

Beginner Designer Starter Pack

Start designing with confidence

Inside:

- ✓ What design really is (and what it's not)
- ✓ The best free tools to get started today
- ✓ Design rules that instantly improve your work
- ✓ Real before-and-after examples you can learn from
- ✓ Beginner-friendly color palettes with hex codes
- ✓ Simple font pairing tips that always work
- ✓ Easy ways to practise and build real skills
- ✓ Bonus: Canva template to try your first layout



Scandiz
Training Academy

Simplifying Design for Real People



You don't need a degree, or expensive software to start. You need the right tools, some real-world tips, and a clear starting point.



This kit is designed to help you build confidence fast, whether you want to create stunning social posts, simple flyers, or just understand what makes things look good.

Design = Visual Problem Solving

Design isn't just about making things pretty.

It's about making things clear, engaging, and effective.

Good design helps people:

- ✓ Understand information faster
- ✓ Feel something (emotion!)
- ✓ Take action (like clicking a button or reading a page)



Free Tools to Get You Started

You don't need to pay for expensive software to start designing. These free tools are beginner-friendly and powerful enough to create great results:

Purpose	Tools & Links	Why They're Great
Design	Canva, Photopea	Canva = simple & drag-and-drop. Photopea = like Photo-shop in your browser
Fonts	Google Fonts, Font-share	Free, beautiful fonts you can use in any project
Icons	Flaticon, Noun Project	Clean, flexible icons for any topic
Colors	Coolors.co	Build color palettes in seconds
Images	Pexels, Unsplash	Free high-quality stock photos

What Makes a Design Look Professional

Design Rules That Make Everything Look Better

- ✓ Use a clear layout (group related things together)
- ✓ Align elements—even if invisible!
- ✓ Choose 2–3 fonts max (too many looks messy)
- ✓ Add space between elements (don't overcrowd)
- ✓ Use contrast: big vs. small, light vs. dark
- ✓ Keep it consistent: fonts, colors, spacing
- ✓ When in doubt, simplify

Clear layout



Add space



Consistency

Your Title

Subtitle
quianditios nus denia et
Inustrum susautDitam

Before & After Examples

Tiny Tweaks = Big Difference

Design doesn't have to be complicated—small fixes can make a huge impact. In the examples below, notice how these changes instantly improve the look:

Before



After



- 👍 Better alignment
- 👍 Fewer fonts
- 👍 Balanced spacing
- 👍 Clear focal point
- 👍 Consistent borders

Color Combos You Can't Go Wrong With

Here are five beginner-friendly palettes to get you started. Use them for social posts, flyers, or moodboards.

Style Color Codes

Modern	#1F1F1F,	#FFFFFF,	#00BFA6			
Friendly	#FFB703,	#FB8500,	#8ECAE6			
Minimal	#F7F7F7,	#444444,	#CCCCCC			
Bold	#FF006E,	#3A0CA3,	#FFD60A			
Calm	#A8DADC,	#457B9D,	#F1FAEE			

Need Help Choosing Colors?

Not sure which colors go well together? Don't worry—there are free tools that make it easy to find stylish, professional-looking palettes in seconds.

Here are some favourites:

Coolors.co

One-click palette generator. Lock a color you like and press spacebar to explore endless combos. Fast, fun, and easy.

Adobe Color (color.adobe.com)

Smart color rules (complementary, triad, etc.) Create palettes based on classic color theory—or explore trending themes from the creative world.

Khroma.co

AI that learns your style. Pick your favorite colors and Khroma will generate custom palettes based on your taste. Unique and personal.

Color Hunt (colorhunt.co)

Curated combos by vibe

A free gallery of ready-made palettes sorted by mood and style. Great for branding, websites, and Instagram themes.

Happy Hues (happyhues.co)

See colors in action

Test color palettes in a real layout. It's like trying clothes on before buying—only with colors!

Pro Tip: Save your favorite palettes as images or hex codes so you can reuse them across your designs.



Typography Tips

Fonts 101: Simple Rules for Beginners

The right font can make or break your design. Here's how to keep it simple:

- Sans-serif = clean, modern (best for titles and screens)
- Serif = classic, serious (great for long reads)
- Display = stylish or dramatic (use sparingly!)

Try These Font Pairings:

- Bold sans-serif header + simple sans-serif body (e.g. Montserrat + Open Sans)

This is Your Header Text

Lorem ipsum dolor sit amet, consectetur adipiscing elit
sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

- Serif headline + sans-serif body (e.g. Playfair Display + Lato)

This is Your Header Text

Lorem ipsum dolor sit amet, consectetur adipiscing elit,
sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Need Help Choosing Fonts?

Pairing fonts can be tricky—but the right combo can make your design feel polished and professional. These free tools help you find font pairings that just work—no guessing needed:

Google Fonts (fonts.google.com)

Free, web-safe fonts for any project

Choose from hundreds of clean, modern fonts. Many include suggested pairings right in the preview.

Fontpair.co

Curated Google Font pairings

Helps you quickly find great header + body text combinations. Choose styles like modern, classic, or minimal.

Fonts In Use (fontsinuse.com)

Real-world font inspiration

Browse examples of font combinations used in branding, packaging, websites, and more. Great for visual learners.

Typewolf.com

Trendy and expert-approved fonts

Explore what's popular, what pairs well, and see how fonts perform in real design settings.

Fontjoy.com

AI-powered font pairing tool

Click "Generate" to instantly see font combinations based on contrast or similarity. You can lock one font and experiment with others.

Pro Tip: *Limit yourself to 2–3 fonts per design. One for headings, one for body text, and maybe one accent font—that's it.*

How to Learn Design by Doing

Ways to Practice Without Feeling Overwhelmed



The best way to improve your design skills is to practice, not to overthink. You don't need to wait until you "know everything." The secret? Start making things. That's how confidence grows.

Here are some simple, real-life ways to get better fast—without pressure:

1. Redesign Something That Already Exists

Find a flyer, poster, or social media post that you like (or hate!) and try redesigning it. Focus on layout, spacing, and font choices. You'll learn a lot by simply trying to improve something real.

2. Do a 5-Day Quote Challenge

Pick one quote per day and turn it into a graphic using Canva. Each day, change up the colors, fonts, and alignment—but keep it clean and readable. It's a fast, focused way to explore different styles.

"Intelligence plus character—that is the goal of true education."

— MARTIN LUTHER KING JR.

"Intelligence plus character that is the goal of true education."

— MARTIN LUTHER KING JR.

"Intelligence plus character that is the goal of true education."

— MARTIN LUTHER KING JR.

3. Tweak a Canva Layout to Make It Yours

Start with a free Canva template and change:

- ✓ Fonts
- ✓ Color palette
- ✓ Image or icon
- ✓ Text hierarchy



By the end, it should feel like your design, not Canva's. This helps you understand how good layouts are built.

4. Join a Free Design Group or Forum

Get feedback from others—nicely!

You'll learn faster by sharing your work and seeing how others approach the same challenges.

Look for beginner-friendly groups on Facebook or platforms like Behance, Dribbble, or Reddit (e.g. r/graphic_design).

5. Create a "Progress Folder"

Save every project you make, even the early ones.

You'll be amazed at how quickly your work improves—and how encouraging it is to look back later.

This also helps you build a mini portfolio without even trying.

Bonus Tip: *Startsmall. One simple design a day is better than none. You don't need to create something perfect—just something.*

What is next

You don't need more tools.

You need a simple process you can repeat.

If you want to keep building on what you've started, here are a few simple next steps:

- **Learn step by step**

Explore our practical, one-day crash courses designed to help you move fast without feeling overwhelmed.

- **Keep learning for free**

Get access to simple guides, tools, and short email courses designed for real-world use.

- **Use what works**

Go back to this guide anytime — the goal is not perfection, just progress.

Keep it simple — and keep going.



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Simplifying Skills for Real-World Results