



# BEGINNER FILE STANDARDS



*Remember:*

The goal is not the most detailed project.  
The goal is a finished project they are proud of!

DESIGN PROJECTS THAT ARE PERFECT FOR BEGINNER PAINT PARTIES

## THE 30-SECOND TEST

Before offering a project, ask:



Can a first-time painter complete this in 2 hours or less?

**If NO:**

- ✗ Simplify it
- ✗ Remove layers
- ✗ Increase paint areas
- ✗ Reduce details

## 1. LETTERING RULES

✓ **GOOD**

- Thick block lettering
- Bold script
- Large words
- Easy to read

EXAMPLES:

**WELCOME**  
hello fall  
**HOME**  
sweet  
**HOME**

✗ **AVOID**

- Thin script
- Tiny words
- Decorative flourishes
- Delicate fonts

## 2. PAINT AREA RULES

✓ **GOOD**

- Large paintable sections
- Easy color blocking
- Simple shapes
- Few tiny spaces



✗ **AVOID**

- Hundreds of tiny sections
- Intricate flowers
- Detailed fur
- Excessive line work



## 3. LAYER COUNT GUIDE

**BEGINNER**

1–5 layers



**INTERMEDIATE**

6–8 layers



**ADVANCED**

9+ layers



Not recommended for public paint parties.

## 4. PIECE COUNT GUIDE

**IDEAL**

10–25 pieces



**ACCEPTABLE**

26–40 pieces



**RISK ZONE**

40+ pieces

Higher assembly mistakes.  
Longer instruction times.

## 5. PROJECT SIZE GUIDE



**DOOR HANGERS**

16–18 inches  
Best seller



**SHELF SITTERS**

8–12 inches  
Excellent beginner project



**ORNAMENTS**

4–6 inches  
Fast classes

## 6. DESIGN RED FLAGS

If your project has:

- ✗ Tiny leaves
- ✗ Small flower petals
- ✗ Thin script
- ✗ Hundreds of details
- ✗ Delicate swirls
- ✗ More than 40 pieces
- ✗ Tiny berries
- ✗ More than 8 colors



Then simplify before offering it.

## 7. COLOR RULES

**BEST**

3–6 paint colors

**ACCEPTABLE**

7–8 colors

**AVOID**

9+ colors  
Decision fatigue kills confidence.

## 8. THE BEGINNER SUCCESS FORMULA

- ✓ Large paint areas
- ✓ Thick lettering
- ✓ 10–25 pieces
- ✓ 3–6 colors
- ✓ 1–5 layers
- ✓ Finished in under 2 hours

## 9. GOLDEN RULE



Guests don't buy the most detailed project.

Guests buy the project they believe they can successfully complete.



**PRO TIP:**

When in doubt, make it simpler. Simple sells!



**HAPPY GUESTS = REPEAT CUSTOMERS**

When guests feel successful, they will come back and bring their friends!



Plan well. Cut clean. Create memories!

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