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 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/VI 9A	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+Lab	3
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 4+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+4L A	Social Media Marketing and Data Analytics+Lab	3
	Mobile and Web Design Elective	3–5
	Total	**9–11**
2nd Semester/Spring		
MMART 114+114L	Data Design for Digital Media+Lab	3
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

Introduction to web design: HTML5, CSS3, CSS Grid Architectures, and Responsive Design for designing a portfolio and expressing an online voice. Not open for credit to students who have completed MMART 164.
0614.30

MM/MW 1LA, Introduction to Web Design Lab

1 Unit

4 hours lab (GR or P/NP)

Co-requisite: MM/MW 1A

Acceptable for credit: UC/CSU

AA/AS area 4c

Practical training for development of multimedia skills presented in MM/MW 1A. Not open for credit to students who have completed MMART 164LA.
0614.30

MM/MW 2, Fundamentals of Graphic Visualization

2 Units

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

Co-requisite: MM/MW 2L

Acceptable for credit: CSU

AA/AS area 4c

Graphic visualization: Professional design theory; tools and techniques to design compelling visual content, make decisions with data, apply industry tools, and articulate meaning with design. Not open for credit to students who have completed MMART 165.
0614.30

MM/MW 2L, Fundamentals of Graphic Visualization Lab

1 Unit

4 hours lab (GR or P/NP)

Co-requisite: MM/MW 2

Acceptable for credit: CSU

AA/AS area 4c

Practical training for development of multimedia skills presented in MM/MW 2. Not open for credit to students who have completed MMART 165L.
0614.30

MM/MW 4A, Social Media Marketing and Data Analytics Lab

2 Units

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

Co-requisite: MM/MW 4LA

Acceptable for credit: CSU

AA/AS area 4c

Social media marketing: Apply dynamics of online content delivery to motivate and analyze consumer interest, develop a digital marketing ecosystem and integrate content creation tools, brand strategies, consumer interactions, and media analytics. Not open for credit to students who have completed MMART 169.
0614.30

MM/MW 4LA, Social Media Marketing and Data Analytics Lab

1 Unit

4 hours lab (GR or P/NP)

Co-requisite: MM/MW 4A

Acceptable for credit: CSU

AA/AS area 4c

Practical training for development of multimedia skills presented in MM/MW 4A. Not open for credit to students who have completed MMART 169L.
0614.30

MMART 114, Data Design for Digital Media

2 Units

1.5 hours lecture, 1.5 hours (GR)

Co-requisite: MMART 114L

Acceptable for credit: CSU

AA/AS area 4c

Data graphics basics: Overview of statistics, choices for charting data, digital input techniques and display methods for illustrating complex information; survey design, user experience, and the use of color, typography and narrative in creating compelling data visualizations.
0614.00

MMART 114L, Data Design for Digital Media Lab

1 Unit

4 hours lab (GR).

Co-requisite: MMART 114

Acceptable for credit: CSU

AA/AS area 4c

Practical training for development of multimedia skills presented in MMART 114.
0614.00

MMART 162, Contemporary Scripting for Games, Mobile and Web

2 Units

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

Co-requisite: MMART 162L

Recommended Preparation: MMART 168

Acceptable for credit: CSU

AA/AS area 4c

Introduction to scripting and programming for visual artists: Fundamental scripting techniques for web, mobile, video games, virtual reality, and other visual media; designing, implementing, and testing foundational application programs.
0614.30

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

1 Unit

4 hours lab (GR or P/NP)

Co-requisite: MMART 162

Acceptable for credit: CSU

AA/AS area 4c

Practical training for development of multimedia skills presented in MMART 162.
0614.30

MMART 166, User Experience and Interface Design

2 Units

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

Co-requisite: MMART 166L

Recommended Preparation: MMART 164

Acceptable for credit: CSU

AA/AS area 4c

Introduction to information architecture and interface design: Graphic and information design principles used to organize, navigate, and develop successful interfaces for new media projects. Not open for credit to students who have completed or are currently enrolled in ART 162 and/or MMART 162.
0614.30

MMART 166L, User Experience and Interface Design Lab

1 Unit

4 hours lab (GR or P/NP)

Co-requisite: MMART 166

Acceptable for credit: CSU

AA/AS area 4c

Practical training for development of multimedia skills presented in MMART 166. Not open for credit to students who have completed or are currently enrolled in MMART 161A.
0614.30

MMART 167, Mobile and Cross-Platform Web Design

2 Units

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

Co-requisite: MMART 167L

Recommended Preparation: MMART 164

Acceptable for credit: CSU

AA/AS area 4c

Cross-Platform design techniques for Mobile and Web Design: Mobile development, tablet development, web development, responsive design, and dynamic graphical elements.
0614.30

MMART 167L, Mobile and Cross-Platform Web Design Lab

1 Unit

4 hours lab (GR or P/NP)

Co-requisite: MMART 167

Acceptable for credit: CSU

AA/AS area 4c

Practical training for development of multimedia skills presented in MMART 167.
0614.30

MMART 168, Online Games & Interactivity

2 Units

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

Co-requisite: MMART 168L

Recommended Preparation: MMART 164

Acceptable for credit: CSU

AA/AS area 4c

Principles of interactive design and virtual environments: User experience, game design, dynamic graphics, and integration of interactive content for online environments.
0614.30

MMART 168L, Online Games & Interactivity Lab

1 Unit

4 hours lab (GR or P/NP)

Co-requisite: MMART 168

Recommended Preparation: MMART 164

Acceptable for credit: CSU

AA/AS area 4c

Practical training for development of multimedia skills presented in MMART 168.
0614.30

MMART 170, Virtual Reality and Digital Spaces

2 Units

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

Co-requisite: MMART 170L

Recommended Preparation: MMART 164 or 165

Acceptable for credit: CSU

AA/AS area 4c

Interactive and game based architectures: virtual reality environments, visible and invisible data, interactive design environments, and visual mapping.
0614.30

MMART 170L, Virtual Reality and Digital Spaces Lab

1 Unit

4 hours lab (GR or P/NP)

Co-requisite: MMART 170

Acceptable for credit: CSU

AA/AS area 4c

Practical training for development of multimedia skills presented in MMART 170.
0614.30

MMART 171, Web Commerce and Internet Start Up

2 Units

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

Co-requisite: MMART 171L; Not open for credit to students who have completed are currently enrolled in MMART 160C.

Recommended Preparation: MMART 164

Acceptable for credit: CSU

AA/AS area 4c

Introduction to the principles of E-commerce: Building an online business, analysis and application of media content, operating shopping carts, and execution of online strategy.
0614.30

MMART 171L, Web Commerce and Internet Start Up Lab

1 Unit

4 hours lab (GR or P/NP)

Co-requisite: MMART 171; Not open for credit to students who have completed are currently enrolled in MMART 160LC.

Recommended Preparation: MMART 164

Acceptable for credit: CSU

AA/AS area 4c

Practical training for development of multimedia skills presented in MMART 171.
0614.30

MULTIMEDIA ARTS Video Arts

Film, Television, And Electronic Media

Associate in Science Degree for Transfer

The Multimedia Arts AS-T Degree in Film, Television, and Electronic Media offers a foundation in film theory, sound, and production. The program is interdisciplinary and focuses on developing critical thinking, artistic and technical skills for careers in film and media industries. Students who successfully complete the AS-T in Film, Television, and Electronic Media earn specific guarantees for transfer to the CSU system: admission to a CSU with junior status, and priority admission to their local CSU campus and to a program or major in multimedia art or a similar major. Students transferring to a CSU campus will be required to complete no more than 60 units after transfer to earn a bachelor's degree. Students are required to complete 60 semester units that are eligible for transfer to a California State University, including both of the following: (1) The Inter-segmental General Education Transfer Curriculum (IGETC) or the California State University General Education – Breadth Requirements and (2) 18 semester units with a grade of C or better in the major and an overall minimum grade point average (GPA) of at least 2.0 in all CSU transferable coursework. Students are advised to consult with a Berkeley City College counselor for additional information and to verify transfer requirements.

Career Opportunities

Completion of this certificate will provide students with the coursework they need to work in video production, editing, motion graphics, audio recording and sound design, cinematography, documentary production, narrative filmmaking and film criticism.

Required Courses

MMART 110	Scriptwriting and Storyboarding	3
MMART 122B	From Movies to Multimedia	3
MM/VI 9A	Video Production I: Introduction to Video	4
MM/VI 9C	Video Production III: Directing and Producing	3
MM/VI 24A+24LA	Sound Design I+Lab	3

Video Arts Electives. Choose 3 units from the following:

HUMAN 21	Film: Art and Communication	3
MMART 5A	Introduction to Motion Graphics	3
MMART 468	Occupational Work Experience in Multimedia Arts	3
MM/VI 20A and	Editing I: Introduction to Video Editing	2
MM/VI 20LA	Editing I: Introduction to Video Editing Lab	1
MM/VI 20B and	Editing II: Technical Skills	2
MM/VI 20LB	Editing II: Technical Skills Lab	1
MM/VI 20C and	Editing III: Crafting a Story	2
MM/VI 020LC	Editing III: Crafting a Story Lab	1
Major Requirements		**19**
General Education (IGETC or CSU GE) and Electives		**41**
Total Units:		**60**

Recommended Two-Year Course Sequence Beginning in Fall Semester

Students can use the following pattern to complete an Associate in Science in Film, Television, and Electronic Media Degree for Transfer. 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 their classes.

Course		Units
1st Semester/Fall		
MMART 110	Scriptwriting and Storyboarding	3
	Video Arts Elective	6
	General Education/Elective	6
2nd Semester/Spring		
MMART 122B	From Movies to Multimedia	3
MM/VI 9A	Video Production I: Introduction to Video	4
MM/VI 24A+24 LA	Sound Design I and Lab	3
	General Education/Elective	6
3rd Semester/Spring		
MM/VI 9C	Video Production III: Directing and Producing	3
	Video Arts Elective	6
	General Education/Elective	6
4th Semester/Spring		
	Video Arts Electives	3
	General Education /Elective	6

Program Learning Outcomes

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

- Demonstrate entry-level skills in film, television, and electronic media via completed projects.
- Evaluate design principles, aesthetic forms, historical context and social relevance of multimedia works.
- Delegate responsibilities according to various crew roles and applying collaborative communication skills in a professional setting.