

MULTIMEDIA ARTS Digital Imaging

Digital Imaging

Associate in Arts Degree

Berkeley City College's A.A. degree in Digital Imaging prepares students for entry-level jobs in the photography, graphic design, illustration, imaging, and data visualization fields and provides upgraded skills for those already employed in multimedia and data design fields. The program is interdisciplinary and focuses on developing analytical, artistic, critical thinking, and computer skills.

Career Opportunities

Photography, studio photography, pre-processing, digital imaging, digital design, advertising, pre-press and press production, and independent printmaking

Required Core:	Units
MMART3 Introduction to Digital Art	3
MM/AN 40A Introduction to Game Design	3
MM/MW 1A+1LA Introduction to Web Design+Lab	3
MM/VI 9A Video Production I: Introduction to Video	4

Core Electives Select 6–7 units:	Units
MMART 1 Design Thinking	3
MMART 110 Scriptwriting and Storyboarding	3
MMART 197 Multimedia Career Preparation	3
MMART 468 Occupational Work Experience in Multimedia Arts	1
MM/DI 3+3L Contemporary Color+Lab	3
MM/DI 4+4L Introduction to Photoshop+Lab	3
MM/MW 2+2L Fundamentals of Graphic Visualization+Lab	3
MM/MW 4A+ 4LA Social Media Marketing and Data Analytics+Lab	3

List A—Select 6 units from the following Digital Illustration courses:	Units
MM/DI 1A+1LA Introduction to Digital Illustration	3
MM/DI 1B Intermediate Digital Illustration	3
MM/DI 2 Sketching Fundamentals for Design 3	3
MM/DI 3+3L Contemporary Color+Lab	3
MM/DI 15A Introduction to 3D Motion Graphics	3
MMART 5A Introduction to Motion Graphics	3
MM/DI 11 Publication and Page Design	3
MM/DI 31 Graphic Design Studio	3
MM/DI 33 Typography Design	3

List B—Select 6 units from the following Digital Photography courses:	Units
MM/DI 4+4L Introduction to Photoshop + Lab	3
MM/DI 20A+20LA Introduction to Digital Photography + Lab	3
MM/DI 20B Intermediate Digital Photography	3
MM/DI 22 Analysis of Contemporary Photographers	3

MM/DI 40A+40LA Introduction to Digital Printing +Lab	3
<i>List C—Select 6 units from the following Digital Printing courses:</i>	
MM/DI 1C Advanced Digital Illustration	3
MM/DI 15B Intermediate 3D Motion Graphics	3
MM/DI 45A+45LA Digital Printing Studio Practice I+Lab	3
MM/DI 45B+45LB Digital Printing Studio Practice II+Lab	3
MM/DI 46A+46LA Large Scale Print Studio Practice I +Lab	3
Major Requirements	37–38
General Education and Electives	22–23
Total:	60

Recommended Two-Year Course Sequence Beginning in Fall Semester

Students can use the following pattern to complete an Associate in Arts degree in Multimedia Arts—Digital Imaging. This is only one possible pattern. If they wish to earn an associate degree, you must participate in the Student Success Program (Matriculation), which includes assessing academic skills and developing a Student Education Plan (SEP) with a Counselor. This plan will map their sequence of courses to help them complete their degree regardless of the semester they begin classes.

Course	Units
1st Semester/Fall	
MMART 3 Introduction to Digital Art	3
MM/AN 40A Game Design	3
MM/VI 9A Video Production	4
Core Elective	1–3
General Education/Electives	3
Total	14–15
2nd Semester/Spring	
MM/MW 1A+1LA Introduction to Web Design+Lab	3
Core Elective	3
One course from Area 1: Digital Illustration	3
General Education/Elective	6
Total	15
3rd Semester/Fall	
One course from Area 1: Digital Illustration	3
One course from Area 2: Digital Photography	3
One course from Area 3: Digital Printing	3
General Education/Elective	6
Total	15
4th Semester/Spring	
One course from Area 2: Digital Photography	3
One course from Area 3: Digital Printing	3
General Education/Elective	9
Total	15

Program Learning Outcomes

Upon successful completion of this program, students will be able to:

- Demonstrate entry-level skills in digital imagery and design through completed portfolio level projects in both visual and written context.
- Describe, plan and evaluate design principles, aesthetic forms, historical context and social relevance of multimedia works.
- Collaborate effectively within a diverse team environment.

Digital Imaging: Beginning Digital Photography

Certificate of Achievement

The Multimedia Arts Certificate of Achievement will prepare students with key multimedia skills necessary for employment within the field of digital photography.

Career Opportunities

Entry-level work with independent consultants and in large-scale digital photography companies. Photo Editor, Junior Digitech, Retoucher, Assistant Retail Photographer, Assistant Photographer.

Required Courses	Units
MM/DI 4+ 4L Introduction to Photoshop + Lab	3
MM/DI 20A+20LA Introduction to Digital Photography3	3
MM/DI 20B Intermediate Digital Photography	3
Total Units:	9

Recommended One-Year Course Sequence Beginning in the Fall semester

Students can use the following pattern to complete a Certificate of Achievement in Digital Imaging: Beginning Digital Photography. This is only one possible pattern. If you wish to earn a certificate, you must participate in the Student Success Program (Matriculation), which includes assessing academic skills and developing a Student Education Plan (SEP) with a counselor. This plan will map your sequence of courses to help you complete your certificate regardless of the semester you begin classes.

Course	Units
1st Semester	
MM/DI 4+ 4L Introduction to Photoshop + Lab	3
MM/DI 20A+20LA Introduction to Digital Photography + Lab	3
2nd Semester	
MM/DI 20B Intermediate Digital Photography	3

Program Learning Outcomes

Upon successful completion of this program, students will be able to:

1. Demonstrate knowledge of the use of digital multimedia equipment, cameras and/or software programs for composing images, creating, and editing multimedia works in digital photography.
2. Use both camera and digital art techniques to generate creative solutions to problems and expand and transform imagery and ideas into meaningful multimedia works.

Digital Imaging: Digital Photography

Certificate of Achievement

The Multimedia Arts Certificate of Achievement in Digital Photography emphasizes key photographic and multimedia skills necessary for employment and enrichment in the field of photography.

Career Opportunities

Advertising Photographer, Commercial Photographer, Photo Editor, Artist, Creative Director, Creative Manager, Production Artist.

Required Courses:	Units
MM/DI 4 + 4L Introduction to Photoshop + Lab	3
MM/DI 20A + 20LA Introduction to Digital Photography + Lab	3
MM/DI 20B Intermediate Digital Photography	3
MM/DI 23 Digital Printing for Photographers 3	3

Choose 9–11 units from the following:	Units
MM/DI 21 Digital Photography Studio	3
MM/DI 22 Analysis of Contemporary Photographers	3
MM/DI 25A Special Projects in Digital Photography I	3
MM/DI 25B Special Projects in Digital Photography II	3
MM/DI 40A + 40LA Introduction to Digital Printing + Lab	3
MM/DI 40B + 40LB Intermediate Digital Printing + Lab	3
MM/DI 45A + 45LA Digital Printing Studio Practice I + Lab	3
MM/DI 55A Design Studio Practice	1
MM/DI 55B Design Studio Practice	1
Total	21-23

If you wish to earn a certificate, you must participate in the Student Success Program (Matriculation), which includes assessing academic skills and developing a Student Education Plan (SEP) with a counselor. This plan will map your sequence of courses to help you complete your certificate regardless of the semester you begin classes.

Recommended Course Sequence

Course	Units
1st Semester	
MM/DI 4 + 4L Introduction to Photoshop & Lab	3
MM/DI 20A+LA Introduction to Digital Photography & Lab	3
Elective	3
2nd Semester	
MM/DI 20B Intermediate Digital Photography & Lab	3
MM/DI 23 Digital Printing for Photographers 3	3
Electives	6

Program Learning Outcomes

Upon successful completion of this program, students will be able to:

1. Demonstrate knowledge of the use of digital multimedia equipment and/or software programs for creating and editing multimedia works in digital photography.
2. Use both traditional and digital art techniques to generate creative solutions to problems and expand and transform imagery and ideas into meaningful multimedia works.
3. Evaluate artwork with discernment, appropriate terminology, and aesthetic awareness.

Digital Imaging: Digital Illustration

Certificate of Achievement

The Multimedia Certificate of Achievement in Digital Imaging: Illustration prepares students with skills in image creation and visual storytelling as necessary for employment and enrichment.

Career Opportunities

Advertising, trade-show exhibitions, marketing image production & display houses.

Required Courses	Units
MM/DI 1A + 1LA Introduction to Digital Illustration + Lab	3
MM/DI 2 Sketching Fundamentals for Design	3
MM/DI 3 + 3L Contemporary Color + Lab	3
MM/DI 4 + 4L Introduction to Photoshop + Lab	3
<i>Select 8–9 units from following:</i>	
ART 30 Beginning Figure Drawing: Anatomy	2
ART 46 2-D Visual Design	3
MM/DI 1B Intermediate Digital Illustration	3
MM/DI 1C Advanced Digital Illustration	3
MM/DI 11 Publication and Page Design	3
MM/DI 20A + 20LA Introduction to Digital Photography + Lab	3
MM/DI 23 Digital Printing for Photographers 3	3

MM/DI 31	Graphic Design Studio	3
MM/DI 33	Typography Design	3
Total:		20–21

Students can use the following pattern to complete a Certificate of Achievement in Multimedia Arts Digital Imaging: Digital Illustration. This is only one possible pattern. If they wish to earn a certificate, you must participate in the Student Success Program (Matriculation), which includes assessing academic skills and developing a Student Education Plan (SEP) with a Counselor. This plan will map their sequence of courses to help them complete their degree regardless of the semester they begin classes.

Course	Units
1st Semester/Fall	
MM/DI 1A+1LA Introduction to Digital Illustration + Lab	3
MM/DI 3+3L Contemporary Color+ Lab	3
MM/DI 4+4L Introduction to Photoshop+ Lab	3
Elective	3
2nd Semester/Spring	
MM/DI 2 Sketching Fundamental for Design	3
Electives	6

Program Learning Outcomes

Upon successful completion of this program, students will be able to:

- Demonstrate knowledge of the use of digital multimedia equipment and/or software programs for creating and editing multimedia works in digital imaging.
- Use both traditional and digital art techniques to generate creative solutions to problems and expand and transform imagery and ideas into meaningful multimedia works.
- Evaluate artwork with discernment, appropriate terminology, and aesthetic awareness.

Digital Imaging: Digital Printmaking

Certificate of Achievement

The Multimedia Certificate of Achievement in Digital Imaging: Digital Printmaking prepares students with skills in image creation and manipulation as necessary for employment and enrichment.

Career Opportunities

Publishing, printing, advertising, commercial exhibition services, image presentation companies, digital imaging and design.

Required Courses	Units
MM/DI 1A+1LA Introduction to Digital Illustration + Lab	3
MM/DI 4+4L Introduction to Photoshop+ Lab	3
MM/DI 40A+40LA Introduction to Digital Printing + Lab	3



Recommended One-Year Course Sequence Beginning in the Fall semester

Students can use the following pattern to complete a Certificate of Completion in Digital Imaging: Beginning Digital Photography. This is only one possible pattern. If you wish to earn a certificate, you must participate in the Student Success Program (Matriculation), which includes assessing academic skills and developing a Student Education Plan (SEP) with a counselor. This plan will map your sequence of courses to help you complete your certificate regardless of the semester you begin classes.

Course	Units
1st Semester/Fall	
MM/DI 510	Photoshop
MM/DI 520A	Introduction to Digital Photography
2nd Semester/Spring	
MM/DI 520B	Intermediate Digital Photography
MM/DI 550	Design Studio Practice

Program Learning Outcomes

Upon successful completion of this program, students will be able to:

- Demonstrate knowledge of the use of digital multimedia equipment and/or software programs for creating and editing multimedia works in digital printmaking.
- Use both traditional and digital art techniques to generate creative solutions to problems and expand and transform imagery and ideas into meaningful multimedia works.
- Evaluate artwork with discernment, appropriate terminology, and aesthetic awareness.

Program Learning Outcomes

Upon successful completion of this program, students will be able to:

1. Demonstrate knowledge of the use of digital multimedia equipment, cameras and/or software programs for composing images, creating, and editing multimedia works in digital photography.
2. Use both camera and digital art techniques to generate creative solutions to problems and expand and transform imagery and ideas into meaningful multimedia works.

Digital Imaging

Certificate of Completion

The Certificate of Completion in Digital Imaging will provide students with multimedia skills necessary for employment in digital imaging.

Career Opportunities

Photography, graphic design, advertising, trade-show exhibitions, marketing image production and display houses.

Required courses	Units	
MM/DI 510	Photoshop	0
MM/DI 511	Photography	0
MM/DI 512	Digital Printing	0
MM/DI 550	Design Studio Practice	0

Program Learning Outcomes

Upon successful completion of this program, students will be able to:

- Use digital multimedia equipment and/or software programs to create and edit multimedia works in digital imaging.
- Use both traditional and digital art techniques to generate creative solutions to problems and expand and transform

Digital Printmaking Electives—Select 9 units from the following:

Course	Units	
MM/DI 20A+20LA	Introduction to Digital Photography+Lab	3
MM/DI 40B+040LB	Intermediate Digital Printing + Lab	3
MM/DI 45A+045LA	Digital Printing Studio Practice I + Lab	3
MM/DI 46A+046LA	Large Scale Print Studio Practice I + Lab	3
MM/DI 46B+046LB	Large Scale Print Studio Practice II + Lab	3
Total:		18

Recommended One-Year Course Sequence Beginning in the Fall Semester

Students can use the following pattern to complete a Certificate of Achievement in Multimedia Arts Digital Imaging: Digital Printmaking. This is only one possible pattern. If they wish to earn a certificate, you must participate in the Student Success Program (Matriculation), which includes assessing academic skills and developing a Student Education Plan (SEP) with a Counselor. This plan will map their sequence of courses to help them complete their degree regardless of the semester they begin classes.

Course	Units	
1st Semester/Fall		
MM/DI 1A+1LA	Introduction to Digital Illustration + Lab	3
MM/DI 4+4L	Introduction to Photoshop+Lab	3
	Elective	3
2nd Semester/Spring		
MM/DI 40A+40LA	Introduction to Digital Printing +Lab	3
	Electives	6

imagery and ideas into meaningful multimedia works.

- Evaluate artwork with discernment, appropriate terminology, and aesthetic awareness.

MM/DI 1A, Introduction to Digital Illustration

2 Units
1.5 hours lecture, 1.5 hours lab (GR or P/NP)
Co-requisite: MM/DI 1LA
Acceptable for credit: CSU
AA/AS area 4c

Introduction to principles of digital illustration: Composition skills; illustration storytelling; digital illustration in the media and society. Not open for credit to students who have completed MMART 132A. 0614.60

MM/DI 1LA, Introduction to Digital Illustration Lab

1 Unit
4 hours lab (GR or P/NP)
Co-requisite: MM/DI 1A
Acceptable for credit: CSU
AA/AS area 4c

Practical training for development of multimedia skills presented in MM/DI 1A. Not open for credit to students who have completed MMART 132LA. 0614.60

MM/DI 1B, Intermediate Digital Illustration

3 Units
2.5 hours lecture, 1.5 hours lab (GR or P/NP)
Recommended Preparation: MM/DI 1A
Acceptable for credit: CSU
AA/AS area 4c

Intermediate digital illustration: Visualization of storytelling methods and genres in digital arts expression. Not open for credit to students who have completed MMART 132B. 0614.60

MM/DI 1C, Advanced Digital Illustration

3 Units
2.5 hours lecture, 1.5 hours lab (GR or P/NP)
Recommended Preparation: MM/DI 1A
Acceptable for credit: CSU
AA/AS area 4c

Advanced digital illustration: Exploration of the uses of signs and symbols to convert concepts into images using various illustration and typography techniques. Not open for credit to students who have completed MMART 132C. 0614.60

MM/DI 2, Sketching Fundamentals for Design

3 Units
2.5 hours lecture, 1.5 hours lab (GR or P/NP)
Acceptable for credit: CSU
AA/AS area 4c

Sketching and drawing principles and techniques: Observation, attention to format and proportion, perspective and composition, and digital image editing. Not open for credit to students who have completed MMART 131B. 0614.60

MM/DI 3, Contemporary Color

2 Units
1.5 hours lecture, 1.5 hours lab (GR or P/NP)
Co-requisite: MM/DI 3L
Acceptable for credit: CSU
AA/AS area 4c

Theory and application of color: Application of subtractive and additive color principles with digital mediums utilizing computer imaging software and interacting with digital color assets. Not open for credit to students who have completed MMART 129. 0614.00

MM/DI 3L, Contemporary Color Lab

1 Unit
4 hours lab (GR or P/NP)
Co-requisite: MM/DI 3
Acceptable for credit: CSU
AA/AS area 4c

Individualized instruction on the development of projects on the theory and application of color. Not open for credit to students who have completed MMART 129L. 0614.00

MM/DI 4, Introduction to Photoshop

2 Units
1.5 hours lecture, 1.5 hours lab (GR or P/NP)
Co-requisite: MM/DI 4L
Acceptable for credit: CSU
AA/AS area 4c

Introduction to basic image editing and digital illustration using Photoshop: Survey of elementary design principles used to create effective visual communication with emphasis on practical computer based compositions. Not open for credit to students who have completed MMART 131A. 0614.60

MM/DI 4L, Introduction to Photoshop Lab

1 Unit
4 hours lab (GR or P/NP)
Co-requisite: MM/DI 4
Acceptable for credit: CSU
AA/AS area 4c

Practical training for the development of multimedia skills presented in MM/DI 4. Not open for credit to students who have completed MMART 131LA. 0614.60

MM/DI 11, Publication and Page Design

3 Units
2.5 hours lecture, 1.5 hours lab (GR or P/NP)
Acceptable for credit: CSU
AA/AS area 4c

Publication and page design: Design layouts for publication utilizing industry standard software, page layout, font selection, formatting, setting defaults, text and graphics placement, graphic scanning, and output. Not open to students who have completed MMART 117. 0614.50

MM/DI 15A, Introduction to 3D Motion Graphics

3 Units
2.5 hours lecture, 1.5 hours lab (GR or P/NP)
Recommended Preparation: MMART 3
Acceptable for credit: CSU
AA/AS area 4c

Introduction to theory and design of 3D motion graphics: Design and production of visual communication solutions utilizing 3D modeling, texturing, lighting, and animation. Not open for credit to students who have completed MMART 185A. 0614.60

MM/DI 15B, Intermediate 3D Motion Graphics

3 Units
2.5 hours lecture, 1.5 hours lab (GR or P/NP)
Prerequisite: MM/DI 15A
Acceptable for credit: CSU
AA/AS area 4c

Intermediate 3D motion graphics: Utilizing Cinema 4D and motion graphics-based software, such as After Effects, to create projects with advanced techniques in animation and visual effects, such as broadcast design and film titles. Not open for credit to students who have completed MMART 185B. 0614.60

MM/DI 20A, Introduction to Digital Photography

2 Units
1.5 hours lecture, 1.5 hours lab (GR or P/NP)
Co-requisite: MM/DI 20LA
Recommended Preparation: MM/DI 4
Acceptable for credit: CSU
AA/AS area 4c

Introduction to composition and image editing in digital photography: Digital camera operation, composition, media considerations, image editing, proofing, and final print. Not open for credit to students who have completed MMART 133A. 0614.60

MM/DI 20LA, Introduction to Digital Photography Lab*1 Unit**4 hours lab (GR or P/NP)**Co-requisite: MM/DI 20A**Acceptable for credit: CSU**AA/AS area 4c*

Practical training for development of multimedia skills presented in MM/DI 20A. Not open for credit to students who have completed MMART 133LA.

0614.60

MM/DI 20B, Intermediate Digital Photography*3 Units**2.5 hrs lecture, 1.5 hrs lab**Prerequisite: MM/DI 020A**Acceptable for credit: CSU**AA/AS area 4c*

Intermediate theory and practice of digital photography: Advanced composition, black and white conversions, channels, scanning, blending, stitching, retouching, macrophotography, digital printing, framing and other final portfolio formats including books and web. Not open for credit to students who have completed MMART 133B.

0614.60

MM/DI 21, Digital Photography Studio*3 units**2.5 hrs lecture, 1.5 hrs lab**Prerequisite: MM/DI 020A**Recommended Preparation: MM/DI 20B**Acceptable for credit: CSU**AA/AS area 4c*

Studio photography: Studio lighting and setup; archival quality prints and online galleries; professional level portfolio development. Not open for credit to students who have completed MMART 133C.

0614.60

MM/DI 22, Analysis of Contemporary Photographers*3 Units**3 hrs lecture (GR or P/NP).**Acceptable for credit: UC/CSU**AA/AS area 3, 4c; CSU area C1*

Review of contemporary photographers: In-depth review of current photographers' work to explore in-depth the artistic, theoretical and technological developments in photography; additional emphasis on the technological developments and commercial applications of photography.

0614.00

MM/DI 23, Digital Printing for Photographers*3 Units**2.5 hrs lecture, 1.5 hrs lab**Recommended Preparation: MM/DI 20A and MM/DI 4**AA/AS area 4c*

Introduction to digital printing for photographers: Prepress considerations and techniques, operation and care of digital print technologies, history of printmaking, client management, hands-on projects. Not open for credit to students who have completed MMART 136.

0614.60

MM/DI 25A, Special Projects in Digital Photography I*3 Units**2.5 hrs lecture, 1.5 hrs lab**Prerequisite: MM/DI 20A**Acceptable for credit: CSU**AA/AS area 4c*

Project-based study of digital photography: Studio photography formats; portraiture, editorial, fashion, still life, and product photography; use of multiple digital formats and integration of digital software for compositing, lighting, color correction, etc. integrated into a digital workflow; professional practices for assistants and digital technicians on a commercial shoot. Not open for credit to students who have completed MMART 155A.

0614.60

MM/DI 25B, Special Projects in Digital Photography II*3 Units**2.5 hrs lecture, 1.5 hrs lab**Prerequisite: MM/DI 25A**AA/AS area 4c*

Project-based study of digital photography: Use of off-camera flash; advanced use of Adobe Lightroom; printing; landscape/cityscape; documentary photography; history and theory of photography; critiques. Not open for credit to students who have completed 155B.

0614.60

MM/DI 31, Graphic Design Studio*3 units**2.5 hrs lecture, 1.5 hrs lab (GR or P/NP)**Acceptable for credit: CSU**AA/AS area 4c*

Development of graphic design visual communication strategies: Concepts, visualization, documentation, and professional presentation; fundamental text/image interaction, various types of graphic identity designs including symbolic, pictorial or typographic.

0614.60

MM/DI 33, Typography Design*3 units**2.5 hrs lecture, 1.5 hrs lab (GR or P/NP)**Acceptable for credit: CSU**AA/AS area 4c*

History, theory and contemporary practices of typography in the practice of design: Typographic terminology, conventions, typography fundamentals, grid systems, development of unique alphabet letter forms, type as visual/verbal expressive communication and typography as an essential element to graphic design.

0614.50

MM/DI 40A, Introduction to Digital Printmaking*2 Units**1.5 hours lecture, 1.5 hours lab (GR or P/NP)**Co-requisite: MM/DI 40LA**Acceptable for credit: CSU**AA/AS area 4c*

Introduction to digital printmaking: Conceptual visualization for image making, the creation of digital composites from editing to print, marketing techniques, output issues, and exploration of the creative digital process. Not open for credit to students who have completed MMART 134A.

0614.60

MM/DI 40LA, Introduction to Digital Printing Lab*1 Unit**4 hours lab (GR or P/NP)**Co-requisite: MM/DI 40A**Acceptable for credit: CSU**AA/AS area 4c*

Practical training for development of multimedia skills presented in MM/DI 40A. Not open for credit to students who have completed MMART 134LA.

0614.60

MM/DI 40B, Intermediate Digital Printing*2 Units**1.5 hours lecture, 1.5 hours lab (GR or P/NP)**Co-requisite: MM/DI 40LB**Recommended Preparation: MM/DI 40A**Acceptable for credit: CSU**AA/AS area 4c*

Intermediate digital printmaking: Major projects such as bookmaking and printing on canvas; advanced presentation, marketing and promotional techniques; aesthetic development. Not open for credit to students who have completed MMART 134B.

0614.60

MM/DI 40LB, Intermediate Digital Printing Lab*1 Unit**4 hours lab (GR or P/NP)**Co-requisite: MM/DI 40B**Acceptable for credit: CSU**AA/AS area 4c*

Practical training for development of multimedia skills presented in MM/DI 40B. Not open for credit to students who have completed MMART 134LB.

0614.60

MM/DI 45A, Digital Printing Studio Practice I*2 Units**1.5 hours lecture, 1.5 hours lab (GR or P/NP)**Co-requisite: MM/DI 45LA**Acceptable for credit: CSU**AA/AS area 4c*

Project-based study of digital printmaking: Enhancing basic technological and visual skills; history and theory of printmaking; hands-on projects using advanced digital technologies; class critiques of projects; operation of digital printing technologies. Not open for credit to students who have completed MMART 135A.

0614.60

MM/DI 45LA, Digital Printing Studio Practice I Lab*1 Unit**4 hours lab (GR or P/NP)**Co-requisite: MM/DI 45A**Acceptable for credit: CSU**AA/AS area 4c*

Practical training for development of multimedia skills presented in MM/DI 45A. Not open for credit to students who have completed MMART 135LA.

0614.60

MM/DI 45B, Digital Printing Studio Practice II*2 Units**1.5 hours lecture, 1.5 hours lab (GR or P/NP)**Co-requisite: MM/DI 45LB**Recommended Preparation: MM/DI 045A**Acceptable for credit: CSU**AA/AS area 4c*

Project-based study of digital printmaking: Advancing input and acquisition skills to realize artistic vision; history and theory of printmaking; hands-on projects using advanced digital technologies; class critiques of projects; portfolio development; operation of digital printing technologies. Not open for credit to students who have completed MMART 135B.

0614.60

MM/DI 45LB, Digital Printing Studio Practice II Lab*1 Unit**4 hours lab (GR or P/NP)**Co-requisite: MM/DI 45B**Acceptable for credit: CSU**AA/AS area 4c*

Practical training for development of multimedia skills presented in MM/DI 45B. Not open for credit to students who have completed MMART 135LB.

0614.60

MM/DI 46A, Large Scale Print Studio Practice I*2 Units**1.5 hours lecture, 1.5 hours lab (GR or P/NP)**Co-requisite: MM/DI 46LA**Recommended Preparation: MM/DI 40A**Acceptable for credit: CSU**AA/AS area 4c*

Project-based study of large scale digital printmaking / projection files: Enhancing basic technological and visual skills; history and theory of printmaking; hands-on projects using advanced digital technologies; class critiques of projects; portfolio / files, development; operation of digital printing and projection technologies. Not open for credit to students who have completed MMART 137.

0614.60

MM/DI 46LA, Large Scale Print Studio Practice I Lab*1 Unit**4 hours lab (GR or P/NP)**Co-requisite: MM/DI 46A**Acceptable for credit: CSU**AA/AS area 4c*

Practical training for development of multimedia skills presented in MM/DI 46A. Not open for credit to students who have completed MMART 137LA.

0614.60

MM/DI 46B, Large Scale Print Studio Practice II*2 Units**1.5 hours lecture, 1.5 hours lab (GR or P/NP)**Co-requisite: MM/DI 46LB**Recommended Preparation: MM/DI 46A**Acceptable for credit: CSU**AA/AS area 4c*

Project-based study of advanced practices for large scale print, projection, and installation: Enhancing basic technological and visual skills; advancing input and acquisition skills to realize an artistic vision. Not open for credit to students who have completed MMART 137B.

0614.60

MM/DI 46LB, Large Scale Print Studio Practice II Lab*1 Unit**4 hours lab (GR or P/NP)**Co-requisite: MM/DI 46B**Acceptable for credit: CSU**AA/AS area 4c*

Practical training for development of multimedia skills presented in MM/DI 46B. Not open for credit to students who have completed MMART 137LB.

0614.60

MM/DI 55A, Design Studio Practice*1 hr lecture, 4 hrs lab (GR or P/NP)**Acceptable for credit: CSU**AA/AS area 4c*

Design Studio Practice: Development of projects within design with an emphasis on unifying concepts; creation of comprehensive projects that may include advertising, media, and photographs.

0614.50

MM/DI 55B, Design Studio Practice*1 hr lecture, 4 hrs lab (GR or P/NP)**Acceptable for credit: CSU**AA/AS area 4c*

Design Studio Practice: Development of projects within design with an emphasis on unifying concepts; creation of comprehensive projects that may include advertising, media, and photographs.

0614.50

MM/DI 504A, Introduction to Digital Illustration*0 Units**1.5 hours lecture, 1.5 hours lab (P/NP or SP)*

Introduction to principles of digital illustration: Composition skills; illustration storytelling; digital illustration in the media and society.

0614.60

MM/DI 510, Photoshop*0 Units**1.5 hours lecture, 1.5 hours lab (P/NP or SP)*

Introduction to basic image editing and digital illustration using Photoshop: Survey of elementary design principles used to create effective visual communication with emphasis on practical computer based compositions.

0614.50

MM/DI 511, Photography*0 Units**1.5 hours lecture, 1.5 hours lab (P/NP or SP)*

Theory and practice of digital photography: Advanced composition, black and white conversions, channels, scanning, blending, stitching, macro-photography, digital printing, and framing.

0614.50

Associate Degree & Certificate Programs/Course Announcements & Descriptions

MM/DI 512, Digital Printing

0 Units

1.5 hours lecture, 1.5 hours lab (P/NP or SP)

Digital printmaking: Creation of digital composites from editing to completing a print; marketing techniques, output issues, and exploration of the creative digital process. Materials fee required. 0614.10

MM/DI 515A, Introduction to 3D Motion Graphics

0 Units

2.5 hours lecture, 1.5 hours lab (P/NP or SP)

Introduction to theory and design of 3D motion graphics: Design and production of visual communication solutions utilizing 3D modeling, texturing, lighting, and animation. 0614.60
MM/DI 520A: a new course, please add all the information below:

MM/DI 520A, Introduction to Digital Photography

0 units

1.5 hrs lecture, 1.5 hours lab. (SP or P/NP)

Recommended Preparation: MM/DI 510

Introduction to composition and image editing in digital photography: Digital camera operation, composition, media considerations, image editing, proofing, and final print. 0614.60

MM/DI 520B, Intermediate Digital Photography

0 units

2.5 hrs lecture, 1.5 hours lab. (SP or P/NP)

Prerequisite: MM/DI 520A, MM/DI 020A, or MMART 133A

Intermediate theory and practice of digital photography: Advanced composition, black and white conversions, channels, scanning, blending, stitching, retouching, macrophotography, digital printing, framing and other final portfolio formats including books and web. 0614.60

MM/DI 550, Design Studio Practice

0 Units

4 hours lab (P/NP or SP)

Design Studio Practice: Development of projects within design with an emphasis on unifying concepts; creation of comprehensive projects that may include advertising, media, and photographs. 0614.00

MULTIMEDIA ARTS Mobile and Web

Mobile and Web Design

Associate in Arts Degree

Berkeley City College's Multimedia Arts Program in Mobile and Web Design A.A. Degree prepares people for entry-level jobs in the mobile and web design fields and provides upgraded skills for those already employed in multimedia, mobile and web related careers. The program is interdisciplinary and focuses on developing critical thinking, artistic and technical skills.

Career Opportunities

Mobile design, Responsive Web Design, Interactive Design, Front End Web Design, Game Design, Digital Marketing, Software Engineering, Creative Technology, Virtual Reality Design, and Social Media Strategy.

Required Courses	Units
MMART 3 Introduction to Digital Art	3
MM/AN 40A Introduction to Game Design	3
MM/MW 1A+1LA Introduction to Web Design+Lab	3
MM/VI 9A Video Production I: Introduction to Video	4

Core electives choose 6–7 units from the following:

MMART 1	Design Thinking	3
MMART 110	Scriptwriting and Storyboarding	3
MMART 197	Multimedia Career Preparation	3
MMART 468	Occupational Work Experience in Multimedia Arts	1
MM/DI 3+3L	Contemporary Color+Lab	3
MM/DI 4+4L	Introduction to Photoshop+Lab	3
MM/MW 2+2L	Fundamentals of Graphic Visualization+Lab	3
MM/MW 4A+4LA	Social Media Marketing and Data Analytics+Lab	3

Required Major Courses:

MMART 166+166L	User Experience and Interface Design+Lab	3
MMART 168+168L	Online Games & Interactivity+Lab	3
MM/MW 2+2L	Fundamentals of Graphic Visualization+Lab	3
MM/MW 4A+4LA	Social Media Marketing and Data Analytics+Lab	3

List A—Select 3 units from the following:

MMART 114+114L	Data Design for Digital Media+Lab	3
MMART 167+167L	Mobile and Cross-Platform Web Design+Lab	3

List B—Select 6 units from the following:

MMART 162+162L	Contemporary Scripting for Games, Mobile and Web+Lab	3
----------------	--	---

MMART 170+170L	Virtual Reality and Digital Spaces+Lab	3
MMART 171+171L	Web Commerce & Internet Start Up+Lab	3
Major Requirements	40–41	
General Education and Electives	19–20	
Total Units	60	

Associate in Arts Degree Recommended Two-Year Course Sequence Beginning in Fall Semester

Students can use the following pattern to complete an Associate in Arts degree in Multimedia Arts—Animation and Game Design. This is only one possible pattern. If they wish to earn an associate degree, you must participate in the Student Success Program (Matriculation), which includes assessing academic skills and developing a Student Education Plan (SEP) with a Counselor. This plan will map their sequence of courses to help them complete their degree regardless of the semester they begin classes.

Courses	Units
1st semester/Fall	
MM/MW 1A+LA	Introduction to Web Design+Lab 3
MM/MW 2+2L	Fundamentals of Graphic Visualization+Lab 3
MM/VI 9A	Video Production: Introduction to Video 4
	Core Elective 3
	General Education/Electives 3
Total	16

2nd Semester/Spring

MMART166+166L	User Experience and Interface Design+Lab 3
	List A Elective 3
	Core Elective 3
	General Education/Elective 5
Total	14

3rd Semester/Fall

MMART 3	Introduction to Digital Art 3
MMART168+168L	Online Games and Interactivity +Lab 3
MM/MW 4A+4LA	Social Media Marketing and Data Analytics+Lab 3
	General Education/Elective 6
Total	15

4th Semester/Spring

MM/AN 40A	Introduction to Game Design 3
	List B Electives 6
	General Education/Elective 6
Total	15

Program Learning Outcomes

Students who complete the program will be able to:

- Construct web design projects, demonstrating proof of concept.
- Work alone or in a team to create, develop and present storyboards, written proposals

Associate Degree & Certificate Programs/Course Announcements & Descriptions

and sophisticated websites for client/ organization.

- Analyze contemporary avenues for social media discourse and presentation.
- Appraise peer work in relation to the project goals.

Mobile and Web Design Level I

Certificate of Achievement

The Multimedia Arts Certificates of Achievement in Mobile and Web are available at Level I and Level II. The Level I Certificate of Achievement in Mobile and Web provides foundational skills in mobile design, web design, UI/UX design, interactive design, aesthetic visualization, project collaboration, and server-side web management. It emphasizes team-building skills, integration with software platforms, interactive applications, modular design, mobile and web frameworks. If you wish to earn a certificate, you must participate in the Student Success Program (Matriculation), which includes assessing academic skills and developing a Student Education Plan (SEP) with a counselor. This plan will map your sequence of courses to help you complete your certificate regardless of the semester you begin classes.

Career Opportunities

Front end web design, UI/UX design, social media strategy, content strategist, digital designer, engagement coordinator, graphic designer, digital marketing, interactive design, and responsive designer.

Required Courses	Units
MMART 166+166L	User Experience and Interface Design+Lab 3
MMART 167+167L	Mobile and Cross-Platform Web Design+Lab 3
MMART 168+168L	Online Games & Interactivity+Lab 3
MM/MW 1A+ 1LA	Introduction to Web Design+Lab 3
MM/MW 2+2L	Fundamentals of Graphic Visualization+Lab 3
MM/VI 9A	Video Production I: Introduction to Video 4
Total Units	19

Recommended One-Year Course Sequence Beginning in Fall Semester

If you wish to earn a certificate, you must participate in the Student Success Program (Matriculation), which includes assessing academic skills and developing a Student Education Plan (SEP) with a counselor. This plan will map your sequence of courses to help you complete your certificate regardless of the semester you begin classes.

Courses	Units
1st Semester/Fall	
MM/MW 1A+1LA	Introduction to Web Design+Lab 3

MM/MW 2+2L	Fundamentals of Graphic Visualization+Lab 3
MM/VI9A	Video Production I: Introduction to Video 4
Total	10
2nd Semester/Spring	
MMART 166+166L	User Experience and Interface Design+Lab 3
MMART 167+167L	Mobile and Cross-Platform Web Design+Lab 3
MMART 168+168L	Online Games & Interactivity+Lab 3
Total	9

Program Learning Outcomes

Students who complete the program will be able to:

- Assess current trends in mobile and web design, and formulate an online presence
- Produce original graphic designs employing both traditional-manual skills and computer skills.
- Express identity with project visualizations

Mobile and Web Design Level II

Certificate of Achievement

The Multimedia Arts Certificates of Achievement in Mobile and Web are available at Level I and Level II. The Level II Certificate of Achievement in Mobile and Web provide information and practice with advanced techniques in mobile, interactive, and web design. Advanced skills attributed to a front-end web and mobile developer, client-side management, and professional work environments. If you wish to earn a certificate, you must participate in the Student Success Program (Matriculation), which includes assessing academic skills and developing a Student Education Plan (SEP) with a counselor. This plan will map your sequence of courses to help you complete your certificate regardless of the semester you begin classes.

If you wish to earn a certificate, you must participate in the Student Success Program (Matriculation), which includes assessing academic skills and developing a Student Education Plan (SEP) with a counselor. This plan will map your sequence of courses to help you complete your certificate regardless of the semester you begin classes.

Career Opportunities

Mobile design, responsive web design, interactive design, front end web design, game design, digital marketing, software engineering, creative technology, virtual reality design, and social media strategy.

Required Courses	Units
MMART 114+114L	Data Design for Digital Media+Lab3
MMART 162+162L	Contemporary Scripting for Games, Mobile and Web+Lab 3
MMART 170+170L	Virtual Reality and Digital Spaces+Lab 3
MMART 171+171L	Web Commerce & Internet Start Up+Lab 3

MM/MW 4A+4LA Social Media Marketing and Data Analytics+Lab 3

Choose 3–5 units from the following:

ART 46	2-D Visual Design	3
CIS 6	Introduction to Computer Programming	5
MM/AN 40A	Introduction to Game Design	3
Total Units	18–20	

Certificate of Achievement

Recommended One-Year Course Sequence Beginning in Fall Semester

Students can use the following pattern to complete Certificate of Achievement in Mobile and Web Design Level II. This is only one possible pattern. If they wish to earn a certificate, you must participate in the Student Success Program (Matriculation), which includes assessing academic skills and developing a Student Education Plan (SEP) with a Counselor. This plan will map their sequence of courses to help them complete their degree regardless of the semester they begin classes.

Courses Units

1st Semester/Fall

MMART 162+162L	Contemporary Scripting for Games, Mobile and Web+Lab 3
MM/MW 4A+4LA	Social Media Marketing and Data Analytics+Lab 3
	Mobile and Web Design Elective3–5
Total	9–11

2nd Semester/Spring

MMART 114+114L	Data Design for Digital Media+Lab3
MMART 170+170L	Virtual Reality and Digital Spaces+Lab 3
MMART 171+171L	Web Commerce and Internet Start Up+Lab 3
Total	9

Program Learning Outcomes

Students who complete the program will be able to:

- Construct web design projects, demonstrating proof of concept.
- Work alone or in a team to create, develop and present storyboards, written proposals and sophisticated websites for client/ organization.
- Analyze contemporary avenues for social media discourse and presentation.
- Appraise peer work in relation to the project goals.

MM/MW 1A, Introduction to Web Design

2 Units

1.5 hours lecture, 1.5 hours lab (GR or P/NP)

Co-requisite: MM/MW 1LA

Acceptable for credit: UC/CSU

AA/AS area 4c