

Webpage - Arctic Monkeys

Arctic Monkeys are an indie/ rock band that I have decided to research as inspiration for our group products. They have been actively in the music industry since 2002 and have produced 5 albums. They became famous through gigs and events which they handed out CDS of there music too. The music on these CDs were then linked on to myspace, which was one of the first major social media sites. There primary target audience is mainly males ages 16-25. This has helped me get deeper knowledge of the conventions that need to be followed in order to create a successful website. In order to create a successful website we will work with web 2.0 to interact with the fan base, this will allow them to access news and information on the band.

It is an easily accessible page with a straight forward lay out. With monochrome colours consisting of black and white used makes the main information stand out. This is conventional for an indie/ rock genre. It also creates a brand identity as the latest album 'AM' also consists of the monochrome colours with the same typeface used on the webpage. This is sand serif as it is an indie/ rock genre that creates a chilled atmosphere, the use of an informal typeface make it more relevant. This is recognizable to the audience due to the continuity of the brand identity. However there are not very many images of the band unless you click on 'photos'. The audience may find the webpage quite boring due to this as it doesn't show communication and what the band have been up too. However they may do this on purpose to break the typical conventions of a webpage.

Throughout the webpage there have been many links to social media and places to leave comments and feedback. This is key to interact with the audience and for them to voice there opinion and support the band. Having links to social media sites such as facebook, twitter and youtube spreads the word of Arctic Monkeys music, this is how they first became famous and attracted there audience. Web 2.0 allows Arctic monkeys to promote and post there videos, an example of this is a Youtube link to when they performed 'R u mine' at glastonbury. Fans and the audience can then post feedback. Web 2.0 is essential for the band to advertise and connect with there audience. When creating our webpage we will need to make sure we have links to social media sites. With links to latest music and gigs they performed out will attract the audience into purchasing the music and tickets to see them live. Web 2.0 has become very important in society today as this is how most people communicate.

At the top of the homepage there is a bar with all the different pages that are linked to the site. These consist of home, news, gigs, photos, videos, releases, fans forum, sign up, members and store. The news page is used for the band to post relevant information and exclusive news which they would want there fan base to know. Having a direct link to sites which you can automatically buy gig tickets make it a lot easier for the audience. This is a type of cross media convergence which make it easier for the band to carry through a brand identity. The use of 'sign up' is to attract the audience to take part in competitions, attend concerts, use the site more and buy the merchandise from the online store. The tabs photos, videos and releases will keep the fans informed and up to date with what Arctic Monkeys have been doing and also get to know the band.

I really like the easy structure of the web page as it is very easy to use, however there is not enough colour or images. Therefore when creating our webpages we shall include more images which will hopefully keep the audience more intrigued and up to date with what our band are doing.