

# Avalon

## Full Sail University Web Project Preproduction

Final Project

Avalon is a discovery DJ tool  
for recommending music based on key signature.

DJs have the duty of successfully stringing multiple music tracks one after another into an extended mix. When these tracks are combined, there is the chance of there being either consonance or dissonance. Consonance is when harmony is made. In contrast, dissonance creates unsettling tones. Avalon is a solution for DJs to avoid dissonance and find tracks that are likely to mix well together.

Avalon is a free web accessible marketplace tool  
that would primarily be used in the process of researching and buying new music.

## 1.1 | Visual Design

### Description

The motifs used throughout this document will be used for the aesthetic features of Avalon. Color is an important representation of a product's personality. Photography is also a tool that can reflect the actions involved with the brand. Fonts directly shape the feeling and trust towards the interface of objects. Combined, these design choices create a complete composition that is able to bring an idea to life.

#### Colors

Aer	
Burletta	
Messa	
Spinto	

#### Photography



#### Font Selection

Both Ubuntu and Rajdhani will be used in Avalon's representation. These fonts are available as Google Web Fonts and are accessible all over the web. The strategy between the two font families is to combine Ubuntu's universal familiarity with Rajdhani's modern uniqueness.

Ubuntu's Linux desktop roots reflect the technical nature of Avalon while Rajdhani's shape reminds the user of the sonic geometry involved in music.

The common appreciation of both of the technical and mathematical aspects of DJing is shared with the Avalon brand.

## 1.2 | Feature Requirements

### Overview

Avalon will primarily be used in the process of researching and buying new music.

#### Login

The Login feature allows the user to start using the app by entering their username and password from their account on Beatport.com

#### Search

The search feature allows the user to query a list of tracks by submitting a form.

- Tracks will each display track name, artist, genre, key, links for purchase and a link for reporting the incorrect key signature of a song.
- All lists are paginated beyond 10 tracks.
- Caching will be used to optimize future searches.

#### Recommendation

The recommendations feature allows the user to find more tracks by either clicking or touching intended search results.

- Recommendations are displayed with the ability to rate compatibility between selected and recommended tracks using a 5 star rating.
- Recommendations may infinitely be selected for more recommendations.

#### Favorites List

The favorites list feature allows the user to tag music track they would like to find in future sessions.

## 1.3 | Technological Requirements

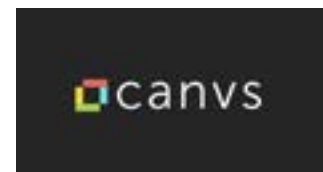
### Tools

- Ruby on Rails 4
- Beatport API
- Heroku



### Facilities

- Full Sail University
- Canvs
- Code School



### Labor Estimate

- 12 Weeks



Avalon will be built with these available resources. Tools used are all trusted and reliable technologies. The lead developer is currently affiliated with various local tech communities for support in completing Avalon.

Launch is set for November 2014.