

Crafting “Frequency”: A Journey Through the Creation of a DJ Culture Zine in Boston

The process of creating a DJ culture zine focusing on the vibrant and diverse scene in Boston was both a rewarding and challenging experience. As the creator of “Frequency,” I was constantly pushed to evolve and grow as a designer and storyteller. In this process summary, I will discuss the challenges I faced in finding themes for each section of the zine, the iterative and learning process, the influence of photography on the final design, and the inspiration I drew from other music-focused magazines like Raygun and David Carson’s work.

The first hurdle in creating “Frequency” was defining themes that accurately represented the diverse DJ culture in Boston. I wanted to create a zine that was not only visually appealing but also resonated with its readers, providing a comprehensive and authentic glimpse into the local DJ scene. To achieve this, I spent countless hours researching, attending events, and talking to DJs and music enthusiasts. From my experience as a DJ in Boston, I was able to utilize my understanding of the local culture and the ability to recognize and connect with the essence of the DJ community.

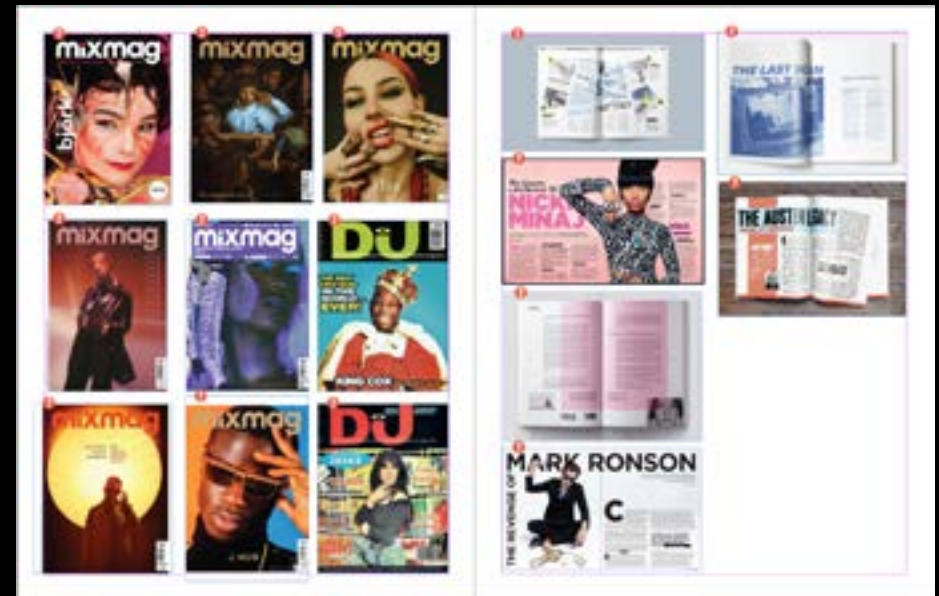
As with any creative process, iteration played a significant role in the development of “Frequency.” I went through numerous drafts and revisions, constantly tweaking and refining the themes and layout until I felt they reflected their respective section of the DJ scene in Boston. This iterative process not only helped me improve my design skills but also allowed me to gain a more profound understanding of the subject matter.

Photography played a pivotal role in shaping the final design and themes of “Frequency.” As I sorted through the vast collection of photographs I had access to, certain images stood out and inspired specific themes or sections. The visual language of these images provided a strong foundation for the zine’s design and helped solidify the themes that would ultimately represent the local DJ culture. Consequently, the photographs served as a guiding force, allowing the content and design to evolve organically.

Throughout the design process, I sought inspiration from other music-focused magazines like Raygun and the work of David Carson. Raygun’s innovative, experimental approach to design and Carson’s iconic typographic style both significantly shaped the visual identity of “Frequency.” Their bold and unconventional design philosophies encouraged me to push the boundaries of my own work, ultimately resulting in a visually engaging zine representative of the vibrant DJ scene in Boston.

The journey of creating “Frequency” was filled with challenges, learning, and growth. From finding themes that genuinely represented the DJ culture in Boston to iterating and refining the design based on photography and inspiration from other music-focused magazines, each step of the process was instrumental in shaping the final product. The result is a zine that captures the essence of the local DJ scene and resonates with its readers, showcasing the unique and diverse culture of Boston’s DJ community.

Initial ideation and research of zines, layouts, and typefaces



Planner:
In: The Mix

Description:
A site for DJs by DJs
A collection of DJ and live/club reviews highlighting the uniqueness of music scenes around the world.
Content featuring what and why the music scene is what it is for a given area.
Target audience is current DJs as well as hardcore DJs and those who have an appreciation for the DJs whom they go out.

Inspirations:
Mixmag
DJ Mag

Fun Ideas:
Augmented Reality Comparison

Topics:
DJ's on Internet and music trends
Feature article on various Boston DJ
Feature article on female DJ
Feature article on hardcore DJ
Feature article on headline, out of town DJ

Club feature: Big Night Weekend?
Resident DJ Feature

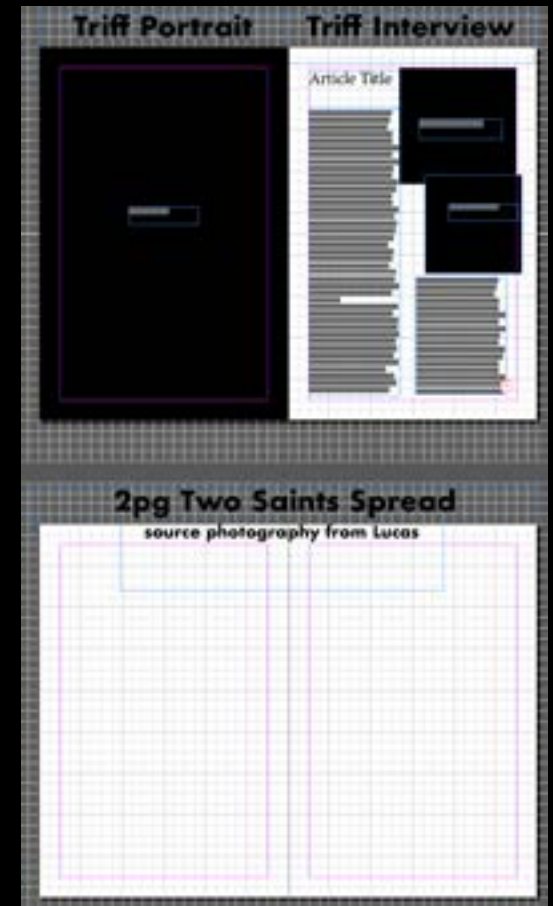
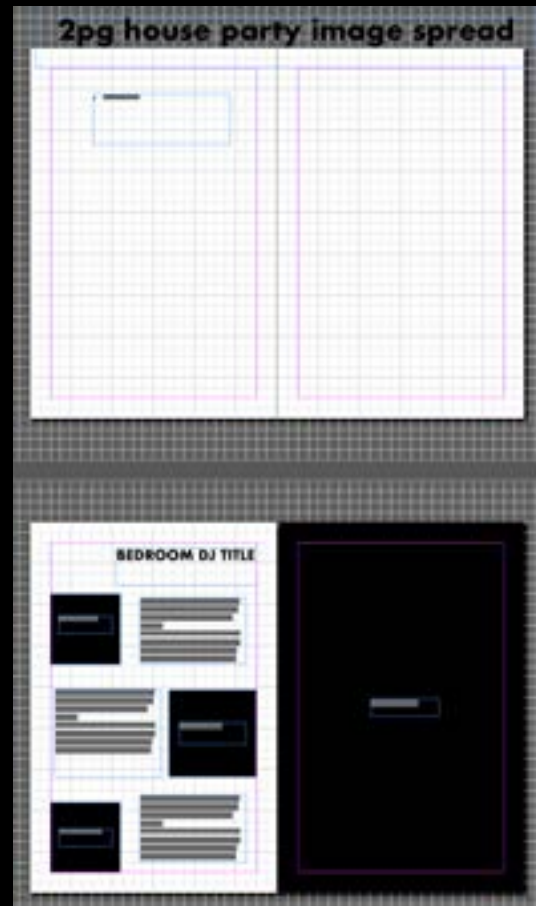
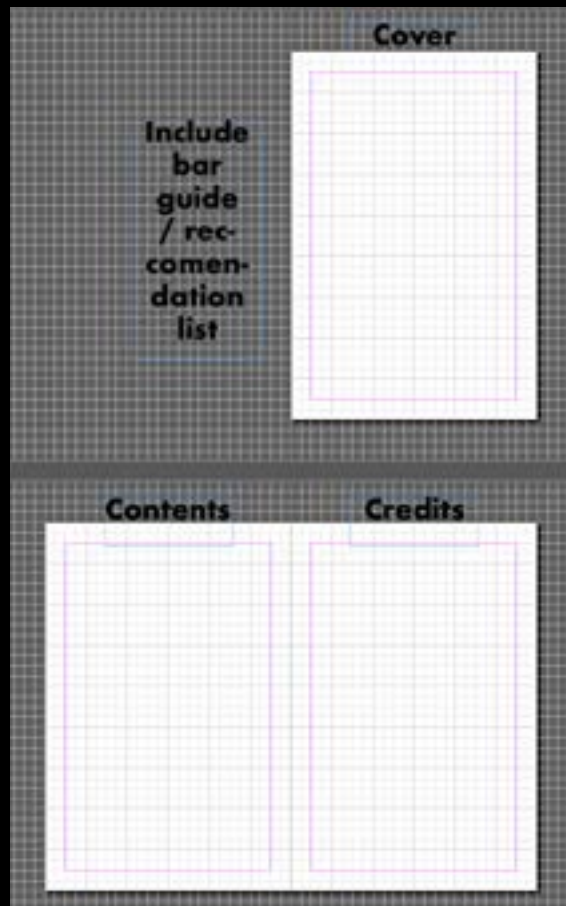
Core Ideas:
Core - Black Map of outline of justice with history of clubs/bars

Organization of Post:
House Parties/Resident DJs
Student/DJ's - (For Future, The Dots)
Latin - (Belle De Jour, Indigo)
R&B - Silk
Club - (Big Night Weekend, Haze, Royale)
Tutor Book tags



Brainstorming of organization and layouts

Initially I brainstormed what I could include for different sections and layouts, but ultimately learned I could not come up with layouts without having actual content



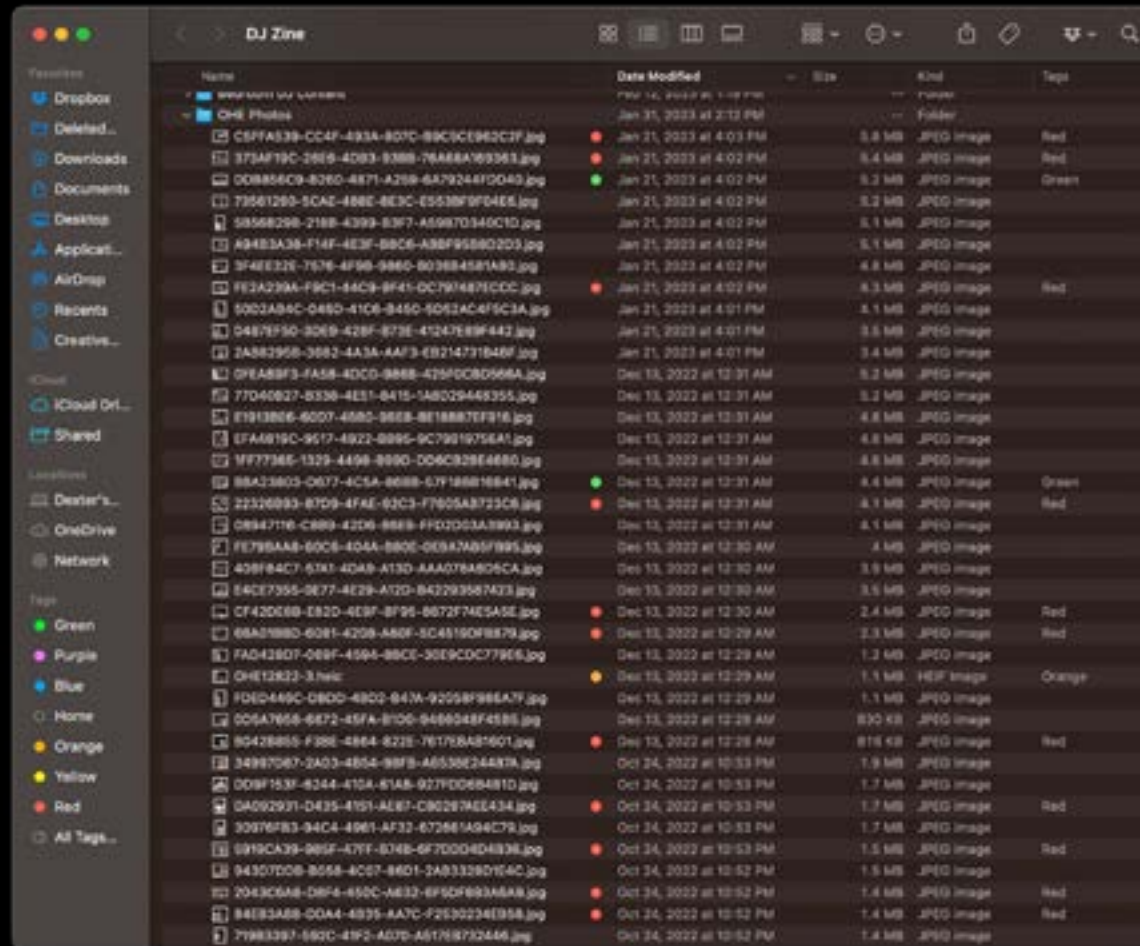
Interviews

I interviewed DJs over zoom and in person, I then used software to transcribe the interviews, so I could write the articles



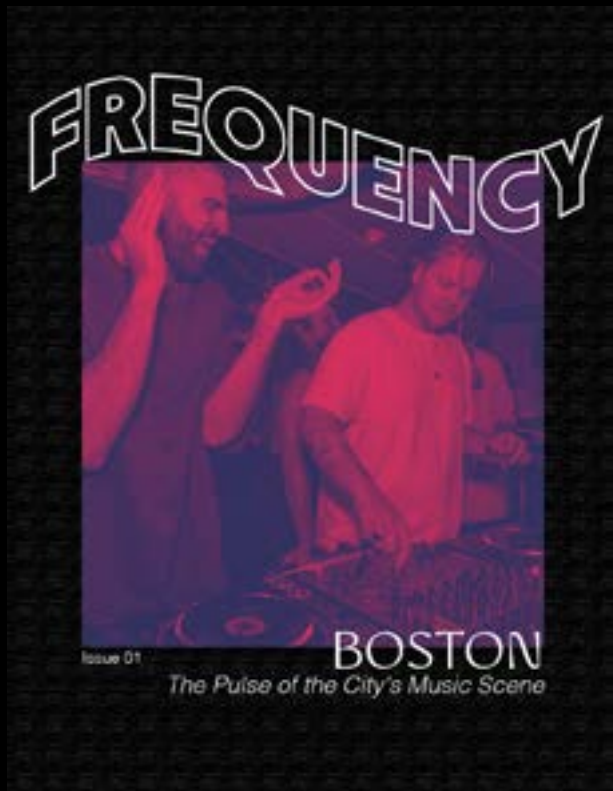
Organization of photography

After collecting hundreds of photos from archives of photographers I have worked with, I went through all of them and organized them based on the places I thought they could fit into the zine



Covers

I tried several styles of covers and iterated until I ultimately landed on a final design that had a mix of photography, texture, and type



Final Product

Once completed, I ordered several copies of the zine through Blurb

