

# **Design Process Documentation for Dark Velvet EPK**

**Emily Cinder**

**Senior Project**

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## **1. Brainstorm**

In my first phase, I wanted to brainstorm the elements of Dark Velvet's music that best depict and showcase his EPK. This includes sacred geometry, dark color palettes, and evolutions of his assets. I would love to add three-dimensional textures to his two-dimensional logo and upgrade his other media assets. In honor of the traditional EPK, I am considering a parallax website. This will ensure the old school approach to a single-page style, while adding a new and refreshing twist with modern web design.

Apple Artists likes to educate and make clear that "*An Electronic Press Kit (EPK) is your musical resume—a dynamic way to showcase your brand, music, and story to industry professionals*" ("Why an Electronic Press Kit Matters").

## **2. Identify**

As with any EPK, I will aim to identify the moving parts of its requirements. This includes a hierarchy of a bio, discography, press shots, popular events, and contact. Each section must bring something that will separate him from others and pay homage to the original

process and intention behind a classic EPK. Some of the tools I will be using are Photoshop, Illustrator, and Spline. Although some of these tools I am more versed in than others, I know I will be able to take advantage of the learning curve, especially for Spline.

### **3. Define**

Some objectives I would like to highlight are the actions I can take when making this EPK, so that Dark Velvet can have a better standing in a saturated market. The EPK will be delivered in a one-page parallax-style web page with scrolling animations of his main logo. The logo will evolve inwards infinitely as the page scrolls. Links and press photos will be easily accessed throughout the web page. I also plan on integrating a SoundCloud media player. The goal is to set these assets apart from others in the same field.

### **4. Ideate**

Dark Velvet originally used black and white colors and themes, even creating these landscapes within his social media. But for us to reinvent, we must experiment further. Although I was not able to follow through with his three-dimensional assets, I was able to use his old logos and assets and add nice glows and animations to give them a new and refreshed appeal. I started to embed things like his Spotify player and recent Soundcloud mixes to bring relevancy and music statistics to his EPK. These statistics and plays are very essential in the booking process on the

music business side, and I thought it would be helpful to have them directly embedded. I also wanted to provide a recent works section showcasing his recent Fibonacci experiments with music. Adding relevance to time with his music is important so that someone booking him can see that he has actively been producing music to this day. It was really cool to see how excited he was with this project in real time, and I really hope this design process can help this audiophile gain more traction.

## Citations

"Why an Electronic Press Kit Matters." *Apple Artists Support*, 12 May 2023,  
[artists.apple.com/support/1121-why-an-electronic-press-kit-matters](https://artists.apple.com/support/1121-why-an-electronic-press-kit-matters).