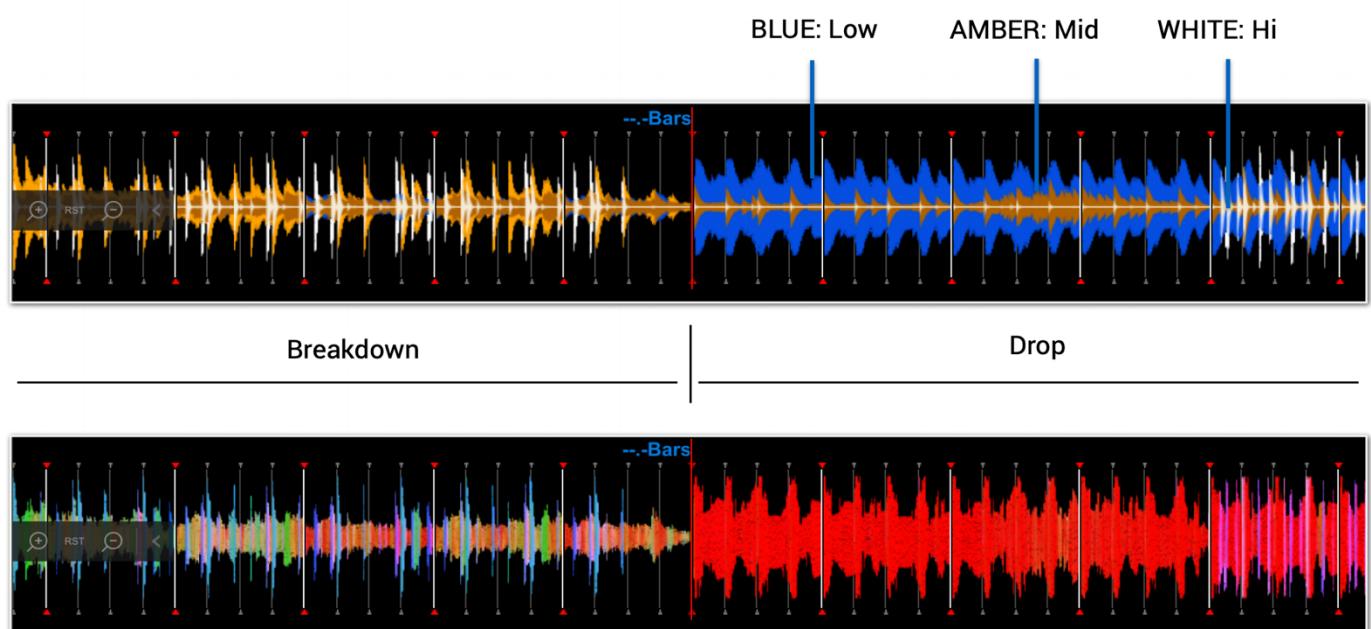


Connor McLean / Student Number: 10550987 / Unit:  
GDI2100.1

# Project Proposal: Basics of becoming a DJ

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# **Project Overview**

In this project I want to be able to involve all the skills, knowledge, tips, and tricks I have gained over the past years, and turn them into an educational and fun way of learning the basic steps of becoming a DJ. I want to be able to present and demonstrate ways in which it will be easier for the users to learn more about the skills and techniques. I will try and make it as easiest as possible to understand and incorporate into the users own style and technique.

Within my website I will mainly need to consider the ways of teaching I am going to include which would involve videos and photos. This will be a big part of my website and I need to consider the placement of these videos/photos. I want to be able to create almost a step-by-step website which goes through all the basic ideas of DJing.

## **Project Goals**

The purpose of my website is to try and encourage the creativity and exploration of DJing. Expand on the wide understanding people have of it and demonstrate it in a structured, interesting way.

## **Project Objectives**

For my website to be effective and efficient I need to consider:

- Include correct and popular information about the basics (what is the right and wrong way? Bad habits?)
- Consider multiple users' abilities (Brand new, Intermediate, how may they find this information helpful? Will they understand?)
- Consider other resources of other people teaching (who are some reliable and good online teachers which helped me learn?)
- The basics: Mixing, EQ work, Beatmatching, prep, Phrasing
- Software? (Rekordbox, Serato, Traktor)
- Getting the right hardware (what hardware to start off with? Budget?)
- Supply the correct links for people to have a look at for looking into software and hardware.

# **Project Objectives (Website Based)**

For my website design to be effective I need to consider:

- Color choice, what type of vibe do I want my website to approach (modern? Need to consider the type of vibe popular DJ site look like? What aesthetic do they have)
- How am I going to layer my webpages?
- I will have almost a layered set of webpages which go in order of information hence starting off with “Getting started and ending in “Other resources.”
- I will design my webpage so the user can go back and look on past pages to reflect on past information regardless of where they are up to on the website.
- What external links am I going to include?

# Research: User Experience / Similarity

## Analysis 1: PassionateDJ.com



How To Become A DJ: A Beginner's Guide

heading, big bold letters and hence the top title: "a beginners guide." Ultimately this makes me feel like I am in the right place and the website feels trustworthy and in order.

### How To Become A DJ: A Beginner's Guide

— DAVID MICHAEL • 208 Comments • July 12, 2020

Welcome to the wonderful world of mixing music! This article contains a 9-step process to assist in your journey of learning how to DJ. Since its original form in 2013, this guide has [helped thousands of beginner DJs](#) to get their start. But it's up to *you* to take real action!

When you're learning to DJ, you're learning to match your own musical expressions with the desires of an audience. It isn't just matching beats, or scratching over songs. It's about being observant, empathetic, and reactive.

Contrary to popular belief, learning to DJ is *not* an easy route to overnight success. This takes work, and hustle, and time. It's not difficult to start. But it *is* difficult to stand out, and to be exceptional.

Looking for DJ courses? Check out *The Complete Dj Course*, by [Digital Dj Tips](#):

[Gain Access](#)

#### TABLE OF CONTENTS

- [Step 1: Learning What DJs Do](#)
- [Step 2: Determining Your Goals](#)
- [Step 3: Exploring DJ Software](#)
- [Step 4: Learning Basic DJ Skills](#)
- [Step 5: Getting DJ Hardware](#)
- [Step 6: Recording a Mix](#)
- [Step 7: Building a Following](#)
- [Step 8: Getting Your First Dj Gigs](#)
- [Step 9: Honing Your Craft](#)
- [What To Do Now](#)

First look, little color contrast, demonstrates multiple links which go to, articles, merchandise, etc. Search button and shopping cart, shows that if I am lost, I can just use the search function. Gives a professional feel as the website has a banner logo, but the URL link does not have an image. The first Thing I see is the main page

Impressed with the supplied information, once again the main title, informing me that I am reading in the right direction.

Summary of the article, demonstrating the information that is going to be discussed, motivating, the text has a human touch to it, hence "But it's up to you to take real action!" & "This takes work and hustle..."

The table of contents provides links to each step so if you wanted

to just look for one thing its easy and accessible. The only point I would consider is the design choice, hence it is a very bland introduction via colors and layout. You're just reading down the page. White, grey background, very bland, focuses on the information more than the presentation.

# Research: User Experience / Similarity

Overall, the website demonstrates a crazy amount of information which is very relevant, but lacks visual context which makes it boring, and almost structured like a book. There are minimal range of photographs which are mostly referenced when opening a new point of information.

## Step 5: Getting DJ Hardware



What is effective is they have added a comments bar at the bottom of the page which allows for other people to give feedback and information regarding the topic.

208 Comments

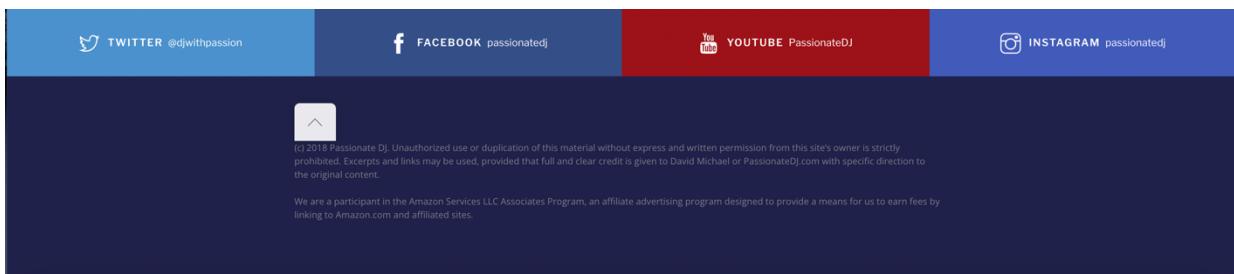
Login ▾

G Join the discussion...

LOG IN WITH OR SIGN UP WITH DISQUS ?

D f t G Name

The bottom of the page has social media links (Twitter, Facebook, YouTube, and Instagram). This is an effective way of utilizing multiple media platforms for a better user experience.



# Research: User Experience / Similarity

## Example 2: DJCITY

The screenshot shows the DJCITY website's homepage. At the top, there's a navigation bar with links to 'About Us', 'Customer Reviews', 'Our Stores', 'Education', 'My Account', a search bar, and a shopping cart labeled 'Empty'. Below the navigation is a main menu with categories like 'DJ Equipment', 'PA / Live Sound', 'Studio Gear', 'Lighting', 'Accessories', 'Microphones', 'Instruments', and 'Deals'. The main content area features a large image of a DJ mixer with the text 'HOW TO DJ 2019'S BEGINNER TO EXPERT GUIDE'. Below the image, there's a date '5th March, 2019' and the title 'How To DJ - The Complete Beginner To Expert Guide In 2021'. The post discusses the art of DJ-ing and various skills required. To the right of the main post, there are several sidebar cards with titles like 'Pioneer DJ DJM-S5 Vs Numark Scratch', '6 Top Micro DJ Controllers For 2023', 'Top 3 DJ Controllers \$500-\$1000 For 2023', and '5 Best Midrange Turntables Under \$1000'.

This website demonstrates the “Complete beginner to Expert Guide” of becoming a DJ. I find this website very bland and demonstrates little visual info. Almost gives me a generic website vibe. The opening Paragraph is very broad and doesn't really give you any reliable information for any starting DJ's. The opening paragraph is more of a personal perspective and opinion than actual reliable information. What I want to take away from this is I don't want to be starting off with a block of information that doesn't go anywhere, I want to be able to give to my user a short and sharp introduction which basically instills what my website will provide. What I find important about the actual topic I am talking about is that DJing is all about music and the creativity it brings. That why I need to make sure my website doesn't just look like blocks of information like this website. As it is just pages of bland information.

Although there are some good points discussed, it doesn't reflect the creativeness and physical aesthetic of

the art of DJing and that what I want to be able to replicate in my website. Not just a bland blocky document of information. Having blocks of information like this is not interesting and for the user's sake, completely boring and most users would give up reading.

# Research: User Experience / Similarity

## Example 3: Sydney DJ School



### FEEDBACK ON MIXES

When you are ready you can submit a mix showcasing everything you learnt in the course for feedback. We will listen to the mix from start to finish and give you tips and suggestions and once it passes we will be offered live shows at the events we run at The Blue Fig in Newtown - great place to get some experience playing live and from this doors will open for you guaranteed.

### FRIENDLY SUPPORT

We really care about our students and will reply to any questions you have within 24 hours. Our first allegiance is always to our students and in many ways our students are our extended family. We will have your back for life and will do whatever it takes to assure you reach your goals.



**John Antonio Cardi** recommends Sydney DJ School.  
Andrew is one of a kind very patient and enjoy what he does and he has a strong focus on his students to help them accomplish their djing dreams. Will come to recommend friends. Marvellous! aka DJ CARDI.

**Alex Karamanis** recommends Sydney DJ School.  
Wandered into one of Andrew's classes and was THE MOST fun thing I've done in a whilst. Andrew is a great teacher, he brings so much energy into his classes and makes learning fun. He's great at explaining things and everyone catches up. I've gained some real DJ skills and valuable knowledge about the industry. 11/10, I totally loved it.

**Natalia Kudina** recommends Sydney DJ School.  
April 1, 2016  
It was such a good opportunity having classes with Andrew. High level knowledge, industry analysis, good tips for the drawers. Everything makes sense from now on. Thank you Andrew, it was a pleasure :)

**Michael Horafas** recommends Sydney DJ School.  
March 26, 2016  
What a life changing experience! DJ courses was a massive new factor for my personal growth. He explains and teaches very clear and easy to execute. I strongly recommend anyone who wishes to become a DJ. This is the course to be at!

**Glenn McNamee** recommends Sydney DJ School.  
January 10, 2016  
Highly recommend Andrew. He is a bit of a legend and will help you realize your goals whether it be getting into a hobby or being a superstar. The 4 week experience was above and beyond what I expected and provided me with the confidence to continue the learning process and overall experience. Thanks for everything!

**Michael Lee** recommends Sydney DJ School.  
January 25, 2016  
Andrew is great and all around. He cares about you as a person, not just how much you're paying him. He makes sure that you are learning at your own pace and that you are understanding everything that you are learning. He tries to make sure that you are comfortable with the concepts before moving on to the next. He tries very hard to explain all the concepts even though you might struggle to understand it. He has a lot of passion and though he is very approachable, he is also very professional. I would definitely recommend this course to anyone who is interested. You won't regret it.

## LEARN TO DJ GAIN CONFIDENCE TO PLAY LIVE

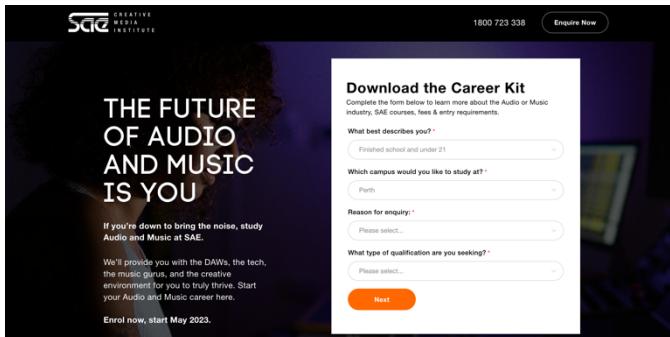
Sydney DJ School is the number 1 DJ School in Australia!

This webpage has some good examples of how I want to layer my webpage. It has a good use of negative space and demonstrates a good idea of text separation. The main page has a large contrast of colours which help maintain the users focus as it switches between black and white constantly. They have added a block of comments which makes their website more reliable and trustworthy, basically saying that a lot of people have used their webpage and found it reliable. On their main page they have an opening statement, "Learn to dj gain confidence to play live." I find this very reassuring for the user and I find this is one of the most important parts of the website, to be able to grab the users attention as

soon as they open the webpage. The main thing that separate the website I want to create and this website, is this website focuses on DJ courses where you have to sign up to learn how to dj. My website is all about providing the information on the website.

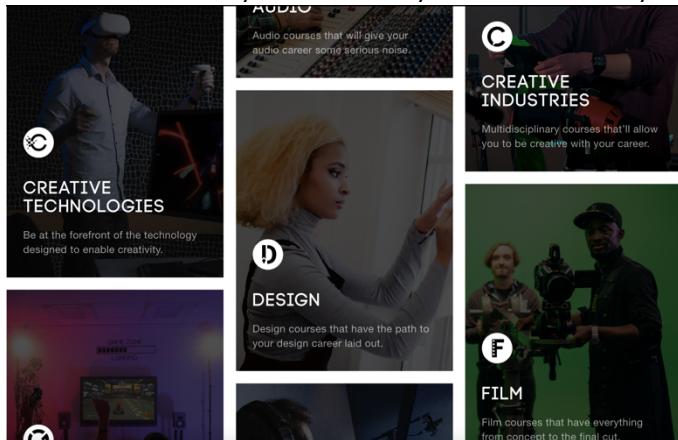
# Research: User Experience / Inspirational

## Example 1: SAE: Creative Media Institute



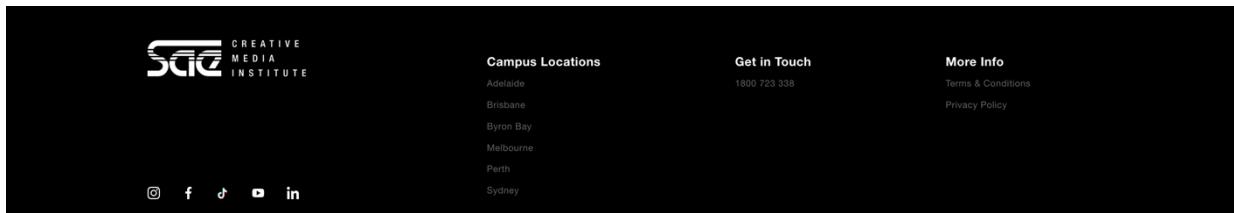
First opinions when opening the webpage, looks more physically appealing, hence the use of color contrast and the large photo in the background which I would believe to represent a user. The opening text, big bold letters,

grabs my attention almost instantly, in the text, the “You” makes you more responsible, as the webpage is directly speaking to the user. More contrast in font choice and size, making it give off a more modern feel, making it seem more professional and trustworthy. The Text on the left side demonstrates categorization which directs you to information most relevant to the users’ current interests without them having to scan the whole website to find what information they want. Very effective way of page directions.



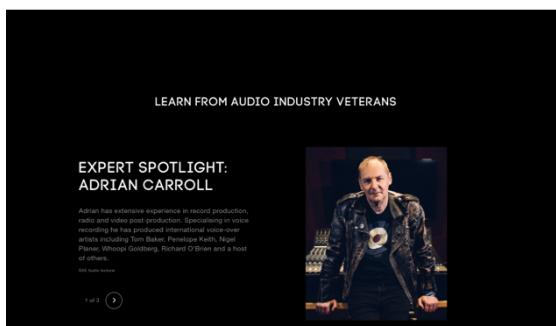
Very diverse link pathway which demonstrates multiple categories through scattered rectangles. This design element instantly drags me in as I can visually look at what I’m about to click on, hence the film category has a background photo of someone holding a camera. It almost

visualizes the concept and gives the user a better visual demonstration of what the link intitles.



The footer has converted their other forms of media links into icons which is very modern and follows the whole minimalistic aesthetic of the webpage.

# Research: User Experience / Inspirational

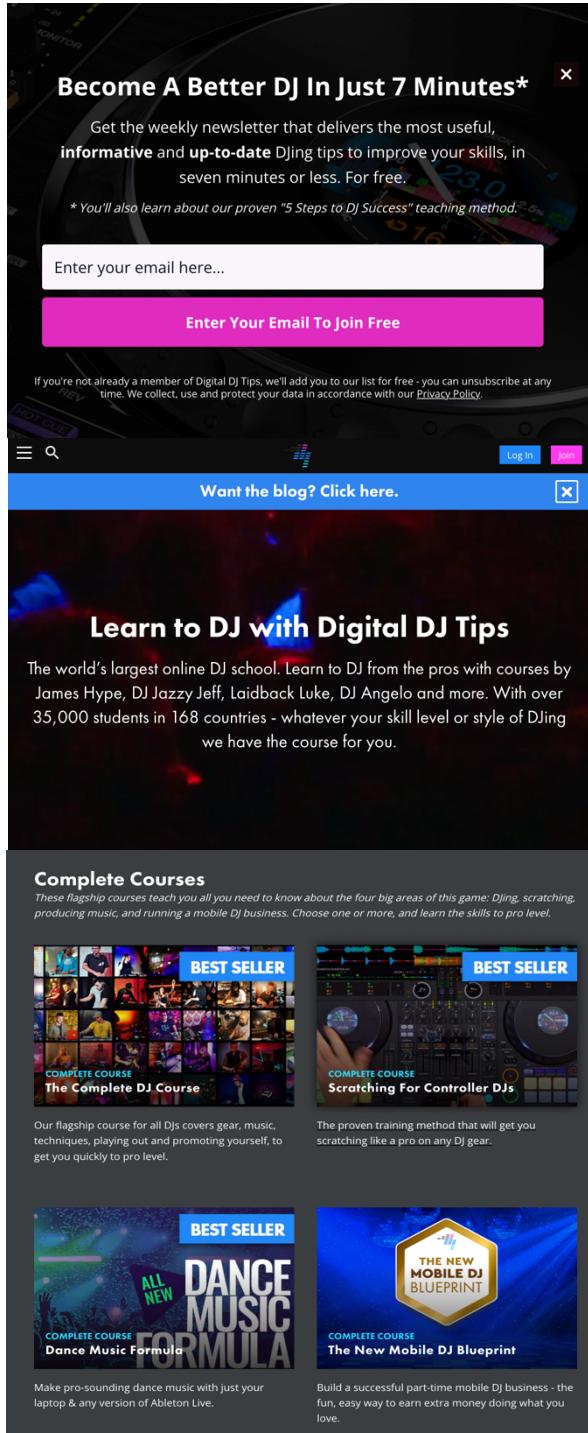


An interesting thing about this webpage is that it utilizes the contrast of black and white between each page which gives off a better and more immersive user experience. Allows for the user to feel as if they are on a completely different webpage, for every block of information. I find this layout element very crucial especially in these days where everyone has short attention spans because of social media. I want to make sure that I have a switch in contrast for each block of information I present on my webpage. Overall, I found this page very physically aesthetic. They had a good use of space and font use. Little color contrast

between black and white, very effective and relevant use of images. Didn't provide much in-depth information, was more an overview.

# Research: User Experience / Inspirational

## Example 2: Digital DJ Tips



This website caught my eye generally because it is a popular website and demonstrates a lot of helpful information and guidance. I find this website very pleasing to look at as it has lots of videos and the color contrast is very wide giving it a lot of depth. When you open the webpage first it gives you an option to sign up to their newsletter which gives you DJing tips and useful skills. I find this a very good way of promoting a website because as soon as you access the webpage, instead of looking for information, it gives it to you directly making it a lot easier for users. The only thing that would differ from the ideal website I want to create and this one, is that this website is more focused on a very wide range of DJ skills and abilities. Ranging from beginner and advanced skills. What I like about the webpage layout is it shows a 4x4 layout with each block representing a new set of information followed by an image which represents what each block is going to discuss. Overall, what I find inspirational about this design is the use of how every set of text has an image or video. I want to be able to incorporate this into my website.

# Research: User information

## Demographic

This webpage is targeting people who are just beginning to learn how to DJ and want a better understanding on what and how to do it. There is no direct age range of interest as this skill can be learnt at basically any age. More focused on the people who are just getting started. The target audience would also consider music interest and passion. As a lot of DJs learn because of their passion for music, which is a key driving point in wanting to learn how to DJ.

Demographics of the target audience:

Profession/Occupation	Location	Age/Sex
<ul style="list-style-type: none"><li>- Music producers</li><li>- Musicians</li><li>- Event planners</li><li>- Nightclub owners</li><li>- Music enthusiasts</li><li>- Radio hosts</li><li>- Sound engineers</li></ul>	<ul style="list-style-type: none"><li>- DJ Schools</li><li>- Online Courses</li><li>- Mentorship</li><li>- Self-teaching</li><li>- Music Stores</li><li>- Community centers</li></ul>	<ul style="list-style-type: none"><li>- There is no specific age of people who want to learn how to DJ. And while it seems that young males are the primary demographic of people who want to learn how to DJ. There are many people of all genders that know how to DJ and want to learn how to DJ</li></ul>
Business's/Industries		
<ul style="list-style-type: none"><li>- Music production companies</li><li>- Music festivals</li><li>- events</li><li>- Nightclubs</li><li>- Bars</li><li>- Media companies</li><li>- Educational institutions</li></ul>		

# Research: User information

## Psychographic

"Psychographics are the psychological and cognitive attributes of a consumer that reveal their beliefs, values and goal." (Blog HubSpot, 2023).

Psychographics are mostly used in considering the demographic of the target audience, hence what key attributes make someone want to learn how to DJ, what was their drive to make that decision.

Interests	Needs & Wants	Skills/Behavior/Thoughts
<ul style="list-style-type: none"><li>- Music passion</li><li>- Creativity</li><li>- Performing</li><li>- Technology</li><li>- Nightlife culture</li><li>- Learning a new skill</li><li>- Further developing an interest</li></ul>	<ul style="list-style-type: none"><li>- Want to discover more music, Genres and perspectives</li><li>- Skill development</li><li>- Performance opportunities</li><li>- Networking</li><li>- Socializing</li><li>- Financial gain</li></ul>	<ul style="list-style-type: none"><li>- Creative</li><li>- Passionate</li><li>- Social</li><li>- Adaptable</li><li>- Technologically interested</li><li>- Ambitious</li></ul>

# **Research: User Information**

## **Ethnographic**

The ethnographic of people who want to learn how to DJ can be considered through many cultural and social norms.

Location:

Location is an important point in the influence of becoming a DJ because some places thrive with music and nightlife, and it almost becomes inspiring for people to become a DJ because of the environment they are in.

Creative:

Being creative is a big part of becoming a DJ and mostly inspires from the user's music taste. Having the ability to mix music together and understand certain music cues and patterns is a key point in becoming a DJ.

Open-Minded:

As there are so many different types of genres out there today, it is important to consider that everyone has a different music taste and to become a DJ you need to be able to consider everyone's taste of music. Being open minded in music taste is very important in becoming a DJ as you need to be open to new and upcoming music. Thus, considering current music trends.

Passionate:

Being passionate about music is a crucial element in becoming a DJ. Being a DJ in a club revolves you playing music to the crowd and not for your own enjoyment, this element can damage some peoples interest in music. Being passionate really separates how far some people develop their skills, contrasting the Good DJs from the best.

Youth:

DJ culture can be influenced by the energy and excitement of the nightlife scene and mostly attracts a younger audience.

# Design Strategy

## Usefulness

To be able to fulfill the needs and wants of my users I need to take into consideration the many forms of information my website is going to supply and the aesthetic I am going to take on to make sure my UX is appealing and is demonstrated in a modern website concept.

Some key points I will include:

- I will provide reliable information, to do this I need to make sure I'm gathering information from reliable sources. For the UX, I need to make sure I'm not just blabbing blocks of information, I need to make sure I successfully employ a visual aesthetic to my website which separates the information on my website appropriately and efficiently.
- I will supply resources such as, videos, images, links to social media websites and pages which I find to supply helpful information.
- I want to try and add a comments section. This will instill some form of community for people who visit my webpage, can comment their thoughts and opinions on certain information. This is in order to create a wider range of advice and tips. This will also enable people to offer feedback to others and critique people's skills and abilities.
- I want to be able to inspire and motivate my users, in order to do this I will add some videos of DJs who have become successful with their careers and how they started off and how far they have become.

# Design Strategy

## Usability & Accessibility

To ensure my website will be easily accessible and usable to all type of users. I need to consider:

- I need to make sure that I am able to design my website, so it is accessible on not just a computer but is accessible on a mobile device. This is because people mostly use their phones to access information these days because it is more accessible and easier to use
- I will make sure I have simple and clear navigation around my website, this is to make sure that is it easily understandable and so for UX purposes, users don't get lost and leave the website because of bad design. It also makes it easier for users to understand what they are reading and what page they are up to.
- Font wise, I will need to make sure that the size of font I use is readable for people of all capabilities. I will also make sure that my font is easily readable and fits the correct aesthetic of my website
- I need to make sure that my website is accessible to people of all disabilities. I can use captions for videos and images for better accessibility.
- I will make sure that my images and videos are large files so I will be able to have a faster loading speed when navigation around the website.

# **Design Strategy**

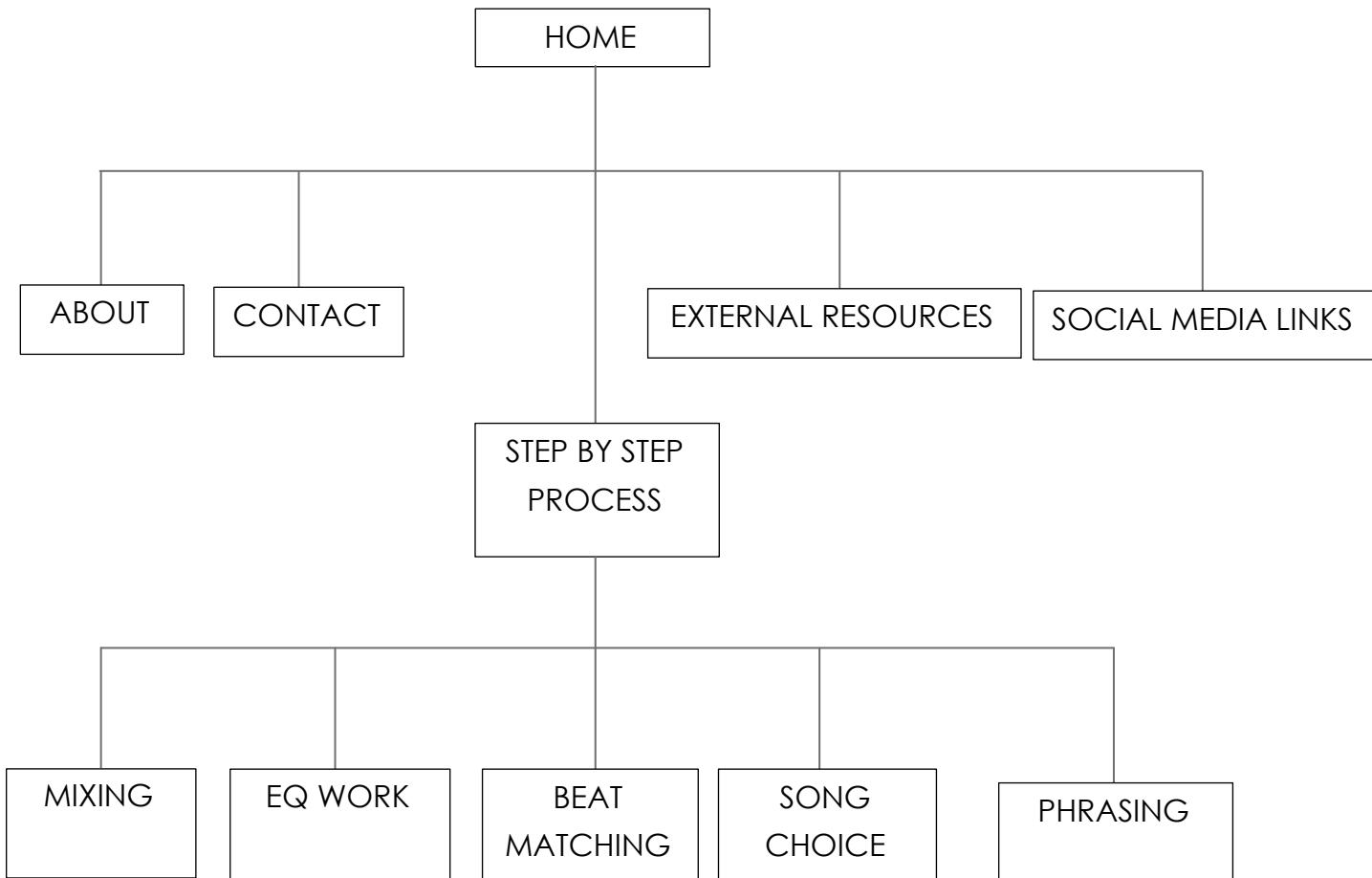
## **Desirability**

To make sure my website is aesthetically pleasing and desirable to the eye I need to make sure to:

- I need to make sure that my website follows a consistent color scheme throughout each page. This will allow for a better overall aesthetic and in general look more professional
- I need to make sure that the images and videos I use are high quality and best fit the design of my webpage
- Need to make best use of negative space and ensure that my website is simple and precise. This allows for better navigation, allows for a more modern minimalist style keep focus on the information more than the design
- I will get feedback about my website before I submit it to make sure that it looks appealing to not just myself but others around me. This is an important point because I am not designing the website for myself but for others.
- Just like the accessibility of my website I need to make sure it is optimized to other forms of devices such as smartphones, tablets, etc. Thus ensure a more desirable outcome.
- I need to make sure the information I am supplying is clear and provides proper and critical information. This allows for better flow of information and learning towards the user

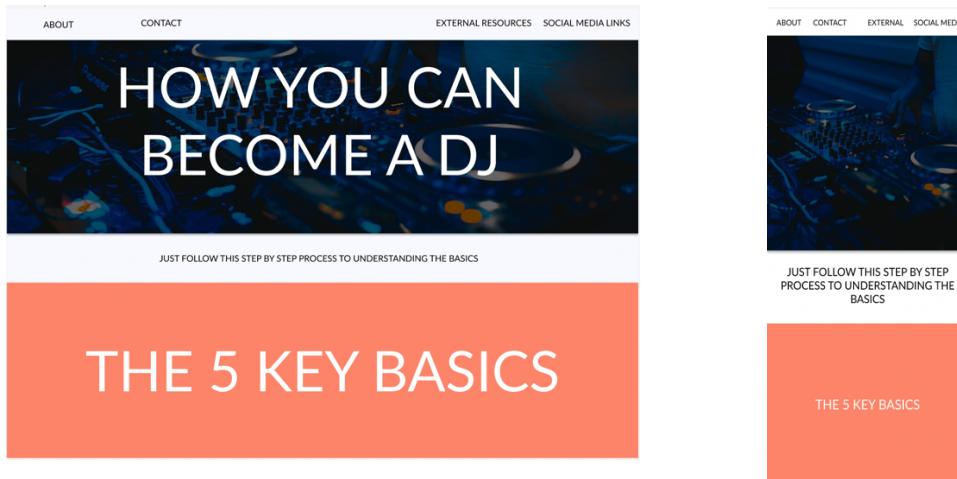
# Prototypes: Flowchart

## Site Map



In my Site map I want to make sure that the step-by-step process is separate to the other pages such as contact, about, etc. Mostly because I want to have more focus on it and if the user decides to look at something different, they will be taken so a different side of the website. I think this is effective than just having the whole step by step process on the home page.

# Prototypes: Wireframes



This is an example of how I want to demonstrate my main home page when the user first clicks on. I have the monitor version on the left-hand side and the phone version on the right-hand side. The phone version will ultimately be a smaller and scaled version of the monitor.



This is an example of how my about page will look like, as discussed in design strategy I want to be able to incorporate a small color brief and change the layout for each block of information to keep the user entertained and interested. For example, purposes I am using the same example photo.

# Prototypes: Wireframes

ABOUT      CONTACT      EXTERNAL LINKS      SOCIAL MEDIA

## THE PROCESS

MIXING      EQ      BEAT MATCHING      SONG CHOICE      PHRASING

MIXING

Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.



Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

This will basically be the outline of each page for the process, keeping the same feel and vibe each page will instill a more aesthetic feel to my website. I have taken into consideration the amount of space each block has and the negative space surrounding each text. For each page I will also involve videos as well. But for example, purposes I am keeping it brief.

# Prototypes: Wireframes

ABOUT

CONTACT

HOME

EXTERNAL  
RESOURCES

SOCIAL  
MEDIA

## EXTERNAL RESOURCES

VIDEO

Aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit.

VIDEO

Aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit.

VIDEO

Aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit.

For the external resources page, I will have a range of videos and links I find influential and helpful for beginner DJs. I hope that this will help them get started and get a good understanding of the position they are in.

# Prototypes: Wireframes

The wireframe shows a section of a website with a black header bar containing navigation links: ABOUT, CONTACT, HOME, EXTERNAL RESOURCES, and SOCIAL MEDIA. Below this is a large white header area with the text "SOCIAL MEDIA". The main content area has a light orange background. On the left side, there is a vertical column of five social media icons: Facebook, Instagram, TikTok, YouTube, and Twitter. To the right of each icon is a "LINK" button.

Icon	Link
	LINK

For the social media links ill have an icon representing each form. And ill have a link and description describing what the user will find for each link and how it might be helpful.

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