



German grammar *for visual learners.*

A free, colour-coded German course. I designed and built it from scratch while learning A1 German myself.

ROLE

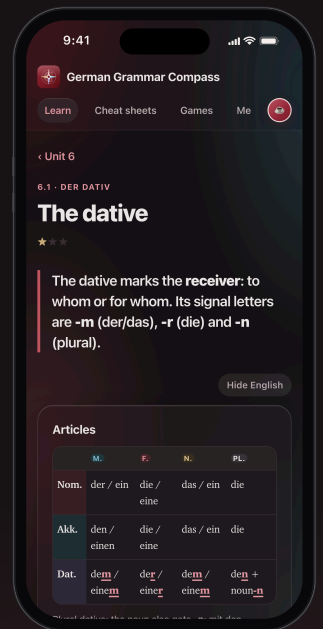
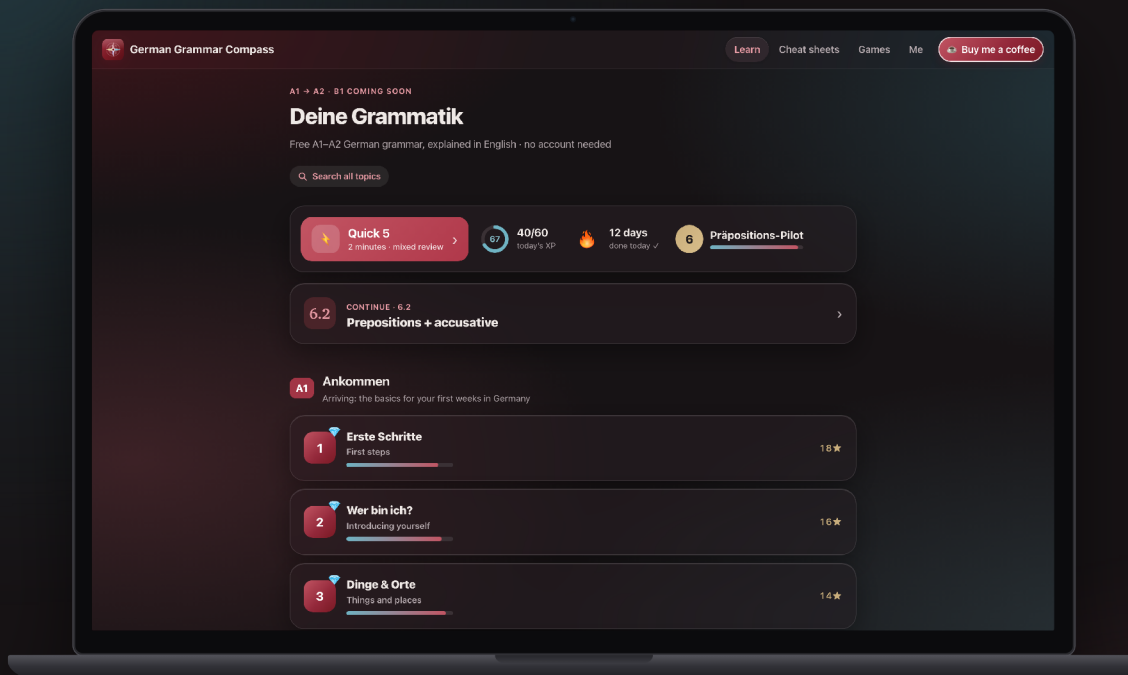
Brand, UI design, build & marketing

LAUNCHED

October 2026

LIVE AT

germangrammarcompass.com



01 THE IDEA

From an idea, *built from scratch.*

I'm studying A1 German. Dense grammar explanations were hard for me to absorb. My goal: turn rules into clear, organised visuals that help me learn—and help other beginners too.

A1

01

Learning A1

I'm a beginner too, so I know where it gets hard.

02

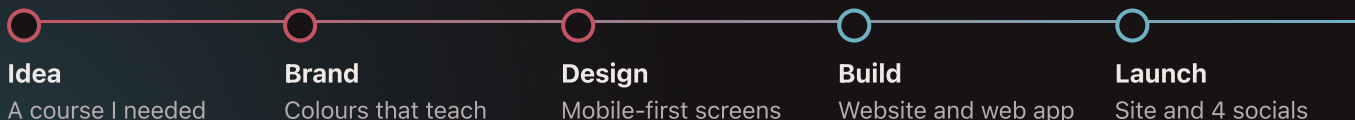
A visual learner

A rule sticks when I can see it.

03

A designer

Clear, organised and well made, on every screen.



60

topics, A1–A2

600

practice questions

11

cheat sheets

2

grammar games

0

ads or sign-ups

A compass *for the four cases.*

Four points, four cases, one colour each. The same code runs through every lesson and every post.



German Grammar Compass

Free German grammar A1–A2, explained in English

COLOUR

 Garnet #7A1A24	 Ink #1E1A1C	 Pleat White #F7F5F2	 Rose Tint #E8D2D3	 Lake Teal #3F8A9C	 Sky Mist #D3E7EF	 Gold #B99A63
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TYPE

Aa Aa

Charter for German
SF Pro for the interface and English

die Apotheke // the pharmacy

GRAMMAR COLOUR CODE

der · masculine	die · feminine	das · neuter	
Nominativ	Akkusativ	Dativ	Genitiv

Joy hilft **der** Patientin.

Joy helps the patient. (helfen + dative: die → der)

Designed to be *understood*.

Small decisions that make a rule easy to see.

Big idea first

One rule, one line, on top.

English on demand

Hide it to test yourself.

The dative marks the **receiver**: to whom or for whom. Its signal letters are **-m** (der/das), **-r** (die) and **-n** (plural).

Hide English

Articles

	M.	F.	N.	PL.
Nom.	der / ein	die / eine	das / ein	die
Akk.	den / einen	die / eine	das / ein	die
Dat.	de <u>m</u> / ein <u>m</u>	de <u>r</u> / ein <u>e</u> r	de <u>m</u> / ein <u>m</u>	de <u>n</u> + noun- <u>n</u>

Plural dative: the noun also gets **-n**: mit den Kindern (with the children). Not after **-s** or **-n**: mit den Autos (with the cars).

Case colours

Each case keeps its colour.

German in serif

English in sans.

Endings in red

The letters that change.

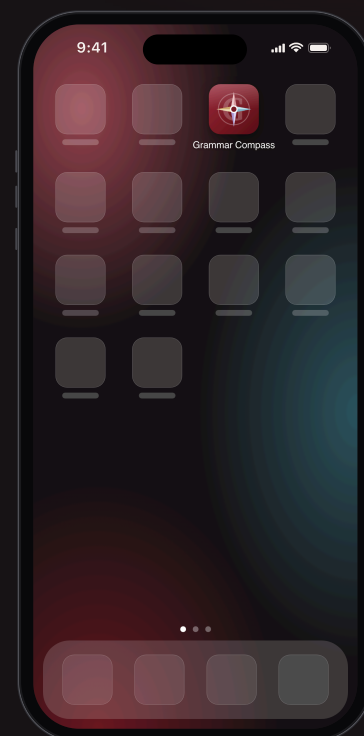
On the home screen, *like an app.*

Added straight from the browser. It opens full-screen, keeps progress on the phone and works offline.

No app store

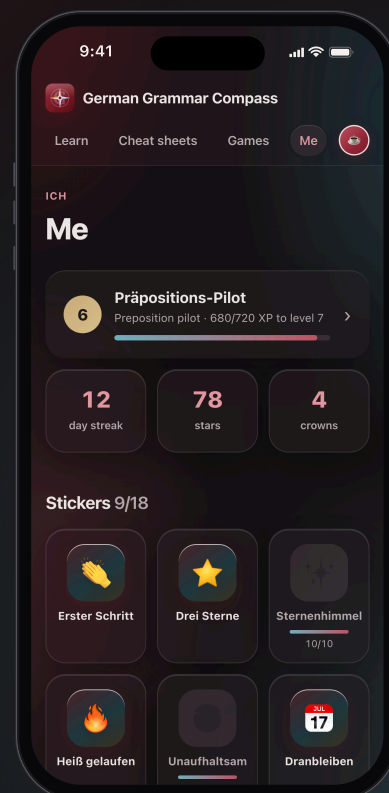
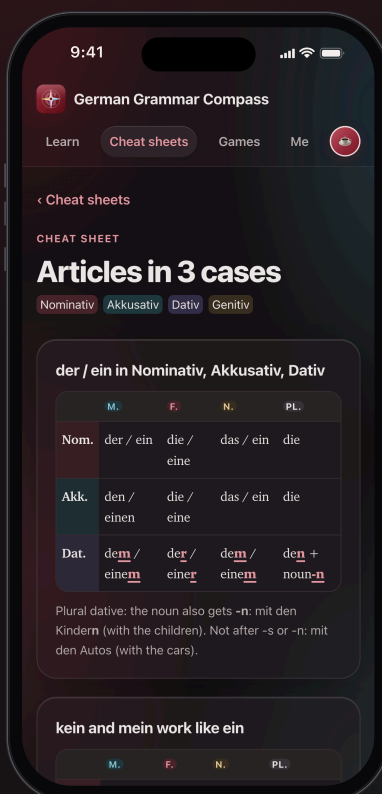
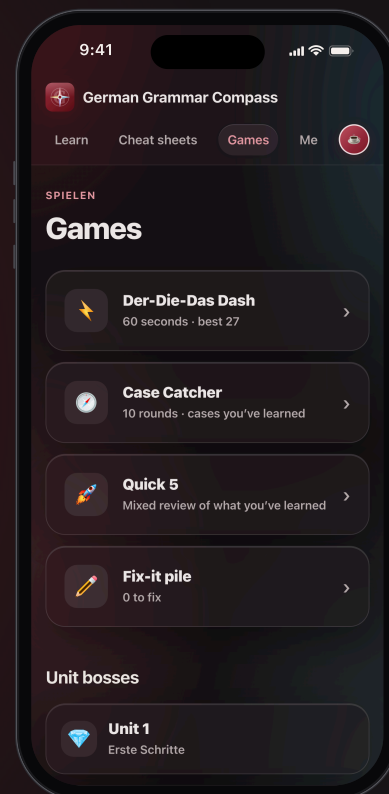
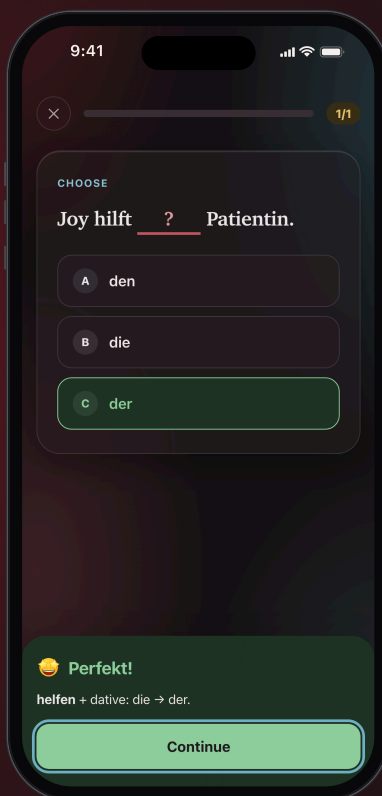
Works offline

Free



Every screen, *easy to read.*

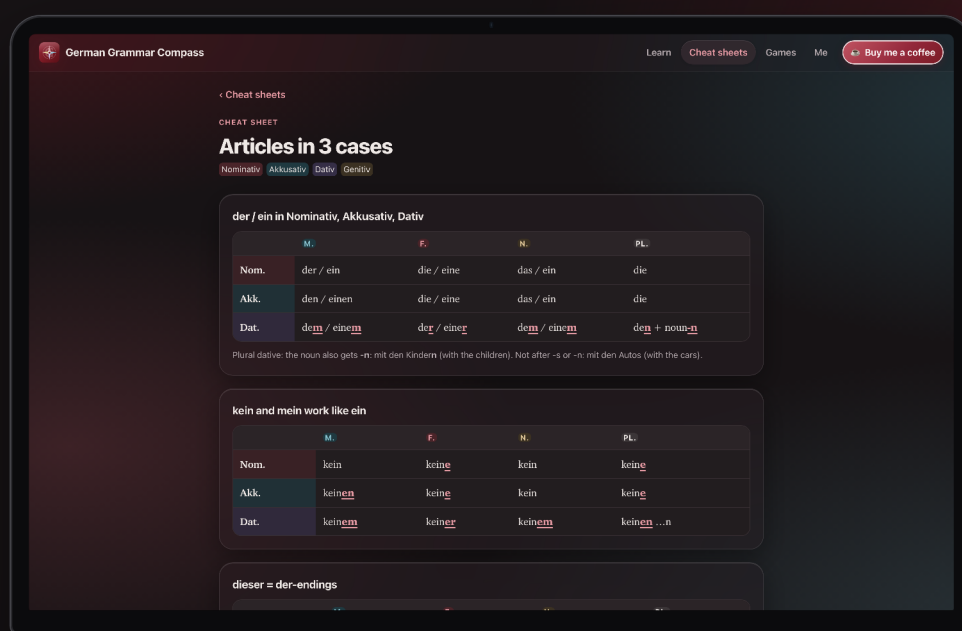
Lessons, cheat sheets, quizzes, games and progress. Designed mobile-first, shown in the app's dark theme.



06 DARK MODE

Built for *late-night study.*

Dark by default, in the same brand colours, so the colour code still reads at night.



Works offline

Keeps working once opened.

No sign-up

Progress stays on the learner's device.

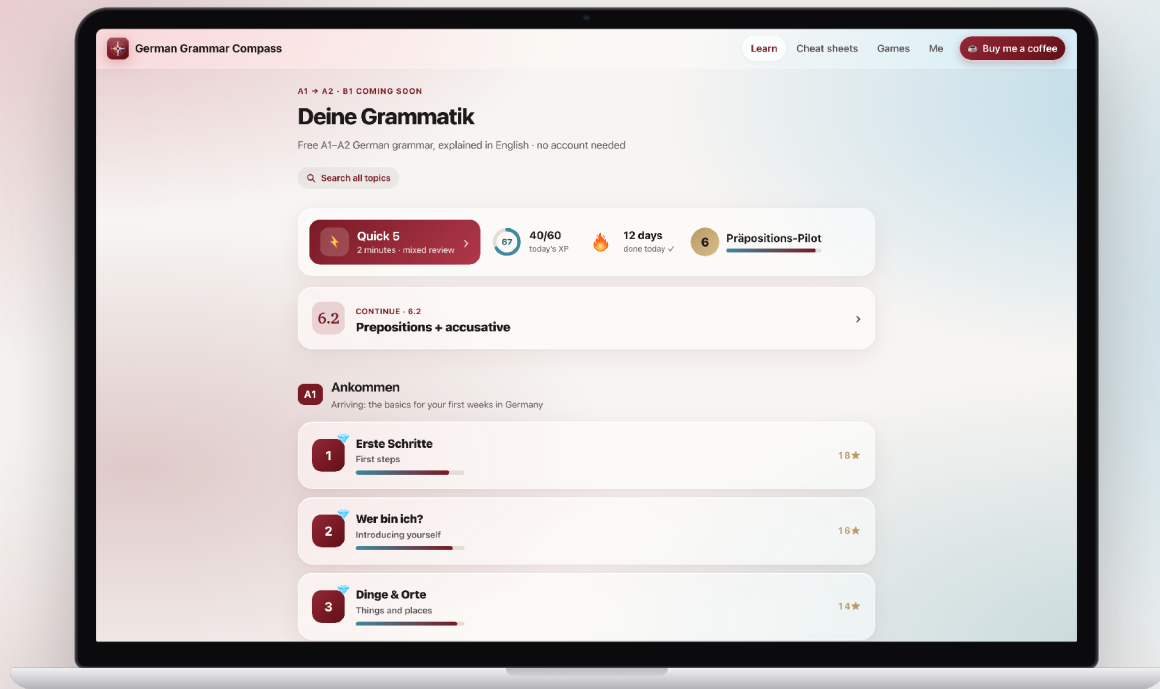
No ads

No cookies, no tracking.

07 LIGHT MODE

Bright *by day.*

The same tokens in a light theme, for studying on the go.



Light

#F7F5F2

#1E1A1C

#7A1A24

#3F8A9C

#B99A63

Dark

#171315

#EFE9E6

#C25563

#6FB3C3

#C9AE7C

Four channels, *started from zero.*

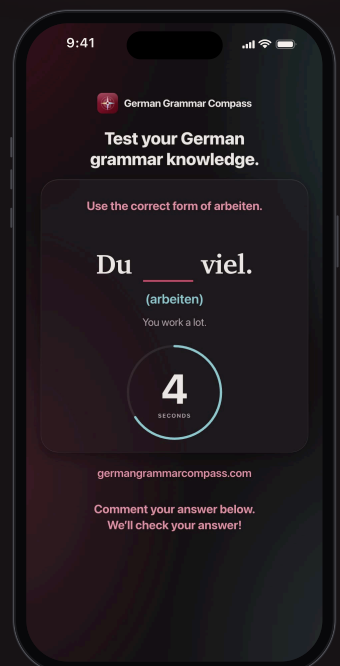
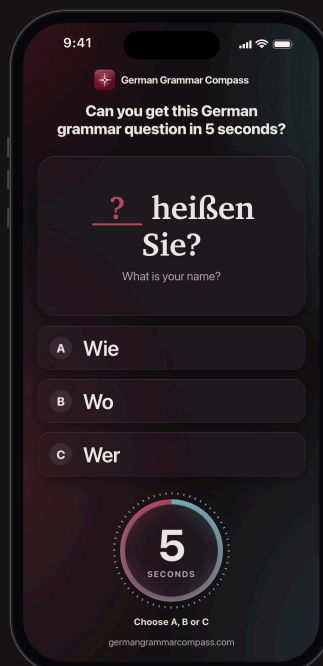
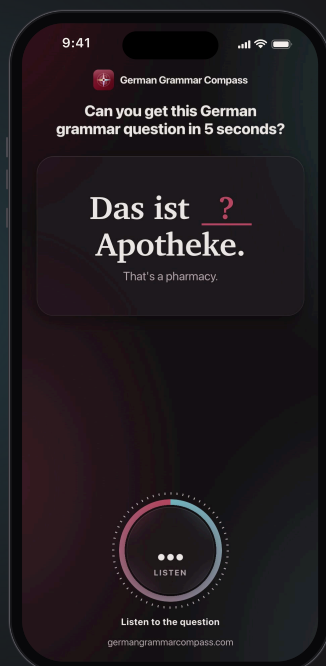
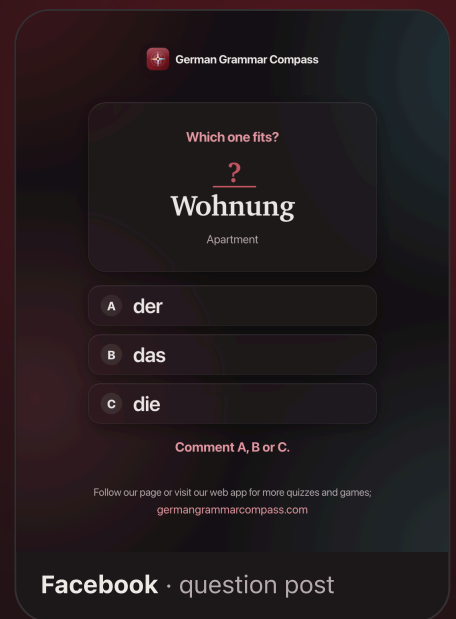
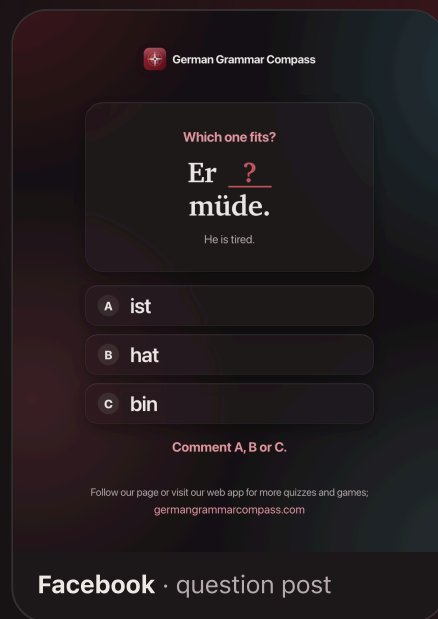
I opened the accounts and made the content: quick quizzes from the course, each linking back to a lesson.

TT TikTok

IG Instagram

YouTube Shorts

f Facebook page



09 CONTENT STRATEGY

Content strategy *across socials.*

A weekly publishing plan. Each platform has one job.

CHANNEL	MON	TUE	WED	THU	FRI	SAT	SUN	GOAL
Quiz videos TikTok · Shorts · Reels	•	● 6 pm	•	● 6 pm	•	● 6 pm	•	Reach
Instagram Cheat-sheet carousels	● 8 pm	•	● 8 pm	•	● 8 pm	•	•	Saves
Facebook page Question posts	•	● noon	•	● noon	•	•	•	Community

Quiz videos and posts were produced with AI tools from my brief, question bank and brand system.

10 EARLY RESULTS

An early *start.*

Launch-week snapshot · October 2026.

2 days

to appear on Google

Lessons indexed in the first week.

73

pages on Google

Every topic and cheat sheet has its own page.

First learners from

Philippines

Germany

Morocco

Tunisia

Shared in Facebook learner groups.

11 WHAT LEARNERS SAY

In their *own words.*

From the Filipino Internationals Ausbildung, Work & Students Forum on Facebook.

“

Very informative! I hope you'll keep updating this website up to B2. Thank you for sharing!

Learner · Facebook group

“

Currently exploring the site. It's so beautiful, and for me it's not overwhelming and not wordy, unlike the books. Thank you so much for this!

Learner · Facebook group · translated from Filipino

ABOUT THE DESIGNER

Jel Pamela Pagulong

Graphic Designer · Philippines

Designing for international clients since 2020, mostly in health and real estate. German Grammar Compass is my own product, from idea to launch.

Branding & Identity

UI design

Social media

Email & flyers

Adobe & Canva

2020 – now

Freelance Graphic Designer
Upwork

2021 – 2026

Marketing Support & Graphic Designer
ScriptSourcing, LLC

2026

German Grammar Compass
Brand, UI, website, social

Education

International Relations & Foreign Service
University of San Carlos

Let's work *together.*

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