

Digipak analysis – Because Of The Times

I have chosen to analyse the 'Because Of The Times' digipak by the indie rock band Kings Of Leon. The digipak exhibits many conventions of the hybrid genre within the design and content. The primary target audience is young males, dominantly white. However there are also many ancillary audiences such as women , older generations and other ethnicities. It is apparent that indie rock is not have many Asian fans , which could be due to it not being a globalised genre despite its popularity in the UK and the USA. Looking at this digipak will enable me to assess what conventions are used in the indie / rock genre to ensure success, and which areas I feel could be improved.

The structure of the digipak is very conventional; it has 4 panels and is made of hard durable plastic. The cd disk is located on the inside of the case on the right which is very common in a majority of cd cases. I feel that this is something we should include in our own construction as it will maintain a professional look to our own digipak , and the cd will then be the first thing the audience see when they open the case. On the inside of the cd case on the right is a booklet, which displays each song that is on the cd and the lyrics to each song. The centre of the booklet opens out into 4 panels, on each panel there is a picture of a band member , these images are the only images of the band throughout the whole digipak. These images have been edited to make it look like the band members are on fire , this is in keeping with the indie rock genre as it connotes danger and recklessness.

The genre is also reflected through the use of colour and imagery. The front and back panel are both monochrome . These are classic colours that will appeal to a wide audience of all ages, despite black being a colour often associated with rock and indie due to it connoting death and rebellion which will therefore also attracting rock/indie fans. Some of the text on the front and black panels is in a yellow colour. The colour yellow against the black background creates a juxtaposition as yellow connotes happiness and life whereas black connotes death. The image on the front is very bold and significant. It is an image of a skull that looks as if it is in an X Ray. The use of a skull connotes death and danger both of which are commonly associated with the rock/indie genre as artists and also fans are stereotypically reckless and dark minded. Above the image of the skull there is an image of a light bulb smashing. Both the images put together look as if a person has had an idea. The rock/indie genre tends to exhibit songs with meaningful lyrics compared to those of other genres such as pop. With this in mind the light bulb conveys the idea that the tracks on the cd are thoughtful and have deeper meaning to them. These songs will appeal greatly to their target audience.

On the back of the cd case a large image of broken glass takes up a majority of space. This is unconventional as usually track names and numbers dominate the back of cd cases. The broken glass could signify that the band are breaking conventions, and breaking boundaries by discussing deeper matters within their songs. At the bottom of the page the songs on the album

are listed with the track number that they are. All of the writing is in capitals, which conveys the idea of volume and loudness, which is often associated with rock and indie music.

Right at the bottom of the back there is a banner which displays important information such as the band's record label, their webpage and Myspace etc. These web addresses will appeal to the audience as they are able to receive more information about the band for free, and also in a way that is convenient and in keeping with new technologies.

To the left of the banner at the bottom of the page is a barcode which has been conveniently placed here so it does not detract from the album design.

On the spine of the album the band name and album name is shown. The band name is much larger and bolder than the album name which would suggest that they are very well known and therefore fans will be attracted to the album just by seeing the band name.

From analysing this digipak I have found that a simple layout with a few key contrasting colours can be very powerful in attracting our target audience. When constructing our own digipak we need to consider striking images that will convey deeper meaning. The Kings Of Leon digipak has many strengths including the colour scheme and layout, however I do feel that there should be more images of the band as there is only one in the booklet which cannot be seen from the outside of the case.

By analysing this digipak I have been able to see how indie rock conventions have been utilised to attract an audience. The colour scheme is very conventional of rock, mainly monochrome with an element of yellow to create juxtaposition. I feel that this colour scheme is very effective and represents the indie rock genre appropriately. There is much focus on images rather than text, the images are used to connote rebellion and danger, both traits are commonly affiliated with the indie genre. I feel that this is a successful digipak that uses effective imagery, however I feel that some conventions should be subverted to allow the digipak to be differentiated from other indie rock digipaks, and I feel that this is something I should be mindful of when constructing my own promotional package.