

WHERE THE BEAT BEGINS

Beginner DJ COURSE

8 Modules:

1. Becoming a DJ & Intro to Rekordbox 7
2. Gear Orientation & Dropping The First Beat
3. Manual Beatmatching
4. Cueing & Headphone Mixing
5. Mixing with EQ
6. B2B Set with Lecturer
7. Extended Practice & Set Finalization
8. Final Mix (Audio Recording) & Assessment

2026

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Introduction to the Course

The Where The Beat Begins DJ Course offers a comprehensive introduction to the art and science of DJing, designed for aspiring DJs eager to start confidently and build strong, lasting skills at their own pace.

You'll learn how to organise your music library, operate professional Pioneer DJ gear, master manual mixing techniques, and produce a polished final set ready to launch your personal brand. Whether you're looking to perform casually as a hobby or take your skills further, this course lays a solid foundation for your future.

Duration

- **Total Duration:** 8 Weeks / 2 Months
- **Modules:** 8 Modules - 2 Hours Each Module (1 Hour of Theory + 1 Hour of Practical)
- **Schedule:** Flexible within the 8-week timeframe. Students may finish earlier, but all sessions must be completed within 8 weeks of starting the course.
- **Format:** Private 1-on-1 sessions

Tuition

Once-Off Payment: R3,500

- This fee includes full access to in-studio DJ gear, personalised mentorship, official certification upon passing, and a professionally recorded final set.
- Payment is non-refundable. If a student fails to attend or complete the course, no refund will be issued

Orientation

At your first session, you'll:

- Tour the Proaudio Africa training facility and showroom
- Meet your instructor and team
- Get introduced to AlphaTheta/Pioneer DJ gear and Rekordbox 7 software

What You Will Learn On

- **Software:** Rekordbox 7
- **Hardware:** Professional AlphaTheta / Pioneer DJ equipment
- **Platforms:** macOS and Windows supported

Assessments & Certification

To graduate and receive certification, students must meet all of the following criteria:

- **Complete All 8 Lessons:** Attendance is mandatory and tracked. Missed lessons must be rescheduled within the 8-week period. Failure to complete all sessions lead to no certification.
- **Demonstrate Basic DJ Theory:** Students must show clear understanding of foundational concepts, including beatmatching, song structure, EQ use, and set planning.
- **Pass 2 Mid-Course Assessments:** These progress checks will test technical skills and theoretical understanding to ensure readiness for the final performance.
- **Final Assessment:** Record and submit a complete DJ set in one continuous take using manual techniques. This will be evaluated for technical skill, musicality, and flow.

Upon successful completion of all requirements, students will receive an official Proaudio x AlphaTheta Certificate

Entry Criteria

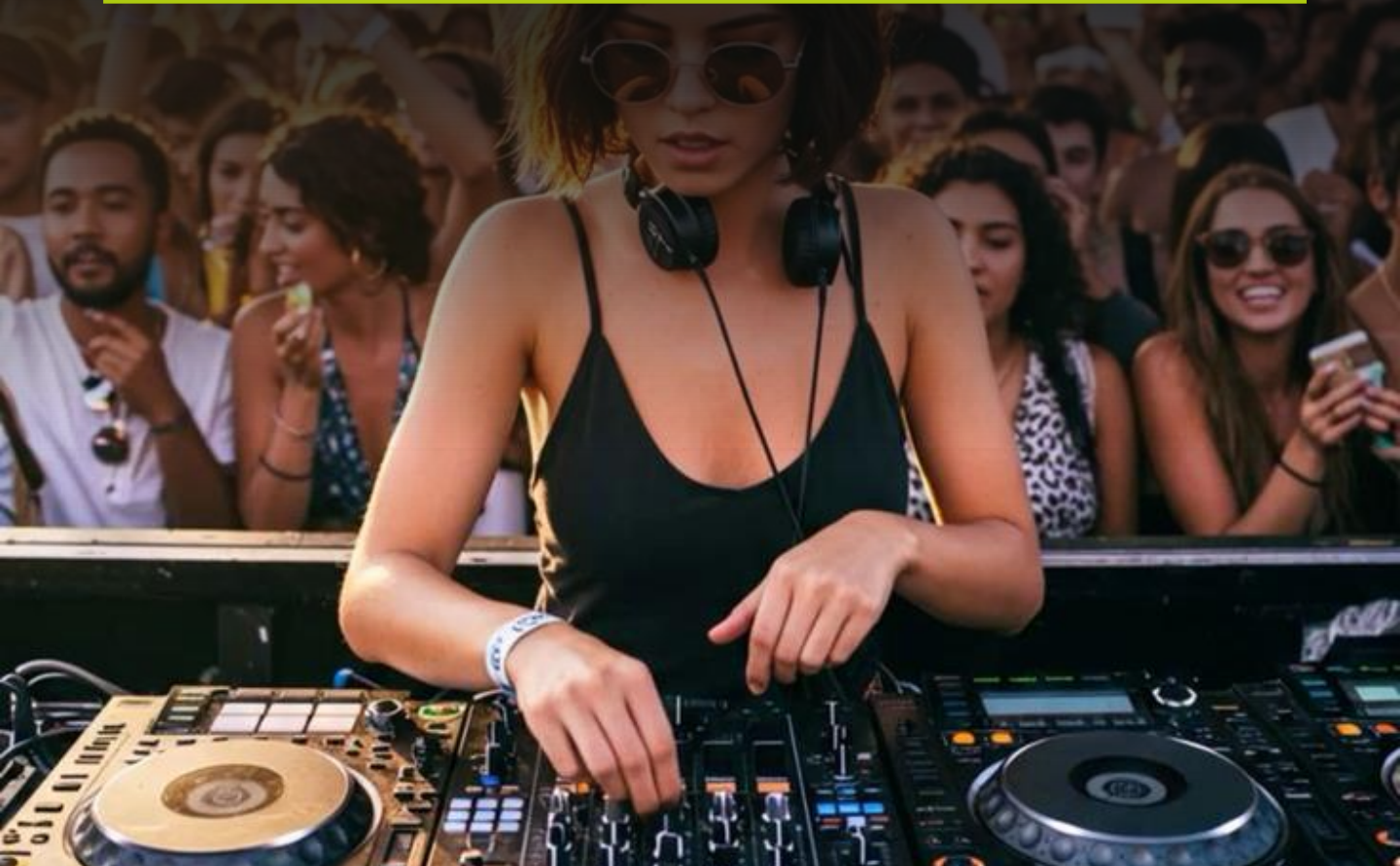
Strict requirements for enrolment:

- **Internet Access:** Required for follow-up support, communication, and home-based practice.
- **Notebook + Pen:** Students must bring pen and paper to each session for taking notes.
- **Laptop/Desktop Access (Recommended):** While not required for in-studio lessons, having a personal computer with Rekordbox installed (free version available) is highly encouraged for at-home practice and faster progress.
- **No Prior DJ Experience Required**

We're here to guide you from the very beginning but you must come prepared and ready to learn.

Professional Opportunities

- Event Bookings for private parties, brand activations, weddings, and lifestyle venues
- Entry into DJ Competitions or talent showcases
- Campus and college DJ gigs, especially for those in student communities
- Mix submissions to radio shows, podcast series, or online DJ platforms (e.g. Mixcloud, SoundCloud)
- Entry-level work as a music curator, playlist specialist, or gear assistant at DJ/production retailers
- Consideration for local DJ agencies or gig platforms seeking emerging talent
- Brand partnerships and gear discounts, available exclusively through Proaudio's alumni network
- Networking with professionals through access to Proaudio-hosted events, product launches, and showcases



About Proaudio & the Training Academy

Proaudio Africa is South Africa's leading distributor of professional DJ and music production equipment and the official partner of AlphaTheta, the company behind Pioneer DJ.

But we're more than just a gear provider. Through the Proaudio Training Academy, we invest in the next generation of DJs, producers, and audio professionals by offering hands-on, high-level education powered by the same tools used by the world's top performers.

Based at our state-of-the-art Johannesburg showroom, the Academy blends access to cutting-edge equipment with expert-led training creating a direct bridge between aspiring artists and the professional music industry.



What Sets Us Apart

Official training partner of AlphaTheta (Pioneer DJ)

As the exclusive official training partner of AlphaTheta, the global leader behind the iconic Pioneer DJ brand, we offer students a direct line to cutting-edge technology and industry innovation. Training here means learning on the very tools that shape the world's top DJs and producers. Our partnership ensures you're always ahead of the curve, gaining insights and skills aligned with global professional standards.

Courses taught in a professional studio

We believe mastery comes from experience with the best equipment. That's why all courses are delivered in a fully equipped, professional studio setting. This real-world environment prepares you to perform confidently under any conditions, from intimate venues to packed festivals, bridging classroom learning with live performance readiness.

1-on-1 mentorship and tailored coaching throughout

Your journey is unique and so is our approach. Every student receives personalised, one-on-one mentorship from experienced instructors committed to your growth. Tailored coaching means your strengths are amplified and your challenges addressed in real time, accelerating your progress and ensuring you develop with confidence and clarity.

Certification endorsed by Proaudio AlphaTheta

Certification from Proaudio AlphaTheta isn't only a certificate that is recognised across South Africa and internationally, this endorsement validates your skills and dedication, opening doors to gigs, collaborations, and career advancement.

Located in South Africa's flagship DJ technology showroom

Situated within South Africa's premier DJ technology showroom, the Academy places you at the epicentre of innovation and inspiration. Here, you don't just learn, you experience the latest gear firsthand, attend exclusive demos, and immerse yourself in a creative hub buzzing with energy.

What the Course Entails



Theory

You will be introduced to the history of DJ culture and the evolution of performance technology, gaining a foundational understanding of the art form's roots and its future. Core concepts such as song structure, phrasing, and timing will be explored in depth, alongside technical fundamentals like BPM, EQ, and cueing. The module also covers essential industry knowledge, including DJ branding, etiquette, and professional conduct ensuring students are not only technically capable but also industry-ready.

Practical Training

Students will gain hands-on experience using industry-standard Pioneer DJ equipment and Rekordbox software, learning how to organise playlists, set hot cues, and prepare grids for professional performance. The course emphasises manual beatmatching and headphone cueing, core skills for confident, gear-independent mixing. Learners will also develop techniques in EQ-based transitions, energy control, and the structuring of compelling DJ sets, culminating in real-time performance practice that bridges technical ability with creative expression.

Assessments

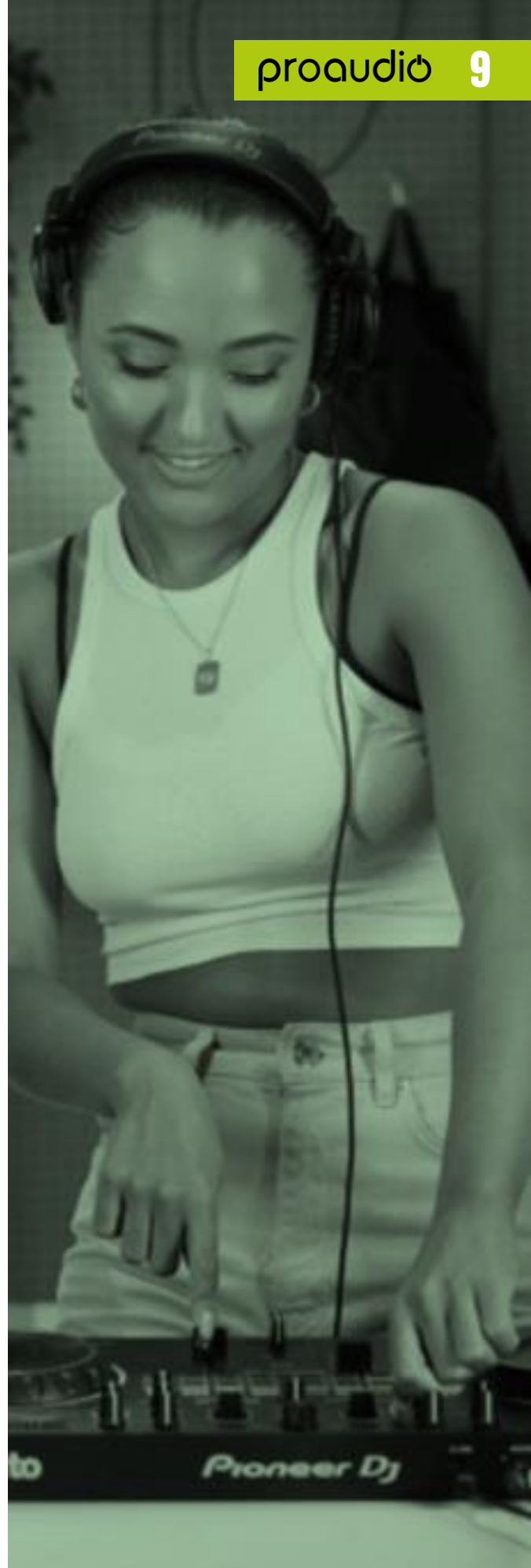
This course includes a focused challenge designed to reinforce key concepts and test comprehension in real time. Students are also expected to complete guided home practice using Rekordbox and curated tracklists, ensuring consistent progress between sessions.

Mentorship

Students benefit from personalised, one-on-one coaching in every session, ensuring that individual strengths and challenges are fully supported. Real-time guidance is also provided during back-to-back (B2B) practice sets, building confidence and collaborative skills in a professional context. Before graduation, a dedicated final feedback session helps each student consolidate their progress and prepare for the next stage of their DJ journey.

Personal Branding & Artist Development

Students will learn to craft a professional DJ persona, developing cohesive logos, effective social media strategies that capture their unique identity. The module guides marketing of recorded sets and the building of a compelling performance resume. Additionally, students prepare strategically for gigs, festivals, and professional engagements equipping them with the confidence and tools to navigate the industry with clarity and professionalism.



Module 1

Becoming a DJ & Intro to Rekordbox 7

GOAL: Establish the mindset, digital foundation, and professional identity of a DJ.

- **What it means to be a DJ today:** You will explore the evolution of DJing from vinyl to digital and understand their role as selectors, performers, curators, and cultural connectors.
- **Intro to Rekordbox 7:** You are introduced to the industry-standard music management platform. They begin organizing their libraries, creating playlists, setting cue points, and fixing beat grids for tight mixes.
- **Basic song structure & playlist strategy:** You will learn how songs are constructed (intro, drop, break, outro) and how to structure playlists that flow, rise, and land effectively for audiences.

Module 2

Gear Orientation & Dropping The First Beat

GOAL: Gear Orientation & Dropping The First Beat

- **Navigating DJ gear:** You are introduced to DJ controllers, CDJs, and mixers. Learn what each button, fader, and knob does.
- **Connection & signal flow:** Understand how audio travels through a system, how to safely connect USBs, speakers, headphones, and mixers.
- **Loading & cueing tracks:** Begin loading tracks into decks, playing them, cueing from specific points, and practicing simple track transitions using play/pause and crossfader controls.

Module 3

Manual Beatmatching

GOAL: Train the ears and hands to mix without visual aids or SYNC.

- **Beatmatching fundamentals:** You will learn how to align tracks by ear using jog wheels, a critical foundation for confidence and professional versatility.
- **Tempo matching & BPM control:** Understanding how to read and adjust BPM manually. Develop tactile awareness of pitch faders and how small adjustments affect playback speed.
- **Nudging & catching the beat:** Practice pushing or slowing down a track to align it rhythmically without stopping the flow.

Module 4

Cueing & Headphone Mixing

GOAL: Develop internal rhythm and auditory focus.

- **Headphone mixing technique:** You will learn how to listen to one track in headphones while another plays live to build trust in their ears.
- **Cueing channels & phase alignment:** Practice switching between channel cues, listening for phase clashes, and aligning drum patterns and phrases.
- **Building the “DJ ear”:** Deep listening exercises hone students' ability to distinguish between kicks, snares, hi-hats, and phrases for accurate and confident blends.

Module 5

Mixing with EQ

GOAL: Learn how to sculpt transitions and maintain energy with precision.

- **High/Mid/Low EQ blending:** You will use 3-band EQs to carve space between tracks, eliminate frequency clashes, and blend elements smoothly.
- **Bar swaps & creative transitions:** Introduce techniques like bass swaps, mid kills, and filter sweeps to create seamless, musical transitions between songs.
- **Energy control:** Explore how to read and shape the energy of a dancefloor or set through EQ, phrasing, and song selection.

Module 6

B2B Set with Lecturer

GOAL: Apply knowledge in a collaborative, guided session with real-time coaching.

- **Back-to-back mixing:** You will perform one track at a time in alternation with the instructor.
- **Live coaching:** Instructors provide immediate feedback on timing, phrasing, blend accuracy, and creativity.
- **Real-world pacing & flow:** You will learn how to manage nerves, adapt to spontaneous situations, and maintain continuity in a dynamic set.

Module 7

Extended Practice & Set Finalization

GOAL: Solidify skills and prepare for final performance.

- **Set construction:** You will choose tracks that reflect their identity, flow well together, and demonstrate learned techniques.
- **Confidence & pacing:** Work on set storytelling, recovery from mistakes, pacing energy, and maintaining presence behind the decks.
- **Rehearsal:** Multiple run-throughs of their full set to tighten transitions and grow performance confidence.

Module 8

Final Mix (Audio Recording) & Assessment

GOAL: Record and assess a complete DJ set on professional gear.

- **Final performance:** You will perform your curated set on Pioneer DJ equipment, aiming for fluidity, balance, and musicality.
- **Recording:** A high-quality audio recording is captured, which they can use as a professional demo for clubs, events, or social media.
- **Assessment:** You are evaluated on technical skill, creative mixing, set structure, and confidence. Feedback is delivered constructively with tips for future improvement.

AVAILABLE COURSES

DJ Courses

- **Where The Beat Begins** – Beginner DJ Course
- **AlphaTheta Pack** – Pro DJ Course
- **DJ Branding** – Top-up Course
- **Rekordbox Masterclass** – Top-up Course
- **On-the-Go** – Mobile DJ

Music Production Courses

- **Essentials** - Foundational Level
- **Sound Architect** - Progressive Level
- **Sound Master** - Advanced Level

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