


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.

Ineffective Online Text



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The Bullet Ant

A Bullet Ant is a huge, black stinging ant that lives 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 wound, 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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Bullet Ants

Habitat
Central and South America, Amazon basin to Nicaragua



Threat
Sting causes excruciating pain, similar to being shot by a bullet or impaled with a red-hot nail

Quick Facts

- o 1 to 1-1/4 inch black ants
- o Largest ant in Central and South America
- o Large mouthpieces (called *mandibles*)
- o Mandibles used to carry food and nectar
- o Stingers in the ants' tails
- o Female worker ants bring nectar into the nest
- o Also called Bala Ants (*bala* means *bullet* in Spanish)

Bullet Ant Stings
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 fiery 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 (PERI) in Portland, Oregon.

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Textual Elements on a Web Page

The image shows a screenshot of a web browser window displaying the website 'Art Camps for Kids'. The browser's title bar reads 'Art Camps for Kids : Committed to encouraging and nurturing creativity - Microsoft In...'. The address bar shows the URL 'http://www.creationguide.com/artcamp/artcamp.html'. The website content includes a green header with the site name and mission statement, a blue navigation menu, a list of current programs with blue hyperlinks, featured artists with images and names, a 'Sign Up Today!' call to action in red, and a footer with copyright information. Several orange arrows point from text labels on the left and right to specific elements on the page.

Annotations and their corresponding elements on the page:

- Title bar**: Points to the browser window title.
- Graphical text**: Points to the 'Art Camps for Kids' header.
- Hyperlinks**: Points to the list of current programs (Cartooning, Drawing, Fabrics, Multimedia, Painting, Photography, Pottery, Sculpture).
- Content**: Points to the list of features (Caring professional instructors, Quality supplies, 15-student limit, Half-day and full-day programs).
- WordArt**: Points to the 'Sign Up Today!' text.
- Last-modified date**: Points to the footer text '- Last updated January 2002 -'.
- Plain-text navigation options**: Points to the footer navigation links (Home, Location, Registration, Programs, Contact Us).

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