

Rooster Teeth is an online gaming community site. This website is for both informative and entertainment purposes, with comics, shorts, podcasts and walkthroughs updated on a regular basis.

When studying the website Rooster Teeth, it is easy to immediately identify the audience they are trying to attract. The use of colourful imagery and organized links suggest that this is not a site trying to educate an audience but entertain them.

Text Analysis

The informal text suggests that the designers are after an audience that are both interested in the content and the daily lives of the admin. Rooster Teeth is a community site for gamers mainly male. (Those who enjoy anything related to console games mainly Xbox) The grammar that is used also points to this as they are occasionally caught using gamer language such as *AHWU kicks off November with a look at the giant list of games coming out this week along with the Xbox Kinect. (Teeth, 2010)* This language appeals to the gaming community because it is informative to them. The Text font used in the articles and headings are all sans serif fonts. The text size is large and un-bolded when used in journals and blog entries allowing the reader to identify with it.

Most of the blog entries are short, these give the readers enough of the information without overloading them with the facts. This method allows the admin to get 100% of the information they wish to get out read.

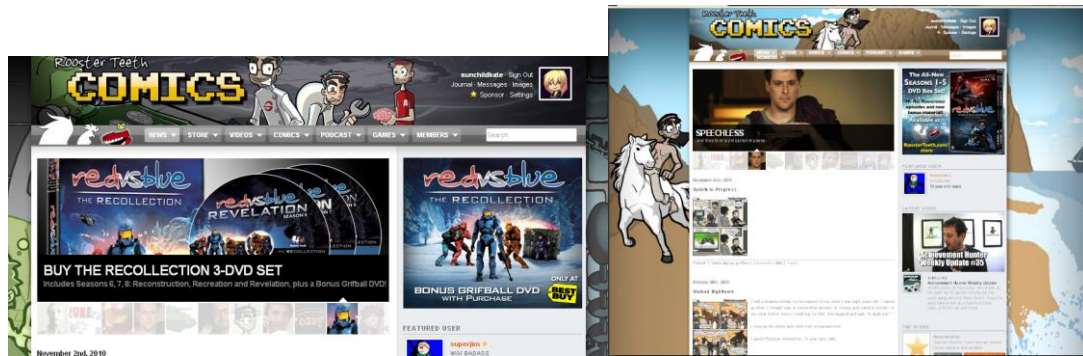
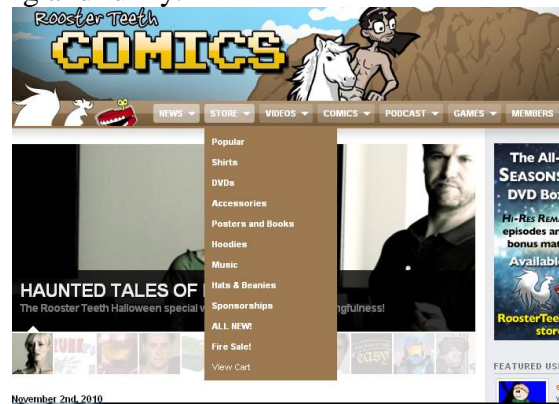


Image Analysis

The website is laid out with the banner on the top; the image is set to take up the background, enclosing the page within it. This background changes on occasion to give the website variety, you can also choose different layouts from the menu. On the right side it has links to content that may interest the audience including merchandise, video links and information regarding other users on the site. The left side is used to update viewers on the current events. The mini banner under the main one can be scrolled to look through older updates and related content that may interest new or existing members. This also uses a slideshow effect which efficiently flips from updates to product placement.



Rooster Teeth also have a series of online shorts and a popular mini series known as [Red Vs Blue](#) which tends to be one of the main draw cards for the ideal readers and viewers of the website. They use a media type known as [machinima](#) to rein act a script using character types from the popular video game Halo. The Roster Teeth shorts are a weekly series, these are scripted to look like real day to day events in their office, however they have added references to make them entertaining and funny.



The web designers have used a comic style of imagery to identify with that particular culture. This is also incorporated into a comic series which depicts the daily life of the admin which heavily involves gaming and the way of life.

The menu bar below the banner is in a soft brown colour. They use a vector effect from the banner to the menu. *The vectors lead the reader from one element to another.* (Robert J Parkes, 2010) The designers have also used white text to contrast with the brown background. The text is also notably bolded making it easier to read.

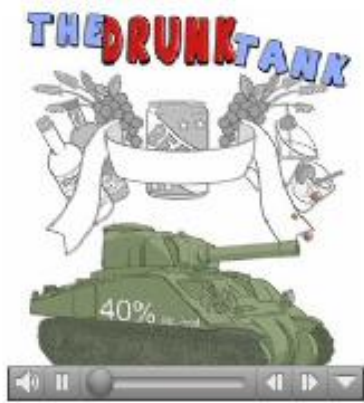
Information Analysis

Each of the options in the menu is appealing to its target market having all the information that is needed to both learn about the company itself and what the user wishes to learn about the topic of gaming.



The website brings out a weekly video known as [AHWU](#) (Achievement Hunter Weekly Update) these videos serve to inform the views of the latest game releases and news.

These videos are highly regarded by the public as they give the news in a fun informal manner.



The staff on the website purposefully avoids using charts and graphs as these don't appeal to their wider market. Instead they have a weekly podcast known as the [Drunk Tank](#). Most weeks this is used to discuss anything from video games, events, company updates and even politics and the share market (this is usually when Joel enters the discussions). The reason so many people listen to these podcasts is because they lean towards that same informal layout, acting as if they are holding a conversation with the listeners like they were your personal friend. As part of this they also encourage users to send in intro themes to introduce the podcast every week.

Rooster Teeth are a community site that knows their target audience. This is obvious to see as they have arranged the most appropriate media to appeal to their viewers. There are a lot of people who will not understand the gaming community. This website will clearly not interest them.

Works Cited

Robert J Parkes, P. (2010). *Teaching visual literacy, lecture 9*.
Teeth, R. (2010, October). *Achievement hunter*. Retrieved 2010, from Rooster Teeth:
<http://roosterteeth.com/archive/?sid=ah>