

John Hughes Studio

The 10 Basic Design Principles:

- 1. Light**
- 2. Journey of Discovery**
- 3. *Relationships**
- 4. *Balance**
- 5. Harmony**
- 6. *Contrast**
- 7. *Orchestration**
- 8. *Simplicity**
- 9. Depth**
- 10. Craftsmanship**

The 3 Most Important Tools to Achieve Good Designs:

1 - Drawing:

Shapes and their relative sizes

Positioning of objects

Directional Movement

2 - Values:

(How they Contrast with each other)

3 - Edges:

(A variety from lost, to fuzzy, to found, to hard)

Icing on the Cake:

4 - Color

5 - Brushwork