

In the Working in the Creative Industry seminars, we discussed various topics, including copyright, business plans and self-promotion. As musicians, it is especially important for us to learn how to promote ourselves, so that we can be seen by more people and businesses. To achieve self-promotion, EPK (Electronic Press Kit) is an important tool. EPK clearly shows the band or music is about, and it introduces musicians to potential businesses, promoters, venues or directors. Musicians should display all their strengths, skills, and let the audience have an overall understanding of them through a concise combination of text and visuals. EPK can somehow shape the first impression audience have of the musicians.

Before the seminars, I thought that EPK is simply a collection and showcase of information about myself and my music. Through discussions, I gradually noticed that EPK is also a form of personal branding and communication. It is the first impression audience, collaborators or directors will have of the artist, so both the written content and visual presentation should be concise and careful. During discussions, we shared our own opinions about the key points in EPK. By listening to each other's ideas and the tutor's analysis, I became more aware of how different visual styles and layouts can influence the way a musician is perceived. We cannot focus too much on either visuals or written content, which will cause unbalanced information. As a film composer, my EPK should show both professionalism and my own identity. Therefore, I decided to create a concise and visually engaging layout that can clearly show my musical personality without using too complicated and long paragraphs. I also began to think more deeply about my target audience. I used to focus more on my personal perspective, and mainly talking about my own music. However, during the discussions, I realized that I need to consider how my audience, including directors, collaborators or promoters will interact with my EPK. In this way, the structure should be changed. People working in the creative industry always expect to understand a musician quickly, without reading long and boring written content. As a result, clarity and accessibility of the EPK are very important. To achieve this goal, I reorganized my EPK into different sections, with clear focus in different section, which allows the audience to navigate the information more easily. About my own compositions, I have lots of ideas and inspirations, and I also have the passion to talk about it. However, everything should be concise and simple in EPK, so I need to simply my ideas and present them in limited images and wordcount. The seminar helped me to identify the key points, rather than displaying everything. I also thought about how the images support my musical identity and the information that I want to convey. Instead of adding the link to all my compositions, it is better to choose some of them, so the EPK won't be too complicated.

The seminars helped me have a more detailed and accurate understanding of EPK and how EPK works. I had an overview of my target audience, expectations of audience, and how to convey information effectively.