

Design Process Documentation for Dark Velvet

EPK

Emily Cinder

Senior Project

5/1/2025

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. I would like to add more depth to his assets that he already has, such as animations with scrolls and glowing. This will add more depth without having to render three-dimensional versions of his assets.

5. Prototype

I began by prototyping these ideas. When I start a new web dev project, I like to secure my template so that all the content has an easier flow to lay down-much like music production. I started with a black background and a parallax template. I then added a navigation with every section of the EPK I was planning on adding to. Once that was done, I started to experiment with his diamond logo, and I had the idea of having it glow and pulse with each scroll, layering the content on top of that. There was a lot of trial and error with this, but once I was able to secure this template, I started to add all of his music content.

6. Test

I test throughout the process. I just refresh my local file through my browser every time I make a change to see what needs to be different and what makes me feel like I am doing a good job.

7. Refine

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 cool to see how excited he was with this project in real time, and I hope this design process can help this audiophile gain more traction.

8. Implement

After implementing all of my design and ideas, I am left with this functional and informative EPK that my client now has to use to apply to any music job he would like. I hope this EPK helps Dark Velvet stand apart from the rest of a very oversaturated market. I know from being a musician that this is not common for artists to have because of the money and time it takes for someone to build from scratch. It made me excited to see how excited he felt knowing that he now has a professional documentation of his craft, easily shareable with a send of a link.

Citations

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