

The Saturdays Website Analysis.

Home Page:

The home page of the website sets the style and genre of the band. Throughout the blue filled effect background is used and The Saturdays logo remains the same. This shows a use of continuity of the band throughout that the audience can constantly link to.

The blue background is calming and cool representing the girls as fun and friendly. It also distracts the sex appeal from them based on their target audience of teenage girls.

The large landscape picture of the band reflects more continuity as the picture represents the picture related to their album Headlines in which they appear to be fun and friendly appealing to the audience. Each page consists of a landscape picture against a faded blue background. This colour fits to the pop genre of the music and represents the girls as girly.



The website uses tabs with drop down menus making it quick and easy for the audience, this is a convention of a website.

Also on the home page is social network and website links that audiences can click on. This allows them to follow the band, through these popular sites twitter, myspace, youtube and facebook. This shows that the producers of the website have targeted their audience and followed the technological convergence of popular networks the society use today.

My home page:

Tabs - quick and easy for the audience



Band name / logo

Website links - allowing fans to follow band



Band members - inspired by surreal artists Dali and Munch

Although the genre of my band is indie, I have chosen to use pale pastel colours against high key images. Similar the The Saturdays this creates less sex appeal setting an example to teenage girls, my target audience.

I have also included website links which allows the audience to follow the band. This feature also follows the technological convergence development of technology expanding through the internet.

The main convention of the website used is the tabs making it quick and easy for the audience to get to a desired page.

My pictures of the band members used relate to the title and genre of the band, this can be explored within my art ideas and my interpretation.