

ESSENTIALS

FOUNDATIONAL LEVEL MUSIC PRODUCTION COURSE

8 Modules:

1. Overview & Setup
2. Drum Programing Basics
3. Melody & Harmony Essentials
4. Stock Instruments & Synths
5. Arranging your Track
6. Introduction to Mixing
7. Putting It All Together
8. Finalizing & exporting Your Track

2026

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Introduction to the Course

The essentials Music Production course is your gateway into music creation, designed for aspiring producers with little to no experience. Whether you want to craft hip-hop beats, deep house grooves, or electronic anthems, this course gives you the skills and confidence to bring your ideas to life.

Learn to navigate the DAW, program drums, build melodies and harmonies, arrange tracks, and apply basic mixing techniques. Expert instructors guide your growth, laying a solid foundation and preparing you for intermediate training.

Level: Beginner

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: R4,500

- This fee includes full access to in-studio DJ gear, personalized 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
- Receive a detailed walkthrough of your chosen DAW setup and workflow
- Learn how to prepare for a successful production process

What You Will Learn On

- **Software:** FL / Ableton Live
- **Hardware:** Professional MIDI controllers & Production gear provided in-studio
- **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 Music Production Theory:** You must show clear understanding of concepts learned throughout the course
- **Pass 2 Mid-Course Assessments:** These progress checks will test technical skills and theoretical understanding to ensure readiness
- **Final Assessment:** You are required to create and submit a full-length original track

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 DAW installed is highly encouraged for at-home practice and faster progress.
- **No Prior Music Production Experience Required**

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

Professional Opportunities

- Independent Music Producer: Create and release your own tracks on digital platforms like SoundCloud, Spotify, and Apple Music.
- Beatmaker: Produce beats for artists in genres such as hip-hop, R&B, electronic, and pop.
- Remixer: Develop skills to rework and remix existing tracks for DJs, labels, or promotional use.
- Collaborator: Work with vocalists, instrumentalists, and other creatives to produce original music.



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

This module introduces you to the essential fundamentals of digital music production, laying the groundwork for creative expression. Core music theory concepts including melody, harmony, rhythm, and structure are explored to deepen musical understanding. You will receive a clear overview of the entire production workflow, guiding ideas from initial inspiration through to polished, finished tracks. The course also highlights genre-specific production styles and techniques of choice, equipping you with the tools to develop your unique sound within today's diverse musical landscape.

Practical Training

You will engage hands-on with the DAW's core tools to build practical proficiency. The course covers drum programming and pattern creation using the Step Sequencer, while guiding learners through crafting melodies, harmonies, and chord progressions. Attention is given to arranging tracks for maximum impact and seamless flow. Foundational mixing skills are introduced, focusing on EQ, panning, volume balancing, and stereo separation to create polished, professional-sounding productions.

Assessments

This course concludes with progressive projects that reinforce newly acquired skills through practical application. The course culminates in the creation of an original track, enabling you to demonstrate your growth and artistic voice with a fully realised final project.

Mentorship

You will receive personalized coaching tailored to your unique style and creative goals. Guidance focuses on optimising production workflows. Regular, constructive feedback sessions ensure consistent development and keep students aligned with their artistic vision.

Personal Branding & Artist Development

This module introduces the essentials of crafting a compelling music producer brand identity. You will learn strategies for sharing and promoting your work effectively across digital platforms. Guidance on preparing a professional demo prepares you to confidently submit music to labels, streaming services, and potential collaborators, positioning you for success in the competitive industry.



Module 1

Overview & Setup

GOAL: Build foundational confidence with your DAW and understand the full production environment.

- **Navigate the DAW interface confidently:** You will learn the layout of your DAW environment to move effortlessly between production tools, windows, and functions. They'll gain fluency in the interface from the start.
- **Configure audio and MIDI settings:** You will understand how to set up their soundcard and MIDI devices properly for smooth playback and recording.
- **Understand main sections of the DAW:** You will break down the purpose of the DAW's core areas such as sequencing tools, MIDI editor, arrangement timeline, and mixer, gaining clarity on how and when to use them in the music-making process.
- **Grasp the complete production workflow:** You will be guided through every phase of production, from sketching ideas to exporting a track, so you understand how all elements fit together in a complete creative workflow.

Module 2

Drum Programming Basics

GOAL: Learn how to create foundational beats and grooves using your DAW.

- **Program simple beats using the DAW's drum tools:** You will use their DAW's drum sequencing features (Step Sequencer in FL Studio / Drum Rack & MIDI Clips in Ableton) to lay down basic drum patterns, understanding how it functions as the rhythmic backbone of most electronic music.
- **Identify roles of kick, snare, clap, hi-hat, and percussion:** You will study the role each drum sound plays in a groove, developing an intuitive sense for balance, space, and energy in rhythm.
- **Create balanced and grooving rhythmic patterns:** You will apply velocity, swing, and timing techniques to make drum patterns feel more natural, danceable, and professional.

Module 3

Melody & Harmony Essentials

GOAL: Understand and apply music theory basics to create melodies and chords.

- **Learn melody vs harmony:** You will distinguish between melodic and harmonic elements, gaining a conceptual understanding of how they interact in modern music.
- **Study note names, scales, and chords:** You will explore essential theory, learning to build major/minor scales and construct basic triads and seventh chords with visual and MIDI tools built into their DAW.
- **Build simple chord progressions using theory:** You will use chord functions (I–IV–V–vi, etc.) to create emotional and effective chord progressions as the foundation of their tracks.
- **Write and edit melodies in the DAW's MIDI editor:** You will practice writing melodies that fit over your chords, adjusting timing, pitch, and expression with precision.

Module 4

Stock Instruments & Synths

GOAL: Explore and manipulate built-in instruments and synths for original sound design.

- **Explore your DAW's built-in instruments and presets:** You will discover stock instruments and synths, learning how to access and tweak preset sounds quickly.
- **Learn to tweak core synth parameters:** You will gain hands-on understanding of filters and envelopes, learning how these shape the tone and movement of a sound.
- **Create basic lead, pad, and bass sounds:** You will design your own original sounds, including leads, pads, and basses, giving you creative control over your sonic palette.

Module 5

Arranging Your Track

GOAL: Learn how to structure and arrange a full song.

- **Use the arrangement view to structure your track:** You will organize patterns and audio clips into a full musical timeline.
- **Understand song sections from intro to outro:** You will break down the purpose of each major section (intro, verse, chorus, drop, etc.) and learn arrangement techniques that maintain listener interest.
- **Arrange clips and patterns for musical flow:** You will experiment with basic automation, and transitions to shape the energy and emotional arc of your track.

Module 6

Introduction to Mixing

GOAL: Learn the basics of audio mixing to balance and polish your track.

- **Route tracks into Mixer:** You will understand routing instruments and samples in mixer channels to keep sessions organized and ready for processing.
- **Apply EQ, panning, and volume adjustments:** You will learn core mixing tools and techniques to clean up muddy frequencies, balance left-right stereo image, and set proper volume levels.
- **Use stereo separation for depth:** You will experiment with stereo width to create a more immersive and professional sound.
- **Prepare your mix for mastering:** You will finalize your mix with appropriate levels and headroom, setting the stage for export or further mastering.

Module 7

Putting It All Together

GOAL: Apply everything learned to create a full original track.

- **Build your full original track from scratch:** You will start a project from a blank canvas and finish it using your own ideas, sounds, and arrangement.
- **Apply all learned programming, arranging, and mixing skills:** You will combine drums, melodies, chords, instruments, and mixing tools in a cohesive workflow to complete a song you're proud of.
- **Develop a consistent workflow and project organization:** You will be guided on best practices for saving, labeling, organizing, and backing up projects like a professional producer.

Module 8

Finalizing & Exporting Your Track

GOAL: Learn how to finalize, export, and share your music with confidence.

- **Review and receive feedback on your final track:** You will get instructor feedback on your finished track, helping you understand your strengths and opportunities for growth.
- **Learn professional export settings (WAV, MP3):** You will learn how to bounce your track in different formats, adjust settings like bit rate and sample rate, and understand the difference between lossless and compressed audio.
- **Understand how to share and promote your music online:** You will explore beginner-friendly strategies to release music independently, including uploading to streaming platforms, building a digital presence, and promoting tracks to reach new listeners.

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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