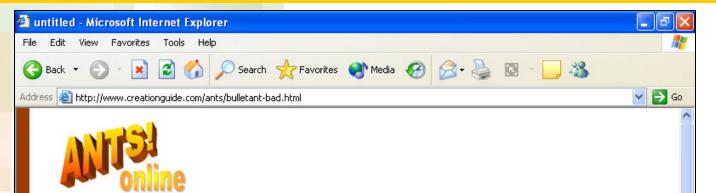
# After completing this lesson, you will be able to:

- Describe what makes a good Web page "scannable."
- Identify the key textual elements of a Web page.
- Choose various techniques for using typography as a design element.

# **Reading Web Text**

- People read electronic text more slowly than they read printed text.
- People scan Web pages before they read them.

## **Ineffec**tive Online Text





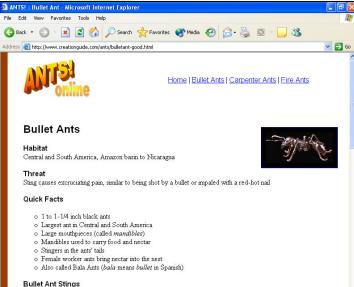
### The Bullet Ant

A Bullet Ant is a huge, black stinging ant that livs in Central and South America, from the Amazon basin to Nicaragua. It's about 1 to 1 1/4 inch long, and it is the largest ant in Central America. One well-known and respected U.S. entomologist, Dr. Robert Matthews, excavated Bullet Ant nests in Peruvian rain forests a number of times in the

1990s. He was stung more than a dozen times. Each ant sting is 30 times as powerful as a typical bee or wasp sting. Eventually, he caught a queen ant and brought it back to breed the first colony of Bullet Ants in the U.S. While Bullet Ants have large mouthpieces (called mandibles), you don't need to worry about ant bites, because the real sting is in the tail. All the worker ants are females and they often return to the nest with nectar in the large mandibles. Many people who are stung by a Bullet Ant will have a fever and remain sick up to three days. The powerful sting of the Bullet Ant feels like being stung by a bullet or impaled with a red-hot nail. While the sting is usually not life threatening, if you are stung then the toxic sting can cause fiery pain, similar to a bullet would, and can cause temporary paralysis, trembling, and nausea. Anytime you are stung by anything, you should save the body of the thing that stung you. Another name of the Bullet Ant is Bala Ant. "Bala" means "bullet" in Spanish.

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### **Effective Online Text**



Each Bullet Ant sting is 30 times as powerful as a typical bee or wasp sting. Although not usually life threatening, the toxic sting can cause flery pain. People stung by a Bullet Ant usually run a fever and remain sick for up to three days. Other common effects of a Bullet Ant sting include:

- o Temporary paralysis
- o Trembling

o Nausea

Multiple stings can cause severe illness and possibly death.

### **Recent Research**

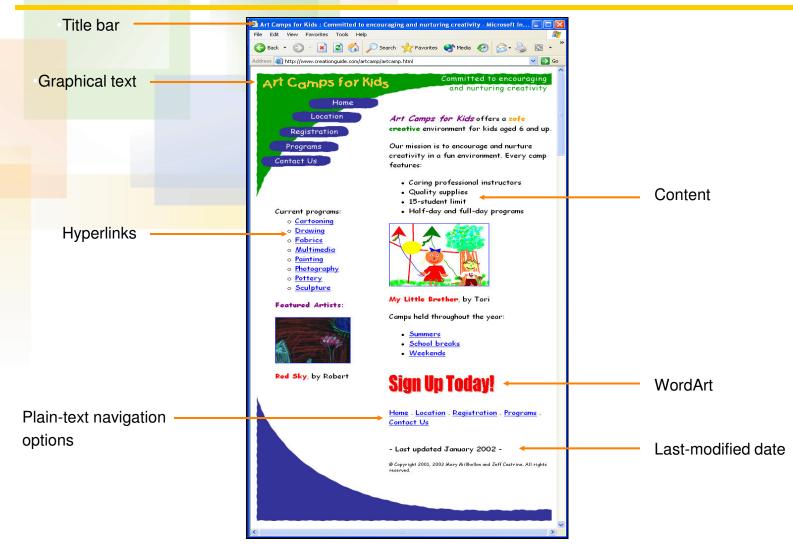
Throughout the 1990s, renowned U.S. entomologist Dr. Scott Fallon excavated Bullet Ant nests in Peruvian rain forests. During his studies, Fallon was stung more than a dozen times. Fortunately, he fully recuperated from the paralyzing effects. In 1997, Fallon successfully captured a queen ant. He has since successfully bred the first Bullet Ant colony in the United States. You can visit the glass-enclosed colony at the Portland Entomological Research Institute (PERJ) in Portland, Oregon.

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### Last updated January 2002

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# Textual Elements on a Web Page



# Common Textual Elements Found on Web Pages

- Title Bar
- Content
- Hyperlinks
- Logos, Graphics, and WordArt
- Plain-Text Navigation Options
- Date or "Last Modified" Information
- Copyright Information

### Ways Text Can Be Used as a Design Element

- Graphical Titles and Headings
- Pull-Quotes and Sidebars
- WordArt, Logos, and Banners
- Icons
- Color
- Drop Caps or Hung initials
- (Sensible) Backgrounds

### **Next Step**

### Creating and Using Art on the Web