

From Big Ideas to Brilliant Content

Workshop Overview | Catholic Communicators Collective | #ArchSTL

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SECTION 1 — STORY FIRST:

Audiences Remember
Stories, not information dumps.

- Ask:
“Who would benefit from this piece of content?”
- “What need problem do they need resolved?”
- “What are you offering them to resolve this conflict?”

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SECTION 2 — CONTENT STRATEGY:

- Format — What type of content tells the story most clearly?
- Platform — Let the audience inform the choice.
- Distribution — Organic or paid?
- Performance — How did it perform, and how can we adjust?

**DON'T IGNORE
YOUR ANALYTICS!**

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SECTION 3 — DESIGN WITH INTENTION:

- The basics are Typography, Hierarchy, and Color.
- Use C.R.A.P.: Contrast, Repetition, Alignment, Proximity.
- Apply the 60-30-10 color rule.

Remember:

“Good Design Solves Problems.”

“K.I.S.S. (Keep It Simple... Somehow)”

QUICK RESEARCH CHECKLIST

- ✓ Who is this for?
- ✓ What makes this different?
- ✓ What are the Practical Steps we hope to accomplish?
- ✓ What is a Victory?



Further resources

- Storybrand 7-Part “Hero on a Journey” Framework
- The Elements of Content Strategy by Erin Kissane
- Top 25 Viral Insta-Hooks
- The Non-Designer’s Design Book by Robin Williams
- How To Be a Graphic Designer Without Losing Your Soul by Adrian Shaughnessy