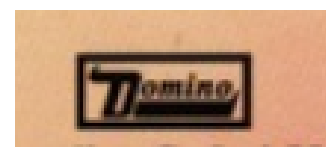


Arctic Monkeys - Humbug Digipak

I have decided to analyse 'humbug' digipak by the indie band Arctic Monkeys. This was released as their third album in 2009. Many typical conventions and stereotypes are presented well in means of the indie genre throughout this digipak; including minimal text combined with large images, also the structure and layout of this digipak is very conventional. Therefore with a basic design, the content of the digipak remains minimal so the audience are obliged to listen to the album creating a sense of suspense. The impact of this shows how the main focus is on the music they produce reflecting the bleak ideology of the indie genre. The primary target audience consists of mainly males ranging from teens to middle age adults. The reason for this is because it represents the laid back lifestyle teens have with lack of responsibility. As Arctic Monkeys have been performing since 2002, they have produced 5 different yet successful albums therefore the middle ages that Arctic Monkeys attract would of matured listening to them. Also we have to consider that Arctic Monkeys have a secondary audience consisting of females. As a fan myself I have been to a few of there recent concerts. As a part of the crowd I noticed that gender of the audience was mainly split between males and females. The rate of female interest has increased by 42% since 2004 which has significantly increased there popularity over the years. Further to this the fan base is predominantly white, due to the band being from the UK and extremely popular in both England and America. From this we have learnt some of the typical conventions to consider in our final construction of the digipak.

Arctic Monkeys record label for the album 'Humbug' was an independent institution named 'Domino Recording'. They have also produced albums for other indie and rock artists and bands such as Franz Ferdinand and The Kills, which shows there established reputation for the genres of both indie and rock. Domino celebrated with Arctic Monkeys number one single 'I bet that you look good on the dance floor'. Without the help of domino marketing this may not of happened due to the lack of experience within the alternative genre.



However from this major hit, the popularity of Arctic Monkeys majorly increased therefore the indie band though it was best to also collaborate with the larger institution 'Warner Bros'. The reason for this is because they have a higher budget therefore would be able to create more advance videos appealing to more then their target audience. It also entailed them to have more support with the marketing and promotional aspect of the band.

With the inclusion of many conventions show in this digipak; such as a booklet including lyrics and a brief meaning behind each song will strongly appeal to there fan base. As it creates a stronger connection between the band and the audience. A typical convention is for the CD to sit on the right panel, making it the first thing the audience see when opening the case. When creating our own digipak we would not break this convention as it is commonly seen in nearly every digipak.

The indie genre is reflected throughout the digipak due to muted colours used, minimal text with large images with a sepia/



washed filter used to lighten the image. This creates a relaxed and informal perception of the images and the language used.

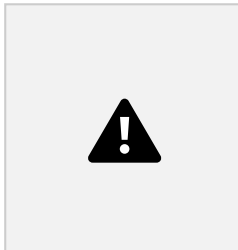
Therefore the focus is

predominantly on the music. The eroded effect used on the digipak connotes a rebellious and naivety. As the front image is of the band hiding around the corner with hands over their faces foreshadows the wrong doing of there actions. This strongly links with the meaning behind each of there songs in this album. Reflections and low lighting has been used to



emphasise the illusion they are experience due to the intake of drugs referring to miss judgement and seeing double vision. With a chipped effect typeface used to present the bands name adds to the wrong doing of their actions. The use of location has been exaggerated in order to link with rebellious concept behind the image. This is due to the location looks extremely old with chipped paint highlighting they are in a rough and unsafe place.

The structure and layout of the front Cover is very minimal and basic; with very little text and information shown. The bands



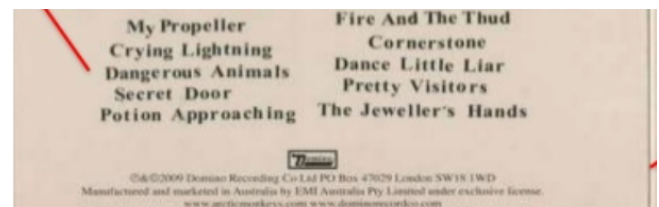
name is easily noticeable due to the dark colour used in contrast when placed on the white sweatshirt. However the album name is not used on the front cover which makes it harder for the audience to differentiate all there albums. The album name is only show on the back panel which is not a common convention as it makes it harder for the audience to differentiate the album to the others unless they know the album



extremely well. It is shown with a smaller and serif typeface above the bands name which is notified by Andrew Goodwins theory that the record label aims to promote the band as much as they can. Therefore by doing this it constantly reminds the audience who's album it is.

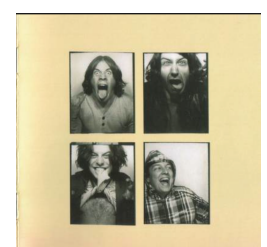
The CD has a very simple image with the inclusion of bleak colours; this adds to the appeal to the target audience as it suggests that most of the information are amongst the songs. Therefore in order for there fans to understand the concept behind the images used amongst the digipak they will need to listen to the music. The eroded effect used with their initials 'AM' make it easy for the audience to establish who's CD it is. It also adds to the naive and free willed stereotype which is associated with the indie genre. This is used both on the back and front of the digipak.

The track listings on the back of the album cover are shown in two columns; this is a typical convention as it makes it easily visible for the audience. Each song is not ordered in a numerical manor however they are all still easy to ready due to the dark colour used. A strong used of continuity is shown throughout the digipak as the same typeface is used for both the track listing and album title; showing a strong level of coherence.

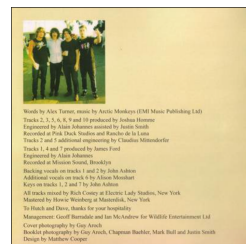


There is no image used on the back which is quite unconventional for a digipak. As no narrative has been shown throughout the digipak suggests that there is overall no narrative or that it is all hidden amongst the CD. They would of done this to entice the reader into purchasing the digipak. On the bottom panel is where the important information lies, including the institutions label and their band website; to appeal to the younger audience who are technologically savvy. Also this is theorised by Andrew Goodwin. The barcode is also included which is a typical convention of all albums however this barcode is noticeably smaller making it slightly less noticeable. This adds to the basic and plain style of the digipak.

On the spine of the album we are shown the band name and album name in the same typeface. The reason for this is to show continuity across the whole product making it easily recognisable for the audience. The record label logo is also included linking closely to Andrew Goodwins theory as it promotes the band.



The booklet included is key in order to promote the band in the right context. It gives background information on the band and each of their individual songs featured in the album. On the first page we are shown photographs of each member pulling a non serious face; this highlights the informality of the album. This would really appeal to the target audience as they are behind the scene photographs. The inclusion of the songs and lyrics is very appealing as it makes the audience feel as if they have a closer connection with the band. The layout of this information is shown in a basic way so the booklet shows a clear connection to the digipak. The back page of the whole booklet is one of the most formal; as it includes information and accreditations on everyone that is involved in creating the digipak.



All in all whilst analysing this digipak I have learnt that a simple layout design is very appealing and enticing to the target audience. However, we as a group are promoting a new and upcoming indie artist therefore will include more images therefore the audience will feel as if they have a better connection. I have also discovered that background information with further meaning behind the songs is very appreciated with the target audience, therefore we will include this in our own creation. Personally I feel that this digipak is a bit too basic as it is hard for the audience to connect with the band as no images are shown. Although I now have a better understanding of the typical conventions shown which will enable my product to appeal to the target audience of the indie genre.