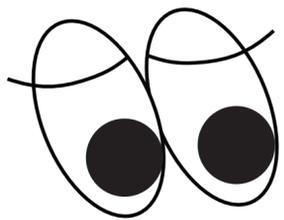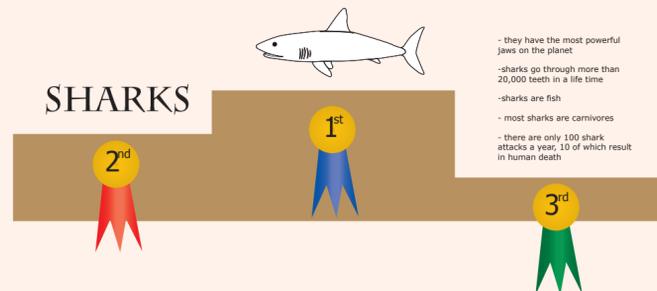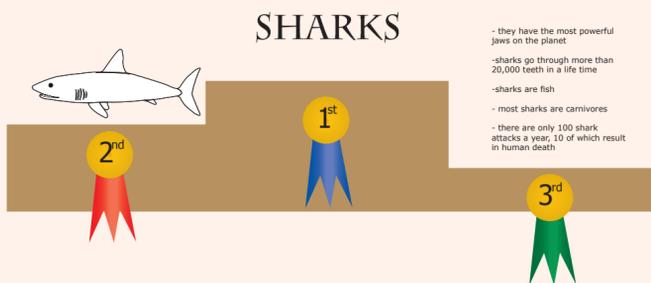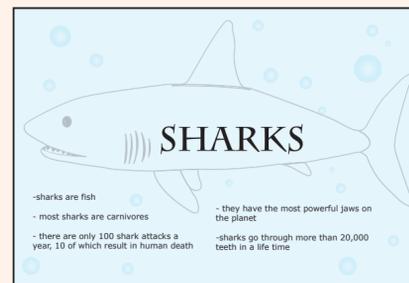# Emphasis & Flow

Design helps our eye moves across the page

It is up to you to choose the visual importance of each element

SHARKS

- they have the most powerful jaws on the planet
- sharks go through more than 20,000 teeth in a life time
- sharks are fish
- there are only 100 shark attacks a year, 10 of which result in human death
- most sharks are carnivores

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use the elements to link objects and create flow

Examples

Tornadoes

thunderstorm
cool air
warm air
tornadoes

✓

Tornadoes

thunderstorm
cool air
warm air
tornadoes

✗

Fashion Show

February 23
@12:25
Large Gym

✓

February 23
@12:25
Large Gym

Fashion Show

✗