

The KU Natural History Museum's *Deep-Scattering Layer Exhibit* webpage was created with Adobe Spark. This platform does not support alt text (alternative text). Therefore, screen-reading tools cannot describe images on the page. In lieu of alt text on the webpage, image and video descriptions are outlined below. The outline follows the order of the webpage as you scroll from the top to the bottom.

Note: although graphics on the webpage are clickable to make them appear bigger, all descriptions for graphics are of the graphics as they appear on the webpage.

- Loading Page
  - Image description: In the center of the webpage is a white bar that communicates the loading status of the webpage. Below this bar is white sans serif text in all caps that reads "LOADING." The bar that communicates the loading status and the text below the bar are on a turquoise blue background. The background at the center of the webpage is a turquoise blue color, and the background is a dark blue color, almost black, at the bottom left and right corners of the webpage.
- Webpage
  - Title
    - Image description: Centered on the webpage is a line of white, bold text in a sans serif font that reads "Deep-Scattering Layer Exhibit." Underneath this title, in a smaller font than the bold text, is another line of white text in a sans serif font that reads "KU Natural History Museum." The first letter of each word in both lines of text are capitalized. Both lines of text are superimposed on a black transparent bar.

The bar, including the two lines of text, is superimposed on a background of various blue colors. The background at the center of the webpage is a turquoise blue color, and the background is a dark blue, almost black, color at the bottom left and right corners of the webpage. The turquoise blue color resembles bubbles caused by descent into deep water.
  - Introduction
    - Image description: A graphic illustrates the depth that marine animals in the deep-scattering layer travel during their daily migration from deep-sea waters, approximately one-half of a mile (0.8 kilometers) below the ocean's surface, to near the surface of the ocean, about one-fourth of a mile (0.4 kilometers) below the ocean's surface. During the day, marine animals are found in deep-sea waters, approximately one-half of a mile below the ocean's surface. At sunset, the marine animals travel up, towards the surface of the ocean. They travel from one-half of a mile below the ocean's surface to about one-fourth of a mile below the ocean's surface. Then, during the night, marine animals feed there, below the surface of the ocean. At sunrise, the marine animals descend to deep-sea waters. White, sans serif text on the graphic reads "DEEP-

SCATTERING LAYER,” in all caps. Underneath this text is a decorative, multicolored blue and white line. Below the line is white, sans serif text that reads “Daily Migration of Ocean Animals.” The first letter of each word, with the exception of “of,” is capitalized.

Light blue markings superimposed on blue, stylized ocean water along lines that indicate one-fourth of a mile below the ocean’s surface and one-half of a mile below the ocean’s surface represent the movement of marine animals from various depths throughout the day. The light blue markings are near the line indicating one-half of a mile below the ocean’s surface when the sun is in the sky, on the right and left ends of the graphic. In the middle of the graphic, the light blue markings are near the line indicating one-fourth of a mile below the ocean’s surface when the moon is in the sky. The light blue markings ascend and descend from near the line indicating one-half of a mile below the ocean’s surface and near the line indicating one-fourth of a mile below the ocean’s surface as day turns to night and night turns to day, respectively.

Below the image, white text written using a sans serif font reads “Graphic illustrates depth and migration of marine animals in the deep-scattering layer. Click for larger image.” This text is on a dark blue, almost black, background.

- Image description: A graphic illustrates the daily migration of marine animals from deep-sea waters to below the surface of the ocean in the deep-scattering layer. White, sans serif text at the top of the illustration reads “Vast numbers of marine animals migrate up and down to feed each day. Known as the deep-scattering layer, it is the greatest movement of biomass in the oceans.”

Additional text on the graphic describes the daily migration of these deep-sea animals. In the bottom left corner, the text reads “During the day, animals stay in deep waters.” Near the top left corner, the text reads “When the sun sets, animals move towards the surface.” Near the top right corner, the text reads “At night, animals feed close to the surface.” At the bottom of the image, in the center, the text reads “As the sun rises, animals return to the depths.” All text is white and written using a sans serif font.

Illustrations of marine animals include Pacific blackdragon, lanternfishes, splendid lanternshark, giant red mysid, benttooth bristlemouth, cock-eyed squid, and hatchetfish. The name of each animal is included by the illustration or illustrations of that animal. The illustrations surround a graphic of three arrows that resemble a circle. This indicates the daily migration of these marine animals.

Illustrations of marine animals and the arrows appear on blue, stylized ocean water. An illustration of the sun is in the top left corner of the graphic, and an illustration of the moon is in the top right corner of the graphic. The section of the graphic that represents nighttime incorporates a dark shadow on top of the stylized ocean water.

Below the image, white text written using a sans serif font reads “Click for larger image.” This text is on a dark blue, almost black, background.

- Specimens

- This section starts with bold, blue sans serif text that reads “Click the buttons below to view specimens from our exhibit!” This text is on a dark blue, almost black, background.
- Hatchetfishes
  - Image description: Scientific illustrations of three hatchetfishes. They are realistic and mostly a gray color. Their heads face the right side of the webpage, and their tail ends face the left side of the webpage. The illustrations are on a dark blue, almost black, background.

Beneath the scientific illustrations is a clickable link. The link contains text that reads “Hatchetfishes.” The text is written using a sans serif font and is enclosed in a long oval. The link is centered. The color of the link is gray, and it is on a dark blue, almost black, background.

If the link is clicked, a new webpage opens containing an image. The image contains several examples of hatchetfishes representing three species from the Biodiversity Institute and KU Natural History Museum’s collection. The species represented are *Argyropelecus affinis*, *Sternoptyx diaphana*, and *Sternoptyx obscura*. The scientific names are written in bold, black text using a sans serif font. The text is italicized because they are scientific names. The image includes a scale. The scale is a black bar. Underneath the black bar is text that reads “1 inch (25.4 mm).” This text is written in a bold, black, sans serif font and indicates the scale represents one inch, or 25.4 millimeters.

The image is surrounded by a dark blue border. Included in the border is the text “Hatchetfishes” written in bold, white text in a sans serif font. The text is found at the top of the border, above the examples of hatchetfish specimens. The image, including its border, is on a white background.

At the bottom right of the web page, below the image, are three clickable links. The first link is a heart and is followed by the text "Appreciate" in a gray, sans serif font. The heart is outlined in gray. The inside of the heart is white. The heart changes color to a dark gray, both outline and fill, when clicked. The second link is the Twitter logo followed by the text "Tweet." The last link is the Facebook logo followed by the text "Share." Text of each link is gray on a white background.

At the bottom of the page are two clickable links to webpages for Adobe's General Terms of Use ("Terms of service") and Adobe's Privacy Center ("Privacy policy") and a clickable link to a pop-up to report abuse on the webpage ("Report abuse"). Text for the links are white on a dark gray, almost black, background.

- Cock-eyed Squid
  - Image description: Scientific illustration of a cock-eyed squid. It is realistic and mostly red in color with two eyes. The left eye is larger than the right eye and is green. The illustration is on a dark blue, almost black, background.

Beneath the scientific illustration is a clickable link. The link contains text that reads "Cock-eyed Squid." The text is written using a sans serif font and is enclosed in a long oval. The link is centered. The color of the link is gray, and it is on a dark blue, almost black, background.

If the link is clicked, a new webpage opens containing an image. The image contains an example of a cock-eyed squid from the Biodiversity Institute and KU Natural History Museum's collection. The image includes a scale. The scale is a white bar. Underneath the white bar is text that reads "1 inch (25.4 mm)." This text is written in a bold, white, sans serif font and indicates the scale represents one inch, or 25.4 millimeters.

The image is surrounded by a dark blue border. Several lines of text are included in the border. The text in the first line reads "Cock-eyed Squid," which is written in bold, white text in a sans serif font. The text in the second line, underneath the first line, is italicized, white text that reads "*Histioteuthis*" in a sans serif font. This text is italicized because it is a scientific name. Below these two lines of text in a white, sans serif font is text that reads "Their larger left eye is used to look for silhouettes of small marine animals to eat." These lines of text are found at the top of the

border, above the cock-eyed squid. The image, including its border, is on a white background.

At the bottom right of the web page, below the image, are three clickable links. The first link is a heart and is followed by the text “Appreciate” in a gray, sans serif font. The heart is outlined in gray. The inside of the heart is white. The heart changes color to a dark gray, both outline and fill, when clicked. The second link is the Twitter logo followed by the text “Tweet.” The last link is the Facebook logo followed by the text “Share.” Text of each link is gray on a white background.

At the bottom of the page are two clickable links to webpages for Adobe’s General Terms of Use (“Terms of service”) and Adobe’s Privacy Center (“Privacy policy”) and a clickable link to a pop-up to report abuse on the webpage (“Report abuse”). Text for the links are white on a dark gray, almost black, background.

- Benttooth Bristlemouth
  - Image description: Scientific illustration of a benttooth bristlemouth. It is realistic and mostly gray in color. Its head faces the right side of the webpage, and its tail end faces the left side of the webpage. The illustration is on a dark blue, almost black, background.

Beneath the scientific illustration is a clickable link. The link contains text that reads “Benttooth Bristlemouth.” The text is written using a sans serif font and is enclosed in a long oval. The link is centered. The color of the link is gray, and it is on a dark blue, almost black, background.

If the link is clicked, a new webpage opens containing an image. The image contains an example of a benttooth bristlemouth from the Biodiversity Institute and KU Natural History Museum’s collection. The image includes a scale. The scale is a black bar. Underneath the black bar is text that reads “1 inch (25.4 mm).” This text is written in a bold, black, sans serif font and indicates the scale represents one inch, or 25.4 millimeters.

The image is surrounded by a dark blue border. Several lines of text are included in the border. The text in the first line reads “Benttooth Bristlemouth,” which is written in bold, white text in a sans serif font. The text in the second line, underneath the first line, is italicized, white text that reads “*Cyclothone acclinidens*” in a sans serif font. This text is italicized because it is a scientific

name. Below these two lines of text in a white sans serif font is text that reads “In terms of individuals, there are more bristlemouth fishes than all other fishes, amphibians, reptiles, and mammals combined.” The text is found at the top of the border, above the example of the bristlemouth. The image, including its border, is on a white background.

At the bottom right of the web page, below the image, are three clickable links. The first link is a heart and is followed by the text “Appreciate” in a gray, sans serif font. The heart is outlined in gray. The inside of the heart is white. The heart changes color to a dark gray, both outline and fill, when clicked. The second link is the Twitter logo followed by the text “Tweet.” The last link is the Facebook logo followed by the text “Share.” Text of each link is gray on a white background.

At the bottom of the page are two clickable links to webpages for Adobe’s General Terms of Use (“Terms of service”) and Adobe’s Privacy Center (“Privacy policy”) and a clickable link to a pop-up to report abuse on the webpage (“Report abuse”). Text for the links are white on a dark gray, almost black, background.

- Giant Red Mysid

- Image description: Scientific illustration of a giant red mysid. It is realistic and mostly red in color. Its head faces the left side of the webpage, and its tail ends faces the right side of the webpage. The illustration includes light blue bioluminescence projecting from the mouth of the giant red mysid. It resembles a light blue cloud. The illustration is on a dark blue, almost black, background.

Beneath the scientific illustration is a clickable link. The link contains text that reads “Giant Red Mysid.” The text is written using a sans serif font and is enclosed in a long oval. The link is centered. The color of the link is gray, and it is on a dark blue, almost black, background.

If the link is clicked, a new webpage opens containing an image. The image contains an example of a giant red mysid from the Biodiversity Institute and KU Natural History Museum’s collection. The image includes a scale. The scale is a white bar. Underneath the white bar is text that reads “1 inch (25.4 mm).” This text is written in a bold, white, sans serif font and indicates the scale represents one inch, or 25.4 millimeters.

The giant red mysid example and scale is on the left side of the image. It is surrounded by a dark blue border. To the right of the giant red mysid and included in the border are several lines of text. The first line of text reads "Giant Red Mysid" in a bold, white sans serif font. The second line of text, below the first, is written in white, italicized, sans serif font and reads "*Neognathophausia ingens*." This second line of text is italicized because it is a scientific name. Below these two lines of text in a white, sans serif font is text that reads "When startled, these shrimp spew a glowing blue cloud from a gland near their mouth." The image, including its border, is on a white background.

At the bottom right of the web page, below the image, are three clickable links. The first link is a heart and is followed by the text "Appreciate" in a gray, sans serif font. The heart is outlined in gray. The inside of the heart is white. The heart changes color to a dark gray, both outline and fill, when clicked. The second link is the Twitter logo followed by the text "Tweet." The last link is the Facebook logo followed by the text "Share." Text of each link is gray on a white background.

At the bottom of the page are two clickable links to webpages for Adobe's General Terms of Use ("Terms of service") and Adobe's Privacy Center ("Privacy policy") and a clickable link to a pop-up to report abuse on the webpage ("Report abuse"). Text for the links are white on a dark gray, almost black, background.

- Deep-sea sharks
  - Image description: Scientific illustrations of two deep-sea sharks. They are realistic. One is mostly a dark gray color, and the other is mostly a gray color. The dark gray shark's head faces the right side of the webpage, and its tail ends faces the left side of the webpage. The gray shark's head faces the left side of the webpage, and its tail ends faces the right side of the webpage. The illustrations are on a dark blue, almost black, background.

Beneath the scientific illustrations is a clickable link. The link contains text that reads "Deep-sea sharks." The text is written using a sans serif font and is enclosed in a long oval. The link is centered. The color of the link is gray, and it is on a dark blue, almost black, background.

If the link is clicked, a new webpage opens containing an image. The image contains several deep-sea sharks representing two species from the Biodiversity Institute and KU Natural History

Museum's collection. The species represented are *Etmopterus splendidus* and *Squaliolus aliae*. The scientific names are written in bold, italicized, black text using a sans serif font next to the species they describe. The text is italicized because they are scientific names. The image includes a scale. The scale is a black bar. Underneath the black bar is text that reads "1 inch (25.4 mm)." This text is written in a bold, black, sans serif font and indicates the scale represents one inch, or 25.4 millimeters.

The image is surrounded by a dark blue border. Included in the border is white text in a sans serif font that reads "Bioluminescent bellies in deep-sea sharks camouflage their silhouettes from predators below by matching the sunlight from above. They migrate to different depths as the light changes." The text is found at the top of the border, above the image.

Additional text is included in the border. First, the text "Splendid Lanternshark" is written in bold, white text in a sans serif font near the top left corner of the image by the examples of *Etmopterus splendidus*. Next, the text "Smalleye Pygmy Shark" is written in bold, white text in a sans serif font in the bottom right corner of the image by the examples of *Squaliolus aliae*.

The image, including its border, is on a white background.

At the bottom right of the web page, below the image, are three clickable links. The first link is a heart and is followed by the text "Appreciate" in a gray, sans serif font. The heart is outlined in gray. The inside of the heart is white. The heart changes color to a dark gray, both outline and fill, when clicked. The second link is the Twitter logo followed by the text "Tweet." The last link is the Facebook logo followed by the text "Share." Text of each link is gray on a white background.

At the bottom of the page are two clickable links to webpages for Adobe's General Terms of Use ("Terms of service") and Adobe's Privacy Center ("Privacy policy") and a clickable link to a pop-up to report abuse on the webpage ("Report abuse"). Text for the links are white on a dark gray, almost black, background.

- Lanternfishes
  - Image description: Scientific illustrations of two lanternfishes. They are realistic and mostly a gray color with blue spots on their bodies to represent bioluminescent photophores. Their heads face the left side of the webpage, and their tail ends face the right

side of the webpage. The illustrations are on a dark blue, almost black, background.

Beneath the scientific illustrations is a clickable link. The link contains text that reads "Lanternfishes." The text is written using a sans serif font and is enclosed in a long oval. The link is centered. The color of the link is gray, and it is on a dark blue, almost black, background.

If the link is clicked, a new webpage opens containing an image. The image contains several examples of lanternfishes representing two species from the Biodiversity Institute and KU Natural History Museum's collection. The species represented are *Triphoturus mexicanus* and *Lampanyctus ritteri*. The scientific names are written in bold, italicized, black text using a sans serif font next to the species they describe. The text is italicized because they are scientific names. The image includes a scale. The scale is a black bar. Underneath the black bar is text that reads "1 inch (25.4 mm)." This text is written in a bold, black, sans serif font and indicates the scale represents one inch, or 25.4 millimeters.

The image is surrounded by a dark blue border. Included in the border is the text "Lanternfishes," which is written in bold, white text in a sans serif font. The text is found at the top of the border, above the image. The image, including its border, is on a white background.

At the bottom right of the web page, below the image, are three clickable links. The first link is a heart and is followed by the text "Appreciate" in a gray, sans serif font. The heart is outlined in gray. The inside of the heart is white. The heart changes color to a dark gray, both outline and fill, when clicked. The second link is the Twitter logo followed by the text "Tweet." The last link is the Facebook logo followed by the text "Share." Text of each link is gray on a white background.

At the bottom of the page are two clickable links to webpages for Adobe's General Terms of Use ("Terms of service") and Adobe's Privacy Center ("Privacy policy") and a clickable link to a pop-up to report abuse on the webpage ("Report abuse"). Text for the links are white on a dark gray, almost black, background.

- Dragonfishes

- Image description: Scientific illustrations of three dragonfishes. They are realistic. Two are a mostly gray color, and one is a mostly gray-blue color. Their heads face the left side of the webpage, and their tail ends are either curled beneath them and face the left side of the webpage, too, or face the right side of the webpage. The illustrations are on a dark blue, almost black, background.

Beneath the scientific illustrations is a clickable link. The link contains text that reads "Dragonfishes." The text is written using a sans serif font and is enclosed in a long oval. The link is centered. The color of the link is gray, and it is on a dark blue, almost black, background.

If the link is clicked, a new webpage opens containing an image. The image contains several examples of dragonfishes representing three species from the Biodiversity Institute and KU Natural History Museum's collection. The species represented are *Stomias atriventer*, *Idiacanthus antrostomus*, and *Photostomias guernei*. The scientific names are written in bold, italicized, black text using a sans serif font next to the species they describe. The text is italicized because they are scientific names. The image includes a scale. The scale is a black bar. Underneath the black bar is text that reads "1 inch (25.4 mm)." This text is written in a bold, black, sans serif font and indicates the scale represents one inch, or 25.4 millimeters.

The image is surrounded by a dark blue border. Included in the border is the text "Dragonfishes," which is written in bold, white text in a sans serif font. Below this line of text in a white, sans serif font is text that reads "These dragonfishes produce blue-green light to lure and illuminate prey." These lines of text are found at the top of the border, above the image. The image, including its border, is on a white background.

At the bottom right of the web page, below the image, are three clickable links. The first link is a heart and is followed by the text "Appreciate" in a gray, sans serif font. The heart is outlined in gray. The inside of the heart is white. The heart changes color to a dark gray, both outline and fill, when clicked. The second link is the Twitter logo followed by the text "Tweet." The last link is the Facebook logo followed by the text "Share." Text of each link is gray on a white background.

At the bottom of the page are two clickable links to webpages for Adobe's General Terms of Use ("Terms of service") and Adobe's Privacy Center ("Privacy policy") and a clickable link to a pop-up to report abuse on the webpage ("Report abuse"). Text for the links are white on a dark gray, almost black, background.

- Deep-Scattering Layer Video
  - This section starts with bold, blue sans serif text that reads "Watch the video below to learn more about the KU-led expedition, our collection, and bioluminescence in the deep-scattering layer!" This text is on a dark blue, almost black, background.
  - Video description: An embedded video discusses how scientists at the Biodiversity Institute and KU Natural History Museum collect deep-sea organisms. The video also elaborates on three species of bioluminescent, deep-sea organisms: Atolla jellyfish, viperfish, and dragonfish.
- End of Webpage
  - Image description: A clickable link containing a heart followed by the text "Appreciate" written using a sans serif font is enclosed in a long oval. The link is centered. The color of the link is gray, and it is on a dark blue, almost black, background. Above this clickable link is a thin gray line used for decoration and separation of the Deep-Scattering Layer video and the elements at the end of the webpage.
  - Image description: Below the "Appreciate" link are two clickable links to webpages for Adobe's General Terms of Use ("Terms of Service") and Adobe's Privacy Center ("Privacy Policy") and a clickable link to a pop-up to report abuse on the webpage ("Report Abuse"). Text for the links are light gray on a dark gray background. All text is written using a sans serif font.