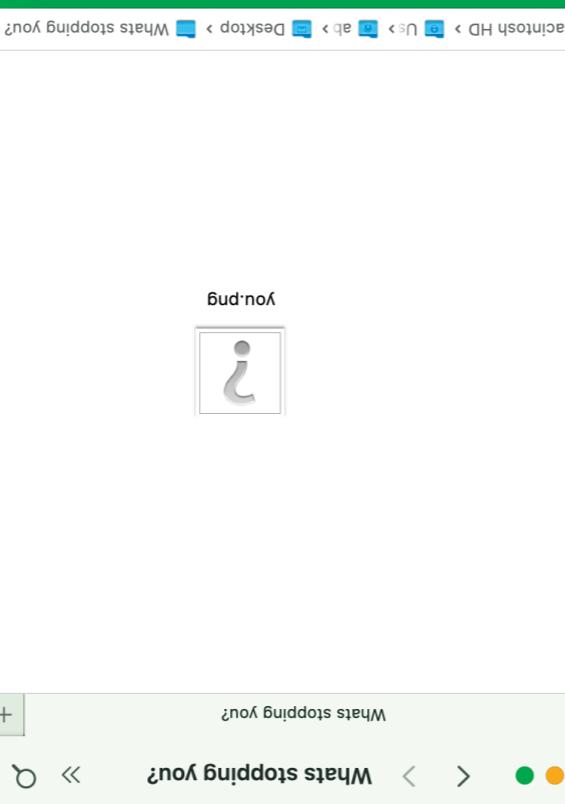


I NEED TO TAKE A DEGREE
 I NEED TO SINK 3K ON A MACBOOK
 I NEED MORE FOLLOWERS
 I NEED A FONT SUBSCRIPTION
 I NEED TO BE INSPIRED
 I NEED TO INVEST
 I NEED TO MOVE OUT
 I NEED REELS
 I NEED TO WRITE A BOOK
 I NEED TO FIND A MENTOR
 I NEED TO DO MORE SQUATS
 I NEED TO START A BRAND
 I NEED AN INTERNSHIP
 I NEED TO KNOW IF I EVEN LIKE THIS
 I NEED TO POST MORE ON INSTAGRAM
 I NEED TO BUY A PRINTER
 I NEED TO REBRAND MYSELF
 I NEED TO READ A DESIGN BOOK
 I NEED TO BE THE NEXT VIRGIL
 I NEED TO BE ORIGINAL
 I NEED TO STAND OUT BUT FIT IN
 I NEED TO LEARN HOW TO GRID WORK
 I NEED TO STUDY MORE
 I NEED TO MATCH A TUTORIAL
 I NEED TO GET HIRED
 I NEED TO MOVE TO NEW YORK
 I NEED TO MAKE THIS TIMELESS
 I NEED TO START OVER :)



You are and always will be sitting on the answers. Here they are, plain as can be. Understand that **there is nothing to solve**. You already hold the tools. Individuality was gifted to you *the moment you arrived in this world*.

There are no blueprints. No journeys you “need” to replicate. Just you and the choices that drive you to **keep** going.

We all carry traits, mannerisms, instincts, and tones that no one else holds in your exact combination. Your mistakes, experiences, and taste are all yours. You don’t need to be entirely comfortable with your individuality; it’s only required that you **explore it, honestly and relentlessly**, especially when it’s hardest. Listen to that voice in your head, decide what’s right and wrong for yourself, live on your own terms, and creating will become much easier.

Why are you worried? Why are you anxious? Why are you gripping so tightly onto rules and initial ideas? **You already know the answer.** It’s a lack of trust in yourself. I’m not encouraging you to blindly loop through trial and error. Study your inspirations, their failures, steal their lessons, and then burn the blueprint and **draft a completely different one**.

Throw the rock, imagine where it lands, and the jumps in between will become all the more clear to you. Believe that you will reach that place no matter the steps in between. Friction in realising our visions is **fear and dishonesty disguised as perfectionism**. When you are stuck, it usually means you’re being dishonest about something somewhere. Remember that **creating is a spiritual act** and anything can throw that off, but really, we aren’t as fragile as we think. Your best work hides behind that discomfort.

No one can do it like you do because you are **Sui generis**.



“Sui Generis” means to be unique and one of a kind which inspired this zine.

This acts as an argument for why everything you make should be unreasonably yours.

Individuality is the last power we hold. Stop stripping your work of what makes you just to §make it more digestible.

By Madani
For Keep Magazine

SUI GENERIS

You by design.



SUI GENERIS

You by design.