In this presentation I will focus on what I consider to be the four main principles of materials development. I will justify each principle by reference to SLA theory and to my own experience as a teacher and materials developer. I will also exemplify how each principle can be proceduralised for application to the development or adaptation of materials and I will demonstrate extracts from materials which have been designed in accordance with the four principles. Although this presentation aims to provide a bridge from theory to practice it will be essentially an interactive, practical session in which the audience will be given experiences of materials in action to respond to.