

Must Read

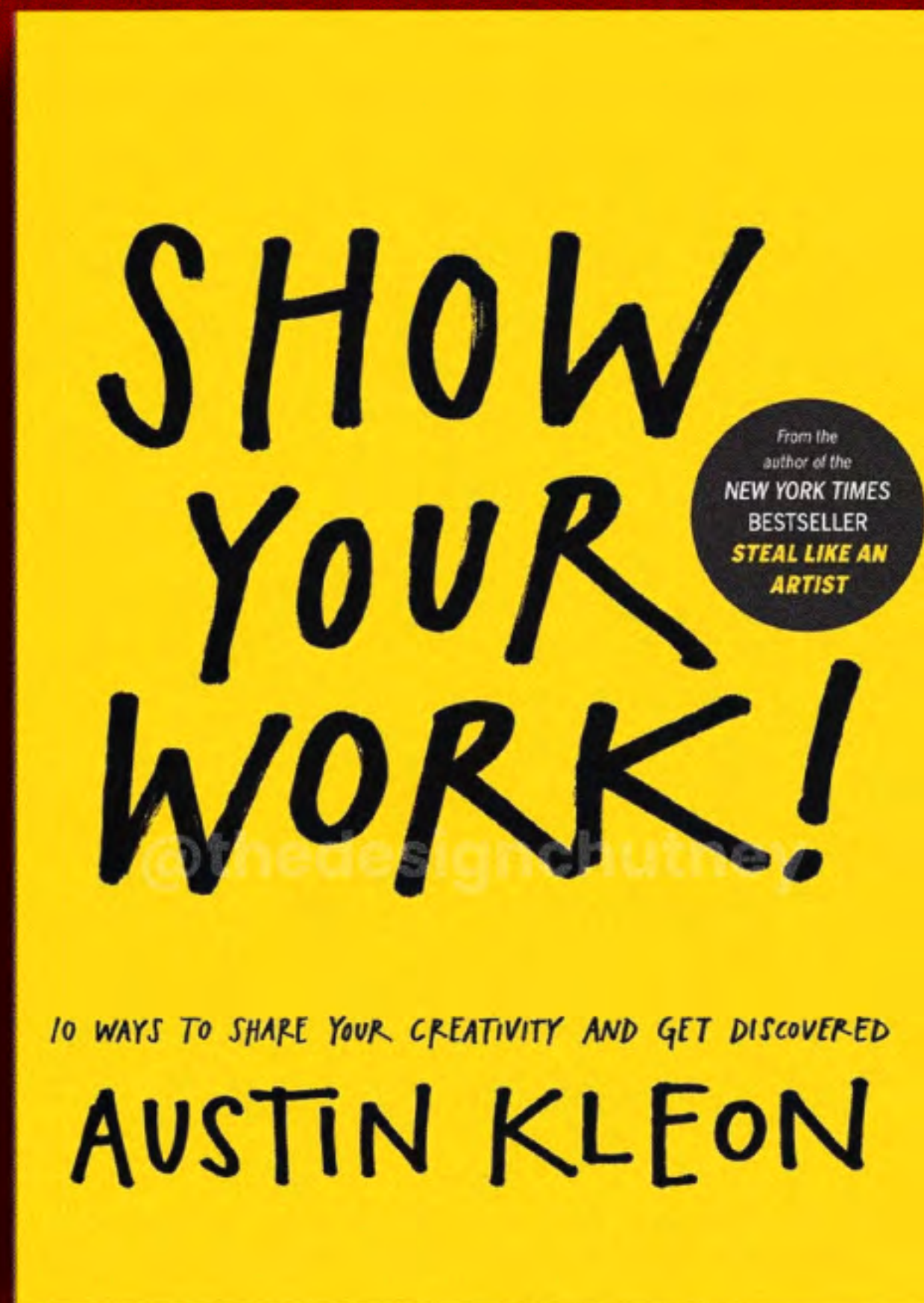
BOOK

for designer

**THE DESIGN
CHUTNEY**
SPICE UP YOUR BRAND

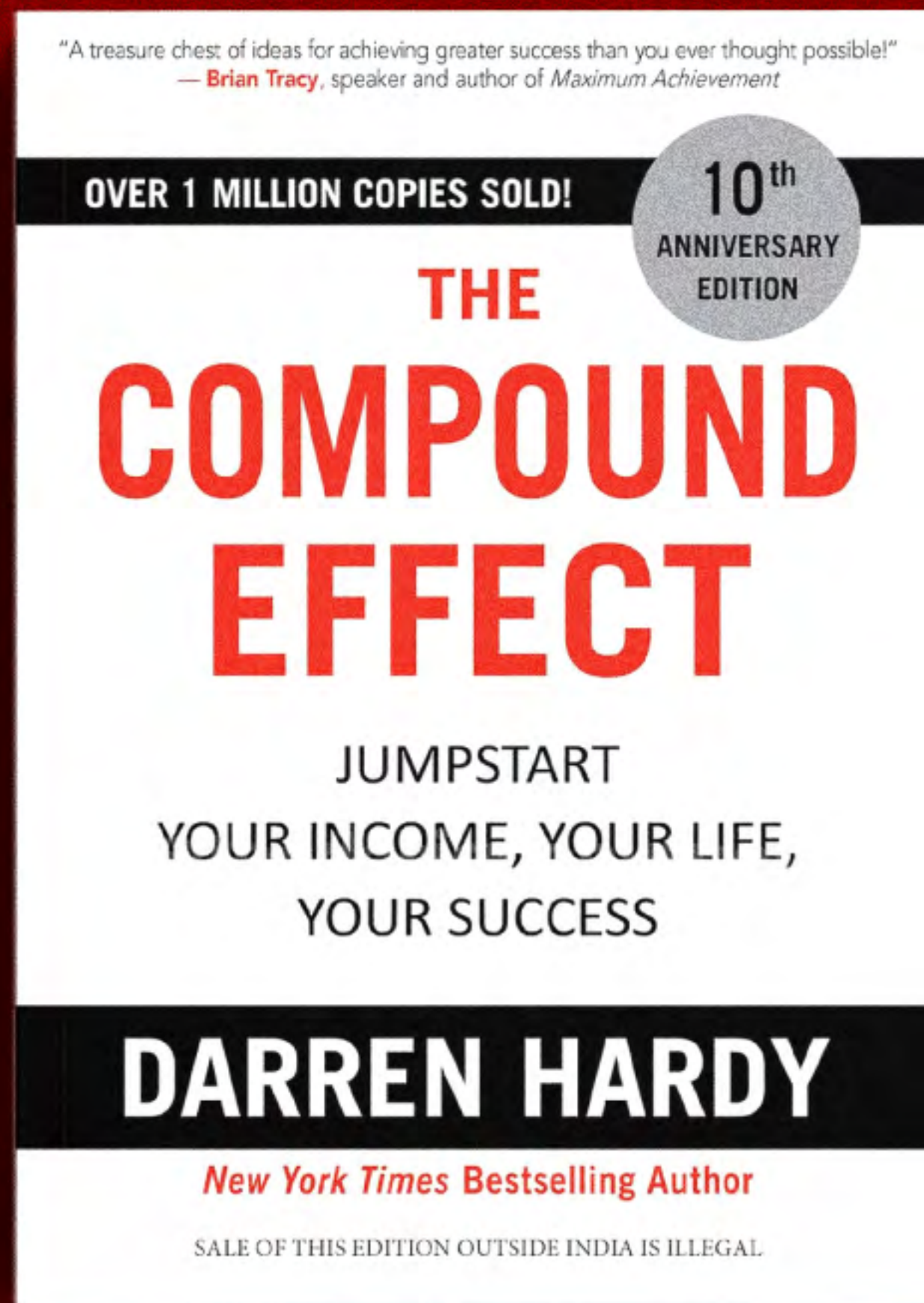
Show Your Work

Learn how to effectively share your creative process to build a loyal audience and foster connections in the design world.



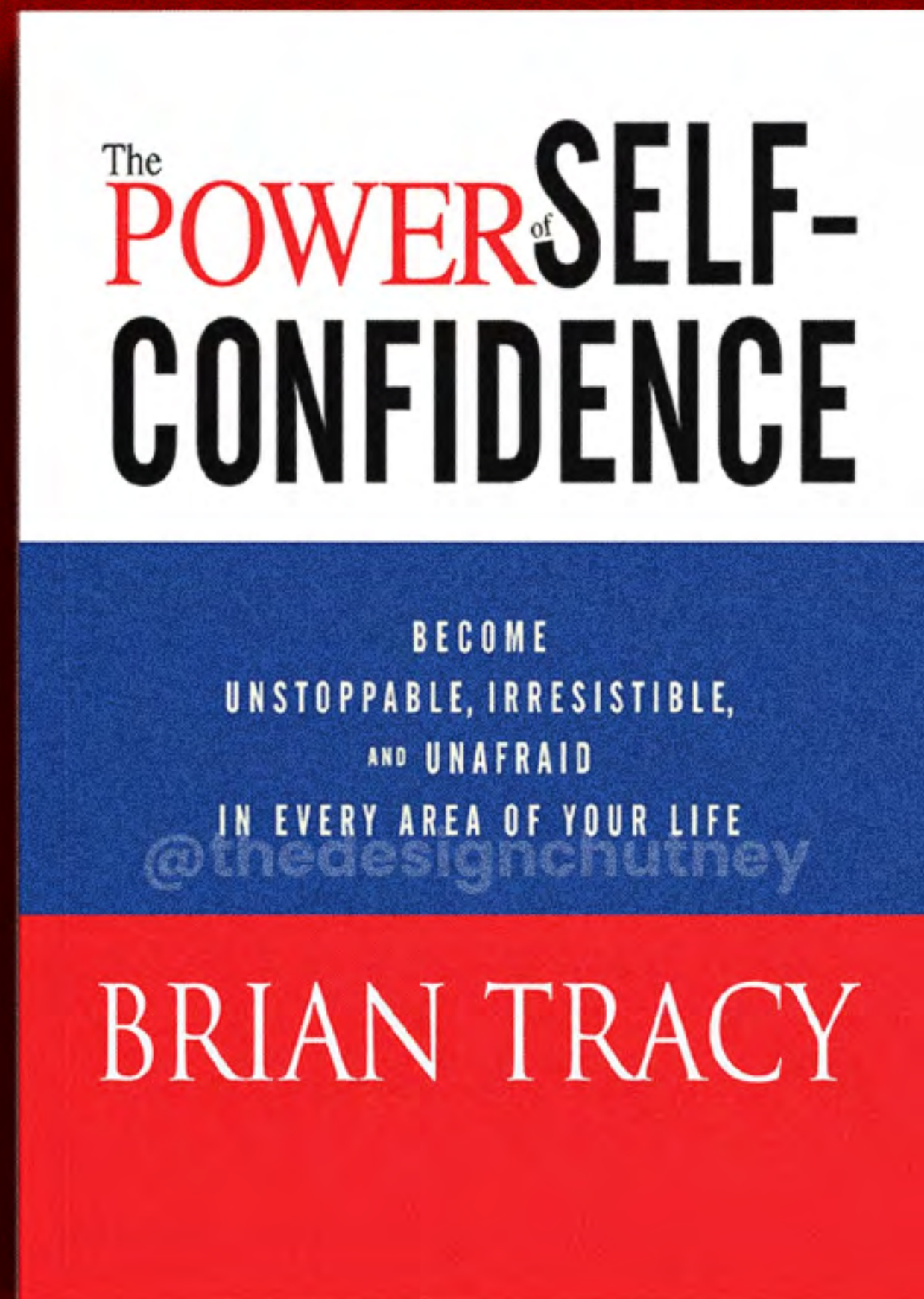
The Compound Effect

Learn how small, consistent actions lead to remarkable long-term success, a lesson every designer can apply to skill-building and projects.



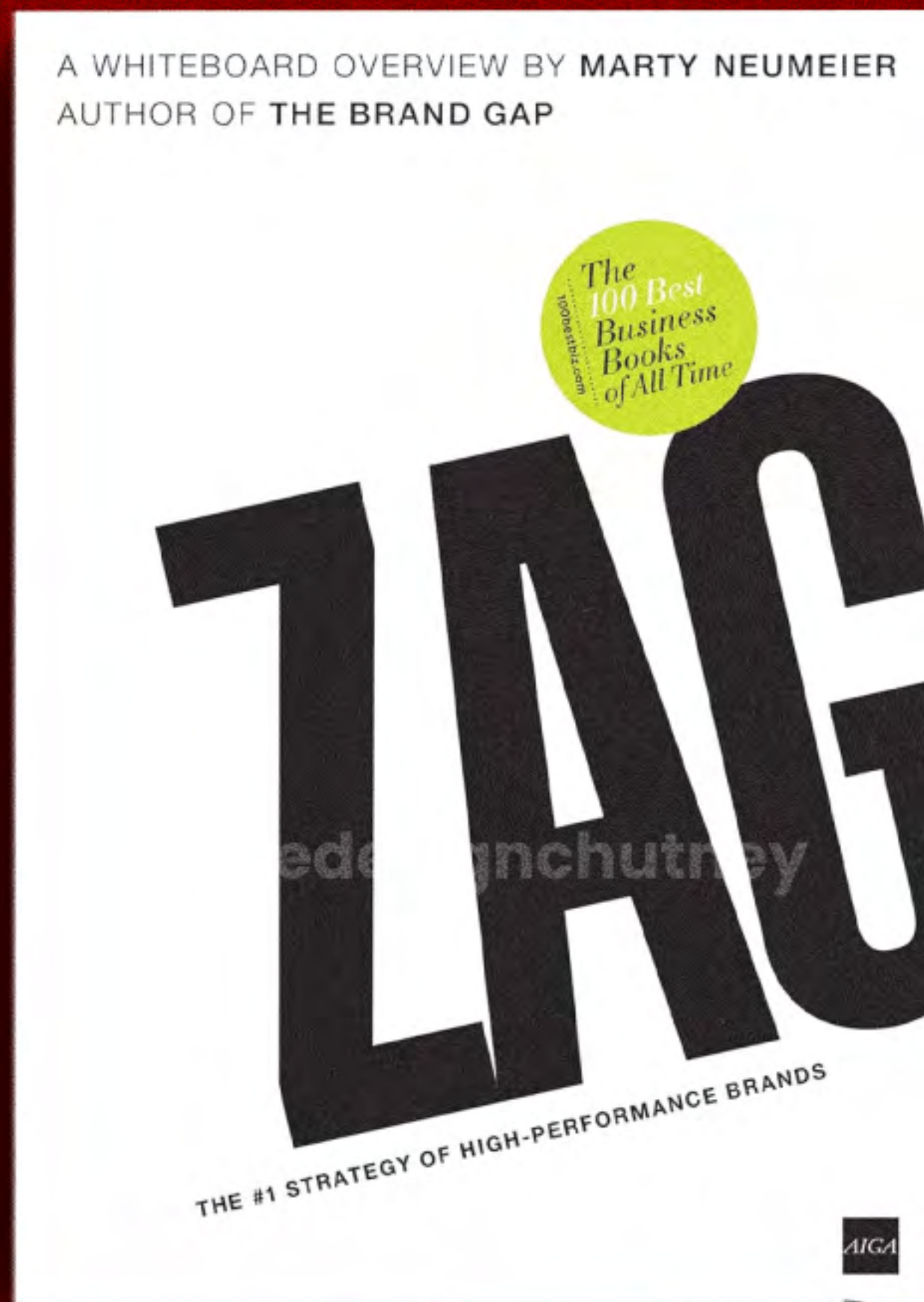
Power of Self Confidence

Boost your self-belief and creativity with this guide that helps designers embrace their potential and communicate with authority.



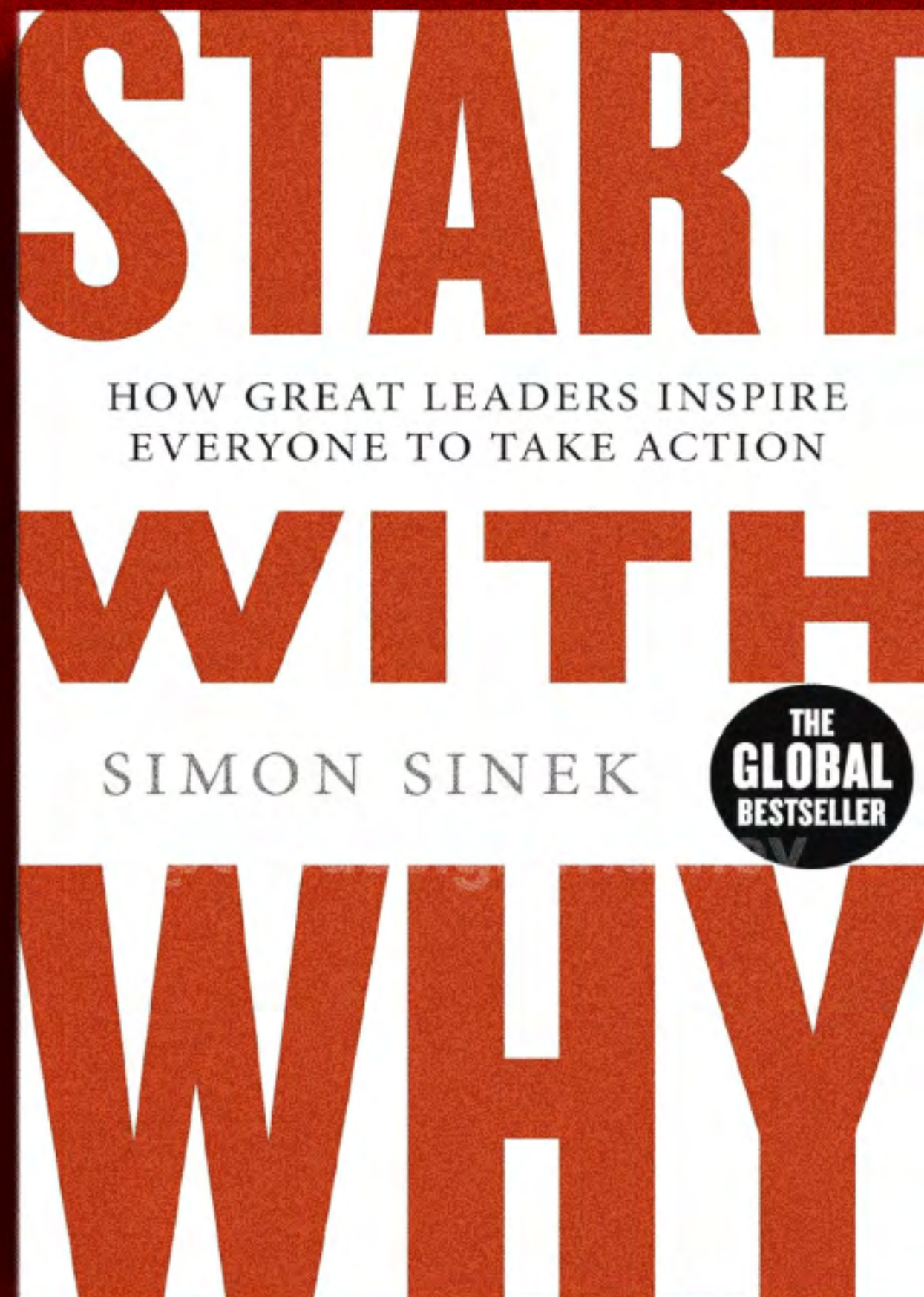
Zag

Discover how to stand out in a crowded market by crafting a bold and unique brand strategy, essential for designers building strong brands.



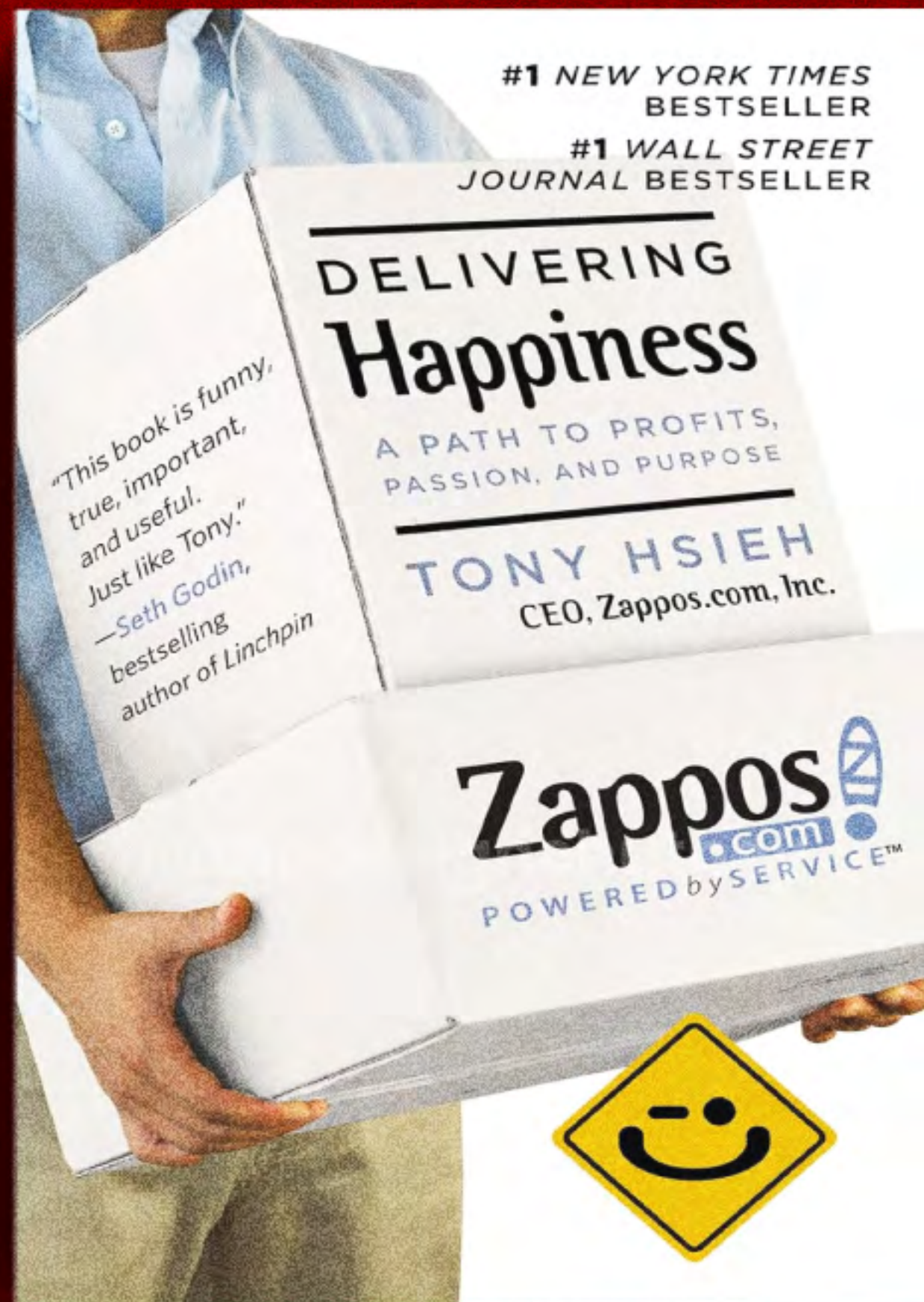
Start With Why

Discover how great leaders and brands inspire action, helping designers create work that resonates with purpose and authenticity.



Delivering Happiness

Learn the importance of a customer-first approach to design, fostering joy and loyalty in every interaction.



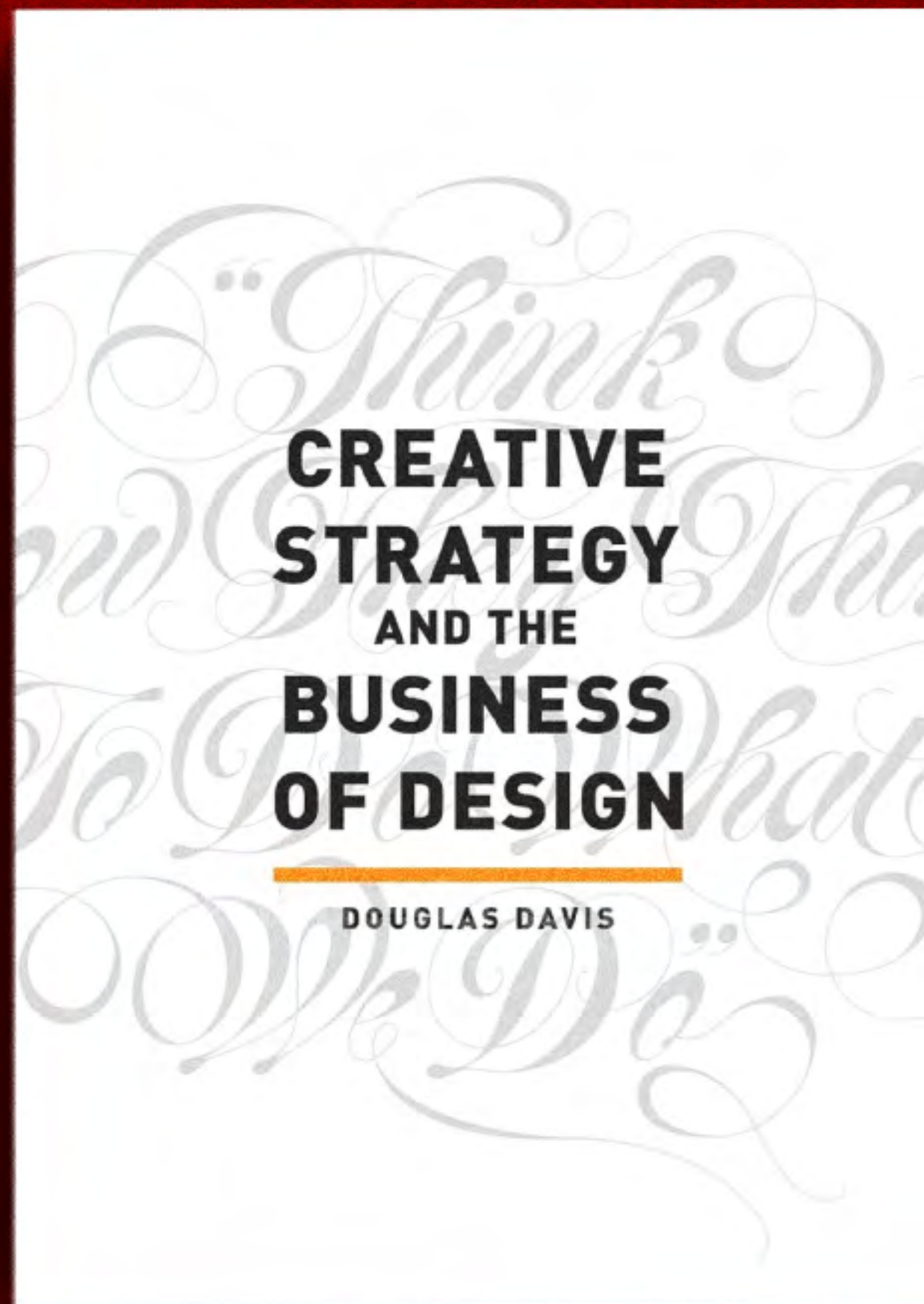
The Win Without Pitching Manifesto

A must-read for designers to master the art of confidently valuing their work without underselling or unnecessary pitching.



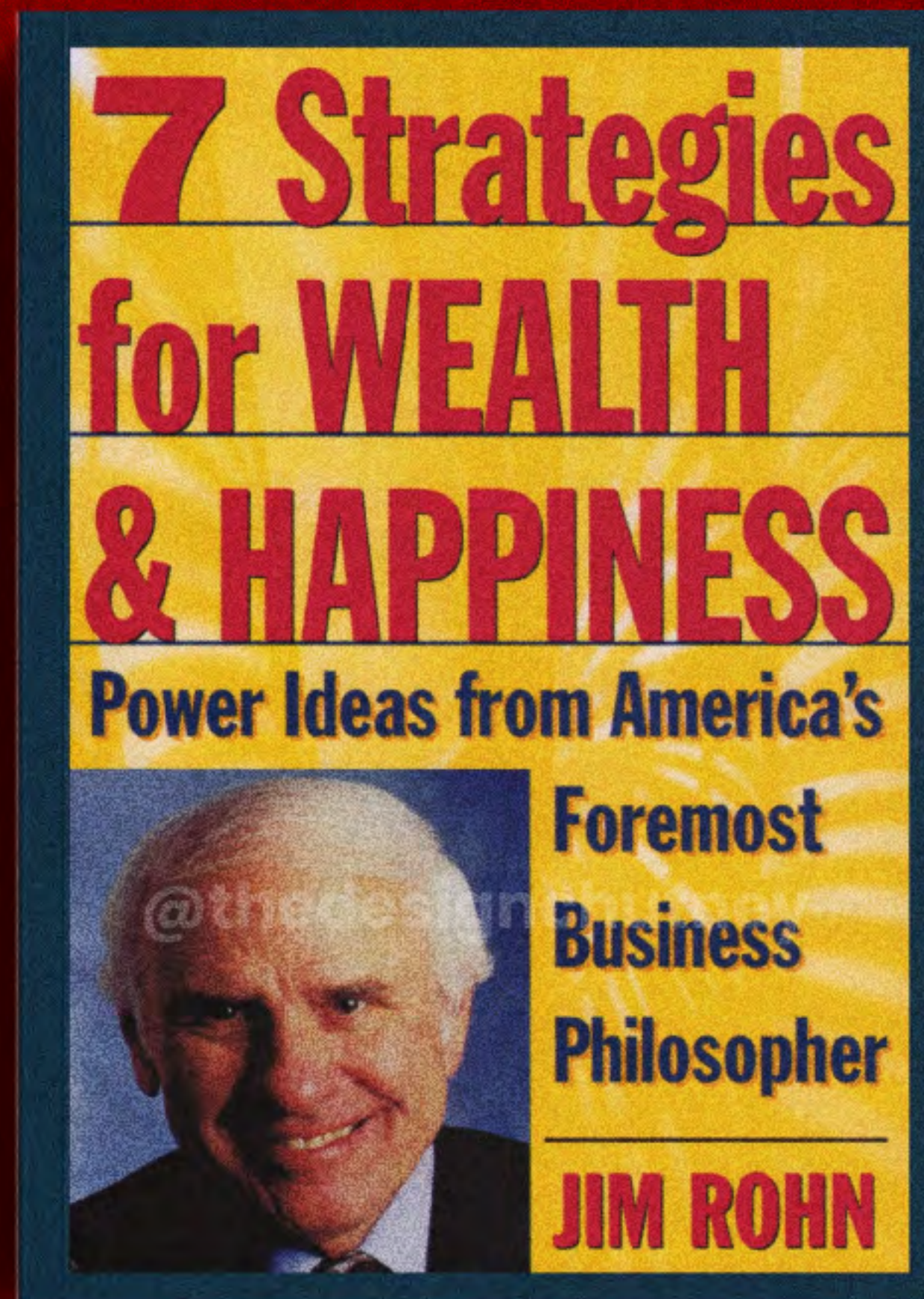
Creative Strategy & the Business of Design

Dive into the intersection of creativity and business,
equipping designers to align their work with impactful
business outcomes.



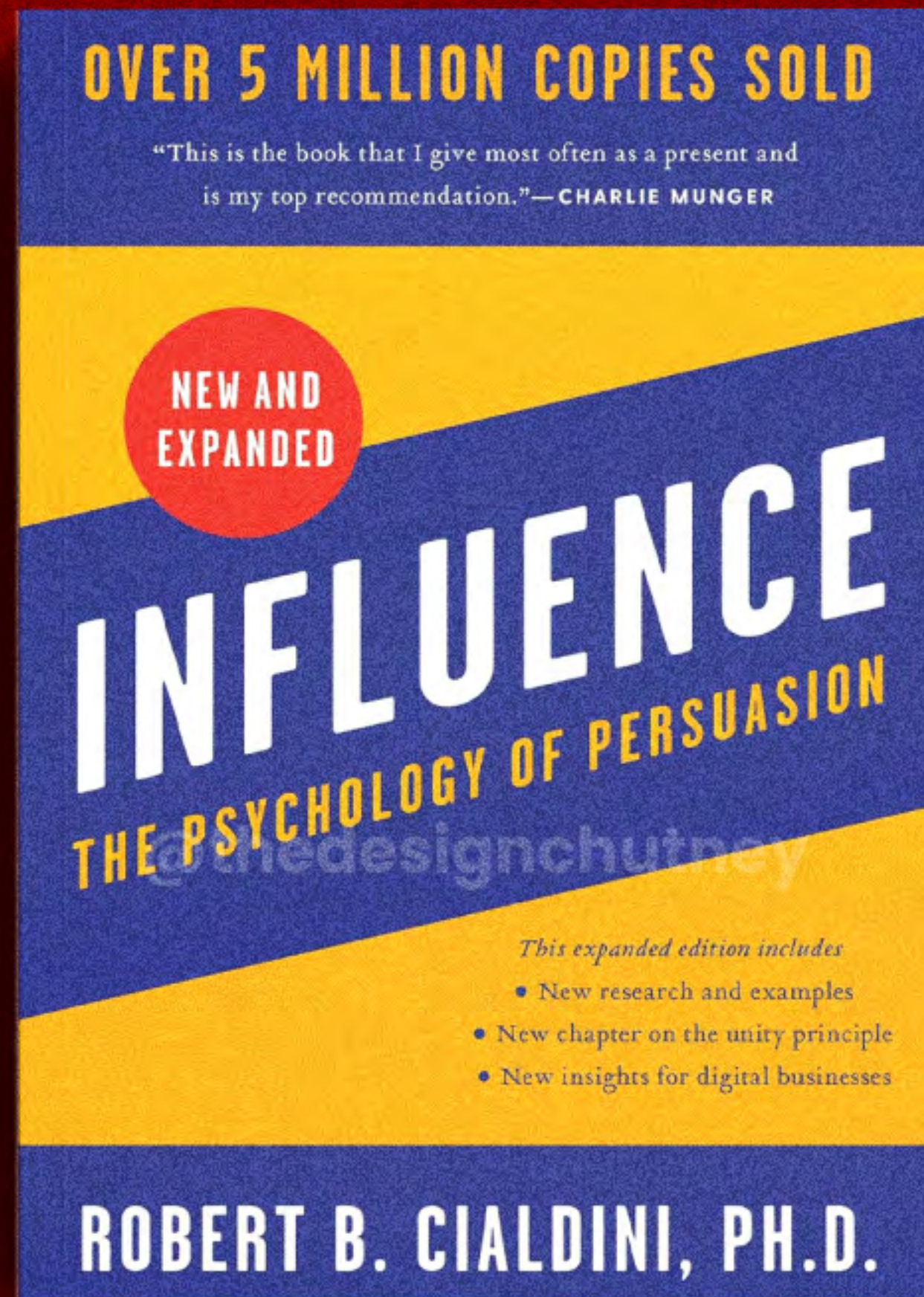
7 Strategies for Wealth & Happiness

Jim Rohn's classic provides practical life strategies that every designer can use to align their goals with personal and professional success.



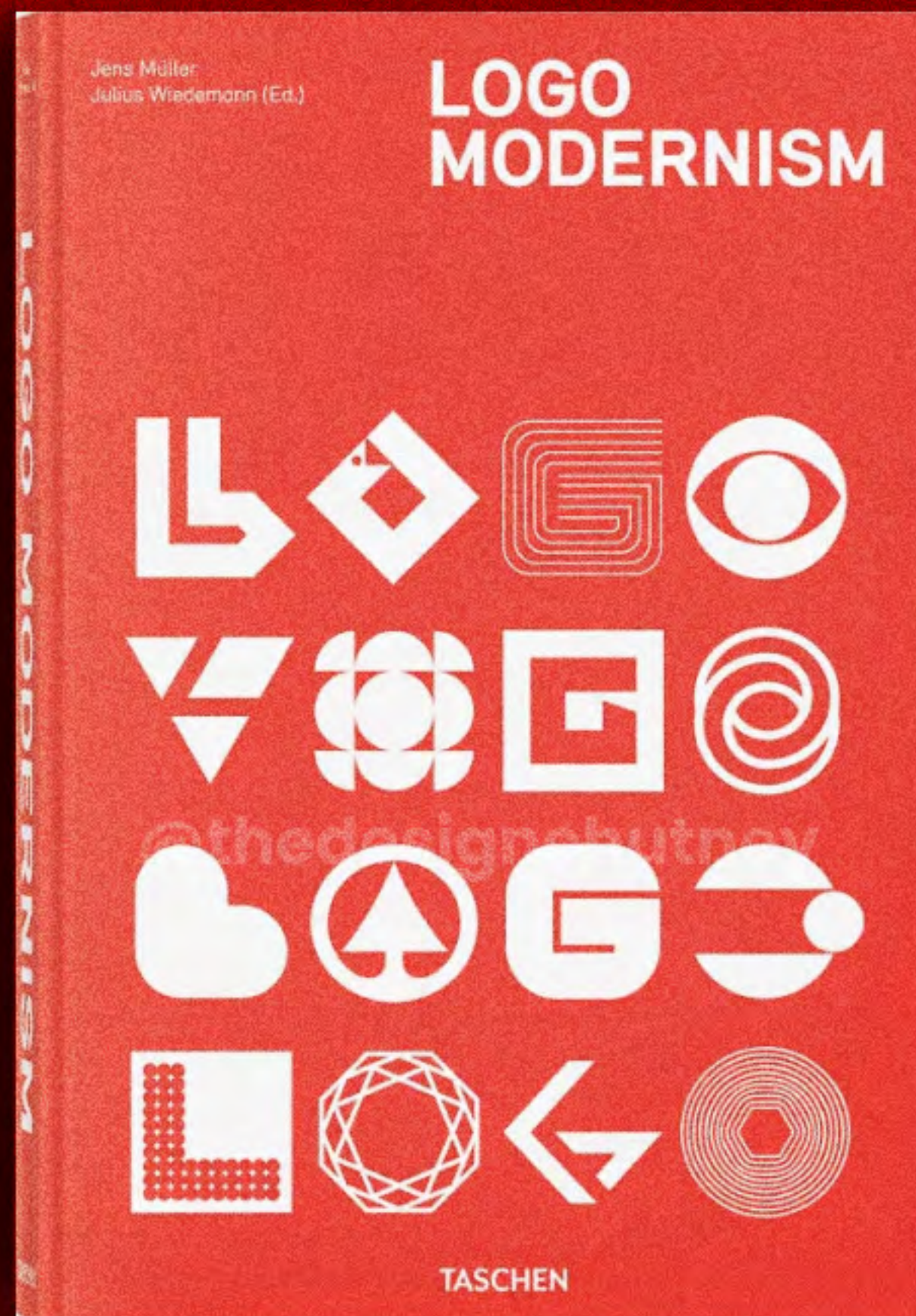
Influence the Psychology of Persuasion

Understand the principles of persuasion to craft designs that truly connect with audiences and drive action.



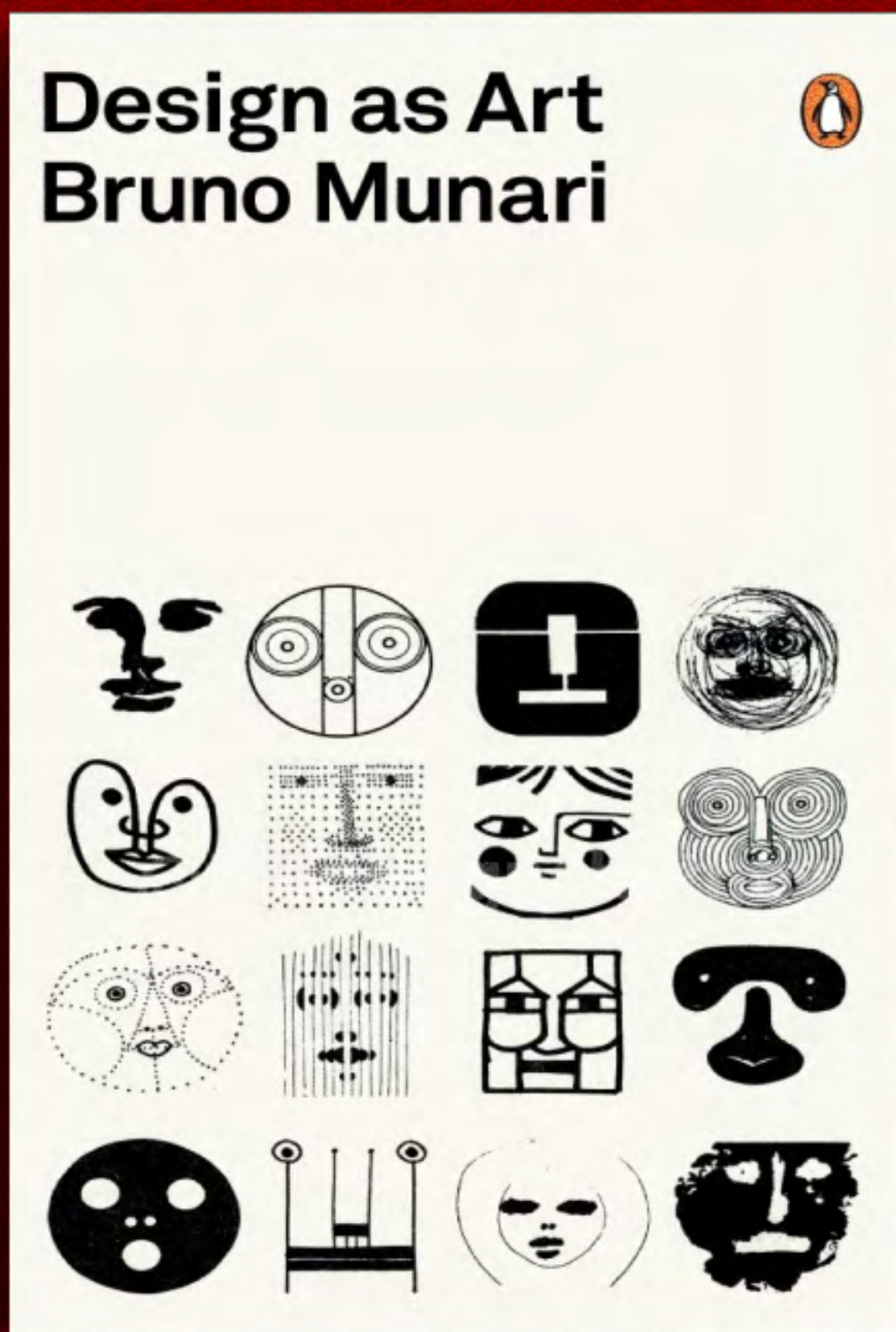
Logo Modernism

Understand how modernist principles shape timeless logos through clarity, structure, and visual simplicity.



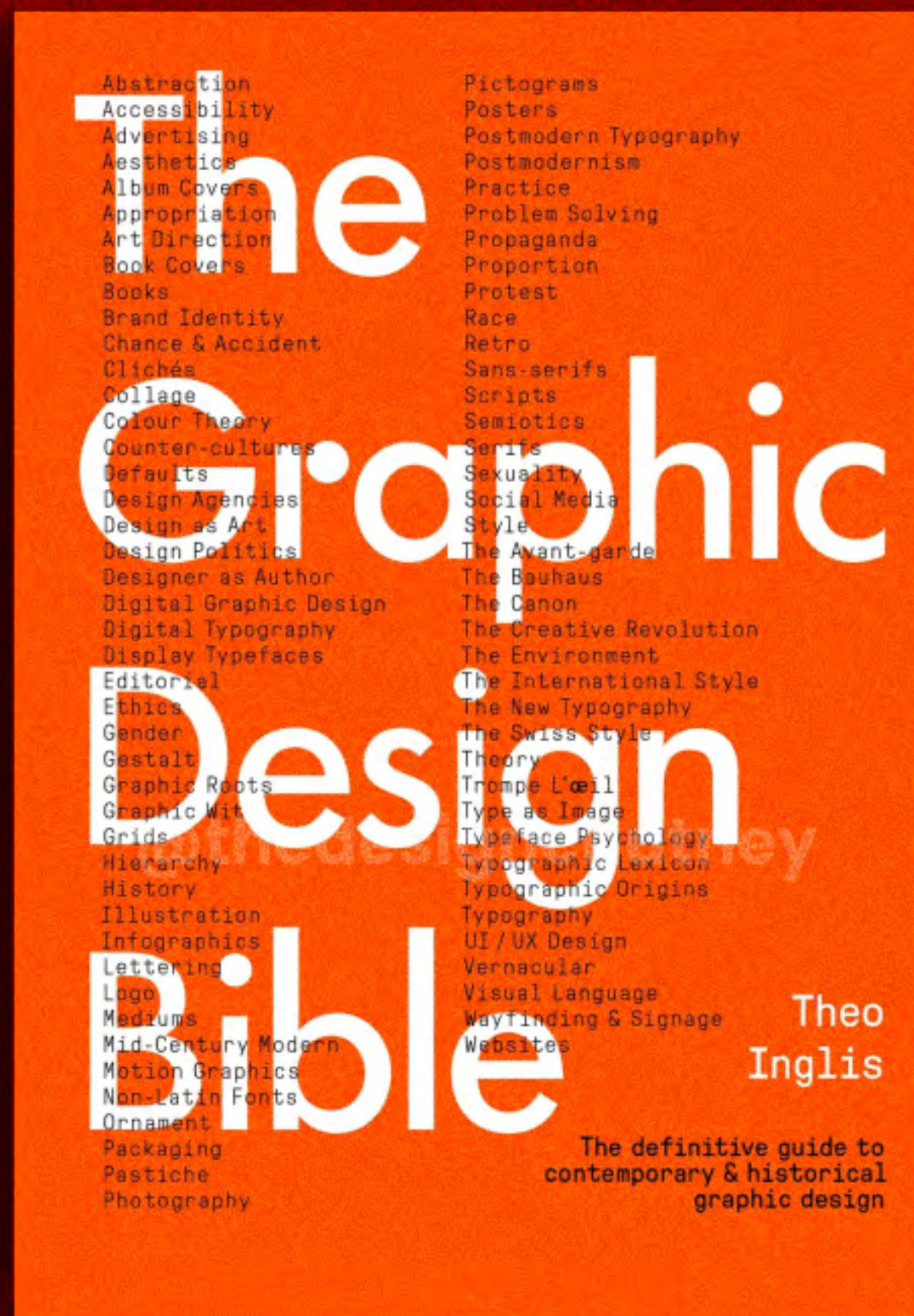
Design as Art

Explore design as a form of artistic expression that blends creativity, function, and cultural meaning.



The Graphic Design Bible

Learn the fundamental rules, tools, and principles that form the foundation of great graphic design.



Abstraction
Accessibility
Advertising
Aesthetics
Album Covers
Appropriation
Art Direction
Book Covers
Books
Brand Identity
Chance & Accident
Clichés
Collage
Colour Theory
Counter-cultures
Defaults
Design Agencies
Design as Art
Design Politics
Designer as Author
Digital Graphic Design
Digital Typography
Display Typefaces
Editorial
Ethics
Gender
Gestalt
Graphic Roots
Graphic Wit
Grids
Hierarchy
History
Illustration
Infographics
Lettering
Logo
Mediums
Mid-Century Modern
Motion Graphics
Non-Latin Fonts
Ornament
Packaging
Pastiche
Photography

Pictograms
Posters
Postmodern Typography
Postmodernism
Practice
Problem Solving
Propaganda
Proportion
Protest
Race
Retro
Sans-serifs
Scripts
Semiotics
Serifs
Sexuality
Social Media
Style
The Avant-garde
The Bauhaus
The Canon
The Creative Revolution
The Environment
The International Style
The New Typography
The Swiss Style
Theory
Trompe L'œil
Type as Image
Typeface Psychology
Typographic Lexicon
Typographic Origins
Typography
UI / UX Design
Vernacular
Visual Language
Wayfinding & Signage
Websites

Theo
Inglis

The definitive guide to
contemporary & historical
graphic design

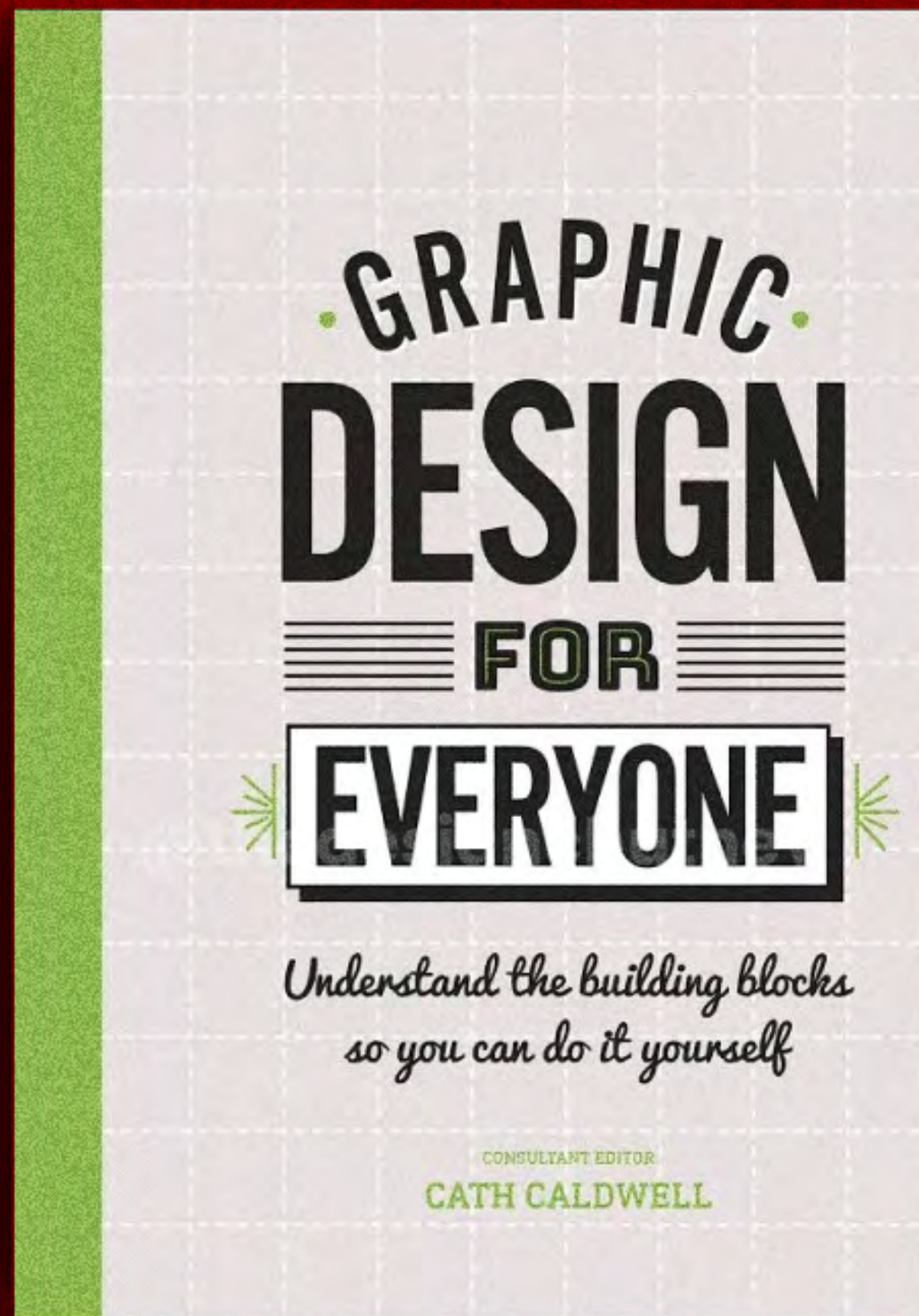
A smile In the Mind

Discover how humor, wit, and clever ideas make visual communication more engaging and memorable.



Graphic Design For everyone

Understand graphic design basics in a simple, practical way that makes design accessible to all.



Principles Of Logo Design

Learn how to create meaningful, scalable, and memorable logos using core design principles.



GOOD RESOURCES GIVE YOU A START.

THE RIGHT GUIDANCE TAKES YOU FURTHER.

Get our complete branding toolkit
& learn to apply it in four weeks
with guidance.

350+

Designers
Trained

7

Batches
Completed

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Projects**



**Live Expert
Feedback**



**Completion
Certificate**



**Internship
Opportunity**