



In fine art, **visual movement** is used to guide the viewer through the piece. Lines, shapes, color, depth and hierarchy can all be used to guide the viewer from one point to the next – at a glance. Visual movement is more commonly known in the graphic design world as '**flow**'.

Creating flow in web design can be a tricky undertaking because unlike fine art subjects, web designs generally have separate pieces or elements they may not have a direct relationship with each other. Web sites also have more complex elements like **navigation**, **text blocks** and **dynamic image galleries** that usually break up visual movement. But, building visual elements in a harmonic pattern using design elements such as; type, line, contrast, color, and type, these items can be connected together to guide your users on a path through the site.