

Programs pushed into fast track by OEI Grant

Motion Graphics Certificate of Achievement – 19 units

Beginning Photography (Credit and non-Credit) (9 unit Stackable Certificate)

Updated certificates and AA degree based on revisions

AA Degree Digital Imaging

Certificate of Achievement Digital Imaging: Digital Photography

In addition to adding DE option to the courses the Photography Faculty moved to combine Classes to become 4 hour classes and leave students the option for a 1 unit elective Lab. This change lead to updating not only the Photography classes but also the certificates and AA degree.

Introduction to Social Media (12 unit stackable certificate)

Credit only – working with Business to see if marketing would work as noncredit

The 9-12 unit certificates are not only set up to be offered online but to also create a bridge for High students and new students to build success quickly and lead into the larger certificate and AA degrees.

In addition the grant includes training for faculty on the OEI Rubric, Gamification of classes, and embedding assessment into rubrics into canvas. Training sessions will be recorded and archived for future use.

The grant is enabling us to build rigorous online and on ground programs and move us towards inclusion in the consortium.

Berkeley City College

Motion Graphics

Overview

College	BCC - Business/STEM/Media Art
Originator	Mary Clarke-Miller
Award Type	Certificate of Achievement

Codes and Dates

Curriculum Committee Approval Date	5/01/2014
Board of Trustees Date	8/01/2014
Current Effective Date	8/17/2015
Top Code	0614.40* - Animation
CIP Code	10.0304: Animation, Interactive Technology, Video Graphics and Special Effects.

Description

The Certificate of Achievement will prepare students with key multimedia skills necessary for employment and enrichment. This certificate emphasizes motion graphics utilizing both 2D and 3D skills.

Career Opportunities

Motion graphic designer, Motion graphic Artist, Motion graphics editor, Motion designer, Multimedia Designer, Graphic designer, Presentation specialist, UI/ux artist or a Production artist.

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 basic motion graphics.
2. Demonstrate the use of digital art techniques to generate creative solutions to problems expand and transform imagery and ideas into meaningful multimedia works, as appropriate to the certificate.

Degree Requirements:

Required Courses	Credit Hours: (15 Required)
MMART 001 Design Thinking	3
MMART 003 Introduction to Digital Art	3
MMART 005A Introduction to Motion Graphics	3
MM/DI 015A Introduction to 3D Motion Graphics	3
MM/VI 020A and Editing I: Introduction to Video Editing	2
MM/VI 020LA Editing I: Introduction to Video Editing Lab	1
 Select 6 units	 Credit Hours: (6 Required)
MMART 005B Intermediate Motion Graphics	3
MM/DI 015B Intermediate 3D Motion Graphics	3
MM/AN 004 2D Digital Animation	3
MM/DI 004 Introduction to Photoshop	2
MM/DI 004L Introduction to Photoshop Lab	1
MM/DI 020A and Introduction to Digital Photography	2
MM/DI 020LA Introduction to Digital Photography Lab	1
MM/AN 050 Career Preparation for Animation and Game Industries	3
MM/AN 055A Animation and Game Studio Practice	1
MM/AN 055B Animation and Game Studio Practice	1

Total: 21

Berkeley City College

Digital Imaging: Beginning Digital Photography

Overview

College
Originator
Award Type

BCC - Business/STEM/Media Art
Mary Clarke-Miller
Certificate of Achievement

Description

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

Career Opportunities

firms at the entry-level, with independent consultants and in large-scale digital photography companies. Photo Editor, junior Digitech, retoucher, assistant retail photographer, assistant Photographer

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.
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Degree Requirements:

Required courses	Credit Hours:	(9 Required)
MM/DI 004 and Introduction to Photoshop		2
MM/DI 004L Introduction to Photoshop Lab		1
MM/DI 020A and Introduction to Digital Photography		2
MM/DI 020LA Introduction to Digital Photography Lab		1
MM/DI 020B Intermediate Digital Photography		3
	Total:	9

Berkeley City College

Beginning Photography

Overview

College
Originator
Award Type

BCC - Business/STEM/Media Art
Mary Clarke-Miller
Certificate of Completion

Description

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

Career Opportunities

list

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.
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Degree Requirements:

required courses

MM/DI 510	Photoshop	52.5
MM/DI 520A	Introduction to Digital Photography	52.5
MM/DI 550	Design Studio Practice	70
MM/DI 520B	Intermediate Digital Photography	70

Noncredit: (245 Required)

Total: 245

Berkeley City College

Introduction to Social Media

Overview

College	BCC - Business/STEM/Media Art
Originator	Mary Clarke-Miller
Award Type	Certificate of Achievement

Description

Berkeley City College's Introduction to Social Media Certificate of Achievement prepares students for entry-level jobs with social media titles that require skills in copy-writing, marketing, producing, and also provides upgraded skills for those already employed in multimedia or film related jobs. The program focuses on developing artistic, critical thinking, basic marketing knowledge, equipment and computer skills.

Career Opportunities

Completion of this certificate will provide students with the coursework they need to work in entry level social media positions such as copywriters, content managers, producers, event or project coordinators.

Program Learning Outcomes

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

1. Demonstrate an appropriate knowledge using digital multimedia equipment and software programs to create and edit multimedia works for social media applications.
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Degree Requirements:

Required courses	Credit Hours: (12 Required)
MM/VI 020A and Editing I: Introduction to Video Editing	2
MM/VI 020LA Editing I: Introduction to Video Editing Lab	1
MM/MW 004A Social Media Marketing and Data Analytics	2
MM/MW 004LA Social Media Marketing and Data Analytics Lab	1
BUS 070 Introduction to Marketing	3
MM/VI 016 Social Media Storytelling	3

Total: 12