Production Log

Product

The Internet is the largest and fastest growing source of information. There are thousands of web pages, some personal and others professional. All the leading shops and companies have web pages. When designing my own web site I must take into account the influence that web pages have over their visitors and the power web sites can have to put a message across. Or to build up an image of what the site represents.

I am working alone so I can experience all the elements of web creation and to keep all areas of the web site in one style.

I have researched already existing sites relevant to the creation of mine. In order to establish product conventions I have completed several radial analyses, and I've found there are many components used to create a web site, which will determine whether the site is a success or not.

Colour is a major factor; web sites use colour to build up an image of its owner, in this case rock and metal bands. Popular colours used by bands like Metallica and Iron Maiden are black, white and red. All these colours imply masculinity, simplicity, boldness, dominance, danger and power.

Another powerful medium used predominantly in web sites is slogans or logos. Slogans are usually the bands name. A lot of bands use a very large and bold slogan, but normally each slogan has its own unique font, often the font associated with the band. Again slogans use mainly black, white and red. It appears that in most sites the slogan presents the bands name and reinforces the image that comes with it. Other techniques and conventions are explained in *Appendix 1*.

Taking all the techniques and conventions and harnessing their powers of influence to guarantee success and to develop the desired image from the web site while keeping the site interesting, appealing and fun is my main challenge in this project.

Audience

Using secondary and primary research I have narrowed down my target audience. This means I am now able to target my audience more specifically.

Part of my secondary research is using audience theories to help identify my audience. One theory by Burton suggests socially and media grouped audiences. Using this my web site needs to only target Internet users who are rock or metal fans. This would be the target audience as a media group.

Also using Hartley's theory of seven subjectives I can identify more specific groups of people. I can do this through gender, age group, class and nation. In may case the majority of my target audience would be males, that are in their teens to early/mid-twenties, who are working or middle class people that live in the richer countries in western civilisation e.g. Britain, America etc.

I have also looked at audience behaviour theories to help me identify the requirements or wants of my target audience.

I have used Maslow's hierarchy of needs, I can learn what my web site must offer [people if its is to be a success. In Maslow's hierarchy of needs he lists eight needs in order of importance. In my web site I have decided to incorporate numbers three, four and five. They are affiliation, esteem and knowledge.

Affiliation will come form the use of message boards of forums, as this will create a community within the site that they can be a part of.

Esteem comes from gaining popularity and confidence by chatting and gaining respect among fellow fans either on the site or in day-to-day life.

Knowledge can be obtained through the information about the band presented within all the areas of the site. You will be able to learn more about the band and their music. Knowledge can also increase esteem as you can use the knowledge to gain popularity.

Full explanations of audience theories can be found in *Appendix 2*.

Planning

I planned the construction of my site by looking at my list of product conventions *Appendix 1*. I decided what conventions to stick to and which ones to break. The reason I want to break certain conventions is to create a more original site instead of your average run of the mill site after all I want the web site to stick out from the others in its genre.

Firstly I planned the general layout of my web site *Appendix 3* which shows basic layout and positions of banners, slogans, text, pictures and so on. After this I decided on typeface. I printed different fonts and then choose two fonts and printed them at different sizes so I could consider my choices carefully before making my final selection *Appendix 4*.

Then a colour scheme had to be decided before I could even consider other aspects of the site. This was done by using my radial analyses to see which the most popular colour schemes were and how effective their use was.

I then decided that the best way to plan the rest of the site was to see how my target audience thought the site should look like and what it includes. I created a questionnaire with questions designed to simply find out what people expect from a website. These can be seen in *Appendix 4.*

Using the questionnaires I went about panning different ways to implement different parts of the web site to fit in with my target audiences own views about web design. Animations, banners and interaction proved to be the popular choices for many people.

So I planned to make animations from photos of the band as pictures capture more than words. I then made a plain but bold banner to feature on most pages. The only way I could find to make the site interactive with the equipment available to me was to create a guest book and message forum.

Construction

I made it using FrontPage, the first thing I did was to add a background and set font and hyperlink colours. I choose a plain black background, as this is a very typical colour used by bands as it shows dominance and boldness. The font was white as it too is a popular colour with bands and it shows up the most on a black background. Again for hyperlinks I used another popular colour with bands red, a choice that highlights a sense of danger and power about the band.

For typeface I decided to go against the convention of using a plain, simple font. I still wanted the fonts to be bold but to have a more modern feel about them. So I went with Bauhaus 93 for the titles because its very bold but has a modern, less simple feel to it. Originally I had planned to use Forte as the font for the text but it was too fancy and wasn't very suitable for my site so I changed to Cooper Black, which is again a bold but soft font which is easy on the eyes.

I decided to use a 3-frame page so there was a banner present on all the main pages of the site and for a navigation bar to make it easy to switch between pages. This type of site is more modern and complex than a normal one; a lot of sites do use a frame at the top of the page for navigation with a banner within it. I thought to make the site a little different and more original in its field to use another frame.

The relevant pictures and text were then inserted where necessary. On the whole I thought text would be best kept to a minimal to avoid long boring chunks of text, I also positioned it so it was easiest to read. I decided that pictures would best be kept central and to have two per row on picture pages to make it look symmetrical and even.

I then added the animations, which again were centralised to make it look more professional and ordered. They were put with the pictures that the animations were made up of.

Evaluation

Colour:

Black background- this is a very dominant colour that has an implications of darkness and power.

White text- this shows up well on a black background adding to the boldness of the text and also has connotations of purity.

Red Hyperlinks- red is a very bold colour that often shows danger and power. It also has many associations with blood and death.

Slogan:

Red and black- as explained above these colours give a certain message to the audience to create more excitement and interest in the band and to help their image.

It's fairly large but not so large that it takes the focus off the main pages and content of the site. It's quite a bold and modern slogan which promotes a modern feel to the band instead of the more recognised gothic approach will still promoting a bold masculine feel to the site.

Type Face:

The main text is larger than standard font size to create a superior image for the band and to add to the masculine representation of the band elsewhere in the site. The font it self is a rounded soft easy to read font in white which makes it very bold and has connotations of the purity of the band which adds positive imagery to the band.

The titles use a very bold and large font designed to impose a sense of power over the audience. The background behind the text is even highlighted white so the text itself can be black again adding to the sense of power and raw darkness emerging from the light. This is to build a mysterious and dark side to the band thus allowing them to attract all types of people as fans and visitors of the site.

Line of Vision:

1 Slogan (banner)
2 Page Title
3 Navigation Bar
4 Text
5 Pictures

I believe that I have created a web site that will be a success. I have incorporated appropriate product conventions like colour scheme into my site but set new and original ones in other areas such as typeface to add originality to the site and to avoid being overlooked as a copy or standard site. The visitors have to want to return to the site and take more of an interest in the band for it to prove useful for Soap Dish, I hope by making the site original and different I will do just that.