

Project #1

“Mike Ness”

Artist/Musician Web Site

“Mike Ness” – artist/musician web site

Project Summary

This is a multimedia web site for the musician/solo artist, Mike Ness. This project incorporates various forms of audio and video through streaming media players, offers downloadable promotion pieces such as images, lyrics, tour dates, etc., and provides access to artist merchandise available for online purchasing.

Project Goals

The goal of this project was to create a promotional web site for a musician (or musical group) that provides songs, music videos, images, etc. for fans to download and preview. Features of this site include multiple audio and video files that are streamed in various file formats using custom designed media players with graphical interfaces that reinforce the visual theme held by the artist. When combined, the various types of promotional media work together to create a rich user experience for the fans of Mike Ness.

Target Audience

The target audiences for this project are the Fans of Mike Ness and his alternate rock band titled "Social Distortion". In addition to fans of Mike Ness, another key target audience type that can be considered are those individuals who may wish to book Mike Ness to perform at concerts, clubs, events, venues, etc.

Benchmarks

The web sites chosen for competitive analysis and design inspirations are:

- [Official Social Distortion Web Site](#)
- [Official Dimmu Borgir Web Site](#)
- [Official DJ Icy Web Site](#)

Technology

Programming and software skills used to develop this project include:

- XHTML
- CSS
- JavaScript
- XML
- Flash
- PhotoShop
- QuickTime
- MP3, WAV, RealAudio
- SonicFoundry

Relevance to Career Goals

The skills and techniques used to create this particular project relate to my career goals in the following ways:

- **Incorporates multimedia file formats for a multi-sensory user experience**
- **Streaming of audio and video data through customized media players**
- **Utilizes custom designed graphics for user interfaces:**

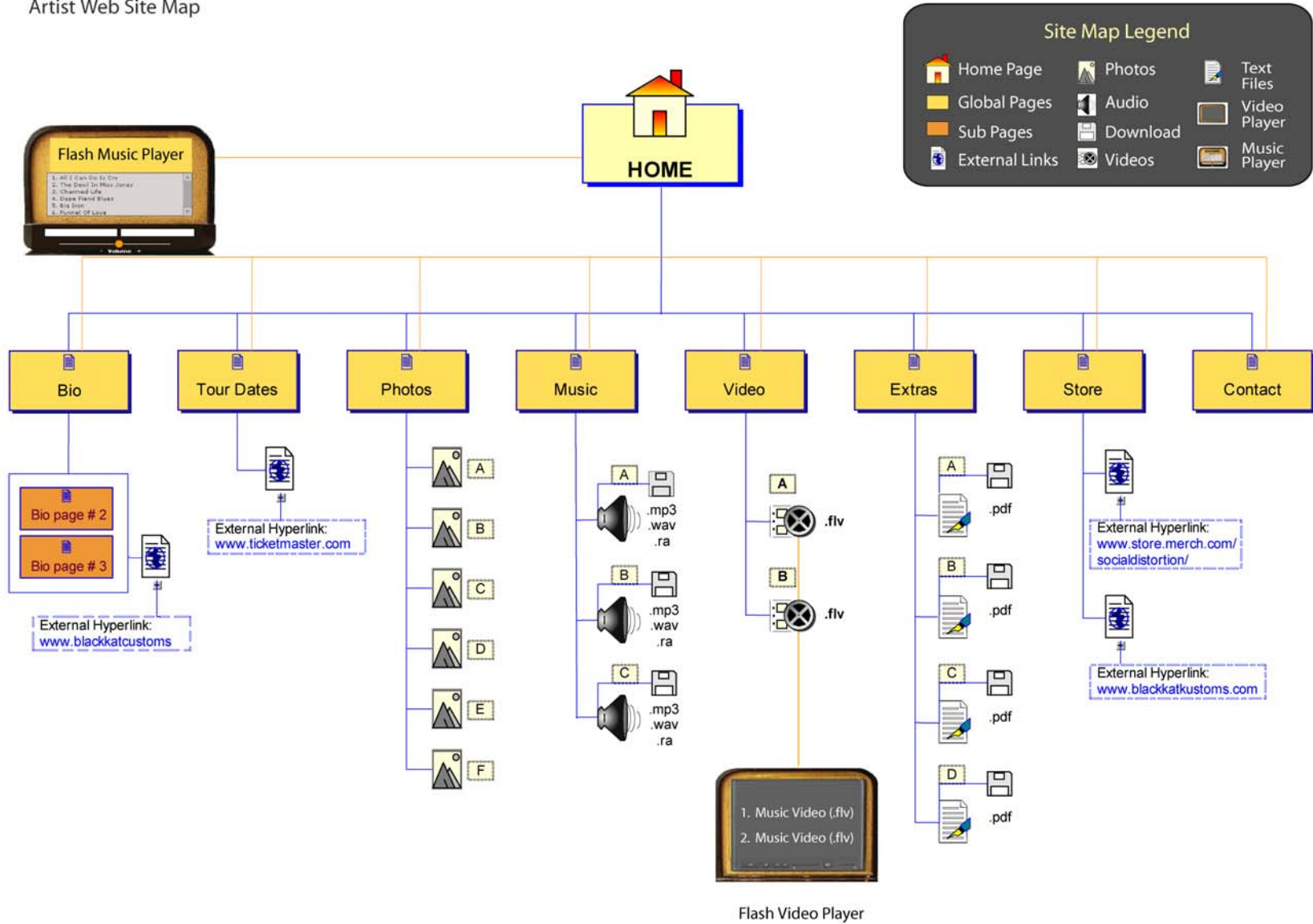
- Site Navigation
- Media Player Skins
- Interactive Icons
- Splash Page Image
- Interior Page Elements

- **Provides downloading of various file formats and file types:**

- Audio - (.mp3, .ra, .wav, .xml)
- Video - (.flv, .mov, .wmv)
- Images - (.jpg, .gif)
- Documents - (.pdf)

- **Implements external hyper linking to e-commerce sites where related merchandise is available for online purchasing:**
 - [Official Social Distortion Merchandise](#)
 - [Black Kat Kustoms](#)

Mike Ness Artist Web Site Map



Project Screenshot – Home Page



HOME | BIO | TOUR DATES | PHOTOS | MUSIC | VIDEO | EXTRAS | STORE | CONTACT

System Requirements:
This site is best viewed at 1024 X 768 screen resolution.
Some content within this site requires the Flash Player (version 8.0 or later) to view. To download the latest Flash Player, visit [Adobe.com](http://adobe.com) for your browser's specific plug-in.

Website Disclaimer
This interactive media project was created by an Interactive Media Design Major (student: Trent Wyman) for educational purposes at The Art Institute Of Atlanta. This website is not affiliated with Mike Ness and is in no way intended for commercial gain, or as a source of public information.

Project Screenshot – Interior Page

MIKE NESS - VIDEOS

▶ Launch JukeBox Player



Videos [available for viewing]

"When The Angels Sing"



[Play Music Video](#)

"The Story Of My Life"



[Play Music Video](#)

Video Information:

"When The Angels Sing" - song / music video from the Social Distortion album:
 "White Light, White Heat, White Trash" © 1996 Sony Music Entertainment.

"Story Of My Life" - song / music video from the self-entitled Social Distortion album:
 "Social Distortion" © 1990 CBS Records Inc..

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