

Webpage analysis - Kings of Leon

The Kings of Leon webpage opens onto a large image of their new album 'mechanical bull''s logo. The logo is seen amongst an array of neon lights, which blend in well with the album logo. Bright colours are often affiliated with the pop genre, so in using this colour scheme the band are subverting indie rock conventions. Despite this the colour black is also evident throughout the webpage in keeping with colours that represent indie rock. The combination of the black and the neon colours creates a juxtaposition that is aesthetically pleasing to the audience.

There are many links within the webpage. On the top right of the website there is a multitude of website icons, including twitter, facebook, youtube and itunes, all of which are links to the bands pages. This creates technical convergence within the webpage, which allows the audience to feel more association with the band across a range of different technological mediums. This also furthers the bands brand identity by urging audiences to view their different pages, where their brand identity will be continuous throughout.

The technological convergence is imperative on the webpage due to the bands target audience whom are males between 20-30. This generation are very technologically savvy therefore the use of different technological mediums will appeal to them greatly. The target age group will be prevalent on social networking sites such as twitter and Facebook therefore they will be able to get use out of the links to these pages. If the audience 'share' or tweet about the band this acts as free advertising for the band and will help to promote new albums and tours.

The focus of the home page is the image of the album logo. The text is difficult to see as it is placed on the neon lights. This therefore makes navigating around the page quite difficult. However to overcome this issue, you can also navigate around the webpage by simply scrolling down where you get a preview of each page. As you scroll down you also see a multitude of performance images of the band. All of which are in black and white, which is effective as the page names are in neon lights, so juxtaposition is created again to keep a continuous colour scheme throughout.

At the bottom of the page there is a collage of videos. This will appeal to the indie rock target audience as the layout looks careless which indie rock fans are stereotypically perceived to be. The layout is very effective as there is a preview image of each video.

By analysing this webpage it has allowed me to see how artists subvert their genre effectively but also still appeal to their target market. I feel that the juxtaposition of colours has created bold aesthetics that will stand out and bring in a wide target audience. The technological convergence used within the page is appropriate for the target demographic. The technological convergence is something that I should be especially mindful of when constructing my own webpage as the proliferation of web 2.0 means THAT audiences like to be kept updated through a range of different mediums, as well as being able to communicate with their favourite artists through different social Medias.

This website has given me an insight of what I must include in my own webpage to ensure success.