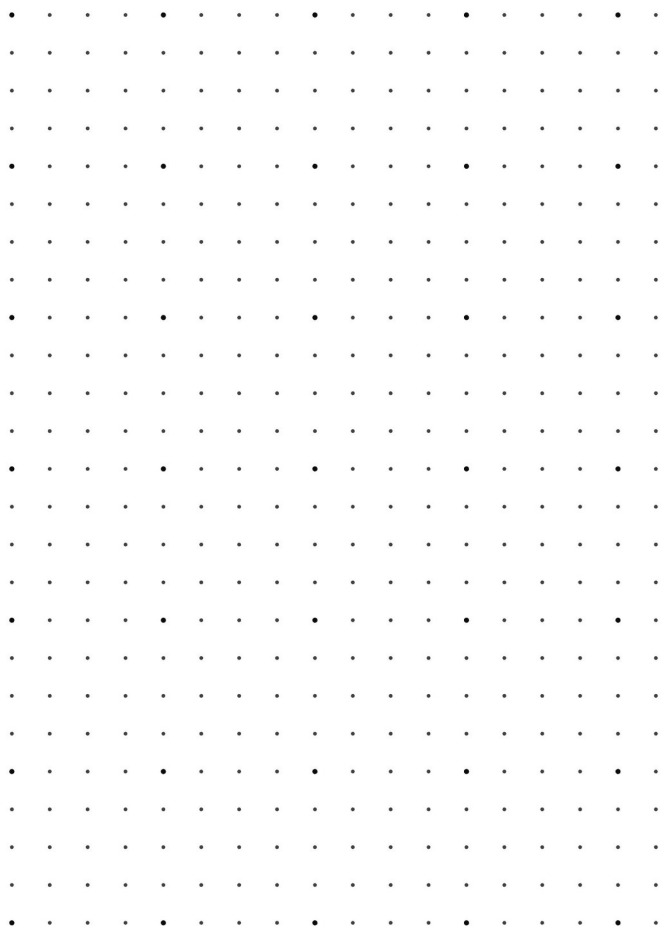
**Make fewer things.
Make them
unmistakable.**

Vedran Obradović

Founder @ Vizura Studio®



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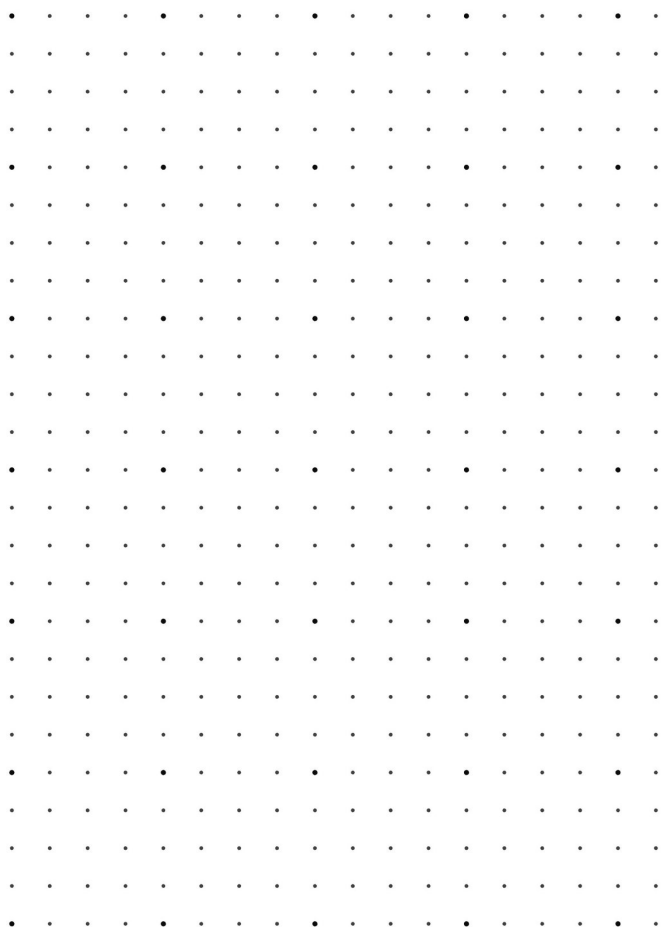


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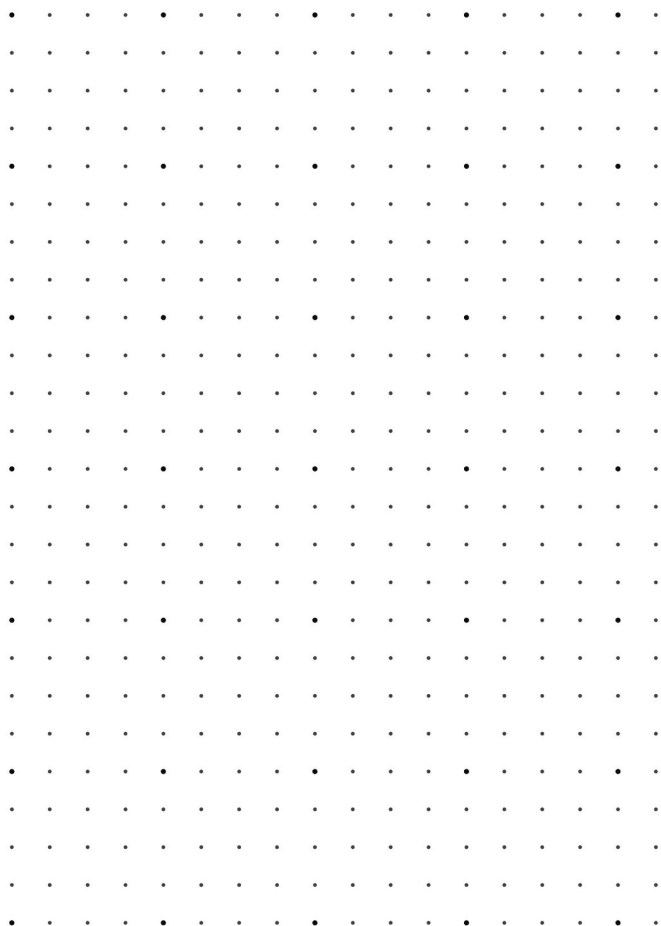
The blank page is not empty. It is undecided.

Vedran Obradović

Founder @ Vizura Studio®



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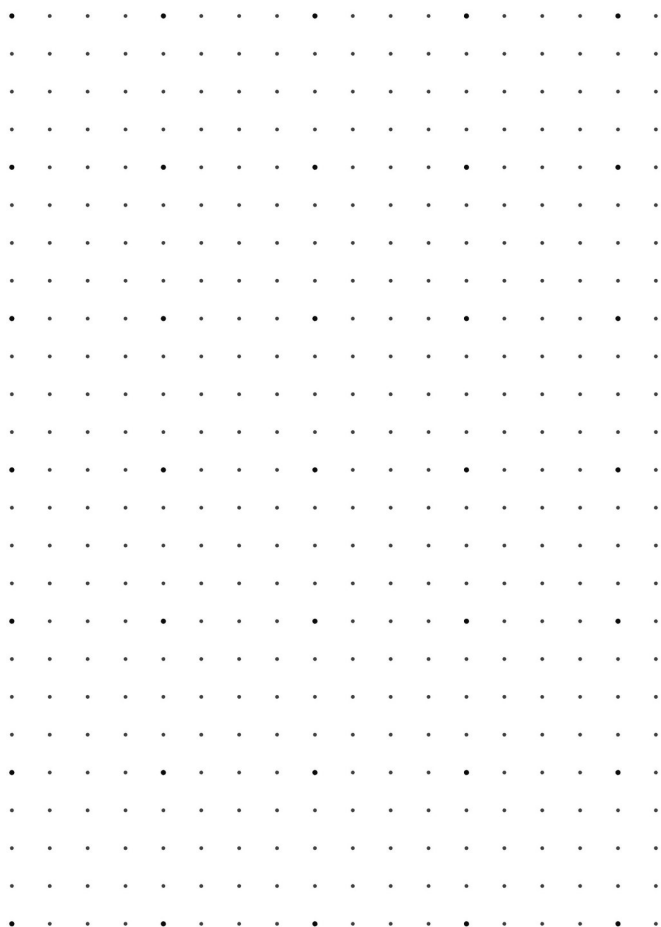


Steal like an artist.

Austin Kleon

Steal Like an Artist, 2012

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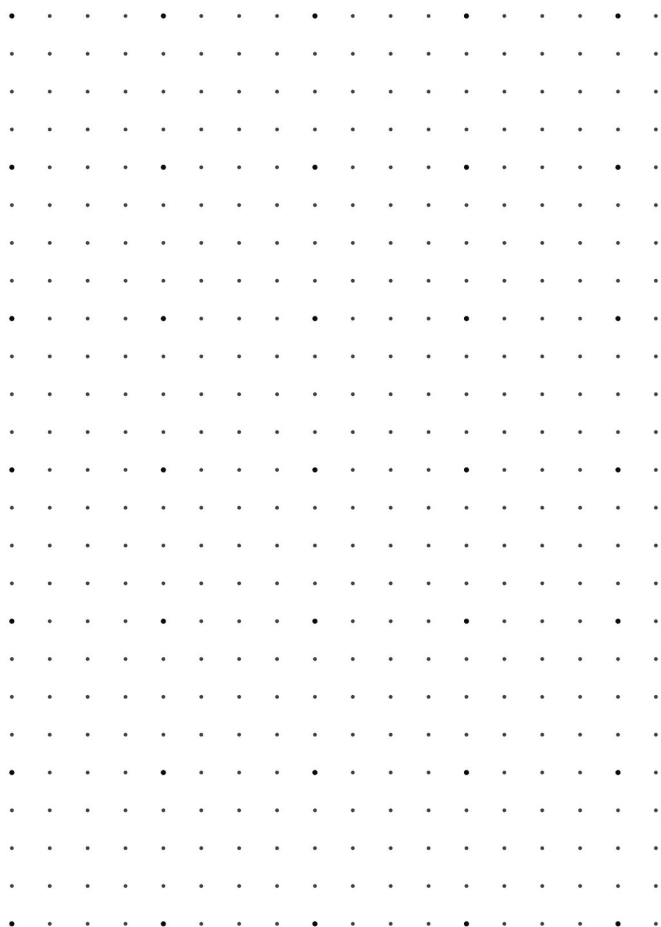


**Draw it badly first.
Waiting for perfect is
just a slower way to
quit.**

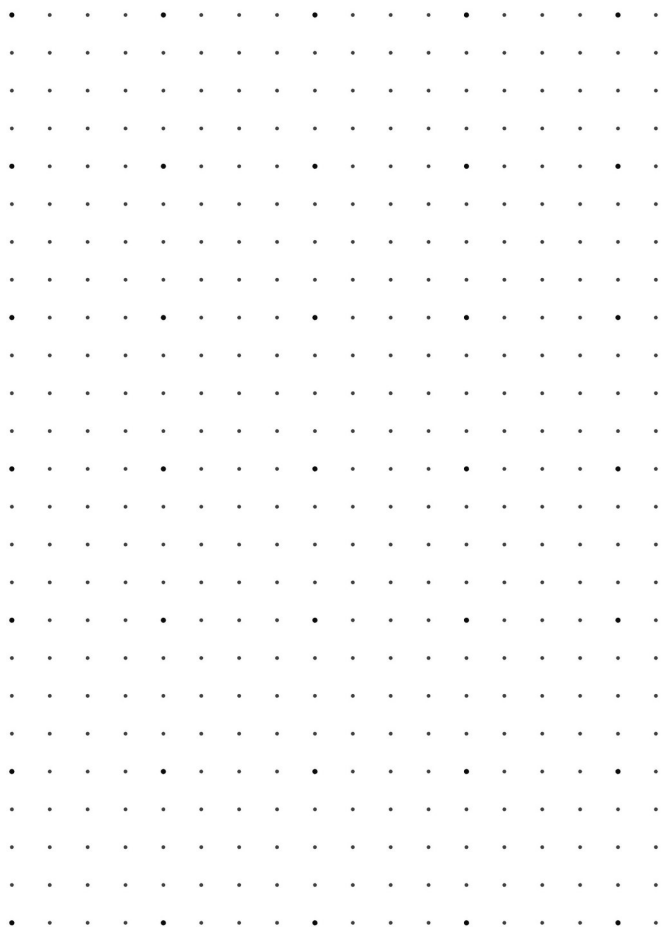
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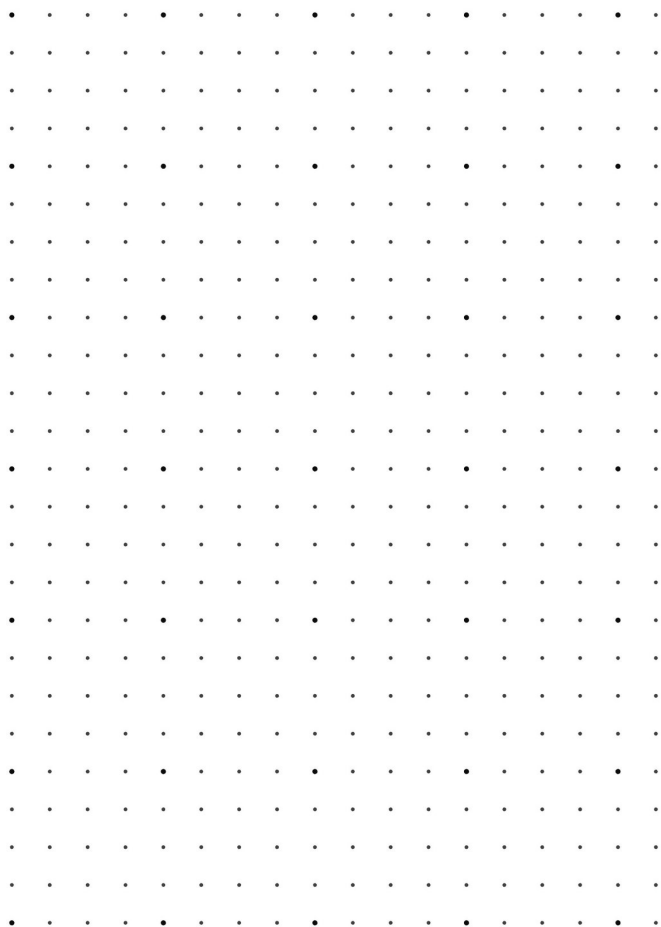
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**Speed used to be the
advantage. Now it is
the baseline. Meaning
is the new speed.**

Vedran Obradović

Founder @ Vizura Studio®

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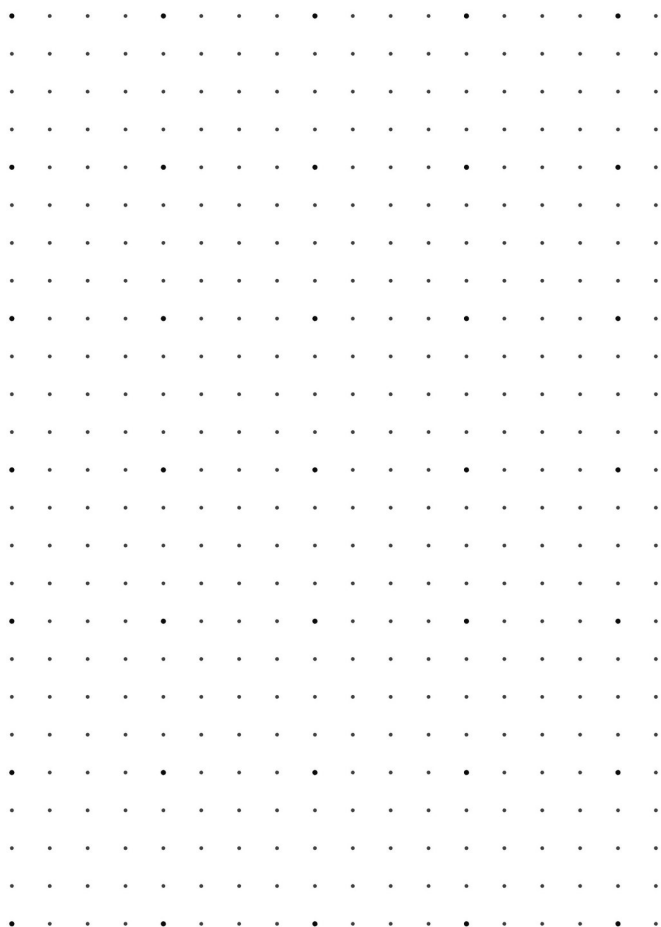
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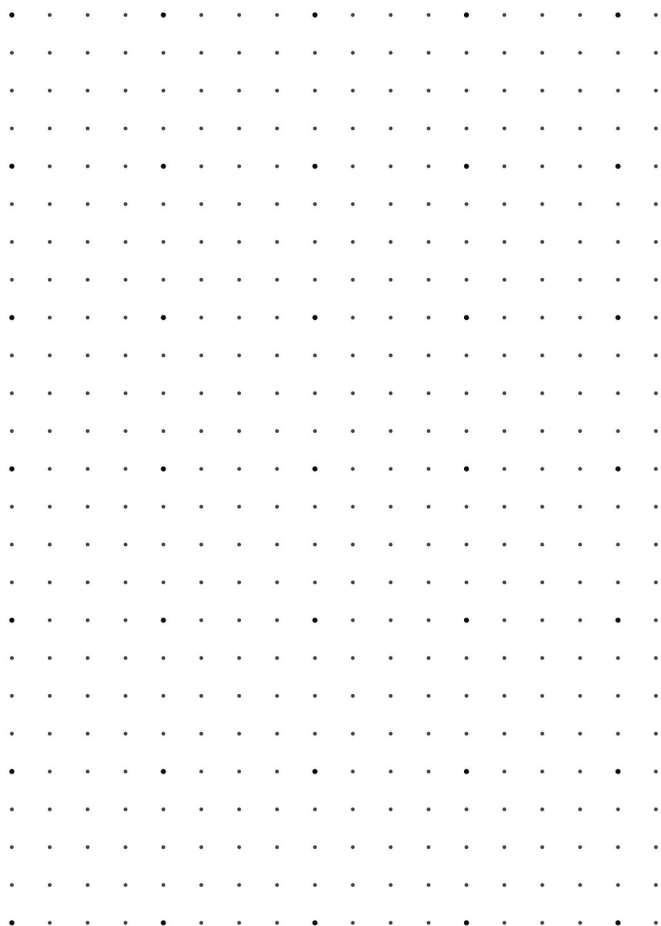
The details are not the details. They make the design.

Charles Eames
designer

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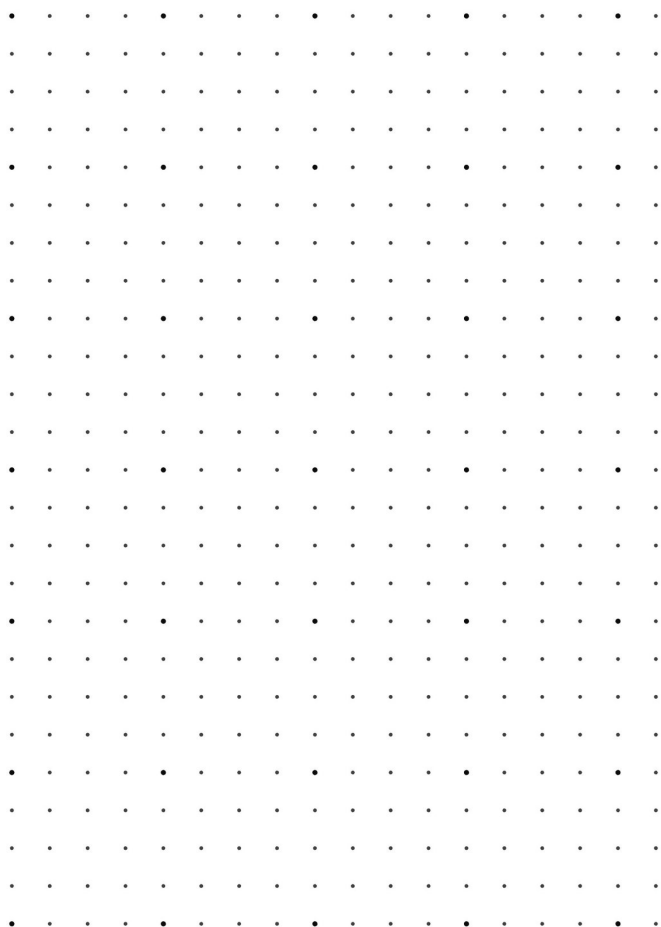




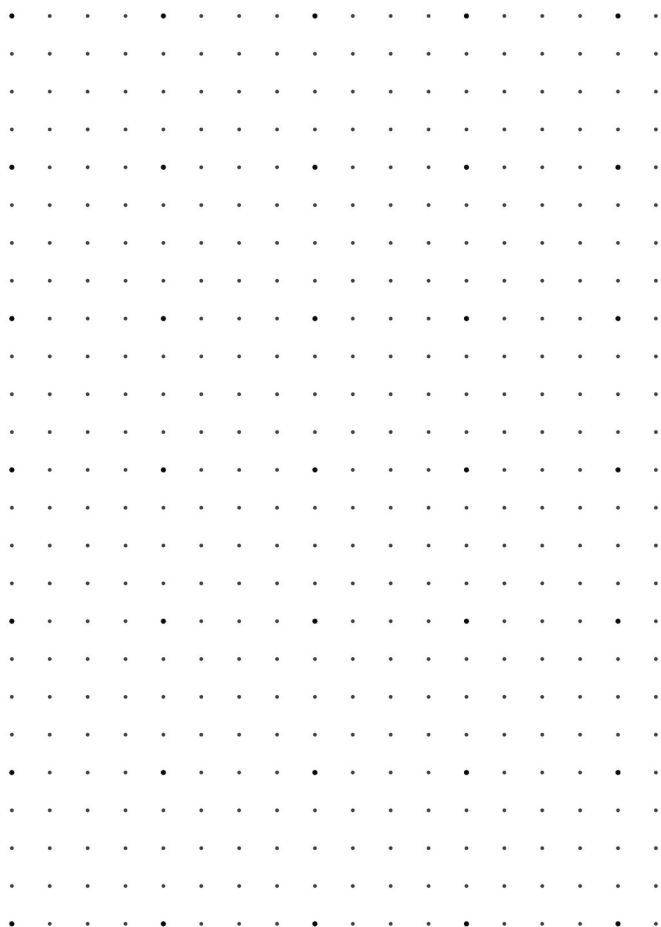
**You become what you
repeat when nobody
is watching.**

Vedran Obradović

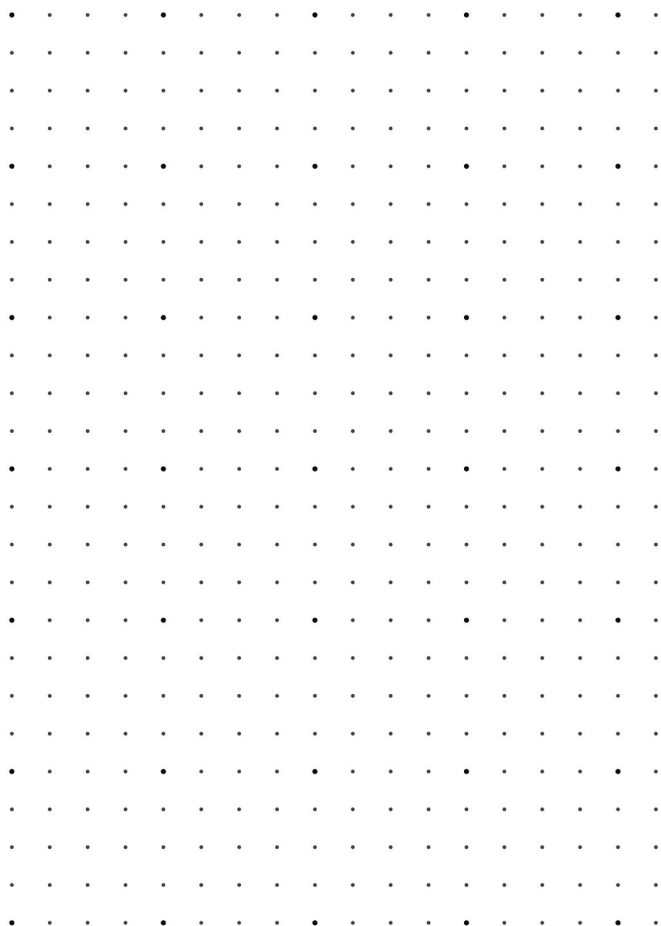
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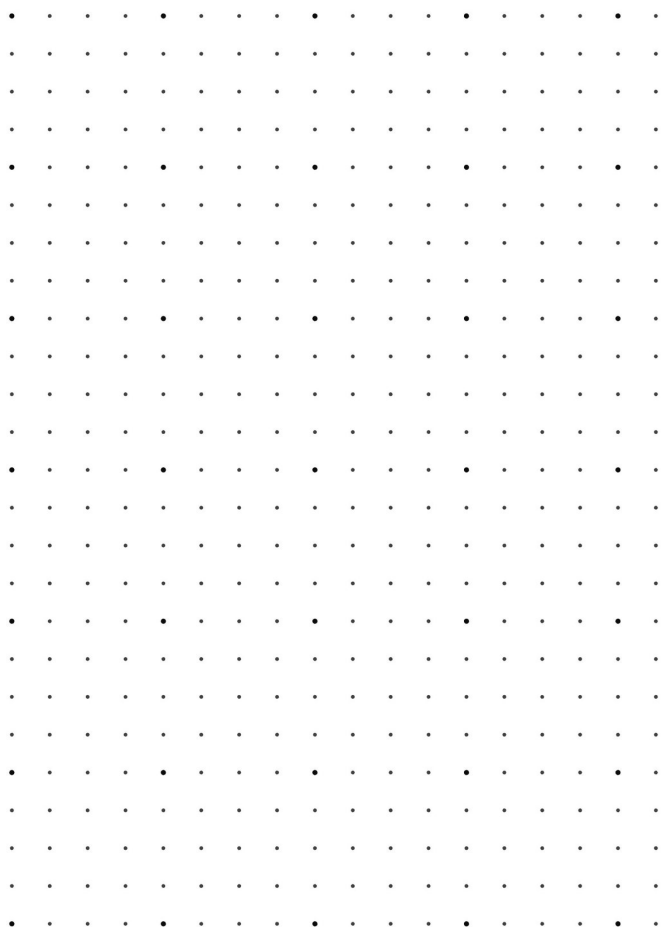


**Reverse-engineer the
result, never the style.**

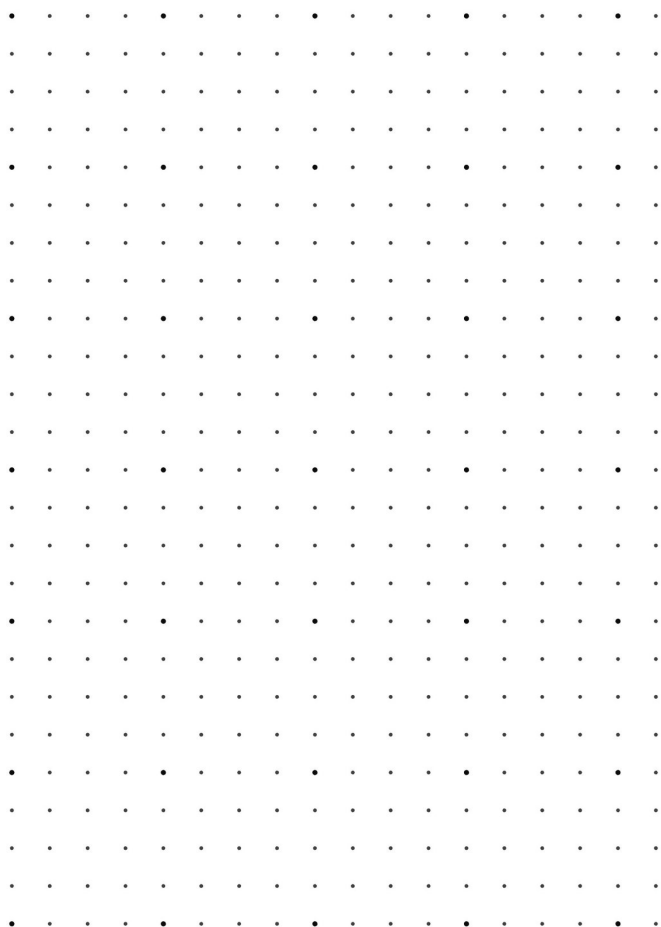
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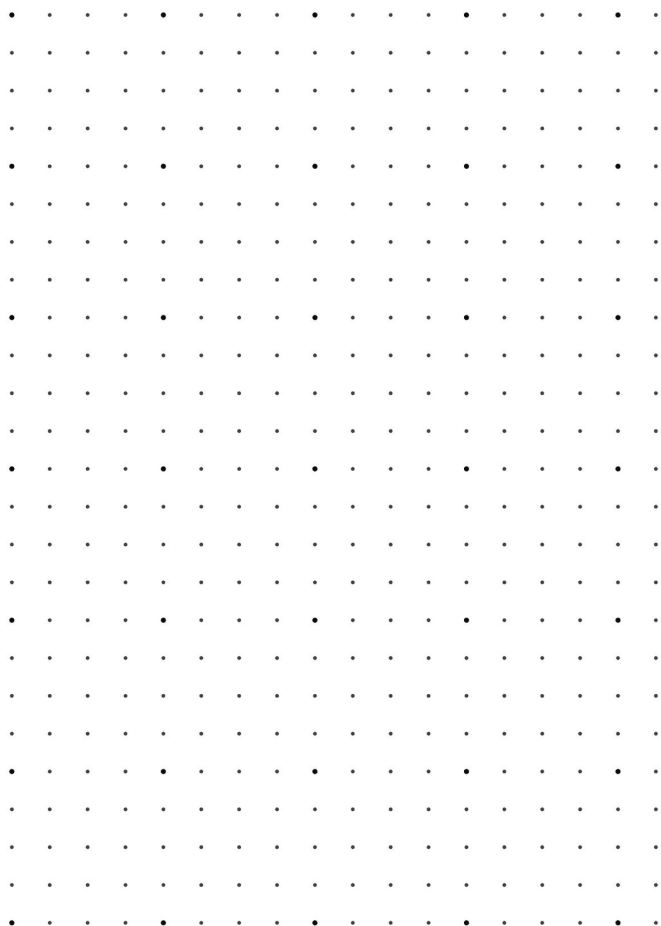


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**While we are
postponing, life
speeds by.**

Seneca

Letters to Lucilius 1



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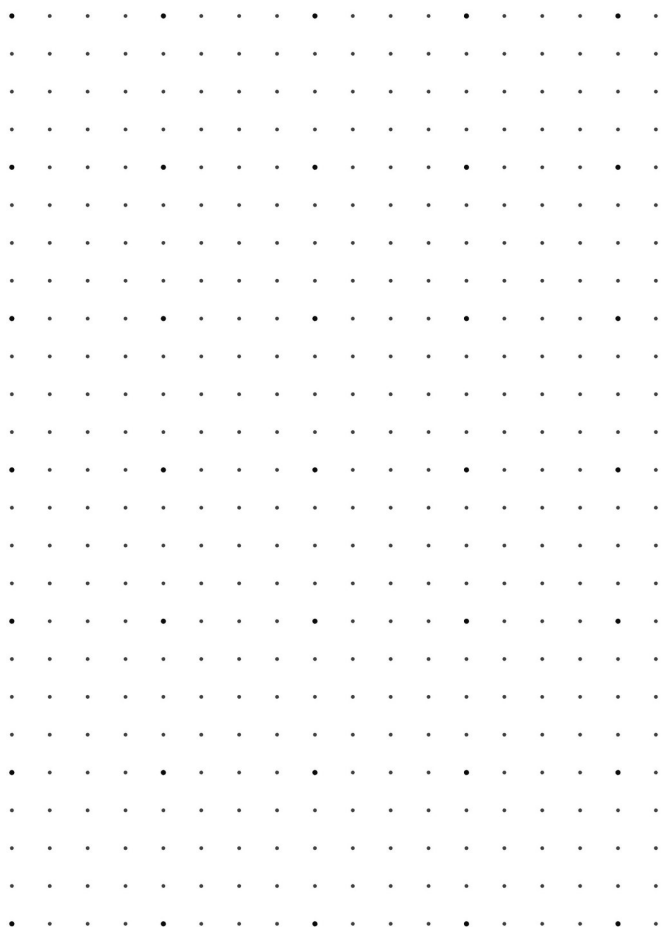


**Take apart what
moves you. Build back
what is yours.**

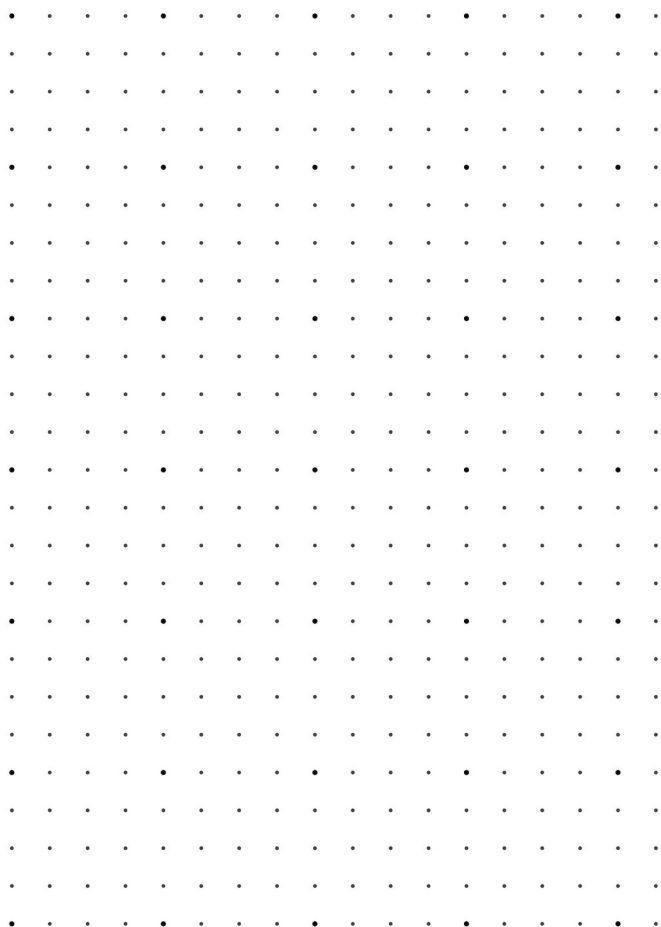
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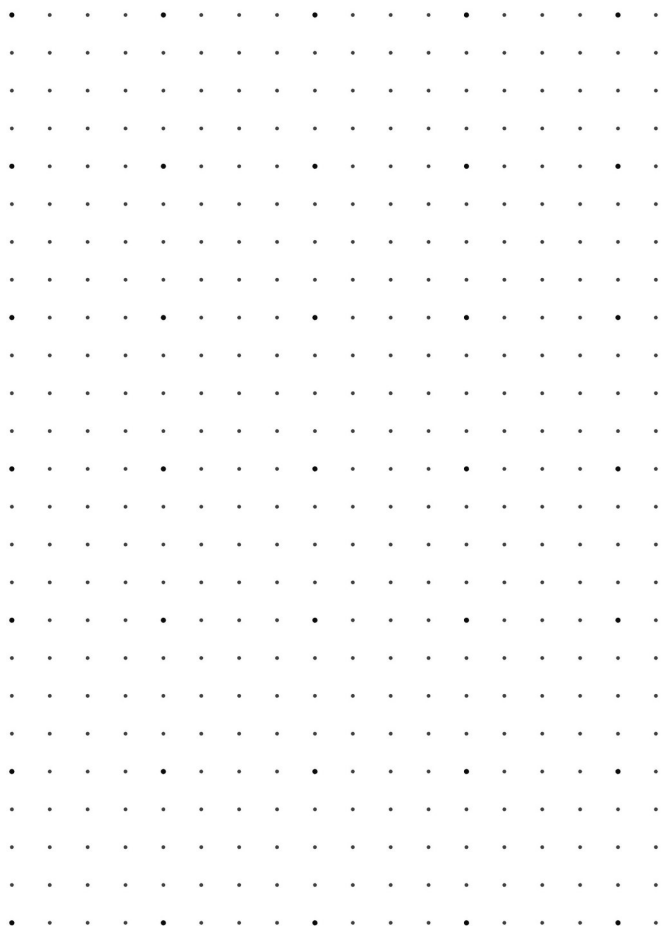


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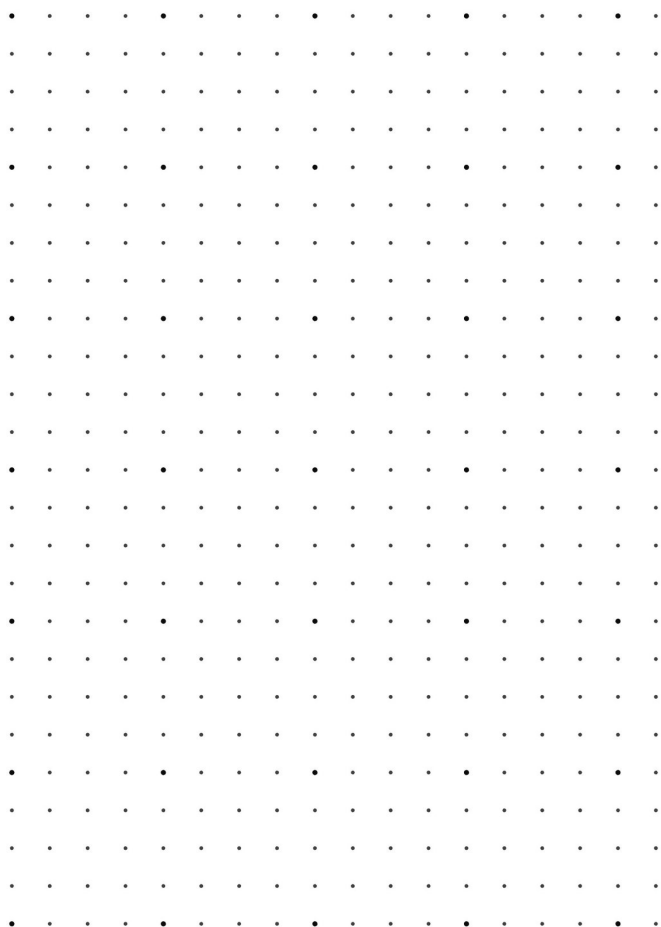
**Borrow the thinking.
Never the surface.**

Vedran Obradović

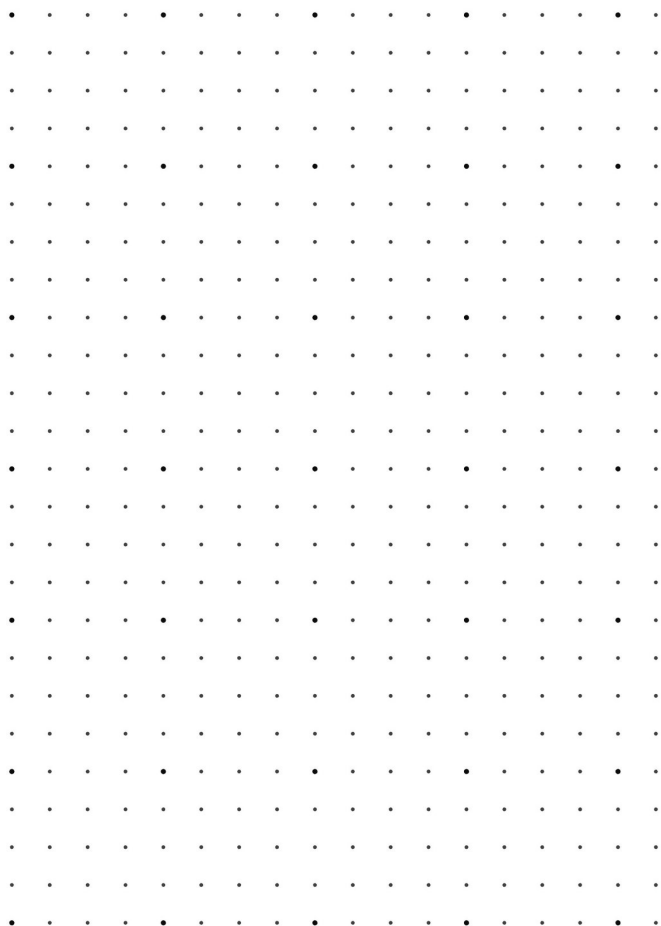
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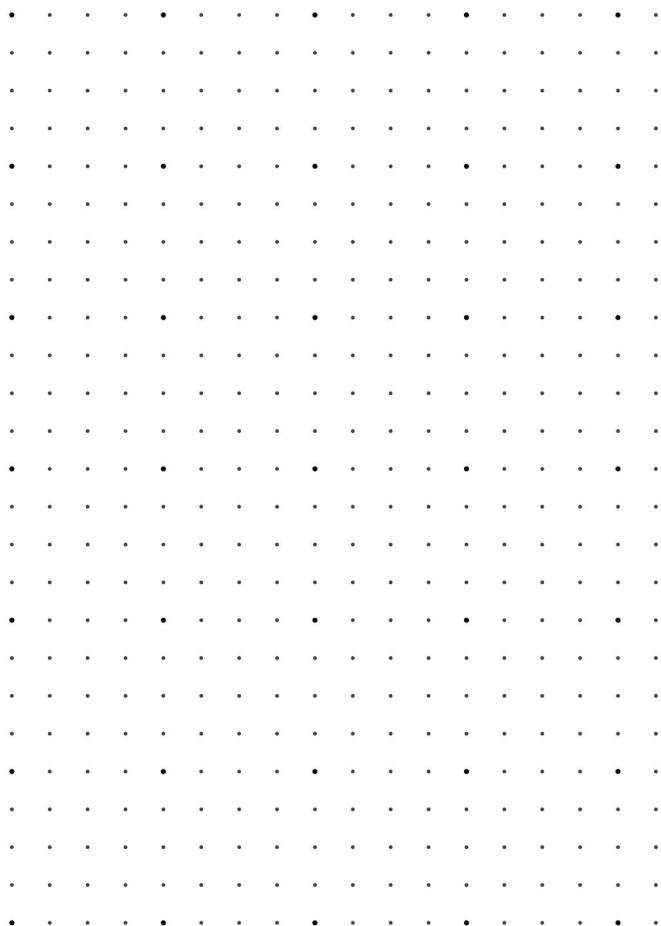
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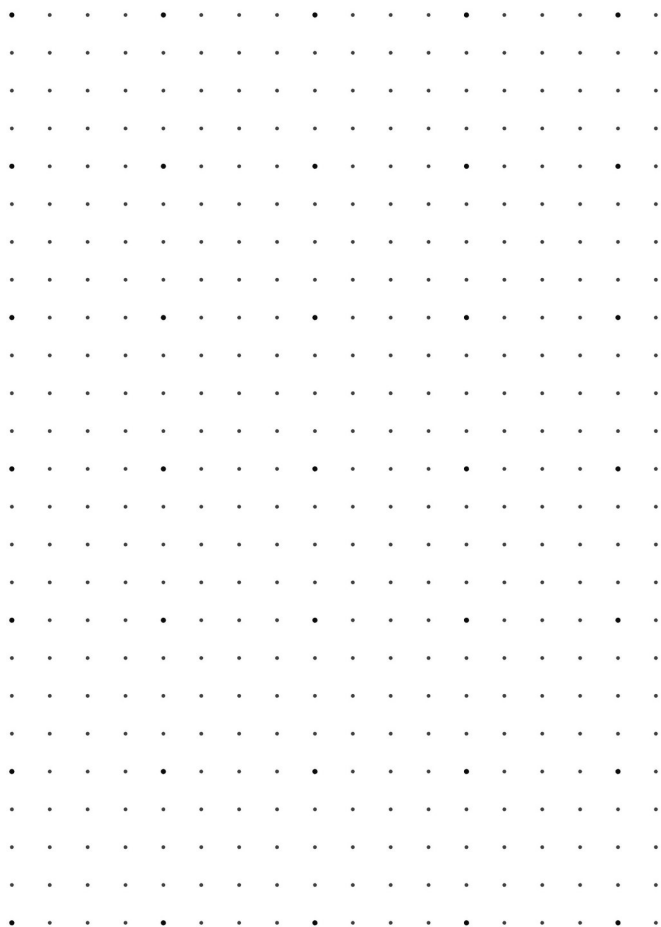
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**Don't try to be original,
just try to be good.**

Paul Rand
designer



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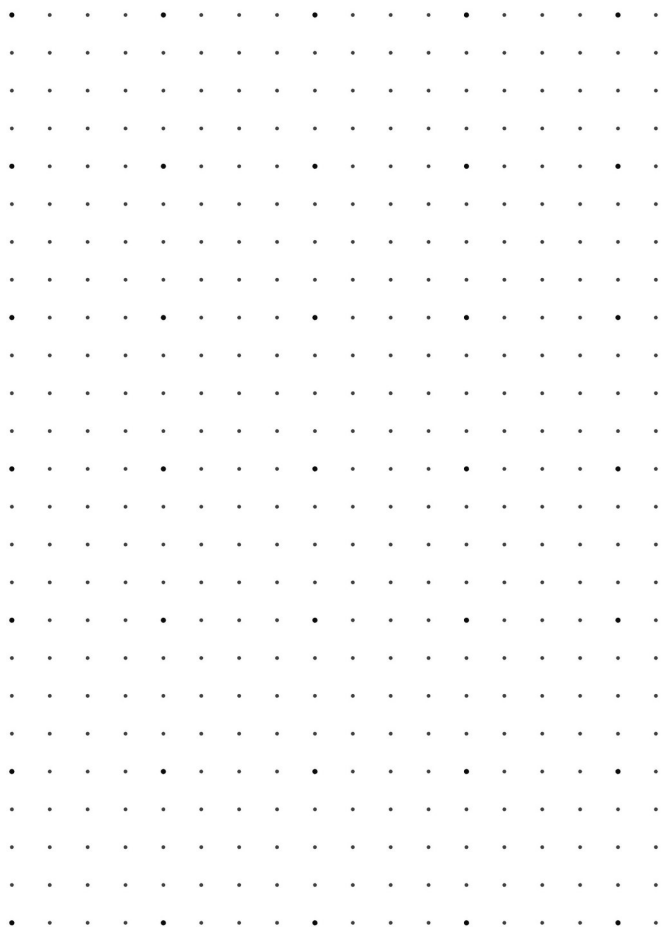
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**Craft is patience
made visible.**

Vedran Obradović

Founder @ Vizura Studio®

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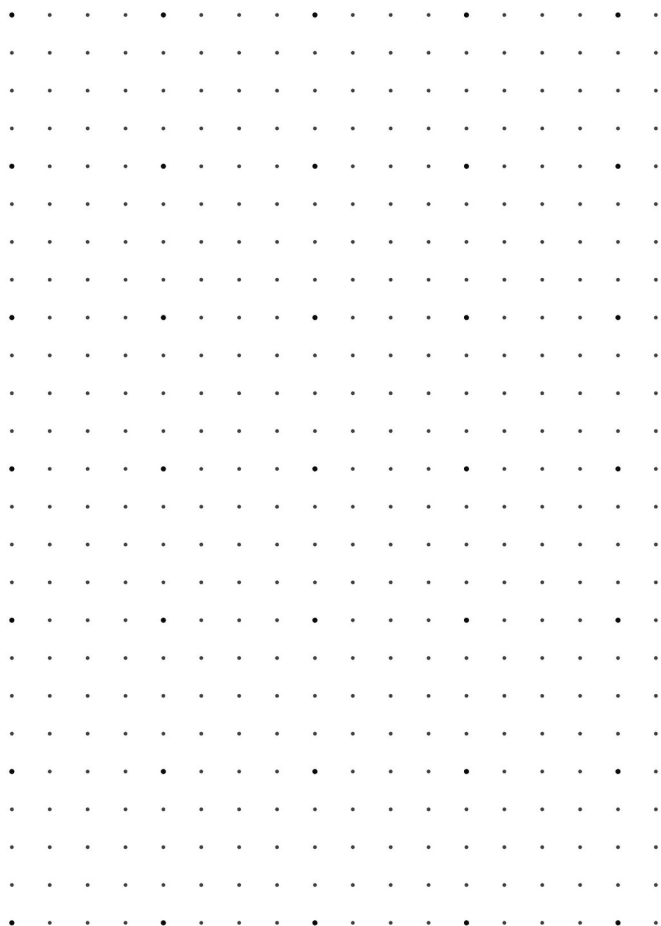
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**Constraints are a gift
wrapped in
frustration.**

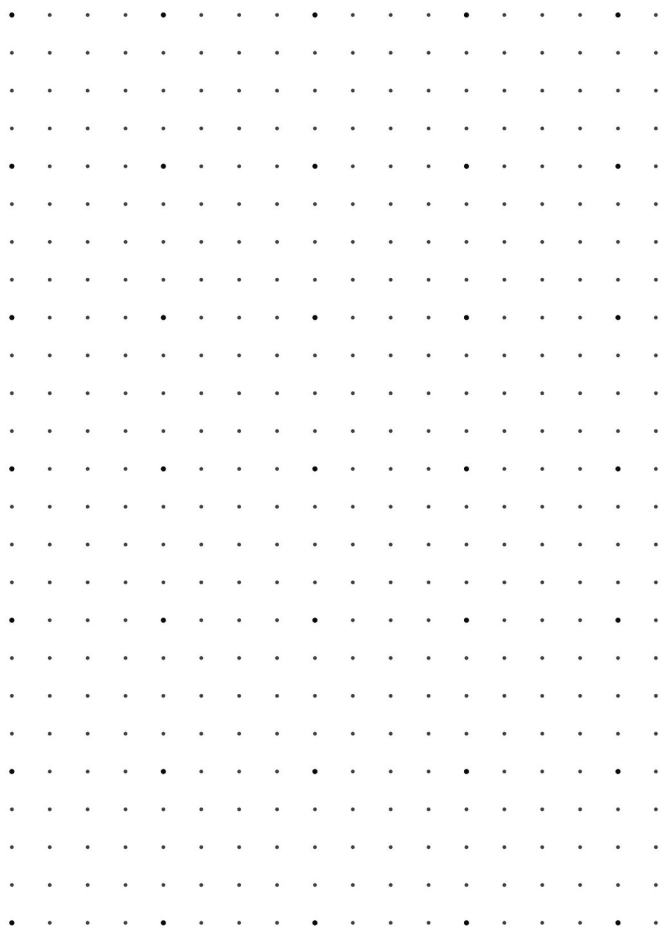
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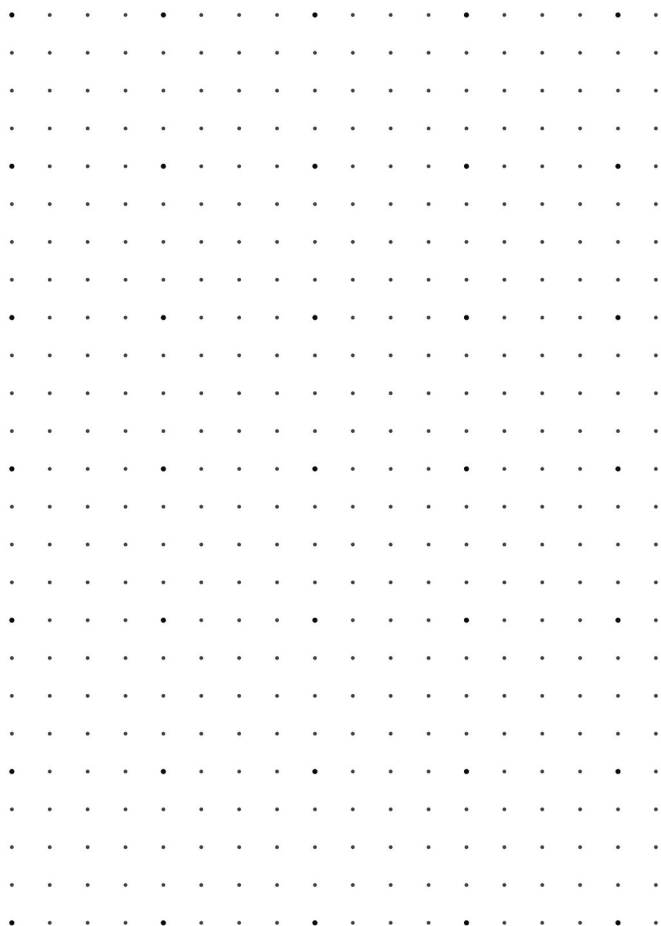
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**We're all just walking
each other home.**

Ram Dass

Walking Each Other Home, 2018

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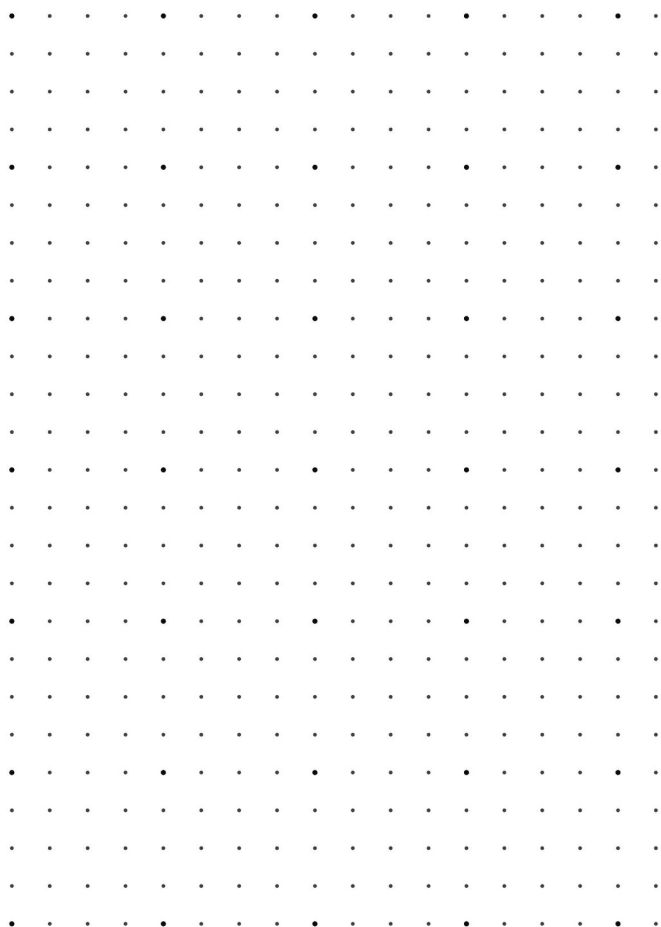


**Volume first. Taste
second. The order
matters.**

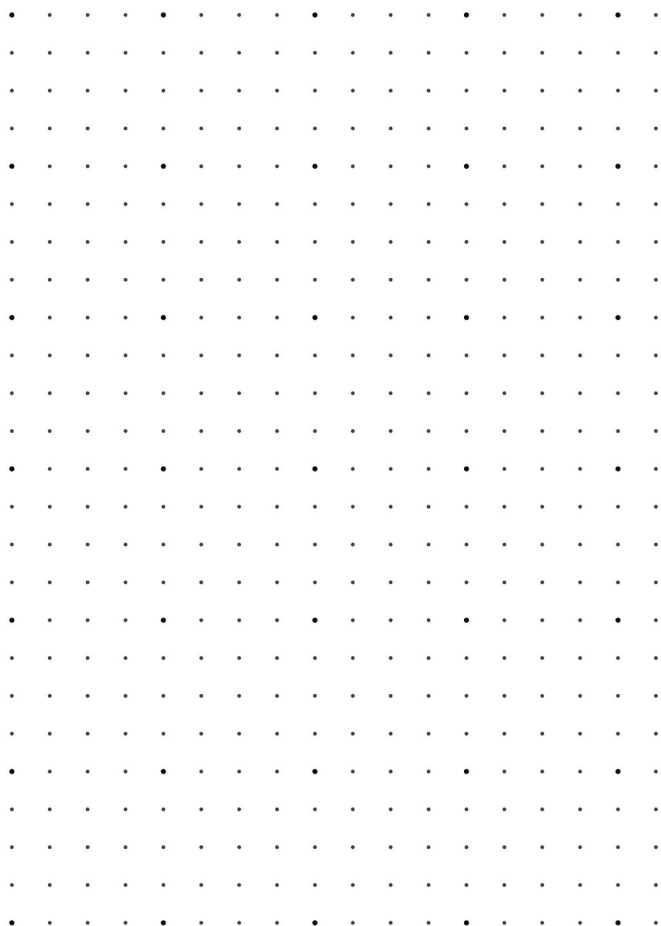
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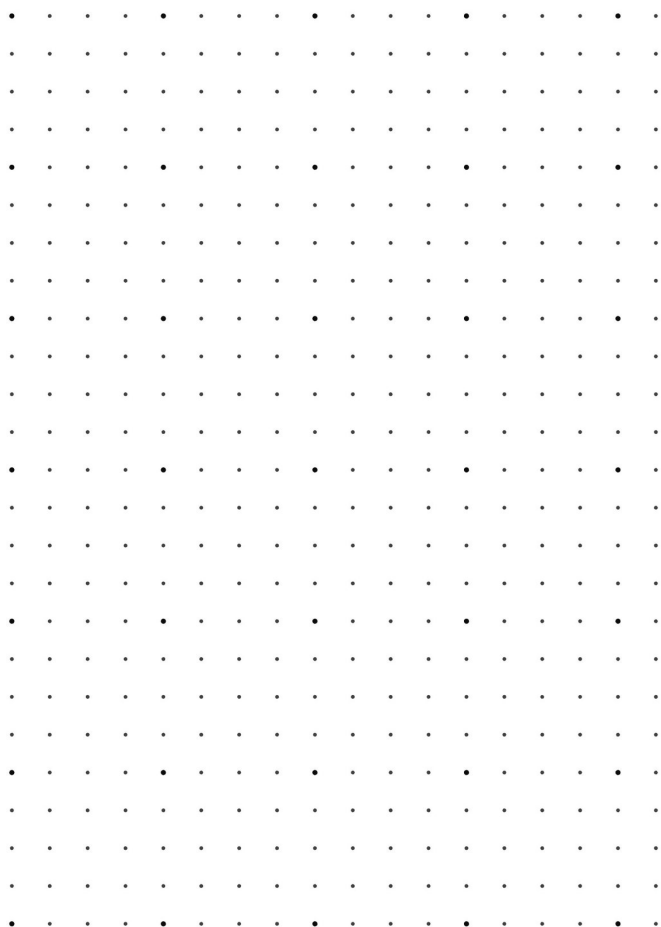
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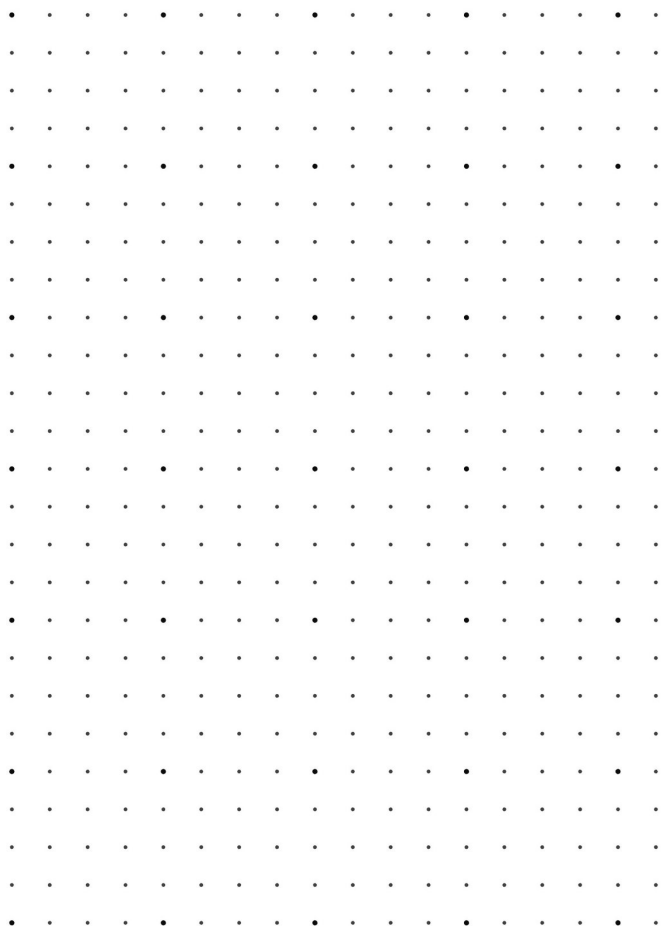


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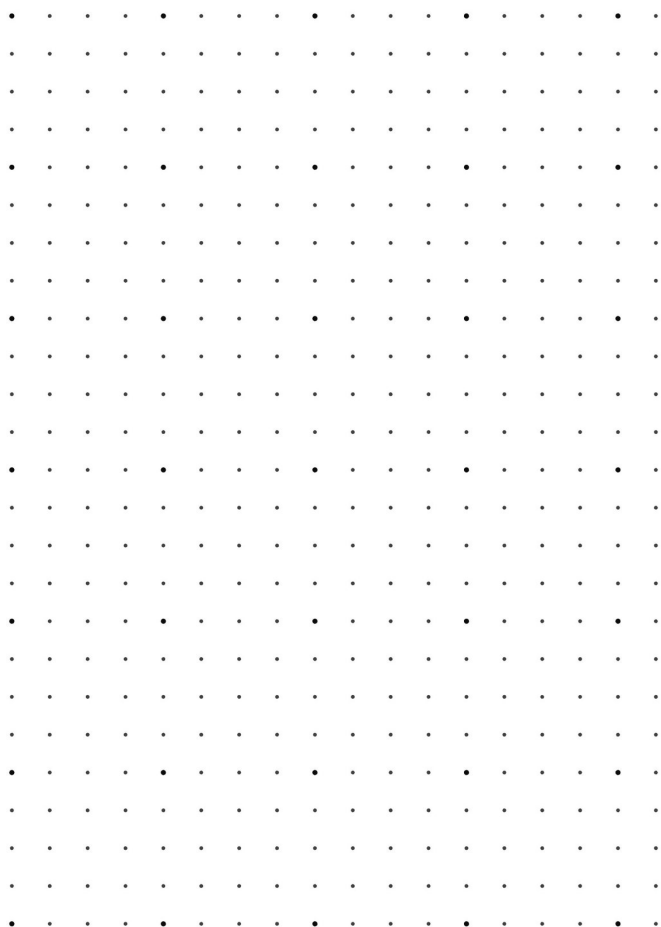
**Doubt is the price of
caring about the work.**

Vedran Obradović

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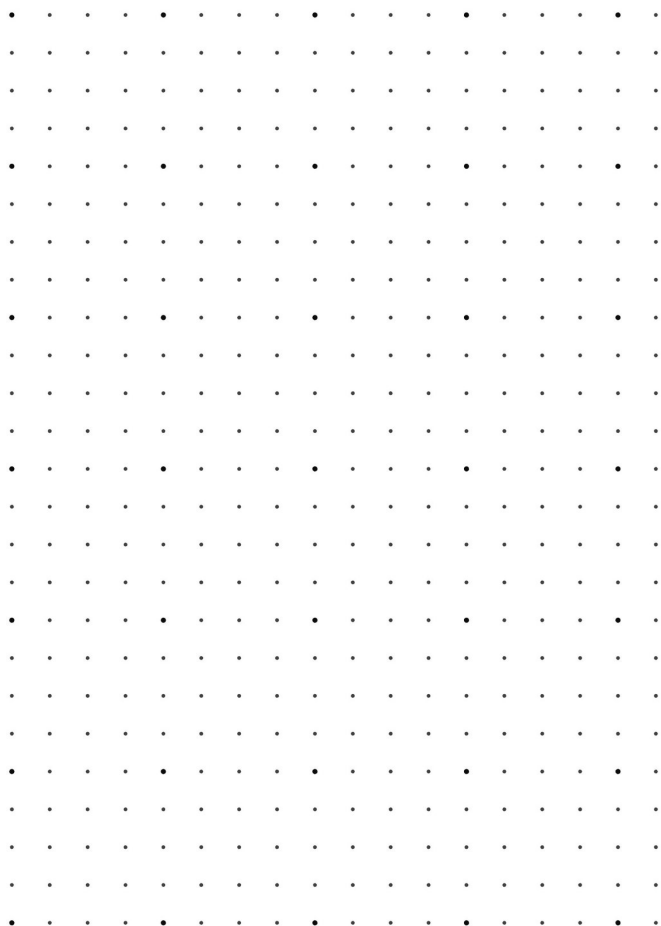
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**Every brand starts as a
line nobody
understood yet.**

Vedran Obradović

Founder @ Vizura Studio®

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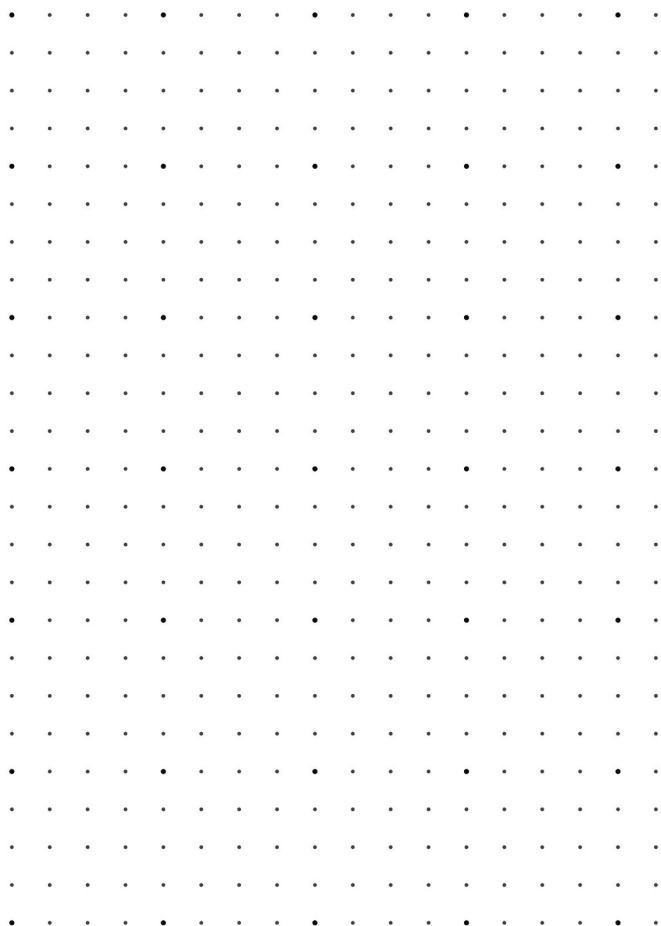


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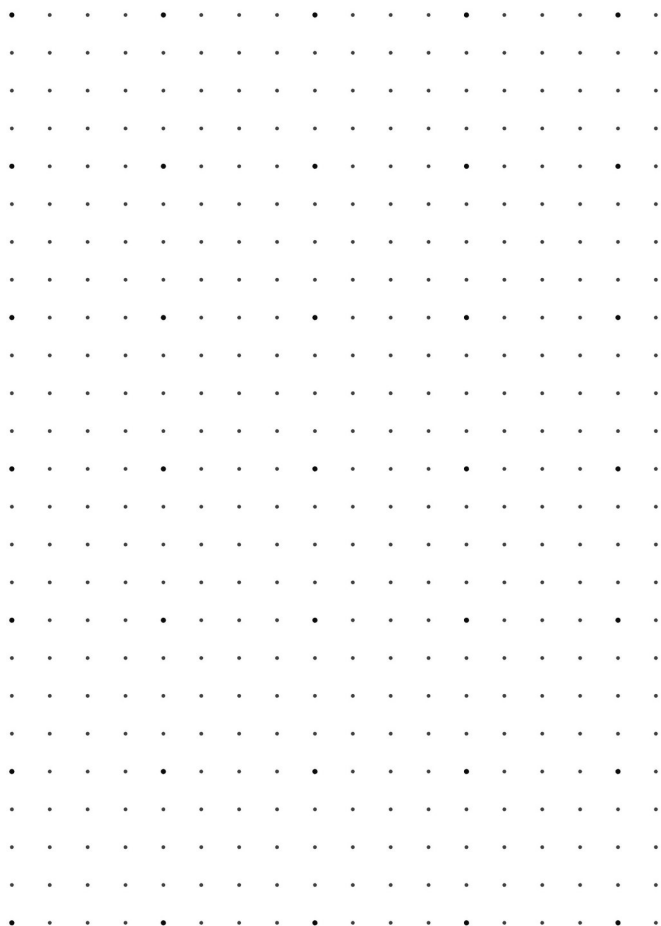
Kerning is a love language.

Vedran Obradović

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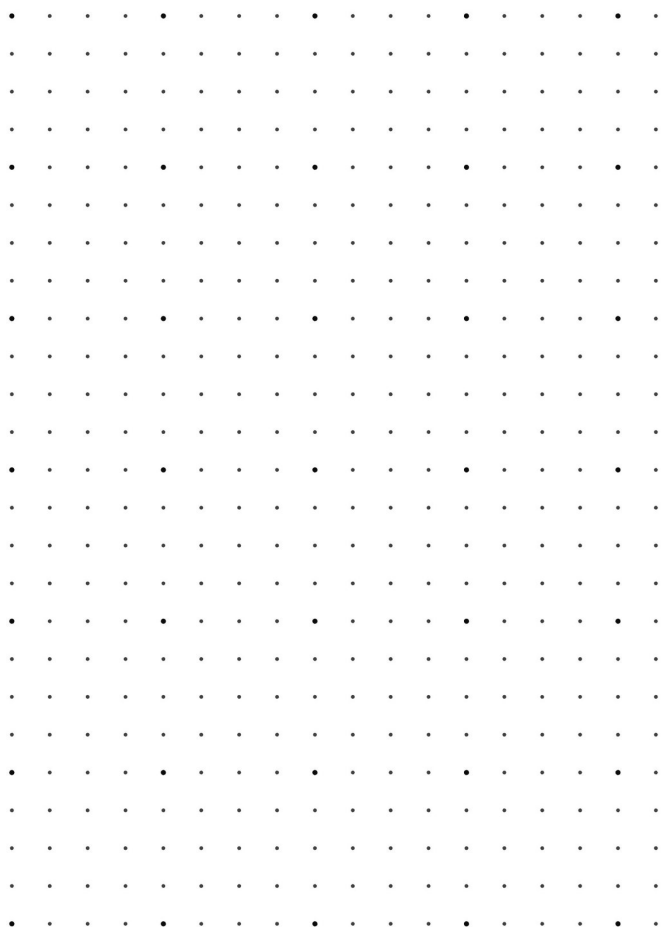
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**This page has no
autocomplete. Good
luck.**

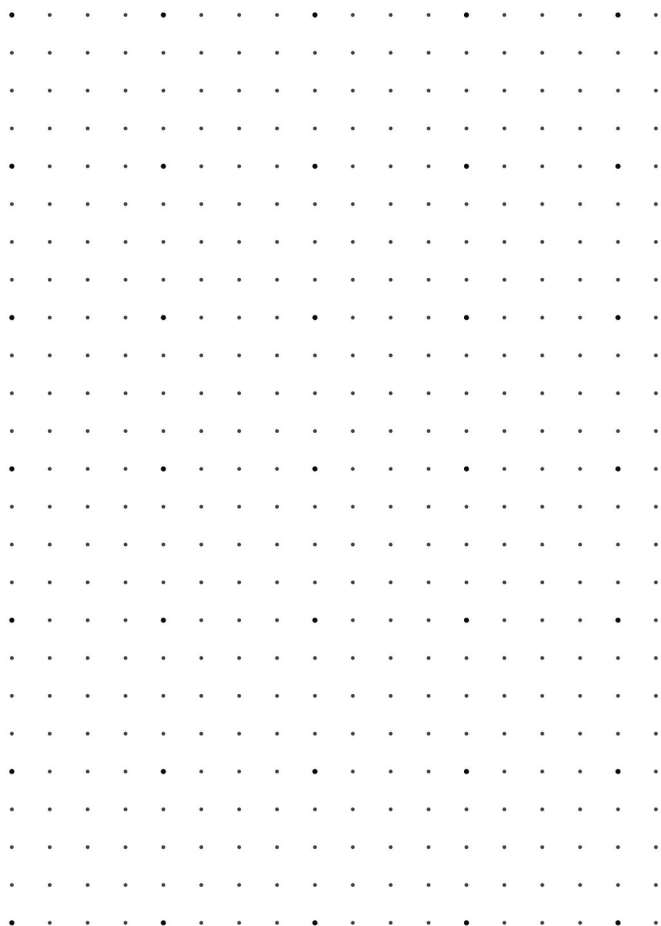
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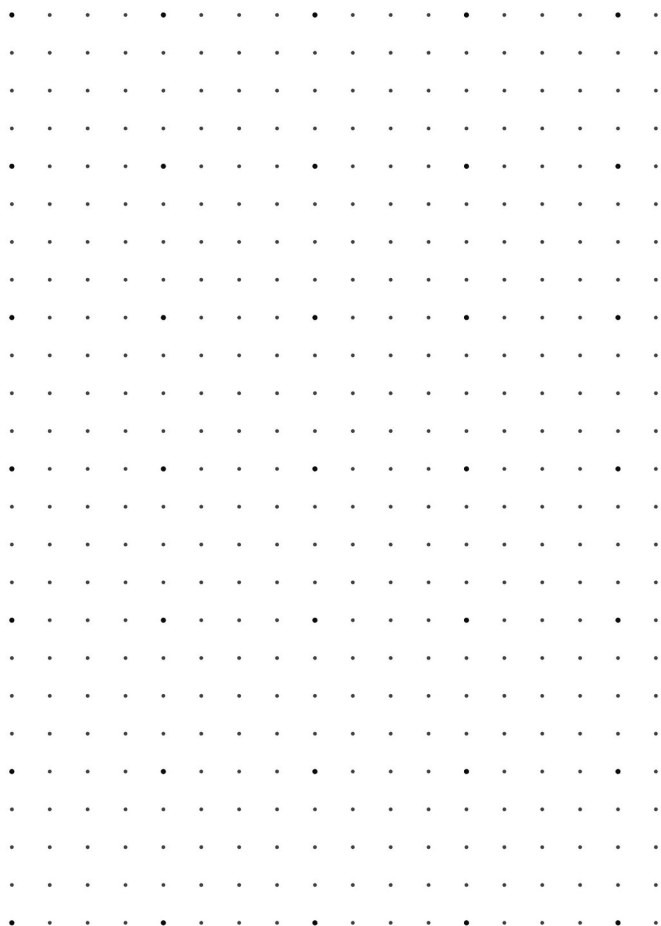
[illegible]



[illegible]



[illegible]



[illegible]

Unprompted.

Every idea worth building
starts as a bad sketch.

This book is for thinking
before rendering, for the
first version nobody asked for.

No prompt. No preset. No undo.



designed by Vizura Studio® · vizurastudio.hr

paper	120 g natural, no show-through
binding	thread sewn, lays flat
pages	192, numbered
edges	painted lime

[illegible]