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WRITING
FOR
MULTIMEDIA
IMD130

THEROOTSLIVE.COM

Website Proposal+

Client: The Roots Live Website

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Overview

TheRootsLive.com is a website where music lovers can go to listen to live audio tracks, view live video and read feature articles pertaining to the band The Roots. This site is the only official website for The Roots; its main objective is to entertain. Therefore the goal for this project is to represent the band better by giving the site more informational profile content while highlighting the multimedia used already. These changes it will help new users/fans better understand who the band is and what they stand for.

Objective

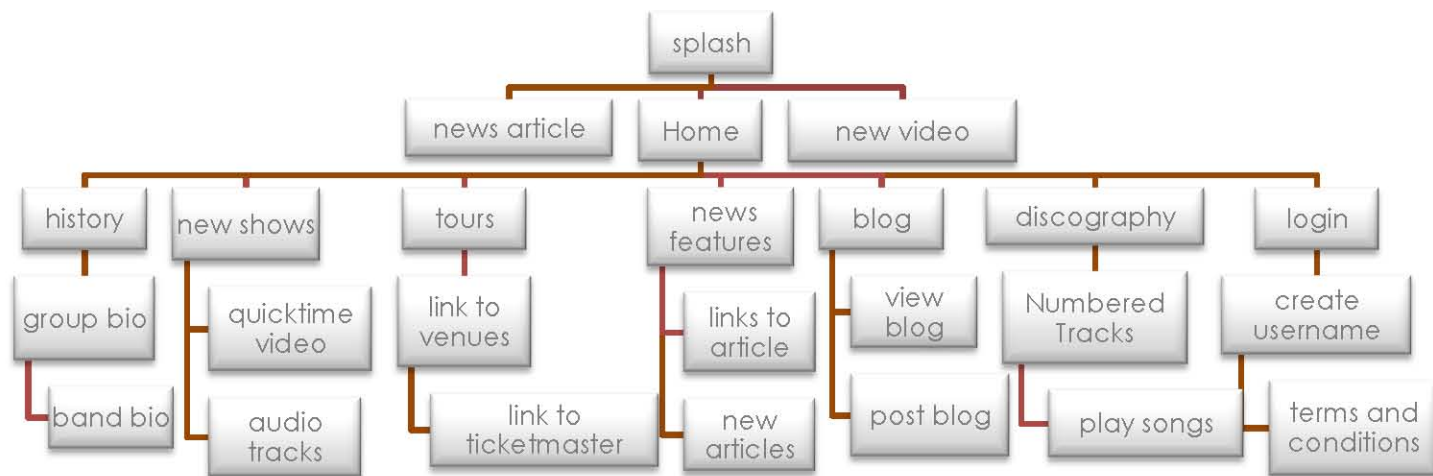
Goals-to give the site more informational content representing the band which will increase fan base and help improve the image of The Roots. The main focus in the change of this site is the content, and aesthetics. The website lacks pictures, and history of the band. The multimedia interactivity (audio and video links) will stay the same; it will just be rearranged in accordance to navigation, The Roots music will be played at the start of the site. The overall look of the site will change; most of the whitespace will be taken up by pictures and text and it will contain centered structure and uniformity. The color scheme will be will be changed to give the site a more organic, neutral feel. There will be some new page additions; **(History page)**, **(Login page)** and **(Blog page)**. The **(Tours)** page which does not have any content will have upcoming tour dates listed. The user experience has to open up to new comers; the reconstruction will enhance the user experience for old and new fans.

Target audience

Hip Hoppers make up twenty four million people between the ages of 19-34, from a range of nationalities, ethnic groups and religions. Hip Hop is a culture that has been around since the 70's and The Roots have been a part of it since the early 90's, (represents the 30 something age group) they produce an average of one album a year, (represents the teen age group). The site has to speak to a wide range of age groups with different

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Hierarchical Flowchart



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References:

<http://www.Therootslive.com>

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Garrand, Timothy. Writing For Multitmedia and The Web. 3. Burlington: Elsevier Inc., 2006.

http://www.starpulse.com/Music/Roots_The/Biography/

<http://uhh4d.blogspot.com/2006/09/roots-bio-profile.html>

<http://www.discogs.com/artist/Frankie+Knuckles?anv=F.+Knuckles>

http://www.youtube.com/watch?v=Uvb_AZ8c6jI


<http://www.reverbnation.com/>

The Roots



Enter Site

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on/off 

The Roots

- [History](#)
- [New Shows](#)
- [Tours](#)
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- [Discography](#)
- [Login](#)

The roots are Grammy award winning American hip Hop Band from Philadelphia, Pennsylvania. They are famed for beginning with a jazzy, eclectic approach to Hip Hop which still includes live instruments. Their debut album was released in 1993 and they have collaborated with a wide range of artists from different genres, including Roy Ayers, Cody Chestnutt, and Erykah Badu. The Roots have generated a great deal of critical acclaim and influenced numerous rap and R&B acts. On March 2, 2009, The Roots became the house band on late night with Jimmy Fallon.

The latest News
September 18, 2009

[Questlove Talks About The Hennessey Artistry Tour](#)

[Checkout Questlove of the Roots discussing The Roots being on the Hennessey Artists Tour. The Roots How I Got Over in stores Oct. 23rd!](#)

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The Roots -The Next Movement



- ▶ Walk Alone
- ▶ Make A Move
- ▶ The Day
- ▶ Peaches en Regalia
- ▶ How I got Over

THE ROOTS
"GAME THEORY"

The Roots

THE ROOTS

History

The Roots, who have also been known as the The Legendary Roots Crew, The Fifth Dynasty, The Square Roots, and The Foundation, are an influential, Grammy award winning Philadelphia-based Hip Hop group, famed for a heavily jazzy sound and live instrumentation inspired by the "Hip-Hop Band" concept pioneered by Stetsasonic. The Roots themselves have garnered critical acclaim and influenced later Hip-Hop and R&B acts. The Roots' original lineup included [Black Thought \(MC\)](#) and [Ahmir "Questlove" Thompson \(Drums\)](#), who were classmates at the Philadelphia High School for the Creative Performing Arts. As they began to play at school and on the streets, they added a bassist named Josh "The Rubberband" Abrams, who went on to form the Jazz group the Josh Abrams Quartet. They later added another MC named Malik Abdul Basit-Smart, a new bassist, Leonard Nelson Hubbard, and a Keyboardist Scott Starch. Another MC, Kid Crumbs, was a part of thier first Album Organix, but did not appear on any later albums.

Band Bio's