

# **IDEAS / DEVELOPMENT**

- ✓ **CLEAR, FOCUSED**
- ✓ **THEME**
- ✓ **SELECTED DETAILS**
- ✓ **DEVELOPED**
- ✓ **EXPERIENCE**
- ✓ **INSIGHT**
- ✓ **WHOLENESS**

The ideas are the heart of the message, the content of the piece, the main theme, together with the details that enrich and develop that theme.