BASTILLE

THE BETTER WEBSITE

Concept Design | Maxim Wuyts & Emily Dewar

Overview

Bastille | The Better Website is our version on a website for the UK band Bastille aimed at fans. Decided to redesign their website because the original is very static and not very informative.

Bastille is a UK based band made up of four members; Dan Smith (lead singer and founder), Dan Simmons (keyboardist), Will Farquarson (bassist), and Chris Wood (drummer). Bastille was originally started by Dan Smith in 2010 as a solo act, and the name Bastille is an ode to Bastille Day in France which falls on the 14th of July, which is Smith's birthday. The band has since been signed by Virgin Records and reached global success with singles like 'Pompei' and albums like 'Bad Blood'.

The target audience for Bastille | The Better Website are fans of the band Bastille. This group can be categorised as young millennials approximately 18-30 years old, with a large male concentration. They are heavy social media users and like popular dance music and enjoy going to both concerts and festivals. Their music tastes are slightly alternative, and they enjoy the 'Indie Rock' genre, including other artists such as Mumford and Sons, Of Monsters and Men and X Ambassadors.

Technical Overview

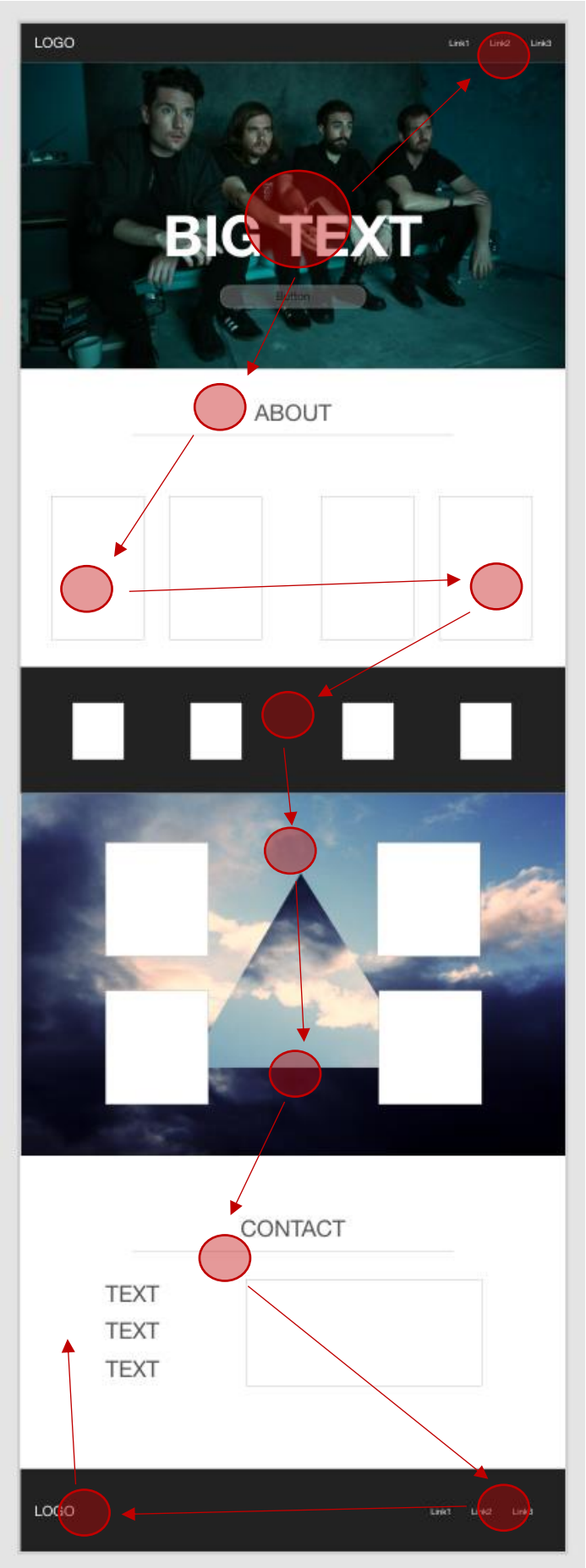
Chose to work with the Bootstrap framework when making the website. Chose this framework because it creates a strong basis and is especially good for making a responsive website, which Bastille | The Better Website is. The website also includes animations to make it more dynamic. To make the animations the library called 'Wow' was used.

Layout

Approach: Wanted to create a simple website showcasing the important aspects of the band.

For a band the music is the most important so there is not much information required so a single-page layout was the best for this.

The gaze plot shows the simple track down the main focal points and each section only has one-to-two focal points maintaining the simplistic approach.



Branding

Bastille is an ‘indie-rock’ band and is more alternative than standard popular music. The band has built their brand image as a bit-edgy and standout, but also quite reserved in the way they conduct themselves personally. This combination has seen the majority of their content and album covers focus on one colour accent and a monochrome palette.

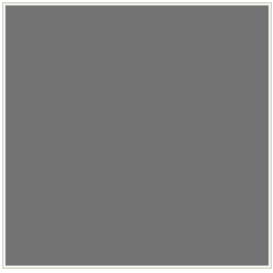
Mood board

Colour Palette

#222222

#3C3C3C

#4C4C4C



#737373

#EDEDED

#FFFFFF

#008E8F

#425073

The colour palette used for Bastille | The Better Website, centres around a traditional monochrome palette accented with blue-tones. A minimalistic approach to colour has been used to provide more focus on the content in the same way the band members themselves are quite humble and focus on the music. To provide a moody and edgy feeling black has been used as the main colour in the homepage rather than white, to create the darker mood and allow the blue-tones to standout. Blue-tones were chosen as the accent colour because during research they appeared the most in Bastille's content, as well as blue combined with monochrome gives a sense of a 'chaotic-neutral' which is the image the brand projects and conveys through their music.

This colour scheme was chosen to represent the overall feel of the band and took inspiration from their existing content and album covers. It is important to have a cohesive colour palette across all content and platforms to create a consistent feeling and brand image for the target audience.

Typography

Bastille has their own distinct font 'Bastille' which is used predominately for their logo. This font is very big and blocky, and only in uppercase, it also makes the A into a triangle. Aside from using this font for the heading, the website contains two other main fonts; PT Sans Narrow and Raleway. These two fonts were chosen as they have a similar feeling to the 'Bastille' font, they are sans-serif and have the same 'blocky' feel but in an easier to read format, making them ideal for headings and content. The font-family also included Arial, Helvetica, and any sans-serif font to maintain the feel of the original 'Bastille' font.

Bastille

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
1234567890

PT Sans Narrow

ABCDEFGHIJKLMNOP
QRSTUVWXYZÀÅÉÎÕØ
abcdefghijklmnopqrst
uvwxyzàå&12345678
90123456789o($£€.,!?)

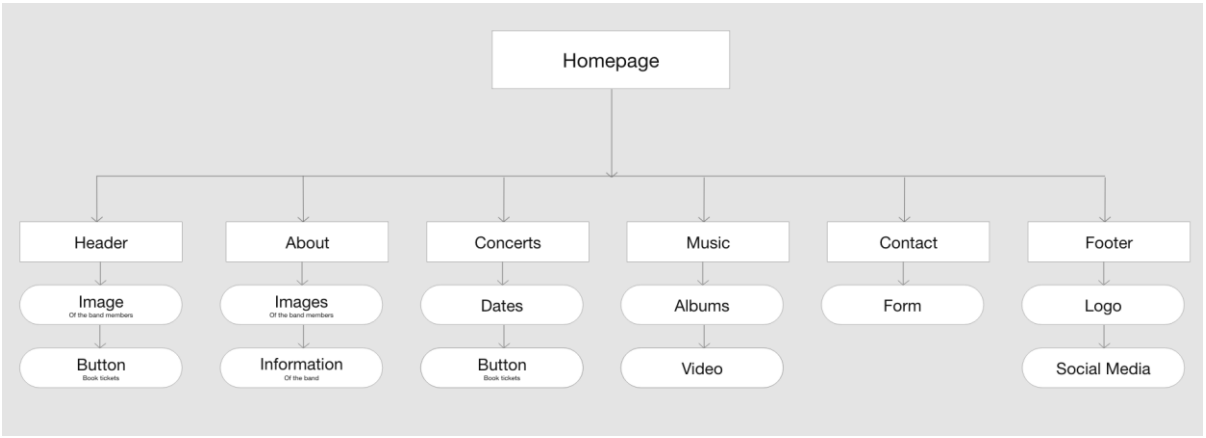
56

Raleway

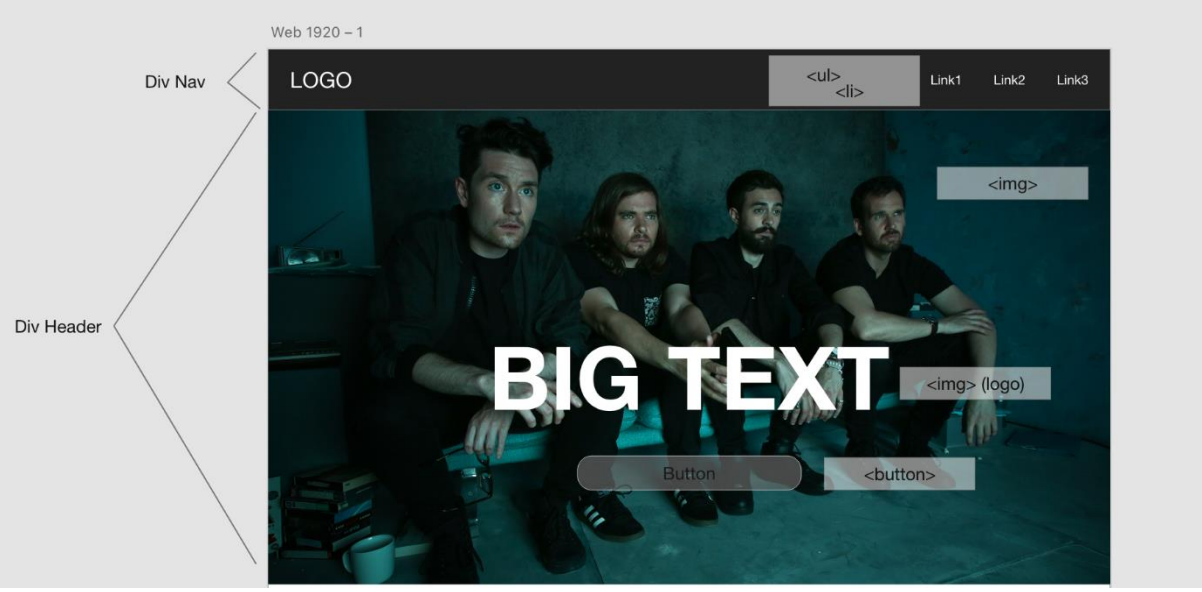
ABCDEFGHIJKLMNO
PQRSTUVWXYZÀÅÉÎ
abcdefghijklmnopqrst
uvwxyzàå&123456789
0123456789o($£€.,!?)

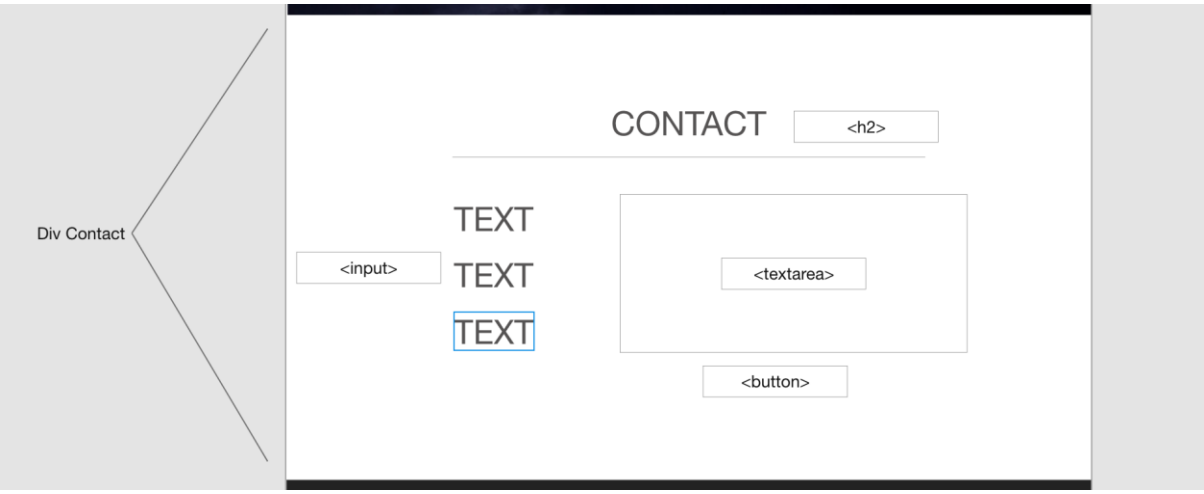
42

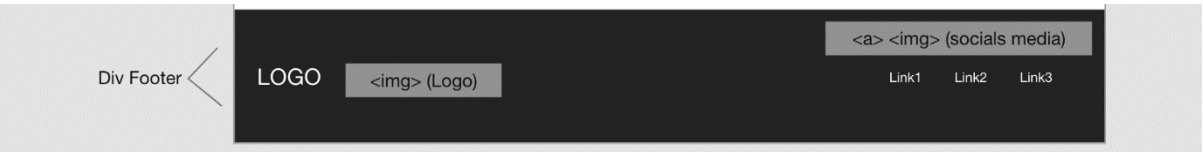
Navigation & Site Map



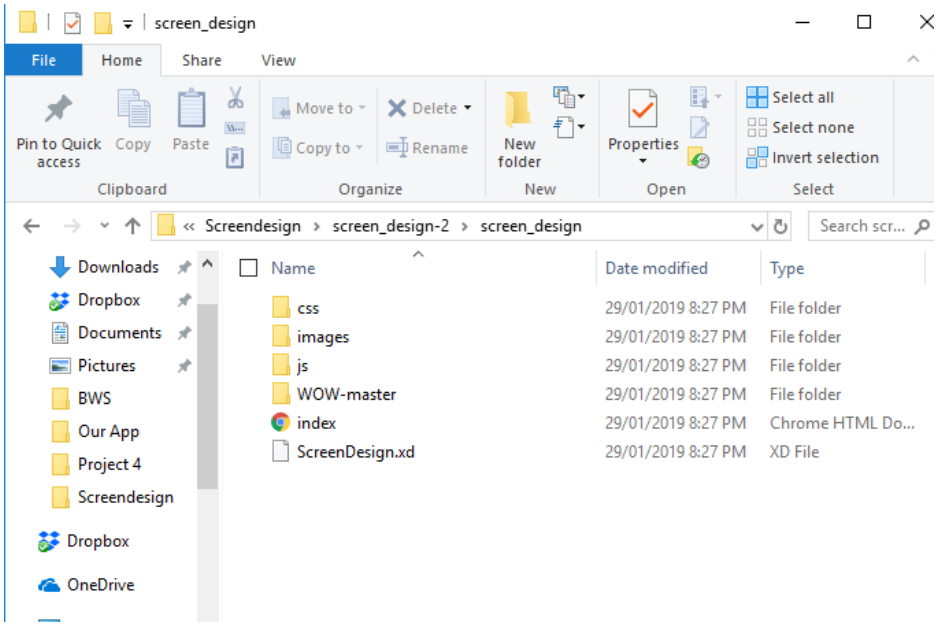
HTML Elements

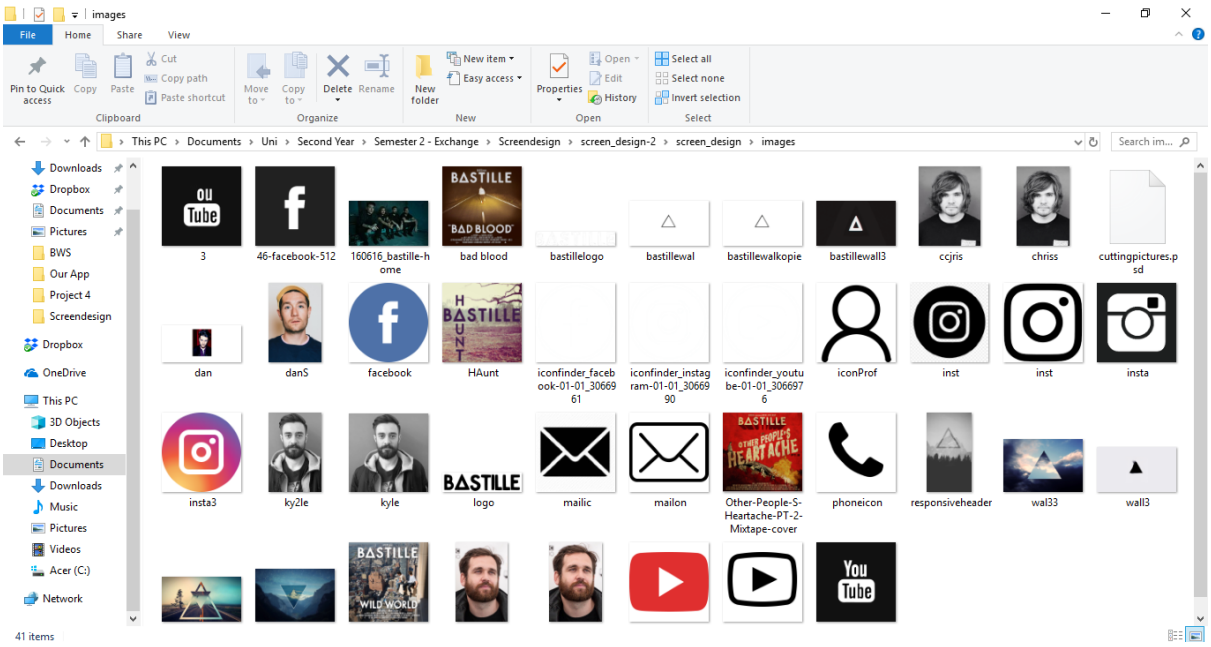






Assets





Search Engine Optimisation

Key SEO words
Bastille
Band
Dan Smith
Bad Blood
Wild World
Other Peoples' Heartache
Concerts

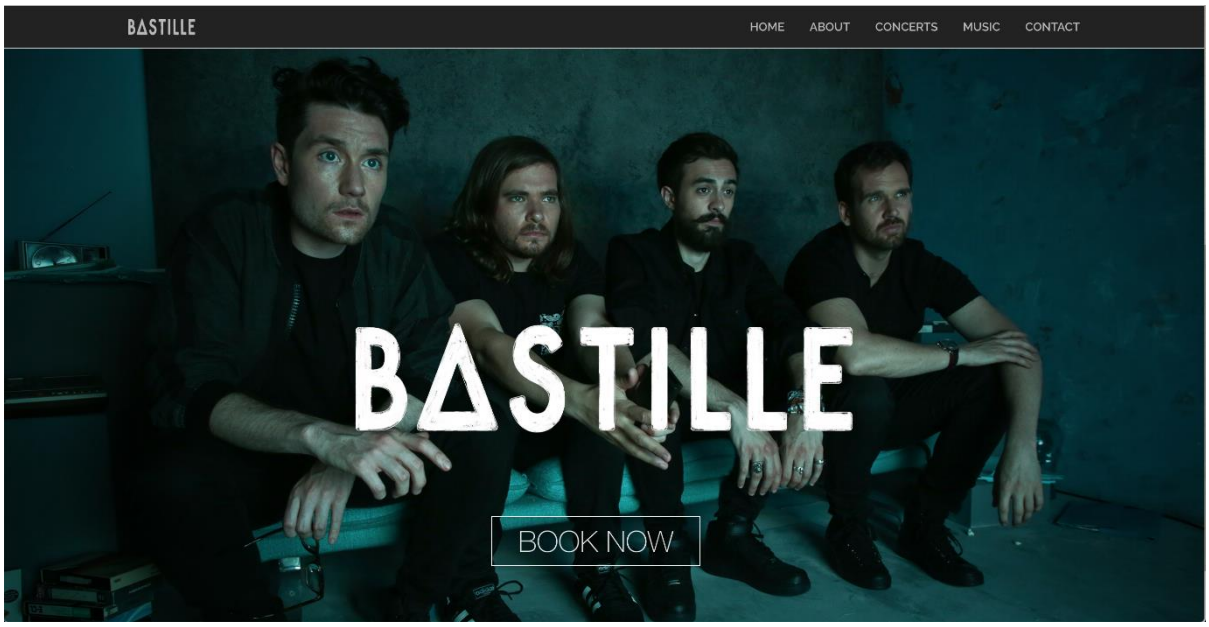
The chosen SEO words are the most likely words and phrases typed into a browser by a Bastille fan. 'Bastille' is obviously the most important and is placed several times in the website – including the headers and home sections.

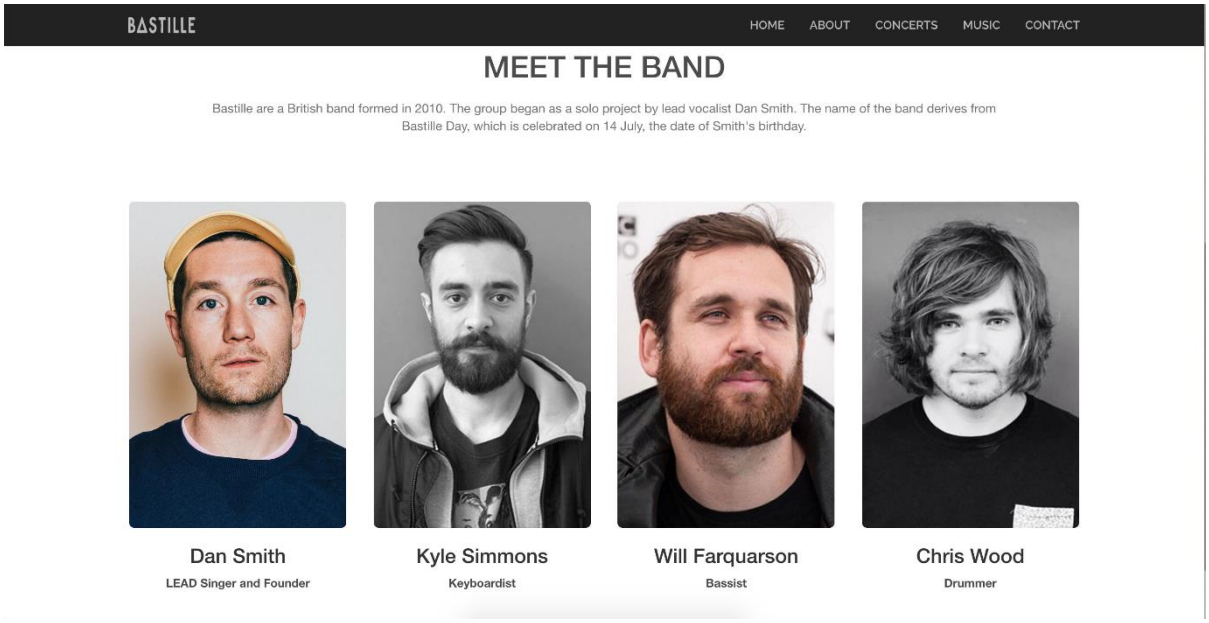
'Band' and 'Dan Smith' are featured in the about section – the most text heavy section of the website. The three album covers are featured further down in the site. Lastly 'concerts' has been chosen due to our website containing direct ticket links – however this word is most effective when paired with 'Bastille'.

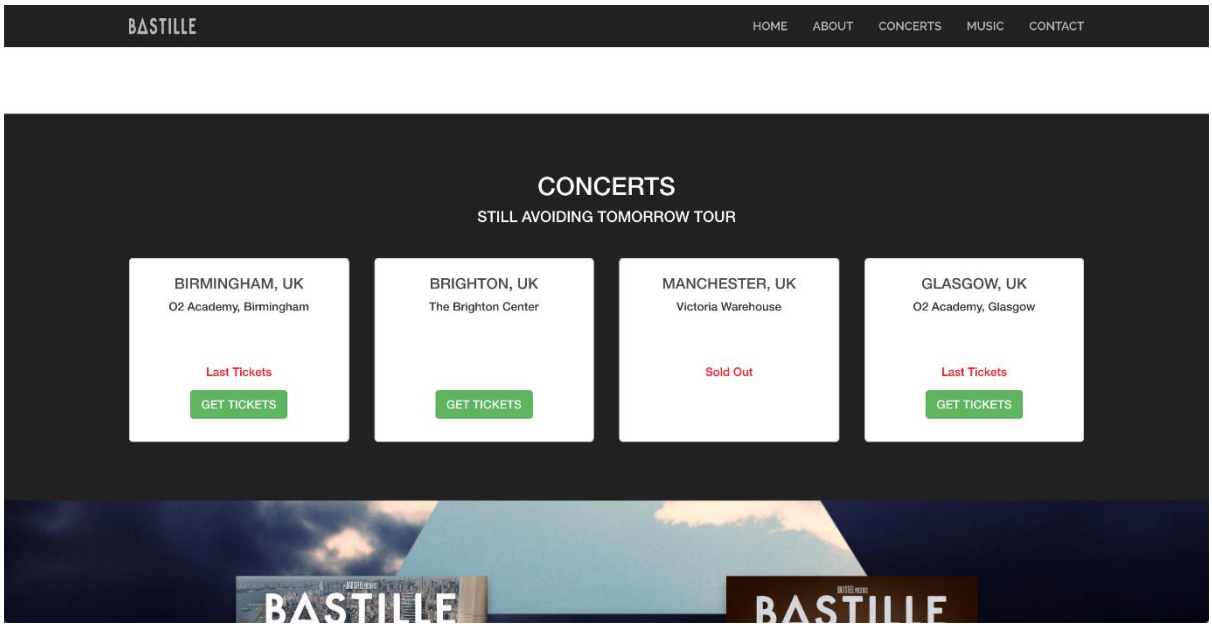
Browser Use

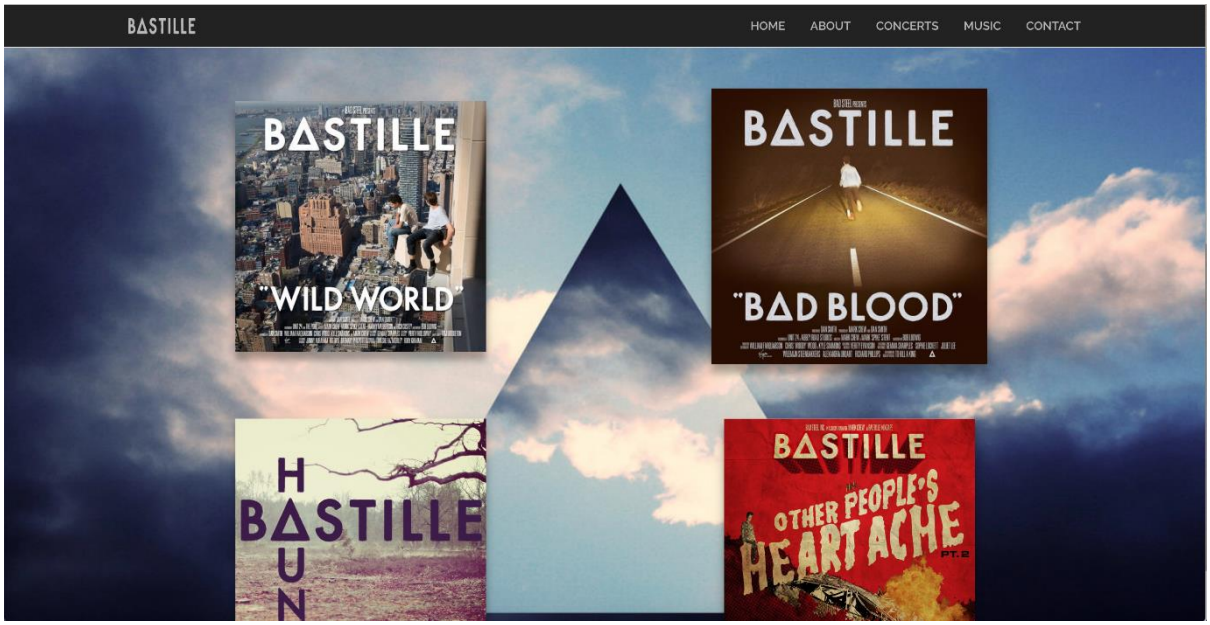
The browser Chrome was used for development and testing of this website. The website was also tested in Safari and Microsoft Edge, however, the fonts were not original and were from the ‘font-family’ of sans-serif.

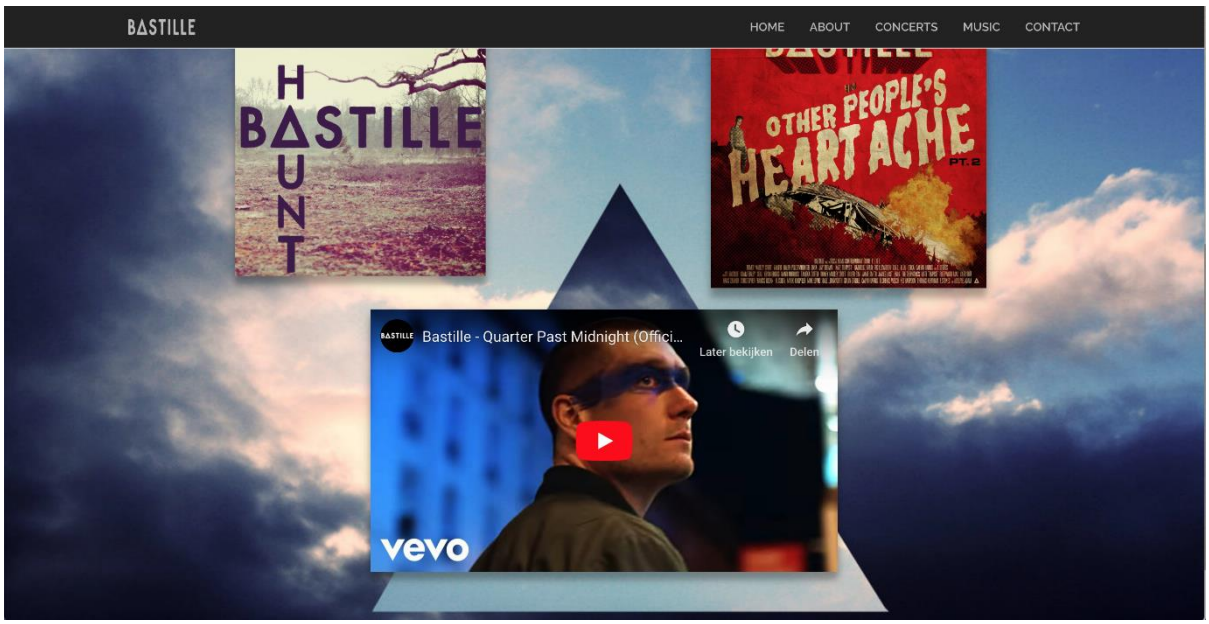
Final Screenshots

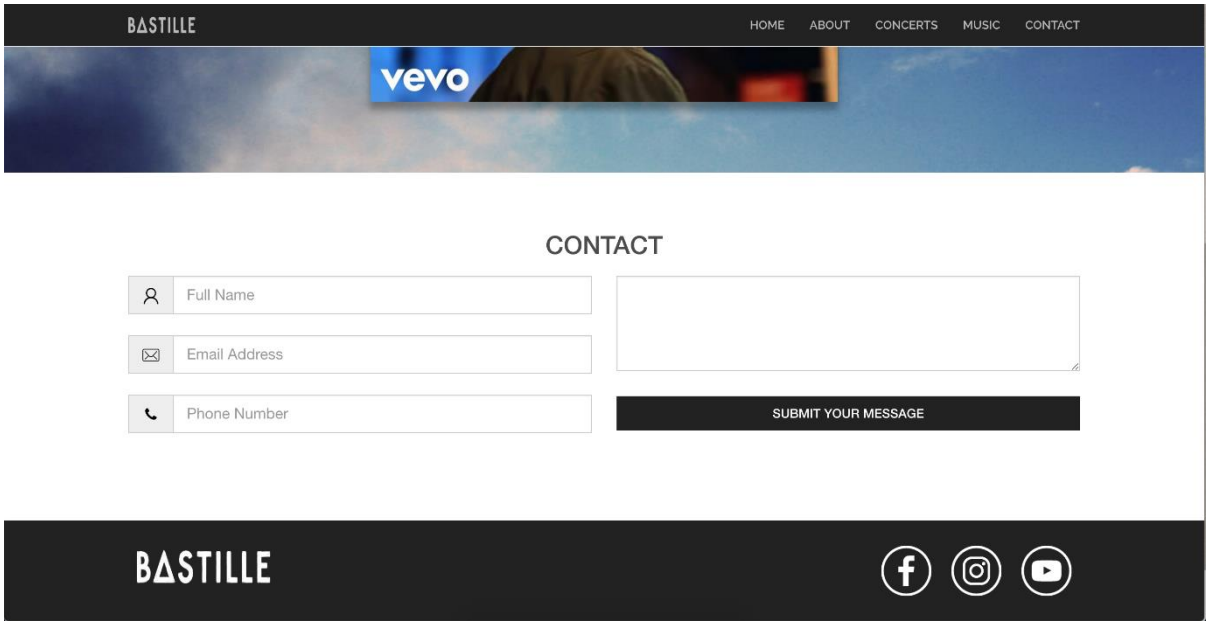





BASTILLE
HOME
ABOUT
CONCERTS
MUSIC
CONTACT
CONCERTS
STILL AVOIDING TOMORROW TOUR
BIRMINGHAM, UK
O2 Academy, Birmingham
Last Tickets
GET TICKETS
BRIGHTON, UK
The Brighton Center
GET TICKETS
MANCHESTER, UK
Victoria Warehouse
Sold Out
GLASGOW, UK
O2 Academy, Glasgow
Last Tickets
GET TICKETS


BASTILLE
HOME
ABOUT
CONCERTS
MUSIC
CONTACT
BASTILLE
"WILD WORLD"
BASTILLE
"BAD BLOOD"
BASTILLE
OTHER PEOPLE'S HEART ACHE
PT.2


BASTILLE
HOME
ABOUT
CONCERTS
MUSIC
CONTACT
HAUNT
BASTILLE
OTHER PEOPLE'S HEART ACHE
PT. 2
Bastille - Quarter Past Midnight (Offici...
Later bekijken
Delen
vevo


BASTILLE
HOME
ABOUT
CONCERTS
MUSIC
CONTACT
vevo
CONTACT
Full Name
Email Address
Phone Number
SUBMIT YOUR MESSAGE
BASTILLE