

ABOUT BAVC

BAVC is a private nonprofit institution approved to operate by the California Bureau for Private Postsecondary Education. Approval to operate means the institution is compliant with the minimum standards contained in the California Private Postsecondary Education Act of 2009 (as amended) and Division 7.5 of Title 5 of the California Code of Regulations.

Utilizing 11,000 sq. ft. at the border of the Mission and Potrero Hill districts, BAVC offers 6 training labs each with 10 Mac workstations and 1 instructor workstation, one Multi-Purpose Room which can be used as a blue screen and video production studio, restrooms, a small kitchen and eating area, free wi-fi, a conference room and a reception area, all with ADA accessibility. Students are not required to bring or possess any hardware, equipment or software to classes although students may bring their own equipment if they wish to use it during training. All training is conducted at 2727 Mariposa Street, Second Floor, San Francisco, CA 94110.

Successful completion of a BAVC Certificate does not correspond with any licensing exams in California or other states. BAVC is an unaccredited institution and training is not recognized for some employment positions, including but not limited to positions with the State of California. A student enrolled in an unaccredited institution is not eligible for federal financial aid programs.



MISSION

BAVC inspires social change by enabling the sharing of diverse stories through art, education and technology.

VISION

BAVC's vision is to work towards the following goals:

- A diverse group of independent media makers will possess the skills they need to tell, distribute, and preserve their own stories and the stories of their communities through existing and emerging media formats and outlets
- Our work will be recognized for its effectiveness by our constituencies who are most in need of our services, national funders, innovative technology companies, and visionary thinkers
- Our efforts will lead to both personal and social change, including greater respect for and cultural inclusion of diverse voices and experiences
- Our work will provide an alternate educational and creative pathway for young people to tell their stories while laying the foundation for their future
- Our program evaluation and expertise will inform and support effective learning in the field



STUDENTS

BAVC Course Catalog: January 2017 – December 2017

BAVC students span backgrounds, from production artists at cutting-edge digital media companies to transitional workers skilling up to re-enter the workforce. Students may enroll in one class or earn one or more full certificates (10-12 classes per certificate). The natural ecosystem that occurs in classrooms may include artists, IT professionals, filmmakers, project managers, workforce development participants, dislocated workers, teachers, trainers, nonprofit employees, game designers, web developers, entrepreneurs and receptionists. In fact, anyone who is interested in skilling up, learning new things, becoming job-ready or building a marketable portfolio is a perfect candidate to train at BAVC. If a student wishes to ascertain what skill level s/he is at, s/he may conduct self-assessment in the following areas:



After Effects – <http://bavc.org/assessment/quiz/after-effects.html>

Photoshop – <http://bavc.org/assessment/quiz/photoshop.html>

Illustrator – <http://bavc.org/assessment/quiz/illustrator.html>

InDesign – <http://bavc.org/assessment/quiz/indesign.html>

HTML/CSS – <http://bavc.org/assessment/quiz/html-css.html>

INTERNATIONAL STUDENTS

Visa services are not provided but BAVC will vouch for student status, if needed. International students may either pay for classes at the regular tuition rate or purchase an annual membership and benefit from membership rates on classes.

FACULTY

Instructors are working professionals in the field of their expertise who are also adept at teaching relevant curriculum. Student class evaluations are conducted after every class, analyzed by BAVC staff and instructors must consistently receive an average score of 4 or above (from a scale of 1-to-5) on student evaluations in order to remain teaching at BAVC. For a complete list of instructors, please check page 13 of this catalog or go to <http://bavc.org/instructors>

POLICIES

ACCEPTING CREDITS

This institution has not entered into an articulation or transfer agreement to accept credits but students may consult with Training Dept staff to inquire whether past training or equivalent experience may meet pre-requisite requirements.

ATTENDANCE POLICY

BAVC classes are intensive, quick-paced and, often times, sequential. If a student misses one day of class, it may result in a significant gap in his or her learning. As a result, BAVC has a zero tolerance policy for unplanned absences except in the case of an emergency such as unexpected illness or injury to student or student's immediate family.

CANCELLATIONS

Changes and cancellations to approved class schedules can be requested via email to edu@bavc.org 7 days before the first class date, if possible. Students may obtain a refund of charges paid through attendance at the first class session or the 7th day after enrollment, whichever is later. Students needing to withdraw from the program will receive a full refund for any unattended classes. To notify this institution of your request to withdraw from the Certificate program, or to request a refund, please email edu@bavc.org

COMPLAINT AND GRIEVANCE POLICY

Complaints or concerns should not be made to an instructor but should be expressed either in the class evaluation or in writing and emailed to edu@bavc.org. A response will be given to the student within 48 hours or less. If an immediate concern needs addressing, students may communicate with BAVC's receptionist, or any BAVC Training Dept staff member. The Training Dept Director, Mindy Aronoff, can be reached at mindy@bavc.org (415.558.2131) and the Associate Training Director, Jessenia Eliza, can be reached at jessenia@bavc.org (415.558.2130). Complaints and concerns follow the following chain of command system: Receptionist, Training Resources Manager, Associate Director of Training, Director of Training, Executive Director, and Board of Directors. At least two meetings of BAVC's Board of Directors are open to the public each year and complaints and concerns may also be expressed at these meetings.

Any questions a student may have regarding that have not been satisfactorily answered by the institution may be directed to the Bureau for Private Postsecondary Education at 2535 Capitol Oaks Drive, Suite 400, Sacramento, CA 95833. www.bppe.ca.gov, (888) 370-7589 (phone), (916) 431-6959 (phone) or (916) 431-6959 (fax). A student or any member of the public may file a complaint about this institution with Bureau for Private Postsecondary Education by calling (888- 370-7589) or by completing a complaint form, which can be obtained on the bureau's Internet Web site (www.bppe.ca.gov).



LEAVE OF ABSENCE POLICY

Students may encounter situations in their lives, which are beyond their control and make it impossible for them to attend classes for a significant period of time. In such circumstances, BAVC may grant a leave of absence, thereby enabling students to accomplish their educational goals. A request for a leave of absence must be in writing, signed by the student. The Director of Training or Training Strategist may assess a student's situation and grant a leave of absence. Under no conditions, may a leave of absence be extended more than six months. The period of time for an approved leave of absence is not calculated in the calculation of a student/s maximum time frame. The evaluation points are recalculated when the student returns from an approved leave of absence. The following steps are necessary to receive permission for an official Leave of Absence (LOA): A student must submit a signed and completed Leave of Absence Request Form to the Director of Training or Training Strategist. The Director of Training or Training Strategist will review the request for LOA for approval. If approved, the Director of Training or Training Strategist will notify the student.

RECORDING

BAVC prohibits the recording of any training lecture, demo or exercises for personal or commercial purposes unless the Director of Training expressly grants permission.

REQUESTING A REFUND

Students may obtain a refund of charges paid through attendance at the first class session or the 7th day after enrollment, whichever is later. Students needing to withdraw from the program will receive a full refund for any unattended classes. To notify this institution of your request to withdraw from the Certificate program, or to request a refund, please email edu@bavc.org

REQUIRED ENGLISH PROFICIENCY FOR CLASSES

Students are expected to have the equivalent of an 8th grade English Comprehension level. Documentation proving English proficiency may be provided in the form of a U.S. High School Diploma or by passing the English Comprehension Test at <http://bavc.org/english-reading-comprehension>. Please note: students must be logged in to access the test. English language services, such as translators or ESL services are not provided.

STUDENT LOANS AND FINANCIAL AID

This institution does not accept federal student financial aid funds nor does it offer financial aid. If you have obtained a loan to pay for this Certificate program, you have the responsibility to repay the full amount of the loan plus interest, less the amount of any refund. If you are eligible for a loan guaranteed by the federal or state government and you default on the loan, both of the following may occur:

- (1) The federal or state government or a loan guarantee agency may take action against the student, including applying any income tax refund to which the person is entitled to reduce the balance owed to the loan.
- (2) The student may not be eligible for any other federal student financial aid at another institution or other government assistance until the loan is repaid.

STUDENTS' RIGHTS TO APPEAL

Students who wish to appeal a dismissal as a result of offending behavior and re-enroll must submit a written request to the Executive Director or Director of Training. A Committee made up of the Executive Director, Director of Training and Training Strategist must approve a second re-entry request from the same student. If approved, the Director of Training or

Training Strategist will notify the student.

SUSPENSION, DISMISSAL, RE-ENTRY

Students will be dismissed for the following reasons:

- Failure to remove himself or herself from academic, attendance, or student conducts probation.
- Violating student conduct policy.

In the above cases, an Academic Committee consisting of the Executive Director, Director of Training, and instructor of the student in question will discuss the circumstances. The student will have the opportunity to appeal a termination decision before the committee. BAVC will notify the student in writing of suspension or dismissal. Serious infractions such as intoxicated behavior, threatening or violent behavior may be cause for dismissal without prior suspension status. Students desiring to re-enter after a voluntary withdrawal must submit a written request to the Executive Director or Director of Training. The Academic Committee must approve a second re-entry request from the same student.

TRANSFERRING CREDITS

(NOTICE CONCERNING TRANSFERABILITY OF CREDITS AND CREDENTIALS EARNED AT OUR INSTITUTION)

This institution does not offer credits. The transferability of credits you earn at BAVC is at the complete discretion of an institution to which you may seek to transfer. Acceptance of the certificate you earn in Multimedia is also at the complete discretion of the institution to which you may seek to transfer. If the certificate that you earn at this institution is not accepted at the institution to which you seek to transfer, you may be required to repeat some or all of your coursework at that institution. For this reason you should make certain that your attendance at this institution will meet your educational goals. This may include contacting an institution to which you may seek to transfer after attending BAVC to determine if your certificate will transfer.

WITHDRAWAL FROM TRAINING

Students needing to withdraw from a Certificate program will receive a full refund for any unattended classes. To notify this institution of your request to withdraw from the Certificate program, please email edu@bavc.org.

STUDENT SERVICES

ACADEMIC INFORMATION

As used in all BAVC materials, a COURSE is a single subject of study by which instruction is offered in classes ranging from one up to 30 hours. A CERTIFICATE is an entire curriculum composed of many courses leading to an overall career objective.

ACADEMIC FREEDOM

BAVC is dedicated to ensuring that all students and instructors enjoy academic freedom during their education process. In keeping with the desire to foster inquiry and critical thinking, the instructors are free to address significant issues, provided that the opinions offered are clearly presented as those of the individual, not of BAVC.

CAREER SERVICES

A range of career services is available to eligible students. No-cost career soft-skills workshops are open to any student through BAVC's TechSF initiative – supported by the City of San Francisco's Office of Economic and Workforce Development – and include topics such as Levering LinkedIn, Life Begins At Fifty, Resume Bootcamp, Nailing The Phone Interview and many others led by industry experts.

Also available at no cost is access to BAVC's Paid and Unpaid Jobs forums located at <http://www.bavc.org/forum/forums/paid-jobs>. These job forums have been instrumental in facilitating employer – candidate matchmaking for over 20 years and BAVC is regarded as one of the best job-matching sites in the Bay Area digital media industry.

Some students, such as TechSF students, are also entitled to a full range of career services, including a personal career coach who provides a number of one-on-one services including: career coaching, goal setting assistance, resume and cover letter review, and mock interviews. Students are also informed of and invited to attend numerous soft-skills workshops. The career coaches not only aid in the job seeking process but also in equipping students with the skills necessary to be proactive in his/her own job search. In several instances, employer connections relating to open job postings are facilitated by BAVC Training Dept staff on behalf of the student.

CLASS SIZE

Class size varies with the subject and the method by which subject matter is presented. Classes range from 1 to a maximum of 30 students per class. Technical skills training class size is limited to 12 or less students.

FACILITIES

Students are welcome to meet and dine in BAVC's Lounge, which includes a simple kitchen with a toaster, microwave oven and refrigerator. BAVC's Conference Room and Multi-Purpose Room may also be utilized, subject to availability. Free wi-fi access is made available to all BAVC guests and print requests will be honored if they pertain to classroom activities.

BAVC's five classrooms feature the most current software programs including Adobe Creative Suite, Apple Final Cut Pro X and Maxon Cinema 4D. Each student has access to an Apple workstation with headphones, making it unnecessary for students to bring their own equipment to learn any of BAVC's curricula. Students may follow along with the instructor by viewing a separate monitor adjacent to his/her own monitor that feeds directly from the instructor's monitor. Students may save any work created by employing a flash drive or thumb drive at the workstation or by saving media to a third party site such as Dropbox.

HOMEWORK

BAVC training includes lecture, demonstration, hands-on exercises and ample time for students to have their questions answered. Students pursuing a Multimedia or Fast Track Certificate are expected to employ class lessons outside of the classroom in order to complete an industry-standard portfolio or demo reel. Resources needed to accomplish this are provided by each instructor and students may independently research additional resources if such resources contribute to an industry-standard portfolio or demo reel.

HOUSING

BAVC does not have dormitories on campus and does not offer housing arrangement services for its students. San Francisco housing rentals are currently the highest in the nation so students should plan accordingly.

INSTRUCTIONAL SITE

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Instruction occurs at 2727 Mariposa Street, Suite 200, San Francisco, CA 94110 (415) 861-3282.

LEARNING RESOURCES

BAVC computer labs, with Internet and WIFI Internet services, is available to all students in class and in the common area of BAVC on non-class days. Members of BAVC may also request lab time outside of class time when classes are no in progress in the labs. BAVC also makes specific text books available to students at no charge and each instructor provides the class with a list of online resources for the most up-to-date information and demonstrations.

MAKE-UP WORK

Students must request permission to make up work directly from their instructor. Upon his/her approval, all make-up work must be completed before class completion is confirmed.

MAKE-UP TIME-ABSENTISM

Any work missed from class may require makeup work in order for the student to stay current with the class. This makeup work is the complete responsibility of the student. **The student will make up any section or assignments before progressing to the next module, section, or assignments.**

MEMBERSHIP

Membership is available at different levels with a range of benefits. To find out more visit <http://www.bavc.org/membership>

STUDENT ADVISING SERVICES

If students encounter any difficulty in progressing satisfactorily through the program, an instructor or administrative staff is available for private advising. BAVC welcomes feedback from students regarding policy, instruction, and curriculum. BAVC's Executive Director has an open door policy should a problem arise.

Students should dress and conduct themselves according to the standards observed in a business office (casual business attire). BAVC reserves the right to dismiss any student whose conduct, poor attendance or poor performance may reflect unfavorably on BAVC. Reasons for dismissal due to unacceptable conduct include the following: cheating; deliberate destruction of property belonging to another; intoxication or substance abuse; disruptive or intimidating behavior that interferes with the pursuit of learning by others; blatant disrespect directed toward staff, instructors or other students

STUDENT RECORDS

Student transactions and class enrollments are captured within BAVC's database. Students may request a copy of enrolled and attended classes by emailing edu@bavc.org. Responses may take up to 7 days. Students needing proof of attendance for third parties may request a letter stating class(es) attended and amounts paid by emailing edu@bavc.org. Responses may take up to seven days.

TRANSPORTATION

Regular bus and BART services offering multiple connections are available near BAVC's facilities.

STUDENT DRESS AND CONDUCT

INSTRUCTIONS FOR ENROLLING

Students wishing to enroll in one or more classes may do so by creating an online account at <http://www.bavc.org/user/register?destination=membership>. Once registered, students may self-enroll online by adding classes to their carts.

Certificate Students must begin by completing the application found at <http://www.bavc.org/certificate-application>. Eligible Certificate students may include those financing their training through WIA (Workforce Investment Act) one-stop centers, Department of Rehabilitation offices, TechSF or through self-funding. BAVC Training Dept staff will respond to Certificate applications no later than 10 days from application date. Students may be required to successfully demonstrate technical skill levels, English comprehension and ability to complete the program before Certificate training can be approved. Class enrollment is facilitated by distribution of "Enrollment Points" which are calculated to cover all Certificate classes.

As a prospective student, you are encouraged to review the course catalog prior to signing an enrollment agreement. You are also encouraged to review the School Performance Fact Sheet, which must be provided to you prior to signing an enrollment agreement. You may also find this information at <http://www.bavc.org/take-classes/bppe-documentation>

CERTIFICATE TRAINING: OBJECTIVES

Graphic & Web Design Certificate – 160 hours - \$4855

This Certificate is designed for students who have a love for both art and technology. Objectives include a solid understanding of Adobe's Creative Suite design tools, as well as basic open-source coding that will allow students to hand code a web site with a professional grasp of cross-browser issues. The Graphic & Web Design Certificate provides students with relevant, up-to-date information proscribed by the Bay Area's IT and digital media industry employers.

Required courses include:

Graphic and Web Design: Introduction (16 hours)
Graphic and Web Design: Intermediate (16 hours)
Photoshop: Introduction (16 hours)
Illustrator: Introduction (16 hours)
InDesign: Introduction (16 hours)

HTML/CSS: Introduction (16 hours)
HTML5/CSS3: Introduction (16 hours)
Web Design Workflow (16 hours)
Color Theory (8 hours)
SEO (8 hours)
Typography (8 hours)
Portfolio Development Series (8 hours)

Students who receive a score of 80% or better in Photoshop, Illustrator, InDesign and/or HTML/CSS may substitute the following electives:

Responsive Design (8 hours)
Wordpress (8 hours)
Photoshop: Projects (8 hours)
InDesign: Projects (8 hours)
Illustrator: Projects (8 hours)
Photoshop: Intermediate (16 hours)
Illustrator: Intermediate (16 hours)
HTML/CSS: Intermediate (16 hours)

Students may add one-on-one Portfolio Development for an additional cost of \$850. For a complete description of Portfolio Development please see the section "Portfolio Development" following the Certificate Training Objectives section.

Graphic & Web Design Certificate – Experiential Design – 160 hours - \$4855

This Certificate is designed for students who have a solid graphic & web design foundation but want to add interaction design to their skill set. Objectives include providing students with an understanding of Human Centered Design, User Experience Design, prototyping and developing personas as well as creating testing models. The Graphic & Web Design – Experiential Design Certificate provides students with relevant, up-to-date information proscribed by the Bay Area's IT and digital media industry employers.

Pre-requisites:

Photoshop: Introduction
Illustrator: Introduction
InDesign: Introduction
HTML/CSS: Introduction

Required courses include:

Graphic and Web Design: Introduction (16 hours)
Graphic and Web Design: Intermediate (16 hours)
Web Design Workflow (16 hours)
Responsive Design: Introduction (8 hours)
Responsive Design: Intermediate (16 hours)

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Code For Non-coders (8 hours)
Experiential Design: Introduction (16 hours)
Wireframing & Diagramming (8 hours)
Design Research & Strategy (8 hours)
Prototyping & Personas (8 hours)
Usability Testing & QA (8 hours)
Principles of Human Centered Design (8 hours)
Creating A UX Portfolio (8 hours)

Students also choose 16 hours from the following electives:

SEO (8 hours)
Wordpress (8 hours)
JavaScript: Introduction (16 hours)
jQuery (8 hours)
HTML5/CSS3 (8 hours)
Social Media Marketing (8 hours)
Photoshop: Intermediate (16 hours)
HTML/CSS: Intermediate (16 hours)

Students may add one-on-one Portfolio Development for an additional cost of \$850. For a complete description of Portfolio Development please see the section "Portfolio Development" following the Certificate Training Objectives section.

Motion Graphics Certificate – 160 hours - \$4855

This Certificate is designed for students wishing to combine conceptual skills and technical expertise to transform moving images for video or web, a game platform, mobile device or an interactive kiosk. Objectives include providing students with the know-how to build demos, construct compositing backgrounds, create effects, make banner ads, add credits to a movie or animate avatars. Students will learn how to add interactive elements, manipulate typography, and sequence keyframes in a timeline to visually tell a story. This Certificate provides students with relevant, up-to-date information proscribed by the Bay Area's IT and digital media industry employers.

Pre-requisites:

Photoshop: Introduction

Required courses include:

Motion Graphic Design: Introduction (16 hours)
Motion Graphic Design: Intermediate (16 hours)
Motion Graphic Design Workflow (16 hours)
After Effects: Introduction (16 hours)
After Effects: Intermediate (16 hours)

After Effects: 3D (8 hours)
After Effects: Compositing (8 hours)
After Effects: Motion Tracking (8 hours)
After Effects: Expressions (8 hours)
After Effects: Effects Demystified (8 hours)
Cinema 4D: Introduction (16 hours)
Portfolio Development Series (8 hours)

Students also choose 16 hours from the following electives:

After Effects: Projects (8 hours)
Cinema 4D: Intermediate (16 hours)
Premiere Pro: Introduction (16 hours)

Students may add one-on-one Portfolio Development for an additional cost of \$850. For a complete description of Portfolio Development please see the section "Portfolio Development" following the Certificate Training Objectives section.

Web Development Certificate – 160 hours - \$4855

Typically referred to as Front End Web Development, this Certificate's objectives are to provide students with a solid understanding of Adobe's Creative Suite applications, as well as open-source coding and hand-coding a web site with a professional grasp of cross-browser issues. Objectives also include an overall understanding of web development in order to drive viewers to a site, successfully communicate with designers, embed video, enable functionality, incorporate best practices in interactivity, work more effectively and create simple motion graphics. This Certificate provides students with relevant, up-to-date information proscribed by the Bay Area's IT and digital media industry employers.

Required courses include:

HTML/CSS: Introduction (16 hours)
HTML/CSS: Intermediate (16 hours)
HTML5/CSS3 (16 hours)
Web Design Workflow (16 hours)
JavaScript: Introduction (16 hours)
PHP: Introduction (16 hours)
Code For Non-coders (8 hours)
SEO (8 hours)
jQuery (8 hours)
Wordpress (8 hours)
Responsive Design (8 hours)
Portfolio Development Series (8 hours)

Students also choose 16 hours from the following electives:

Graphic & Web Design: Introduction (16 hours)
Drupal: Introduction (16 hours)
PHP: Intermediate (16 hours)

Students may add one-on-one Portfolio Development for an additional cost of \$850. For a complete description of Portfolio Development please see the section “Portfolio Development” following the Certificate Training Objectives section.

Video Production Certificate – 136 hours - \$4855

The objectives of this Certificate include helping students develop their aesthetic skills along with learning how to communicate using HD video through lighting, sound, editing, workflow, compression and output to web. This Certificate provides students with relevant, up-to-date information proscribed by the Bay Area’s IT and digital media industry employers.

Required courses include:

Video Production (16 hours)
Video Preproduction (8 hours)
Interviewing Techniques (8 hours)
Final Cut Pro X Package **OR** Premiere Pro: Introduction (16 hours)
Video Postproduction Workflow (16 hours)
Audio For Video Production (8 hours)
DSLR Cinematography (8 hours)
DSLR Cinematography: Intermediate (8 hours)
Lighting (8 hours)
Compression (8 hours)
Portfolio Development Series (8 hours)

Students also choose 24 hours from the following electives:

Aesthetics of Editing (8 hours)
Pro GoPro (8 hours)
Digital Photography: Introduction (16 hours)
DSLR: Magic Lantern (8 hours)

Students may add one-on-one Portfolio Development for an additional cost of \$850. For a complete description of Portfolio Development please see the section “Portfolio Development” following the Certificate Training Objectives section.

Video Postproduction Certificate – 152 hours - \$4855

This Certificate’s objectives are to provide students with an expertise in video editing software applications, workflow experience, shortcuts in editing and a knowledge of how video works on different platforms. Students will have an opportunity to learn both the aesthetic and technical side of editing, how to effectively tell a story, color correct video, edit audio, manipulate compression and deploy FX and motion graphics. This Certificate provides students with relevant, up-to-date information proscribed by the Bay Area’s IT and digital media industry employers.

Required courses include:

Aesthetics of Editing (8 hours)
Audio Post Production (8 hours)
Video Postproduction Workflow (16 hours)
Final Cut Pro X: Introduction (8 hours)
Final Cut Pro X: Intermediate (8 hours)
Compression: (8 hours)
Color Correction (8 hours)
After Effects: Introduction (16 hours)
Photoshop: Introduction (16 hours)
Premiere Pro: Introduction (16 hours)
Premiere Pro: Intermediate (16 hours)
Portfolio Development Series (8 hours)

Students also choose 16 hours from the following electives:

Audio Postproduction: Intermediate (8 hours)
Cutting A Trailer (8 hours)
After Effects: Intermediate (16 hours)
Premiere Pro for FCP Editors (8 hours)
After Effects: Compositing (8 hours)
After Effects: Motion Tracking (8 hours)

Students may add one-on-one Portfolio Development for an additional cost of \$850. For a complete description of Portfolio Development please see the section “Portfolio Development” following the Certificate Training Objectives section.

Motion Graphics Fast Track Certificate – 56 hours - \$1840

This Certificate is designed for students looking to learn some very specific skills quickly and includes essential classes in combination with Portfolio Development classes and career workshops. Focusing mainly on Adobe After Effects, students will learn to

create interactive elements, manipulate typography, and sequence keyframes in a timeline to visually tell a story.

Pre-requisites:

Photoshop: Introduction

Required courses include:

After Effects: Introduction (16 hours)

After Effects: Intermediate (16 hours)

Motion Graphic Design: Introduction (16 hours)

Portfolio Development Series: (8 hours)

Advanced Motion Graphics Fast Track Certificate – 56 hours - \$1840

This Certificate is designed for students looking to learn some very specific skills quickly and includes essential classes in combination with Portfolio Development classes and career workshops. Focusing mainly on advanced Adobe After Effects practices, students will understand workflow and specific visual effects used extensively by the tech industry.

Pre-requisites:

Photoshop: Introduction

After Effects: Introduction

Required courses include:

After Effects: Workflow (16 hours)

After Effects: Intermediate (16 hours)

2 8-hour sections of advanced After Effects (16 hours)

Portfolio Development Series: (8 hours)

HTML/CSS Fast Track Certificate – 56 hours - \$1840

This Certificate is designed for students looking to learn some very specific skills quickly and includes essential classes in combination with Portfolio Development classes and career workshops. Focusing mainly on hand-coding for web site creation, this Certificate also lays the foundation for mobile design.

Required courses include:

HTML/CSS: Introduction (16 hours)

HTML/CSS: Intermediate (16 hours)

HTML5/CSS3 (16 hours)

Portfolio Development Series: (8 hours)

Coding For Non-Coders Fast Track Certificate – 72 hours - \$2335

This Certificate is designed for students looking to learn some very specific skills quickly and includes essential classes in combination with Portfolio Development classes and career workshops. Students who take this Fast Track Certificate may be beginning programmers, managers of programmers who need a basic understanding and overview, and web designers looking to enhance their skill sets with beginning web coding.

Pre-requisites:

HTML/CSS: Introduction

Required courses include:

JavaScript: Introduction (16 hours)

PHP: Introduction (16 hours)

HTML5/CSS3 (16 hours)

jQuery: Introduction (16 hours)

Portfolio Development Series: (8 hours)

Web Design Fast Track Certificate – 56 hours - \$1840

This Certificate is designed for students looking to learn some very specific skills quickly and includes essential classes in combination with Portfolio Development classes and career workshops. Students who take this Fast Track Certificate will get an overview of web design and workflow as it's practiced in the tech industry.

Required courses include:

Graphic & Web Design: Introduction (16 hours)

HTML/CSS: Introduction OR Intermediate (16 hours)

Web Design: Workflow (16 hours)

Portfolio Development Series: (8 hours)

Experiential Web Design Fast Track Certificate – 56 hours - \$1840

This Certificate is designed for students looking to learn some very specific skills quickly and includes essential classes in combination with Portfolio Development classes and career workshops. Also known as UX Design, this Fast Track focuses on the key elements of advanced web design aimed at engaging audience and users.

Pre-requisites:

Photoshop: Introduction
InDesign: Introduction
Illustrator: Introduction
HTML/CSS: Introduction

Required courses include:

Experiential Design: Introduction (16 hours)
Responsive Design: Introduction (8 hours)
Wireframing & Diagramming (8 hours)
Principles of Human Centered Design (8 hours)
Prototyping & Personas (8 hours)
Portfolio Development Series: (8 hours)

Design Foundation Fast Track Certificate – 72 hours - \$2335

This Certificate is designed for students looking to learn some very specific skills quickly and includes essential classes in combination with Portfolio Development classes and career workshops. This track lays the foundation for Experiential Design and for digital media jobs requiring an understanding of Adobe Creative Suite and hand-coding for the web.

Required courses include:

HTML/CSS: Introduction (16 hours)
Photoshop: Introduction (16 hours)
Illustrator: Introduction (16 hours)
InDesign: Introduction (16 hours)

Portfolio Development Series: (8 hours)

Editors Fast Track Certificate – 56 hours - \$1840

This Certificate is designed for students looking to learn some very specific skills quickly and includes essential classes in combination with Portfolio Development classes and career workshops. This Certificate will jumpstart a career in video postproduction or add the skills necessary for video production students wishing to understand post.

Required courses include:

Video Postproduction Workflow (16 hours)
Final Cut Pro X: Package (16 hours)
Premiere Pro: Introduction (16 hours)
Portfolio Development Series: (8 hours)

Preditors Fast Track Certificate – 56 hours - \$1840

This Certificate is designed for students looking to learn some very specific skills quickly and includes essential classes in combination with Portfolio Development classes and career workshops.

“Preditor” is the industry term used for “producers” and “editors,” a hybrid role that includes video production and postproduction.

Required courses include:

DSLR Cinematography: Introduction (8 hours)
DSLR Cinematography: Intermediate (8 hours)
Final Cut Pro X: Package (16 hours)
OR DSLR Video Bootcamp (32 hours)
Lighting (8 hours)
Audio Postproduction (8 hours)
Portfolio Development Series: (8 hours)

Digital Shooters Fast Track Certificate – 56 hours - \$1840

This Certificate is designed for students looking to learn some very specific skills quickly and includes essential classes in combination with Portfolio Development classes and career workshops. This track will give students a solid foundation for contemporary filmmaking.

Required courses include:

DSLR Cinematography: Introduction (8 hours)
DSLR Cinematography: Intermediate (8 hours)
Pro GoPro (8 hours)
Lighting (8 hours)
Audio Postproduction (8 hours)
Portfolio Development Series: (8 hours)

PORTFOLIO MENTORSHIP – 5 hours - \$850

Employers report that having a portfolio is requisite for applying for tech and digital media jobs. One-on-one portfolio mentorship is designed to take the student’s existing creative assets and prepare them to maximize the student’s marketability. Mentors are working professionals who also possess exemplary mentoring traits such as identifying strengths and weaknesses, assigning relevant work pieces, providing specific and customized tech training and evaluating the finished project.

The culmination of the mentorship results in the student presenting his/her portfolio to a review committee of instructors, mentors, reviewers and, in some cases, employers. Constructive feedback is given, final questions are answered and, if the student work matches employers’ expectations, the student’s portfolio is referred to specific employers for potential hiring opportunities.

FACULTY

Battle, Keith / Motion Graphics, Video Production, Video Postproduction, Portfolio Development

Carter, Eric / Web & Graphic Design, Web Development, Portfolio Development

Crampton, Carolyn / Illustrator, InDesign

Dell'Agostino, David / Web Development: Experiential Design

Green, Laura / Video Production, Video Postproduction

Kleeman, Ryan / Audio Production, Audio Postproduction

Kralowec, Kathleen

McDonald, Jason / Social Media Marketing, SEO

McNeal, Marilyn / HTML/CSS

Owen, Aaron / PHP, JavaScript, jQuery

Oyler, Nate / PHP, JavaScript, jQuery

Pressler, Diane / Graphic & Web Design, Web Development, Web Development: Experiential Design Portfolio Development

Santamaria, David / Motion Graphics, Video Postproduction, Portfolio Development

Shetz, Tim / Motion Graphics

Soward, Sarah / Graphic & Web Design, Web Development, Web Development: Experiential Design

Thanawala, Shilpa / Web Development: Experiential Design

Weichert, Carl / Graphic & Web Design, Motion Graphics, Portfolio Development

Wharmby, Mary / Web Development: Experiential Design, Portfolio Development

Williams, Doug / Motion Graph

STUDENT ACHIEVEMENT

BAVC recognizes that students have a variety of reasons for enrolling in and completing an individual course and therefore does not issue homework, test students or provide grades. The exception to this policy is in the case of a Certificate student. Certificate students are evaluated by their instructors and must demonstrate proof of skill level after completing each course through the following metrics:

1. Regular class attendance
2. Adequate skill level demonstrated when completing each class exercises
3. Adequate participation in class discussions based on instructor feedback
4. Understanding of key beginning, intermediate and advanced elements as outlined in the curriculum
5. Understanding of workflow and sequential processes as outlined in the curriculum

Certificate students must also submit an online portfolio, which is evaluated by a committee comprised of instructors, portfolio mentors, the Director of Training, the Job Developer and the Training Strategist. The student's portfolio is assessed on aesthetic or programming ability, cohesiveness, and relevancy to job market, professionalism and completeness.

PAYMENT INFORMATION

Self-funded Certificate students must pay all fees in full before attendance in student's first class. Students receiving government assistance to cover Certificate costs must provide all documentation from the funding agency, government office or one-stop center granting the Certificate training. An Enrollment Agreement must be signed and delivered to a BAVC Enrollment Advisor before student's first class.

Please note: Per the Bureau of Private Postsecondary Education students have a right to know the following: This institution does not have a pending petition in bankruptcy, is not operating as a debtor in possession, has not filed a petition within the preceding five years, nor has had a petition in bankruptcy filed against it within the preceding five years that resulted in reorganization under Chapter 11 of the United States Bankruptcy Code (11 U.S.C. Sec 1101 et seq.)

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CATALOG OF CERTIFICATE FEES

	Class Hours	Fees	Notes
FAST TRACK CERTIFICATE			
Please choose one from the options below:			
Available in After Effects, Advanced After Effects, Coding, Design Foundation, Digital Shooter, Editor, Predator, HTML/CSS,	52	\$1785.00	Tuition
Web Design, Experiential Design		\$55.00	Membership
		N/A	Books, tools, equipment, etc.
		\$0.90	Non-refundable Student Tuition Recovery Fee (included in total)
		\$1840.00	TOTAL
MULTIMEDIA CERTIFICATE			
Please choose one from the options below:			
Graphic & Web Design	144	\$4800.00	Tuition
		\$55.00	Membership
		N/A	Books, tools, equipment, etc.
		\$2.40	Non-refundable Student Tuition Recovery Fee (included in total)
		\$4855.00	TOTAL
Graphic & Web Design w/Portfolio Development	144	\$4800.00	Tuition
	5	\$1200.00	One-on-one Portfolio Development
		\$55.00	Membership
		N/A	Books, tools, equipment, etc.
	149	\$3.00	Non-refundable Student Tuition Recovery Fee (included in total)
		\$6055.00	TOTAL
Motion Graphics	164	\$4800.00	Tuition
		\$55.00	Membership
		\$2.40	Non-refundable Student Tuition Recovery Fee (included in total)
		\$4855.00	TOTAL
Motion Graphics w/Portfolio Development	164	\$4800.00	Tuition
	5	\$850.00	One-on-one Portfolio Development
		\$55.00	Membership
		N/A	Books, tools, equipment, etc.
		\$3.00	Non-refundable Student Tuition Recovery Fee (included in total)
	169	\$5705.00	TOTAL
Video Postproduction	148	\$4800.00	Tuition
		\$55.00	Membership
		N/A	Books, tools, equipment, etc.
		\$2.40	Non-refundable Student Tuition Recovery Fee (included in total)
		\$4855.00	TOTAL
Video Postproduction w/Portfolio Development	148	\$4800.00	Tuition
	5	\$850.00	One-on-one Portfolio Development
		\$55.00	Membership
		N/A	Books, tools, equipment, etc.
		\$3.00	Non-refundable Student Tuition Recovery Fee (included in total)
	153	\$5705.00	TOTAL
Video Production	132	\$4800.00	Tuition
		\$55.00	Membership
		N/A	Books, tools, equipment, etc.
		\$2.40	Non-refundable Student Tuition Recovery Fee (included in total)
		\$4855.00	TOTAL
Video Production w/Portfolio Development	132	\$4800.00	Tuition
	5	\$1200.00	One-on-one Portfolio Development
		\$55.00	Membership
		N/A	Books, tools, equipment, etc.
		\$3.00	Non-refundable Student Tuition Recovery Fee (included in total)
	138	\$6055.00	TOTAL
Web Development	148	\$4800.00	Tuition
		\$55.00	Membership
		N/A	Books, tools, equipment, etc.
		\$2.40	Non-refundable Student Tuition Recovery Fee (included in total)
		\$4855.00	TOTAL
Web Development w/Portfolio Development	148	\$4800.00	Tuition
	5	\$1200.00	One-on-one Portfolio Development
		\$55.00	Membership
		N/A	Books, tools, equipment, etc.
		\$3.00	Non-refundable Student Tuition Recovery Fee (included in total)
	153	\$6055.00	TOTAL
Experiential Design	164	\$4800.00	Tuition
		\$55.00	Membership
		N/A	Books, tools, equipment, etc.
		\$2.40	Non-refundable Student Tuition Recovery Fee (included in total)
		\$4855.00	TOTAL
Experiential Design w/Portfolio Development	164	\$4800.00	Tuition
	5	\$1200.00	One-on-one Portfolio Development
		\$55.00	Membership
		N/A	Books, tools, equipment, etc.
		\$3.00	Non-refundable Student Tuition Recovery Fee (included in total)
	169	\$6055.00	TOTAL

Please note: BAVC does not charge for, provide or require students to obtain any of the following: equipment, lab supplies or kits, textbooks or other learning media, uniforms or other special protective

clothing, in-resident housing, tutoring, assessment fees for transfer of credits or fees to transfer credits.

You must pay the state-imposed assessment for the Student Tuition Recovery Fund (STRF) if all of the following applies to you:

1. You are a student in an educational program, who is a California resident, or are enrolled in a residency program, and prepay all of part of your tuition either by cash, guaranteed student loans, or personal loans, and
2. Your total charges are not paid by any third-party payer such as an employer, government program or other payer unless you have a separate agreement to repay the third party.

You are not eligible for protection from the STRF and you are not required to pay the STRF assessment if either of the following applies:

1. You are not a California resident, or are not enrolled in a residency program, or
2. Your total charges are paid by a third party, such as an employer, government program or other payer, and you have no separate agreement to repay the third party."

The State of California created the Student Tuition Recovery Fund (STRF) to relieve or mitigate economic losses suffered by students in educational programs who are California residents, or are enrolled in a residency program attending certain schools regulated by the Bureau for Private Postsecondary Education.

You may be eligible for STRF if you are a California resident or are enrolled in a residency program, prepaid tuition, paid STRF assessment, and suffered an economic loss as a result of any of the following:

- The school closed before the course of instruction was completed.
2. The school's failure to pay refunds or charges on behalf of a student to a third party for license fees or any other purpose, or to provide equipment or materials for which a charge was collected within 180 days before the closure of the school.
3. The school's failure to pay or reimburse loan proceeds under a federally guaranteed student loan program as required by law or to pay or reimburse proceeds received by the school prior to closure in excess of tuition and other costs.
4. There was a material failure to comply with the Act or the Division within 30-days before the school closed or, if the material failure

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began earlier than 30-days prior to closure, the period determined by the Bureau.

5. An inability after diligent efforts to prosecute, prove, and collect on a judgment against the institution for a violation of the Act."

However, no claim can be paid to any student without a social security number or a taxpayer identification number.