



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.

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.

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

FACILITY AND EQUIPMENT

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.

HOURS

Class hours

Tuesday – Sunday 10 AM – 6 PM

ADMISSIONS AND ENROLLING PROCESS

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>. BAVC Training Department staff will respond to Certificate applications no later than 10 days from application date.

As part of the admissions process, students may be required to successfully demonstrate technical skill levels, English comprehension and ability to complete the program before Certificate training can be approved. To determine skill level, BAVC staff provide prospective students with assessments. These assessments are typically 24 questions and take 60 minutes to complete. Prospective students must score a 70% or higher for approval. There is no charge for these assessments.

Once applicable assessments are successfully completed, certificate students are notified via phone or email and provided with an enrollment agreement as well as the course catalog and links to any applicable programmatic information. Once BAVC has received the signed documents and answered any student questions, students are provided with enrollment points and instructions, and may begin enrolling in their courses.

**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 includes statistics for each educational program and 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> and specifically: http://bavc.org/files/Performance_Fact_Sheet_By_Cert_Sheet1.pdf*

BAVC courses are not credit-bearing. BAVC does not accept hours or credits earned at other institutions through transfer of credit, challenge examinations, achievement tests, or experiential learning. BAVC does not accept ability-to-benefit students.

OFFERED COURSEWORK

CERTIFICATE TRAINING

OVERVIEW

All class instruction for BAVC courses occurs on-site at BAVC's facility. All instruction occurs in English only. Relevant course materials are provided to students prior to the first day of class or at the first class. Available class syllabi are shared with students prior to the first day of class.

Instruction for all courses and programs is conducted through a combination of direct teaching and hands-on learning. Instructors introduce and explain relevant content for each subject and provide students with the opportunity to use in-house equipment to practice the various skills and concepts being taught. Because all instruction occurs at BAVC, students have free access to all related equipment and software throughout their class-time. Additionally, there are no final tests or examinations or required internships or externships for the completion of these programs.

Class size for training varies by subject. Classes range from 1 to a maximum of 30 students per class. Technical skills training class size is limited to 12 or less students.

Successful completion of a BAVC Certificate does not correspond with any licensing exams in California or other states. BAVC is not accredited by an accrediting agency recognized by the United States Department of Education 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.

The next section of this catalog sets out each certification program offered, including its objectives and requirements. Appendix A at the end of this catalog contains a description of each individual course of instruction offered.

PROGRAMS AND OBJECTIVES

Graphic & Web Design Certificate

Total instruction: 160

Total tuition: \$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.

There are no final tests or examinations or required internships or externships for the completion of this program.

The following courses are required to complete this certification program:

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

Total instruction: 160 hours

Total tuition: \$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.

There are no final tests or examinations or required internships or externships for the completion of this program.

Pre-requisites:

Photoshop: Introduction
 Illustrator: Introduction

InDesign: Introduction
HTML/CSS: Introduction

The following courses are required to complete this certification program:

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)
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 section.

Motion Graphics Certificate

Total instruction: 160 hours

Total tuition: \$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. There are no final tests or examinations or required internships or externships for the completion of this program.

Pre-requisites:

Photoshop: Introduction

The following courses are required to complete this certification program:

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 section.

Web Development Certificate

Total instruction: 160 hours

Total tuition: \$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.

There are no final tests or examinations or required internships or externships for the completion of this program.

The following courses are required to complete this certification program:

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 section.

Video Production Certificate

Total instruction: 136 hours

Total tuition: \$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.

There are no final tests or examinations or required internships or externships for the completion of this program.

The following courses are required to complete this certification program:

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 section.

Video Postproduction Certificate

Total instruction: 152 hours

Total tuition: \$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. There are no final tests or examinations or required internships or externships for the completion of this program.

The following courses are required to complete this certification program:

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 section.

Motion Graphics Fast Track Certificate

Total instruction: 56 hours

Total tuition: \$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.

There are no final tests or examinations or required internships or externships for the completion of this program.

Pre-requisites:

Photoshop: Introduction

The following courses are required to complete this certification program:

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

Total instruction: 56 hours

Total tuition: \$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. There are no final tests or examinations or required internships or externships for the completion of this program.

Pre-requisites:

Photoshop: Introduction
 After Effects: Introduction

The following courses are required to complete this certification program:

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

Total instruction: 56 hours

Total tuition: \$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.

There are no final tests or examinations or required internships or externships for the completion of this program.

The following courses are required to complete this certification program:

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

Total instruction: 72 hours

Total tuition: \$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.

There are no final tests or examinations or required internships or externships for the completion of this program.

Pre-requisites:

HTML/CSS: Introduction

The following courses are required to complete this certification program:

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

Total instruction: 56 hours

Total tuition: \$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.

There are no final tests or examinations or required internships or externships for the completion of this program.

The following courses are required to complete this certification program:

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

Total instruction: 56 hours

Total tuition: \$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.

There are no final tests or examinations or required internships or externships for the completion of this program.

Pre-requisites:

Photoshop: Introduction

InDesign: Introduction

Illustrator: Introduction

HTML/CSS: Introduction

The following courses are required to complete this certification program:

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

Total instruction: 72 hours

Total tuition: \$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.

There are no final tests or examinations or required internships or externships for the completion of this program.

The following courses are required to complete this certification program:

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

Total instruction: 56 hours

Total tuition: \$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.

There are no final tests or examinations or required internships or externships for the completion of this program.

The following courses are required to complete this certification program:

Video Postproduction Workflow (16 hours)

Final Cut Pro X: Package (16 hours)

Premiere Pro: Introduction (16 hours)

Portfolio Development Series: (8 hours)

Predators Fast Track Certificate

Total instruction: 56 hours

Total tuition: \$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. “Predator” is the industry term used for “producers” and “editors,” a hybrid role that includes video production and postproduction.

There are no final tests or examinations or required internships or externships for the completion of this program.

The following courses are required to complete this certification program:

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

Total instruction: 56 hours

Total tuition: \$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.

There are no final tests or examinations or required internships or externships for the completion of this program.

The following courses are required to complete this certification program:

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.

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 on a pass/fail basis. In order to pass, a student must:

1. Attend every class (except for excused absences under stated Attendance Policy)
2. Demonstrate adequate skill level when completing each class exercise
3. Participate in class discussions
4. Understand key beginning, intermediate and advanced elements as outlined in the curriculum
5. Understand 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
- Relevancy to job market
- Professionalism and completeness.

TRANSFER OF CREDITS

ACCEPTING CREDITS

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

**Students may test out of intro level courses for Affter Effects, Photoshop, Illustrator, InDesign, or HTML/CSS. BAVC staff will provide an online assessment to the prospective student and instruct them on how to take it. The student will have 60 minutes to complete and may only take the assessment once. Once completed, scores are stored in BAVC's internal database. If a student receives a 70% or higher, they do not have to take the intro level course and may use the hours slated for that course towards a certificate elective. There is no charge for the assessment, or any appeal. Student may appeal decision to the Director of Training, Enrollment Manager, or Training Strategist within 5 days of receiving results of the test by emailing edu@bavc.org.*

TRANSFERRING CREDITS

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

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.

ACADEMIC POLICIES

REQUIRED ENGLISH PROFICIENCY FOR CLASSES

Students are expected to have the equivalent of an 8th grade English Comprehension level. Instruction will not occur in any language other than English. 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.

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.

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.

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. Failing to adhere to this attendance policy may result in a student being placed on academic probation.

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.***

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.

COMPLETION

A certificate of completion is provided to students who successfully complete the required coursework, and where applicable, pass the portfolio development review. Certificates are mailed to students within 30-60 days of course completion.

STUDENT DRESS AND CONDUCT

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

PROBATION AND DISMISSAL POLICY

Students failing to adhere to BAVC's attendance and/or conduct policy may be put on probation. These violations include unexcused absences, minor disruptive behavior, or failure to comply with the student dress code. Once presented with their violations, students will be counseled regarding actions to be taken in order to ensure a return to good standing. Students may appeal probation to the Director of Training or Executive Director, in writing, by providing documentation indicating the circumstances of the unsatisfactory behavior and their plan to return to good standing.

Students will be dismissed for the following reasons:

- Failure to remove himself or herself from academic, attendance, or student conducts probation.
- More serious violations of the 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.

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.

STUDENT SERVICES

ACADEMIC INFORMATION

As used in all BAVC materials, a COURSE is a single subject of study by which instructions 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.

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.

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 Department staff on behalf of the student.

HOUSING

BAVC does not have dormitory facilities under its control and does not offer housing arrangement services for its students or assist students in finding housing. San Francisco housing rentals are currently the highest in the nation so students should plan accordingly. As of May 2015, one-bedroom rentals on Zillow.com within walking distance of BAVC, were averaging between \$3,000-5,000, and availability of housing is very limited.

INSTRUCTIONAL SITE

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 textbooks 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.

MEMBERSHIP

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

STUDENT RECORDS

Student transactions and class enrollments are captured within BAVC's database and are maintained permanently. 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.

INTERNATIONAL STUDENTS

Visa services are not provided but BAVC will vouch for student status, if needed, at no additional charge.

GRIEVANCE PROCEDURE

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

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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 this catalog 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).

CANCELLATION, WITHDRAWAL, AND REFUND POLICY

CANCELLATION AND WITHDRAWAL POLICY

Changes to approved class schedules must be requested via email to edu@bavc.org no less than 7 days from the first class date. Students wishing to cancel or withdraw may do so through attendance at the first class session, or the seventh day after enrollment, whichever is later. The last day to cancel is the day of the first class session. Refunds will be provided to cancelling or withdrawing students in accordance with the refund policy. To notify this institution of your request to withdraw from the Certificate program, please email edu@bavc.org.

REFUND POLICY

Students needing to cancel or withdraw from the program will receive a full refund for all unattended classes. Students are entitled to a refund of charges paid through attendance at the first class session, or the seventh day after enrollment, whichever is later. If the student has received federal student financial aid funds, the student is entitled to a refund of moneys not paid from federal student financial aid program funds. Refunds may be obtained by emailing edu@bavc.org.

TUITION AND FEES

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.)

CATALOG OF CERTIFICATE FEES			
	Hours	Fees	Notes
FAST TRACK CERTIFICATE			
Please choose one from the options below:			
Available in After Effects, Advanced After Effects, Digital	52	\$1785.00	Tuition
Shooter, Editor, Predator, HTML/CSS,		\$55.00	Membership
Web Design, Experiential Design		N/A	Books, tools, equipment, etc.

		\$0.00	Non-refundable Student Tuition Recovery Fee
		\$1840.00	TOTAL
MULTIMEDIA CERTIFICATE			
Please choose one from the options below:			
Please choose: Coding, Design Foundation	72	\$2280.00	Tuition
		\$55.00	Membership
		N/A	Books, tools, equipment, etc.
		\$0.00	Non-refundable Student Tuition Recovery fee
		\$2335.00	TOTAL
Graphic & Web Design	160	\$4800.00	Tuition
		\$55.00	Membership
		N/A	Books, tools, equipment, etc.
		\$0.00	Non-refundable Student Tuition Recovery Fee
		\$4855.00	TOTAL
Graphic & Web Design w/Portfolio Development	160	\$4800.00	Tuition
	5	\$850.00	One-on-one Portfolio Development
		\$55.00	Membership
		N/A	Books, tools, equipment, etc.
		\$0.00	Non-refundable Student Tuition Recovery Fee
		\$5705.00	TOTAL
Motion Graphics	160	\$4800.00	Tuition
		\$55.00	Membership
		N/A	Books, tools, equipment, etc.
		\$0.00	Non-refundable Student Tuition Recovery Fee
		\$4855.00	TOTAL
Motion Graphics w/Portfolio Development	160	\$4800.00	Tuition
	5	\$850.00	One-on-one Portfolio Development
		\$55.00	Membership
		N/A	Books, tools, equipment, etc.
		\$0.00	Non-refundable Student Tuition Recovery Fee
	165	\$5705.00	TOTAL
Video Postproduction	152	\$4800.00	Tuition
		\$55.00	Membership
		N/A	Books, tools, equipment, etc.
		\$0.00	Non-refundable Student Tuition Recovery Fee
		\$4855.00	TOTAL
Video Postproduction w/Portfolio Development	152	\$4800.00	Tuition
	5	\$850.00	One-on-one Portfolio Development
		\$55.00	Membership
		N/A	Books, tools, equipment, etc.
		\$0.00	Non-refundable Student Tuition Recovery Fee
	157	\$5705.00	TOTAL
Video Production	132	\$4800.00	Tuition

		\$55.00	Membership
		N/A	Books, tools, equipment, etc.
		\$0.00	Non-refundable Student Tuition Recovery Fee
		\$4855.00	TOTAL
Video Production w/Portfolio Development	132	\$4800.00	Tuition
	5	\$850.00	One-on-one Portfolio Development
		\$55.00	Membership
		N/A	Books, tools, equipment, etc.
		\$0.00	Non-refundable Student Tuition Recovery Fee
	137	\$5705.00	TOTAL
Web Development	160	\$4800.00	Tuition
		\$55.00	Membership
		N/A	Books, tools, equipment, etc.
		\$0.00	Non-refundable Student Tuition Recovery Fee
		\$4855.00	TOTAL
Web Development w/Portfolio Development	160	\$4800.00	Tuition
	5	\$850.00	One-on-one Portfolio Development
		\$55.00	Membership
		N/A	Books, tools, equipment, etc.
		\$0.00	Non-refundable Student Tuition Recovery Fee
	165	\$5705.00	TOTAL
Graphic & Web Design: Experiential Design	160	\$4800.00	Tuition
		\$55.00	Membership
		N/A	Books, tools, equipment, etc.
		\$0.00	Non-refundable Student Tuition Recovery Fee
		\$4855.00	TOTAL
Experiential Design w/Portfolio Development	160	\$4800.00	Tuition
	5	\$850.00	One-on-one Portfolio Development
		\$55.00	Membership
		N/A	Books, tools, equipment, etc.
		\$0.00	Non-refundable Student Tuition Recovery Fee
	165	\$5705.00	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. This institution does not charge a registration fee.

FINANCIAL ASSISTANCE

STUDENT LOANS AND FINANCIAL AID

This institution does not accept federal student financial aid funds nor does it offer financial aid. If the student has obtained a loan to pay for this Certificate program, the student has the responsibility to repay the full amount of the loan plus interest. If the student has received federal student financial aid funds, the student is entitled to a refund of the moneys not paid from federal financial aid fund.

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.

STUDENT TUITION RECOVERY FUND

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:

1. 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 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.

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 go to <http://bavc.org/instructors>

INSTRUCTOR	COURSES TAUGHT	QUALIFICATIONS
Battle, Keith	Motion Graphics, Video Production, Video Postproduction, Portfolio Development	University of Michigan, B.A English Literature; Over 250 hours of digital media training at BAVC; 8+ years of media production experience
Carter, Eric	Web & Graphic Design, Web Development, Portfolio Development	15+ years experience building eLearning applications
Crampton, Carolyn	Illustrator, InDesign, Photoshop	University of Colorado, B.F.A; 10 years experience as a Graphic Designer
Dell'Agostino, David	Web Development, Experiential Design	University of California – Santa Barbara, M.A Philosophy; SFSU, M.A. Philosophy; 10 years of web application and website design and development
Green, Laura	Video Production, Audio Postproduction	Stanford University, M.F.A in Documentary Film and Video; Brown University, B.A in Modern Culture and Media; 5+ years experience in film making and teaching
Kleeman, Ryan	Audio Production, Audio Postproduction	University of Missouri-Kansas City, M.F.A in Sound Design and Technology & B.A in Liberal Arts with an emphasis in Audio Engineering; 10 years of teaching experience; 7 years of sound design and audio engineering experience
Kralowec, Kathleen	Web & Graphic Design, Experiential Design	UC Santa Cruz, MFA Digital Art and New Media; Scripps College, B.A Art and Philosophy; 5 years experience as a designer and editor
McDonald, Jason	Social Media Marketing, SEO	Harvard University, BA of Russian Studies and Economic; University of California Berkeley Masters and PhD of Political Policy; 20+ years expertise in online media; Founder of JM Internet Group
McNeal, Marilyn	HTML/CSS	New School University, M.A Media Arts; University of Pittsburgh, B.A English Literature; 15 years of teaching experience of various softwares (Adobe, Microsoft, HTML, Falsh)
Owen, Aaron	Compression	Founder of Cinematiq – a digital motion picture lab; 7 years experience as an editor and designer
Oyler, Nate	PHP, JavaScript, jQuery	10 years experience as a corporate architect/application support specialist; 8 years experience as a

		Tech coordinator and technician
Presler, Diane	Graphic & Web Design, Web Development: Experiential Design, Portfolio Development	San Francisco Art Institute: Printmaking; University of Cincinnati, B.S Graphic Design; 15 years experience as an Adobe Certified Instructor
Santamaria, David	Motion Graphics, Video Postproduction, Portfolio Development	University of Florida, B.S Psychology, Minor in Film; CCSF extended Film Production coursework; Apple Certified in Final Cut Pro and Motion; 7 years experience as an instructor
Shetz, Tim	Motion Graphics	20 years experience in design; 5+ years experience as instructor; Adobe certified expert in After Effects; Runs C4Dtraining.com
Thanawala, Shilpa	Web Development: Experiential Design	Lehigh University, M.S Chemical Engineering; University of California Berkeley, B.S Chemical Engineering; Co-founder and Co-owner, Dangerbrain; 8 years experience as a web professional
Wharmby, Mary	Web Development: Experiential Design, Portfolio Development	Academy of Arts, M.F.A Web Design and New Media; Columbia University, M.A International Relations; University of Maryland, B.A Political Science; 11 years experience as a designer; 5 years experience as an instructor
Williams, Doug	Motion Graphics	Mills College, M.F.A Experimental Film; Sarah Lawrence College, B.A Film; 5+ years experience as an instructor

CATALOG

This catalog is updated annually by Training staff. It is available via BAVC's website or upon request at BAVC's facility. Individuals seeking an emailed digital copy may request it at any time by contacting edu@bavc.org. This catalog is made available to all prospective students prior to enrollment at BAVC's facility, on the website, or by email request. No individual will be permitted to enroll prior to receiving the catalog by one of these means.

Appendix A

AESTHETICS OF EDITING – 8 Hours

We'll fix it in post. You've heard that phrase to justify less-than-desirable production results but the old chestnut can also refer to moving the story along. The decisions you make while editing brings the power to a film or video. It helps viewers make connections, be in on the secret, or turn what they're watching into an art form. As Ralph Rosenblum says in his industry-renown classic, *When The Shooting Stops, The Cutting Begins*, the footage "must now be selected, tightened, paced, embellished, arranged, and in some scenes, given artificial respiration".

In this San Francisco film editing class, we will leave software and hardware behind and focus on the art and craft of cutting. You'll explore well-known concepts used by Hollywood moviemakers, independent film and video makers and even by comics artists. Examples will be drawn from narrative and documentary films as well as from music videos, commercials and experimental films. You'll walk away from this San Francisco class with a solid understanding of:

- Juxtaposition
- Reaction shots
- Cutaways
- Action edits
- B-roll
- Pacing
- Screen position
- Montage
- Continuity
- Sound

AFTER EFFECTS: INTRODUCTION – 16 Hours

With After Effects, editors, producers and animators can create sophisticated motion graphics and composite layers of QuickTime movies and graphics files. After Effects provides the control and professional quality output previously reserved for commercial post-houses. This intensive two-day course focuses on After Effects' interface and basic features.

Topics include:

- Composite layers of digital video, graphics files, and animation

- Setting key frames and manipulating images over time
- Create special effects using Photoshop-style filters and masking
- Create titles and prepare files in Photoshop or Illustrator
- Pan large resolution still images and simulate camera moves

AFTER EFFECTS: INTERMEDIATE – 16 Hours

This two-day class covers the more sophisticated features of Adobe After Effects, building on students' basic knowledge of the interface and focusing on the powerful intra-frame and compositing abilities of the software. Topics covered:

- Nesting, layer modes, parenting, null and adjustment layers
- Animation techniques for acceleration, variable speed effects
- Working in 3D
- Text layer animation
- Track mattes and advanced mask techniques

AFTER EFFECTS: COMPOSITING – 8 Hours

Unleash the power of AE's compositing tools! Compositing is the core of motion graphics work. This San Francisco class covers the basics of Keylight and similar keying effects, standard practices for pulling a good key, as well as other techniques to improve your composites, such as color matching and rotoscoping. Topics include:

- Overview of After Effects keying effects
- Advanced techniques for pulling a better key
- Color correction in After Effects

AFTER EFFECTS: EFFECTS DEMYSTIFIED – 8 Hours

Adobe After Effects is the industry standard when it comes to producing, manipulating and stylizing videos and animations. At BAVC in San Francisco, our Adobe After Effects training class teaches you how to use this powerful tool and integrate it in your practice, but the application itself goes very deep. Prepare to dive in. In this one-day course we give you a platform to experiment with several useful effects to take the mystery out of what they do and how to implement them. We will also discuss ways to troubleshoot problems and ways to continue learning outside the classroom by teaching yourself how to wield this complex set of tools. Beginners and experts alike are welcome to join in as we unpack many simple techniques, overlooked effects and approaches. After a comprehensive drill down on the interface and exploration of DIY approaches, students will put together a short educational segment and demonstrate mastery of a technique by sharing their findings with the class. Possible areas of exploration include:

- Create write-on using masks, paint tools, and the write-on effect
- Demystify effects like particles, distortion effects, and color effects
- Distinguish differences between effects and layer styles
- Extend your toolbox and skills with add-ons, tutorials, and popular online resources

AFTER EFFECTS: EXPRESSIONS – 8 Hours

Put the power of Adobe Expressions to work in your AE projects! This class on Adobe After Effects,

Expressions, taught in San Francisco demystifies one of the more powerful tools in AE's arsenal, covering everything from the basics to more advanced uses of AE's scripting abilities. Expressions can save considerable time and effort over traditional keyframing techniques. Topics covered include:

- Introduction to Expressions
- Creating randomness
- Conditional scripts
- Physical simulations

AFTER EFFECTS: MOTION TRACKING – 8 Hours

Simplify complex animation tasks with AE's motion tracking tools. The class will review AE's built-in motion tracking and stabilization tool, as well as learning Mocha for After Effects, a new, more robust method of motion tracking introduced in CS4.

Topics covered:

- Motion tracking
- Motion Stabilization
- Mocha

AFTER EFFECTS: PROJECTS – 8 Hours

If you want to show off your Adobe Creative Suite skills--or any skills for that matter--you have to create a portfolio of projects demonstrating that you know what you're doing. Now that you have completed After Effects: Introduction, you need to prove it.

The class starts off with a review of After Affects tools you learned in the introduction class. From there you'll jump into an industry relevant project created by our instructor. In class you can work on the project, ask questions of your instructor if you get stuck, and peak over your classmates' shoulders for inspiration. You'll walk away from this class with the beginnings of a portfolio asset that will impress your future employers and collaborators!

Things to expect:

- After Effects: Introduction tools review
- Class time to play around in the tool
- Potential collaboration and feedback from your classmates
- Helpful instruction and guidance from the instructor
- A project assignment that will yield the foundation a cornerstone portfolio piece

AFTER EFFECTS: 3D – 8 Hours

Most professional motion graphics utilize some level of 3D. This San Francisco class offers students who know the basics in After Effects a chance to go deeper into the software and learn core 3D techniques. This one-day course, taught of course at BAVC's San Francisco headquarters, demystifies 3D navigation

with comprehensive hands-on demos. Students will discover the possibilities of exploring the 3rd dimension in After Effects. Some highlights of the class training on 'After Effects: 3D' include:

- Working with cameras to move within and between 3D sets
- Producing true 3D objects and text in AE with shape layers
- Building a rack focus effect
- Creating customized lighting and shadow effects
- Working with live 3D objects created or routed through Photoshop
- How to employ simple expressions and scripts to push the limits of After Effects 3D capabilities

AUDIO FOR VIDEO PRODUCTION – 8 Hours

This eight-hour workshop provides hands-on training in the basic techniques of recording sound for the camera. This class will review basic sound theory, practical tips, squashing noise, and troubleshooting. Students will set up interviews and use the most commonly used professional sound equipment in different environments.

Topics covered:

- Mixing theory/gain structure
- Mic, line, and consumer levels
- Microphone types and applications
- Boom technique
- Ambiance

Students are encouraged to bring their own video camera and sound gear to class

AUDIO POST PRODUCTION: INTERMEDIATE – 8 Hours

Want to delve deeper into audio post-production? Take this class! This one-day course begins to cover more advanced workflow techniques of audio postproduction for film and commercial productions, Learn about advanced techniques of audio cleanup and restoration using tools within Adobe Audition CC. This course is designed to sharpen skill-sets for increasing the quality of audio in your own projects, as well as prepare you for Advanced Audio Post-Production at BAVC. Learn how to apply complex equalization filters to voice-over and dialogue content and advanced compression / limiting techniques to balance audio levels, and integrate sound design into your projects.

Topics include:

- Parametric equalization
- Noise reduction
- Dynamic compression / limiting
- Sound design integration
- Automation and techniques for mixing all audio components together to produce a balanced, final output

CINEMA 4D: INTRODUCTION – 16 Hours

This San Francisco high-end 3D graphics app training by Maxon is surprisingly very easy to use and

developed with the artist in mind, so if you want to get your feet wet with modeling, animating, texturing and rendering sign up for this San Francisco two days of hands-on exhilaration class. Topics covered:

- User interface
- Overview of tools
- Basic modeling
- Lighting in-depth
- Texturing
- Basic animation
- Rendering your project

CINEMA 4D: INTERMEDIATE – 16 Hours

Take your Cinema 4D skills to the next level. Further your modeling, texturing, and animation skills as well as explore the powerful C4D module, Mograph. Learn multipass rendering techniques and advanced After Effects compositing. Topics covered:

- Mograph
- Particles
- Texturing
- Multipass rendering
- Compositing in After Effects

CODE FOR NON-CODERS – 8 Hours

If you're a seasoned programmer, you can skip this class. For everyone else, it's essential to be able to understand the logic behind programming and to communicate with front end and back end web developers and coders. You'll get introduced to responsive design, web development and QA workflow, understanding constraints, linking to a dynamic database, security concerns and do a shallow dive into when to use PHP, Ruby, Ruby on Rails, JavaScript, JQuery, Java, APIs, Python, C++ and CMS.

You'll leave with a helpful vocabulary list, an idea of how to work side-by-side with a coder to achieve successful projects and find out you may want to learn more about becoming a coder yourself.

COLOR CORRECTION – 16 Hours

This two-day class introduces students to the powerful color correction tools in Adobe Premiere, Final Cut Studio, Final Cut X and Davinci Resolve. The class focuses on color correction and color correction workflows for finishing films.

Topics covered:

- Correcting for broadcast, festivals, and web
- Primary and secondary grading
- Stylized color effects
- How to create popular cinematic looks
- Workflows between Editing softwares and Davinci Resolve.

COLOR THEORY – 8 Hours

Color theory encompasses a multitude of definitions, concepts and design applications. The visual impact of various color combinations cannot be understated in design. This course will cover traditional color theory, as well as the cultural, emotional, and most importantly, design impacts of color. Students will work on a variety of design projects, primarily using Photoshop

COMPRESSION - 8 Hours

Learn the basics and best practices of video distribution using Apple Compressor and Adobe Media Encoder, must-have software for anyone uploading videos to the web or making a DVD, outputting to tape or even porting files from software to software.

Topics include:

- Intra-frame and inter-frame compression
- Interlacing
- Pixel aspect ratios
- Pull-down/advanced pull-down
- Setting up surround sound for DVD

CUSTOM PORTFOLIO MENTORING – 5 Hours

Ready for the personal attention to get your portfolio up to speed? Like a personal trainer at a gym, our industry expert/instructor/mentor will guide you to looking your best online. First you'll meet with your instructor to show them what assets you have (or what your existing portfolio currently looks like). You'll discuss where you'd like to be working and what your portfolio will need to look like in order to apply for the kinds of jobs you want. You'll be given assignments to achieve your desired goal and you'll have check-in benchmarks with your instructor to make sure you're on the right track. One-to-one time gets you help troubleshooting Adobe Creative Suite, HTML/CSS, social media, After Effects, Maya or Final Cut Pro questions. You'll receive a final review and a personalized job search plan that includes connections to hundreds of companies that BAVC has partnered with over 2 decades.

CUTTING A TRAILER – 16 Hours

This class given in San Francisco, teaches solid narrative storytelling techniques through the exercise of cutting an original trailer for an existing film. Students will watch a film as a group and then work individually to create a compelling trailer using footage from the film. Working through this process will familiarize students with the steps utilized by professional editors for creating exciting and engaging narrative arcs. These skills can be applied to all manner of video projects to help you achieve rock star results.

Specific techniques practiced in this course include:

- Critically viewing a film to better understand how the cutting style and sound design work within the piece
- How to deconstruct a film into the 3-act structure that underlies 99% of all narrative films as well as many documentaries

- Creating a one liner that conveys the premise of the project clearly and succinctly
- How to build a trailer from large amounts of material
- Viewing and analyzing trailers to understand the key elements that make them effective and/or ineffective
- Understanding the structure of a trailer
- How to pace a trailer including: editing to music, using sound design, voice over and title cards
- Utilizing rough cut feedback to create a fine cut of your work

DESIGN RESEARCH AND STRATEGY – 8 Hours

Design research and strategizing is an important step in the UX process. This phase is where UX designers gather information about their client's businesses, their customers and competitors. Complex projects require significant user research and smaller projects require less. The budget for the project usually determines the scope of this phase. UX designers strive to create the best user experience by employing different methods of research while avoiding their own biases.

In this class, you'll learn how to conduct effective user research and strategize with clients.

DIGITAL PHOTOGRAPHY: INTRODUCTION – 16 Hours

Learn how to use a digital SLR and incorporate images into your projects. From point-and-shoot to professional-grade digital cameras, this class covers basic camera skills, exposure, lighting, black & white, composition, and more. We'll be providing cameras, but bring your own as well, if you'd like.

Topics covered:

- Anatomy of a point-and-shoot camera
- Mastering digital camera settings- how to use them, when, and why
- Introduction to a Digital SLR
- Camera Playback and erasing images
- Expert tips
- File Management
- Understanding Adobe Bridge, Adobe Lightroom and Apple Aperture
- Photoshop Basics- resizing, color correction, B+W, retouching
- Saving images for the web, mobile devices and print
- Output and uploading

DIGITAL PUBLISHING WITH EPUBS – 8 Hours

The print industry is changing rapidly around us, providing unique opportunities for print designers to enter the world of digital publishing. In this one-day course learn how to convert your books and publications into EPUBS, the most popular format for digital publishing today. Effective workflow, preparation of files, converting files, and how you can distribute them properly for devices such as the iPad and Kindle are among the numerous topics that will be discussed in this thorough overview on creating eBooks.

Additional topics to be covered include:

- Working with InDesign and EPUBs

- Cleaning up and preparing your EPUBS for delivery
- Editing files
- Design and development tips and techniques
- Working with multimedia through HTML and XML

DRUPAL: INTRODUCTION – 16 Hours

Looking for a web content management system that's easy to use, free and built using open source programming? Try our San Francisco Drupal class! Drupal is one of the most innovative Web CMS (Content Management Systems). BAVC's built on it, and even our accountant can create new modules! But we're not the only ones- Adobe, FedEx, UC Berkeley, MIT and NASA utilize Drupal.

Built on PHP, the nonprofit developers of Drupal are dedicated to innovation and keeping their software cutting edge so you can create the kind of experience your web users want. On your first day of this 2-day San Francisco Drupal class, you'll begin by downloading the Drupal 7 platform, learn how to set it up and manage site content.

Topics Covered:

- Creating and managing user account
- Enabling and managing user interactivity
- Downloading and configuring Drupal modules
- Installing and managing Drupal themes
- Site administration

DSLR CINEMATOGRAPHY – 8 Hours

Catch the wave sweeping the indie filmmaking world with this hands-on 1-day intro to DSLR cinematography. DSLR (Digital Single Lens Reflex) cameras are high definition digital still cameras. They capture stunning, cinematic video with gorgeous selective focus and impressive low-light capability. The DSLR camera's debut has taken the filmmaking world by storm, offering production values that approach the look of 35mm film with a camera under \$1000.

Take these amazing new HD cameras for a test drive under the guidance of BAVC's pro cinematography instructors. Some experience working with video or still cameras is helpful but not required, this class is perfect for both beginners looking to increase their films production value as well as for professionals seeking a jump-start on this new tool. Owners of DSLRs are encouraged to bring their cameras to this class. Canon cameras are preferred but all brands are welcome.

Topics include:

- How to buy or rent a DSLR, lenses and accessories
- Lighting
- Composition and motion with large-sensor cameras
- Workarounds for common DSLR problems
- Post-production workflow, including working with DSLR footage in Final Cut Pro.

You'll walk away from this class with the knowledge to maximize the quality of your film with a budget camera.

DSLR CINEMATOGRAPHY: INTERMEDIATE – 8 Hours

Digital SLR cameras (defined by large sensors and interchangeable lenses) have sparked a popular revolution in video production, bringing cinematic images within the budget of mere mortals. Our intermediate DSLR Cinematography class is designed for students continuing from the Beginning DSLR Cinematography class, or professionals who already have mastery of manual photographic controls (f-stop, shutter speed, ISO) in a still or video context. The class offers insight into how to get the most from DSLR cameras and how to avoid their weaknesses, as well as hands on experience with advanced lensing, lighting and camera movement. An introduction to dual-system audio, including on-set syncing and post workflow. Finally, we spend an afternoon shooting, and then review your footage on the big screen with professional critique.

DSLR ownership is not required for this class, but if you do own one, please bring it.

DSLR CINEMATOGRAPHY: MAGIC LANTERN – 8 Hours

Canon DSLRs are the soul of the current independent film revolution. That said, seasoned videographers find some of the most basic filmmaking tools are missing from the camera right out of the box. In this class, you'll learn about Magic Lantern, a free, open-source software add-on, which upgrades the Canon DSLR with features that unlock the hidden potential of the camera.

Want to film in RAW format for greater latitude in color grading your footage? Now you can do that. Tired of having to guess whether or not your audio is loud enough? Boom! Audio meters. Magic Lantern also gives the shooter greater frame rate control for doing time-lapse or slow motion effects. Take this class to learn advanced exposure, focus, and color tools crucial for pulling beautiful pictures while working on the relatively small on-board LCD screen.

BAVC provides Canon 7D cameras with Magic Lantern pre-loaded for this class so there is no need to bring your own but you are welcome to do so.

Topics will include:

- Finding the right build for your camera
- Installing / Uninstalling the Magic Lantern software
- Exposure / Color tools: Zebra, Histogram, Waveform, Vectorscope
- Focus tools: Magic Zoom, Focus Peaking
- Overlays
- Frame Rate Override

DSLR VIDEO BOOTCAMP – 32 Hours

Filmmakers of all stripes are taking advantage of the flexibility, affordability and cinematic looks available with today's HD video-capable DSLR cameras. This class is an ideal introduction to all phases of production, with top-notch instruction and personal attention. This course teaches the skills necessary to accomplish the basic preproduction, production and postproduction processes. In the span of the class you will go through all aspects of producing a short video: mini-production planning, shooting, and editing.

This class is taught using the Canon EOS 7D camera but students are invited to bring their own DSLR cameras.

Topics covered

- Basic engineering and sound
- Preproduction planning, scripting, and storyboarding
- Camera operation
- Lens choice
- Production and directing techniques
- Working as a team throughout the production process
- Ingesting media
- Working with dual-system audio
- Performing basic editing and media management tasks
- Final output and sharing your video online

WHO SHOULD TAKE THIS CLASS:

- Cinephiles that have previously owned a video camera
- Producers interested in learning videography
- Employees who want to create content for their company
- Beginners that plan to freelance
- Next wave of doc filmmakers

THIS CLASS WILL BE CHALLENGING IF

- Understanding cameras is intimidating
- You prefer learning over a semester

EXPERIENTIAL DESIGN: Introduction – 16 Hours

User experience designers work in teams, have some combination of coding and visual design skills and are fiercely interested in how people think. Before any programming or visuals are created, however, there is often a great deal of brainstorming (strategy) that goes on in order to provide options for solving a challenge. What follows next is figuring out who will experience your design and how will they use it (the research/prototype phase). As you visualize solutions to your challenge, you'll need a blueprint (wire framing, storyboarding, description, workflow) that can be easily followed. Often, user experience designers refer to Hick's Law, which basically describes the theory that the time it takes for a person to make a decision is based on the result of the number of possible choices he or she is presented with. It's no surprise, then, that what comes next is trying it out (Usability testing). Some designers stop there and hand the project off to production designers to fully prototype and implement the design. If you're learning UX in order to get a job, it's a good idea to know something about everything in order to be a valuable team member.

In this two-day class you'll get an overview of the process and workflow with some real-world case studies, a glossary of terms, a suitcase of resources and a chance to get your feet wet with a class project. We will not cover UX for products services, but will focus on web and web for mobile devices.

FINAL CUT PRO X – 8 Hours

If you're on the fence as to which editing software you should invest in, plan on spending a day in the lab learning the new features of Apple's Final Cut Pro X from our expert and experienced editing instructors. We'll cover the basics of the user interface, explore the differences between FCP 7 and FCP X and point out the strengths of the application. Take this class if you've previously used FCP 7 and want to learn the latest version of Apple editing, If you're an iMovie user who wants to take editing to the next level or if you're brand new to editing and want to learn the ins and outs (pun intended!) of creating a digital story.

Topics include:

- Magnetic Timeline
- Clip Connections
- Keyword Organization
- Basic Trimming
- Media Management
- Auditions
- Content Auto-Analysis
- 64-bit architecture

FINAL CUT PRO X: INTERMEDIATE – 8 Hours

Take an in-depth look at the advanced editing and compositing features available with this software. Some of the true strengths of FCP X reside in its approach to resolving many of the weaknesses of previous versions of Final Cut. Whether it's a multi camera, green screen shoot for a music video, or a feature documentary that requires rigorous clip organization and lots of still image animation, FCP X offers professional tools to easily handle the tasks. Music videos and edits that require a lot of titling and compositing are ideal candidates for FCP X. X enlists a powerful titling generator (previously only available in Motion Graphics applications like After Effects and Apple Motion) and professional keying tools built right into the architecture of the software. Multi camera productions shot with different cameras and mixed formats are also an ideal for editing in FCP X.

Take this class if you're an editor who wants to add compositing and motion graphic skills to your work, if you're a documentary editor/filmmaker who needs better organization systems, if you're an editor just coming on to the scene already familiar with FCP X but want to take it to the next level. Pioneers wanted to explore this exciting frontier!

Topic discussed will include:

- Keyframing in timeline, viewer and inspector
- Animating stills using new crop presets
- Advanced trimming techniques
- Compound clips
- Working with layered PSDS
- Speed adjustments & Variable Speed Changes
- Working with Effects
- Keying footage
- Multi camera editing
- Advanced Media Management
- Interactivity between FCP X and Motion 5

- 3rd Party apps that advance FCP X capabilities

GRAPHIC AND WEB DESIGN: INTERMEDIATE – 16 Hours

Go beyond the basics of your technical skill set and hone the aesthetic and communication quality of your design work. Using Photoshop and Illustrator, students will grapple with a range of commonly encountered problems and get exposed to standard industry solutions.

GRAPHIC AND WEB DESIGN: INTRODUCTION – 16 Hours

This course is an introduction to the study of graphic design as a communication tool on an intensive, professional level. Graphic designers use a variety of print, electronic, and digital media to create designs that meet their clients' needs.

Using software tools such as Adobe Photoshop, InDesign, and Illustrator, graphic designers develop the overall layout and design of magazines, newspapers, journals, corporate publications, eBooks, brand logos, and much more. The class will consider key topics: conceptual thinking, gathering, creating, and adapting artwork, visual quality and resolution, dynamic composition, and the importance of graphic design as an informative and promotional presence in both industry and society. Class will focus on digital techniques using the Adobe Creative Suite while considering a wide range of topics, tools, and issues in the graphic design field, including:

- Using stock images and copyright issues
- Scanning images
- Vector vs. raster images
- Image resolution
- Basic color theory
- Finding and using fonts
- Dynamic layout
- Client interfaces
- Design workflow

HTML/CSS: INTERMEDIATE – 16 Hours

Almost every site faces the problem of managing the look/feel of the interface. Cascading Style Sheets (CSS) solve this problem by allowing site developers to easily manage and update style related elements (i.e. fonts, backgrounds, headers, links, etc.) without touching every page.

Topics covered:

- Using CSS to fine-tune web typography
- Using CSS to construct web page layouts
- Examples of adding ornamental style to your site using CSS
- Exercises in building menus, drop-down menus and other navigation systems (with minimal outside programming - e.g. JavaScript, PHP, etc)
- Strategies for structuring your HTML efficiently
- Separating content from presentation (style) in web page creation to build "easy-to-edit" websites

HTML/CSS: INTRODUCTION – 16 Hours

Currently one of our most popular classes, this 2-day deep dive will educate students to the basics of the web and what to do to publish your site on it. You will learn how to hand-code HTML and CSS, how to format images and text for basic page layout, how to organize the information on a site, where to go to secure space on the web and the underlying principles of SEO (search engine optimization). With a plain text editor and the knowledge you get from this class you will be ready to produce excellent web sites.

Topics covered include:

- Tables
- Text and image formatting
- Linking
- FTP (uploading to the web)
- Working with color
- File management
- Forms
- Meta tags

HTML5/CSS3 – 16 Hours

The future is here. Of course, that doesn't mean it's fully realized and implemented right now, but exciting advances have already been made. This one-day class will take you on a tour of HTML5 and CSS3. Compatibility with web browsers and mobile devices will be discussed along with new features and applicability. You will use HTML5 and CSS3 together to create cutting edge code.

Topics include:

- Explanation of HTML5 and CSS3
- Why and when to use
- Deployment compatibility
- HTML5 semantics, structure, and syntax
- CSS3 new properties and selectors
- @font-face
- Dealing with columns of text
- Using multiple backgrounds
- HTML5 Canvas
- Splash Vector Graphics
- Advanced selectors
- CSS3 properties: text-overflow, background-size, multiple backgrounds, multiple columns, column rules, the flexible box model

ILLUSTRATOR: INTERMEDIATE – 16 Hours

This class will cover more advanced tools and techniques that increase productivity. Different output scenarios will be covered including:

- Print and web publishing fundamentals
- Styles

- Creating vector shapes with the pen tool
- Symbols Prep for web
- Prep for print
- Web publication
- Prepress
- Blending shapes and colors
- Mesh gradients
- Tracing bitmaps
- Masking and wrapping techniques
- Moving and duplicating tips and tricks
- Actions
- Advanced text manipulation
- Spot colors

ILLUSTRATOR: INTRODUCTION – 16 Hours

Learn one of the most popular applications for print, video, and the web-Illustrator! This hands-on workshop explores the basic skills and tools involved with object-oriented illustration and text layouts.

Topics will include:

- Working with vector shapes
- Text manipulation
- Painting tools and techniques
- Using filters with objects
- Brushes settings
- Swatches
- Creating gradients
- Managing multiple layers
- 2D transformations
- Importing bitmap graphics
- File formats for output

ILLUSTRATOR: PROJECTS – 8 Hours

If you want to show off your Adobe Creative Suite skills--or any skills for that matter--you have to create a portfolio of projects demonstrating that you know what you're doing. Now that you have completed Illustrator: Introduction, you need to prove it.

The class starts off with a review of Illustrator tools you learned in the introduction class. From there you'll jump into an industry relevant project created by our instructor. In class you can work on the project, ask questions of your instructor if you get stuck, and peak over your classmates' shoulders for inspiration. You'll walk away from this class with the beginnings of a portfolio asset that will impress your future employers and collaborators!

Things to expect:

- Illustrator: Introduction tools review

- Class time to play around in the tool
- Potential collaboration and feedback from your classmates
- Helpful instruction and guidance from the instructor
- A project assignment that will yield the foundation a cornerstone portfolio piece

INDESIGN: INTRODUCTION – 16 Hours

This course offers a comprehensive introduction to Adobe InDesign CS, an amazing in-depth design and layout program. Learn the basic skills and tools to create multiple-page layouts. Get creative with text, artwork and layouts for books, magazines, newsletters or reports.

Topics include:

- InDesign interface
- Tool Palette Transform
- Swatches and navigator palettes
- Modifying frames
- Aligning objects
- Masterpages / Multiple Pages
- Text Wrap
- Clipping paths
- Nesting
- In-line linking and embedding graphics
- Character and Paragraph Palettes
- Fill and Stroke

INDESIGN: PROJECTS – 8 Hours

If you want to show off your Adobe Creative Suite skills--or any skills for that matter--you have to create a portfolio of projects demonstrating that you know what you're doing. Now that you have completed InDesign: Introduction, you need to prove it.

The class starts off with a review of InDesign tools you learned in the introduction class. From there you'll jump into an industry relevant project created by our instructor. In class you can work on the project, ask questions of your instructor if you get stuck, and peak over your classmates shoulders for inspiration. You'll walk away from this class with the beginnings of a portfolio asset that will impress your future employers and collaborators!

Things to expect:

- InDesign: Introduction tools review
- Class time to play around in the tool
- Potential collaboration and feedback from your classmates
- Helpful instruction and guidance from the instructor
- A project assignment that will yield the foundation a cornerstone portfolio piece

INTERVIEWING TECHNIQUES – 8 Hours

Being able to conduct an interview that results in powerful and effective material can make or break your film. This San Francisco class will take the students through the various steps for preparing an engaging camera interview from research, pre-production, production to post production. Interview samples will be screened and analyzed to highlight different approaches and dos and don'ts. Practice interviews will be set up so students have a chance to interview each other and/or be interviewed.

This San Francisco class will show you the best workflow practices, and prepare you to both ask the tough questions and get your interviewees to share their deepest thoughts and feelings on camera.

Topics covered (among others):

- How to structure the interview
- How to prepare questions
- What is the style/look of your interview?
- How to choose the right camera, sound and lighting gear
- Paperwork/Releases
- How to prepare the interviewee
- Professional vs. non-professional interviewee
- How to pick & prepare a set
- Dos and Don'ts during the interview
- Quick fixes for problems during the interview
- Transcripts & paper edits

JAVASCRIPT: INTRODUCTION – 16 Hours

JavaScript is the industry standard for adding interactivity to web pages. In this two-day class, students will learn the essentials of JavaScript, the DOM, and create real world applications such as interactive forms and drop down menus. Open source JavaScript libraries, such as jQuery, will be introduced along with accompanying topics such as internal vs., external scripts, handling events' objects, functions, creating rollovers, and working with dates and times.

Topics include:

- Form validation
- Variables
- Arrays
- Strings
- Graceful degradation
- Best practices

Prerequisite: jQuery: Introduction or equivalent experience

JQUERY – 16 Hours

jQuery is a very popular JavaScript library or framework allowing you to accomplish many JavaScript-related features without writing much code.

Designers in particular may be interested in using jQuery to implement various effects that were handled with other technologies such as Adobe Flash (hiding, fading and moving elements) and most designers will

be excited to learn that their current knowledge of HTML and CSS can be leveraged when working with jQuery.

This class will demystify jQuery for people with little or no previous programming experience. During the class various jQuery features will be explored including CER hiding, moving and fading elements on a page, moving elements, fading elements, selecting elements from a page and changing them dynamically.

Topics Covered Include:

- Learn how jQuery integrates with HTML, CSS, JavaScript
- Install jQuery and explore and understand the advantages and disadvantages of various installation methods
- Understand the Document Object Model (DOM) and how it's used in jQuery
- Understand the fundamentals of the jQuery syntax
- Leverage your current knowledge of CSS selectors to select page elements with jQuery
- Read and alter HTML elements' attributes programmatically
- Create new HTML elements dynamically and add them to your page
- Create effects with jQuery including hiding, animating and fading elements on a page
- Learn how to create interactivity actions by writing code that executes from user clicks
- Using plugins with jQuery (plugins.jquery.com)
- Advanced Events
- Simple image gallery
- Loading additional content via clicking
- Loading additional content via infinite scroll
- Advanced effects
- Animation queuing
- Animation easing

LIGHTING – 8 Hours

Lighting for video is unlike lighting for photography, film, or theater. This hands-on workshop introduces participants to professional lighting techniques and equipment specific to video. The class will cover amps, attitude, and technique.

Learn to reduce lighting set-ups to their fundamentals, revealing the structure upon which style is built.

Topics include:

- Quality of light and creating depth
- Using light meters effectively
- Lighting for different styles and situations
- Working with available light for best results

MOTION GRAPHIC DESIGN: INTERMEDIATE – 16 Hours

Don't just muddle through another motion graphics project. This hands-on class applies the principles presented in Motion Graphics Design into real-world scenarios. Go beyond the basics of your technical skill set and hone the aesthetic and communication quality of your work. Using After Effects and other graphics software, students will grapple with a range of commonly encountered project types.

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MOTION GRAPHIC DESIGN: INTRODUCTION – 16 Hours

The field of motion graphics encompasses a wide variety of styles and techniques used for an equally large number of purposes, from tilting a video to compositing elements for a narrative film, from classic animation to 3D modeling. While learning to use digital graphical tools is crucial, learning to construct a well-designed graphic that communicates effectively is equally if not more important.

This class teaches aesthetic visual concepts and practical techniques used by today's motion graphics professionals, as well as an overview of the development and history of the field.

Topics include:

- Learning established motion graphic design principles
- Incorporating the element of time into pre-existing graphics
- Conceptualization and planning a project
- Multi-purposing designs for various outputs

MOTION GRAPHIC DESIGN: WORKFLOW – 16 Hours

Sure, you know Final Cut and After Effects and Maya and Flash and . . . what you don't know is how to make them play nice together. While there are an infinite number of pathways to follow while working on a motion graphics project, only a few will yield the best results in the shortest amount of time. This class is tailored for the intermediate motion graphics artist who wants to streamline their work process and maximize results.

Topics include:

- Planning an efficient round tripping process
- Using proxies to speed up your work
- Moving from Illustrator and Photoshop to After Effects
- Creating and using templates in Motion and After Effects
- Moving between Adobe and Apple apps smoothly
- Working with 3D apps
- Creating assets for Flash

PHOTOSHOP: INTERMEDIATE – 16 Hours

Students will use their basic Adobe Photoshop skills to produce more advanced techniques of photo retouching and digital image cleanup. Masks, layer styles, and adjustment layers will be used for image correction and manipulation.

Targeting images for specific media will be dealt with in more detail.

Topics include:

- Photo retouching
- Layer styles
- Vector shape techniques
- Advanced tool use with brushes settings

- Advanced layer masking techniques
- Custom styles, swatches, brushes, and gradients
- File formats and saving in different formats for web/mobile/print/video
- Importing and manipulating illustrator graphics
- Clipping group technique

PHOTOSHOP: INTRODUCTION – 16 Hours

Everyone has to know Photoshop! If you're not familiar with the basic interface and want to learn about the tools used to manipulate and edit digitized images, this is your class. You'll also learn how to digitize images through scanning and how to target images for print, web and mobile devices.

Topics include:

- Image manipulation tools and techniques
- Digital Imaging
- Scanning File formats
- Using and managing layers
- Making selections
- Image adjustment layers
- Basic masking techniques
- History palette
- Creating text

PHOTOSHOP: PROJECTS – 8 Hours

If you want to show off your Adobe Creative Suite skills--or any skills for that matter--you have to create a portfolio of projects demonstrating that you know what you're doing. Now that you have completed Photoshop: Introduction, you need to prove it.

The class starts off with a review of Photoshop tools you learned in the introduction class. From there you'll jump into an industry relevant project created by our instructor. In class you can work on the project, ask questions of your instructor if you get stuck, and peak over your classmates shoulders for inspiration. You'll walk away from this class with the beginnings of a portfolio asset that will impress your future employers and collaborators!

Things to expect:

- Photoshop: Introduction tools review
- Class time to play around in the tool
- Potential collaboration and feedback from your classmates
- Helpful instruction and guidance from the instructor
- A project assignment that will yield the foundation a cornerstone portfolio piece

PHP: INTRODUCTION – 16 Hours

PHP is an incredibly popular industry staple open source scripting language. When it comes to creating dynamic data powered websites, PHP and MySQL complement each other. This two-day class takes you from learning the basics of MySQL and PHP to building data-driven websites.

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Topics included:

- Installation, variables, strings, arrays, and functions
- If, else, and else if statements
- Loops
- Debugging and error handling techniques
- phpMyAdmin
- MySQL databases
- Requests and sessions

PORTFOLIO DEVELOPMENT: BUILDING – 2 Hours

This module in the Portfolio Development Series is aimed at laying the groundwork for actual creation including identifying your objectives, reviewing current and common trends, sample selection, best practices in size, consistency and diversity, working on spec and creating a mock layout.

Topics covered include:

- Creating Work Samples
- Working Pro Bono to Generate Work Samples
- Planning and standards
- Rich media manners
- Define your pitch
- Creating Your Portfolio
- MOUs and other legalities
- Examples of popular portfolio sites
- Creating a site

PORTFOLIO DEVELOPMENT: FREELANCER ESSENTIALS – 2 Hours

You've got a site with your portfolio and contact info but it's not as stellar as you'd like. Or maybe you need to create a client portfolio site? Either way, sign up for this module of the Portfolio Development Series to learn advanced techniques, industry best practices, client portfolio design and an overview of client relationships.

Topics covered include:

- Best Practices
- Seeking and obtaining clients
- Bidding, contracts, completion

PORTFOLIO DEVELOPMENT: PACKAGING – 2 Hours

This module in the Portfolio Development Series is not about what's on your portfolio but rather, the look and feel of it. We'll discuss using template sites, embedding video, broadcast graphics, master animations, interactivity' hosting, uploading and the all-important banner ad!

Topics covered include:

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- Customizing a template
- Web conventions
- Flash vs. QuickTime
- Social video platforms
- Web 2.0 overview
- Banner Ads
- Widgets
- App/SDK (examples and resources)

PORTFOLIO DEVELOPMENT: PROMOTING – 2 Hours

This module in the Portfolio Development Series helps you leverage your best work through promotion. You'll learn the major players, where to begin and how to integrate them into your portfolio. If you're not using the web to market yourself, you're using an outdated business model!

Topics covered include:

- Using social networking sites
- Integration and business use
- Twitter--What is it? Why use it? How do you integrate it into your site?
- Search Engine Optimization
- Understanding Google pagerank
- Submitting your site to search engines
- Firefox add-ons
- Free apps
- Free fonts and brushes
- Plug-ins

PREMIERE PRO FOR FCP EDITORS – 8 Hours

Software and technology have become cheaper and more powerful every year and with each new release. Video editing and postproduction have become skills that every media maker and most artists should learn. Today there is a lot of competition for this growing market with many unique tools to get your creative job done. In this class, you will learn to adapt your skills in editing with Final Cut Pro to be a proficient editor using one of Adobe's most popular applications, Premiere Pro CC.

Premiere Pro goes beyond your standard video editing tools with features like dialog transcription for precise and efficient dialog editing, real-time support of DSLR, P2, and RedOne codecs, and Dynamic Link for seamless integration of motion graphics from After Effects and sound design from Adobe Audition. Take the next step in becoming a versatile editor with Adobe premiere pro.

Topics include:

- History of Premiere Pro development and compatibility
- Exploration of interface and workflow differences between Final Cut pro and Premiere Pro
- Adapting your key commands to match Final Cut Pro
- System scalability
- DSLR workflow

- Dynamic link within the CS suite
- Dialog transcription and editing
- Project finishing using Adobe Media Encoder and Adobe Encore

PREMIERE PRO: INTERMEDIATE – 16 Hours

Adobe Premiere Pro CC is emerging as an industry standard in the editing world.

The latest version enhances some of Premiere's best features and incorporates many of Final Cut 7's most shining attributes into one very powerful piece of editing software. This course takes an in-depth look at the advanced features of

Premiere as well as its integration with the rest of the Adobe suite. Students learn to color correct clips in Premiere, round-trip from Premiere to Audition to fix audio clips, manage assets using keywords to track throughout the Adobe suite and beyond.

Topics include:

- Advanced Editing Techniques
- Multi-camera Editing
- Transcription
- Compositing
- Adjustment Layers
- Animation
- Color Correction
- Integration with Photoshop and After Effects
- Using Adobe Bridge and Premiere to Manage Media Assets
- Round tripping with Audition
- New Features of the latest software version

PREMIERE PRO: INTRODUCTION – 16 Hours

Learn high-end editing with Adobe Premiere Pro CC. With its new revolutionary features, Premiere is better than ever. Come see what the buzz is about! This two-day class covers:

- Overview of the Premiere interface
- Inputting and outputting video to and from a variety of formats
- Editing techniques and tools
- Workflow with other Adobe software such as Photoshop and After Effects
- Comprehensive overview of practical features, such as FCP project import, tapeless format input, metadata and searchable speech

PRINCIPLES OF HUMAN CENTERED DESIGN – 8 Hours

You don't need a degree in psychology to track how people interact with computers, but as technology continues to change our lives through web applications, mobile devices and the flood of information and services, it's important to be able to distinctly predict how your end user will interact with your site. In this one-day class you'll learn about the principles of human-centered interactivity including tolerance, simplicity, visibility, affordance, consistency, structure and feedback. You'll dissect existing sites and apps and work in teams and on your own to apply Human-Computer interaction to a small challenge during class.

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You'll leave with a clear sense of how to predict, engage and design for a targeted audience through HCI.

PRO GOPRO – 8 Hours

If you think picking up a GoPro and shooting an adventure is easy and intuitive, you're right. But if you want to take on GoPro freelance gigs, understand the GoPro Codec and make jaw-dropping video that seems impossible to shoot, then enroll in this one-day intensive class that just also happens to be a lot of fun.

Topics include:

- A deep dive into the GoPro interface
- Understand video resolution options available on the Hero3+ camera
- Field of view settings
- Creative mounting
- Time lapse photography
- Field of view settings
- Shooting low-light video
- Underwater best practices
- Seriously awesome hacks

PROTOTYPING AND PERSONAS – 8 Hours

Measure twice, cut once. That's basically the philosophy behind building personas and creating prototypes in UX. Your efforts to differentiate the complexities of the end-user along with matching a prototype to a unique user base saves hundreds of dollars when constructing a product, website or mobile app. In this one-day class you'll learn the structure, steps and best practices for answering who, what, where, when and why, as well as how to develop intuitive application flow and simulations.

You'll leave with an understanding of high fidelity in the design process, why collaboration and testing are imperative, how to prioritize design elements and metadata based on personas, how to elicit pragmatic feedback and how to create a proof of concept.

RESPONSIVE DESIGN – 8 Hours

This one-day class will focus on the web design angle of mobile content and on the theory of mobile design, which can be applied no matter what the technology is. Audience context is key when designing for mobile devices: when a user uses their computer in a traditional setting, they expect an in-depth experience. When viewing websites "on the go," what's the best way to provide users the same core experience in a small-screen context?

Topics covered:

- Developing a mobile strategy
- Aesthetics of small delivery formats
- Designing for multiple delivery formats
- Character design
- Typography

- Responsive Design Tools/Templates

RESPONSIVE DESIGN INTERMEDIATE – 16 Hours

This class expands on the basics and principles gained in Responsive Design through a series of hands-on exercises that focus on creating production-ready mobile layouts. Over 2 days, you will focus on using HTML5 and CSS3 to build mobile web pages using industry standard approaches.

Topics covered include:

- Fluid grids
- CSS Media Queries
- Flexible images and media
- Designing Wireframes
- Mobile templates and boilerplate standards
- Building from mobile up
- Making an existing desktop site responsive

SEO - SEARCH ENGINE OPTIMIZATION – 8 Hours

Learn how to design your site to improve the volume of web site traffic from search engines that use crawlers in the algorithmic search results. Insure that your site is discoverable and at the top of a Google, Bing or Yahoo! search.

Topics covered:

- Meta tags
- Search engine marketing
- Cross linking
- Keyword phrases
- Keyword stuffing
- White hat vs. black hat
- Poison words
- Spamdexing
- Analyzing return on investment

SOCIAL MEDIA MARKETING – 8 Hours

Take BAVC's Social Media Marketing training and join a revolution born in San Francisco. Twitter marketing, Facebook marketing, LinkedIn - nearly all of these are Bay Area companies, and the social media marketing revolution is nearly a 100% Bay Area invention. No longer is a website just a website - it's a connection point to social media platforms, ranging from Facebook to Twitter to YouTube to Google+ to LinkedIn and beyond. Web marketing and web design must now think in multi-dimensions. How does a website leverage Twitter? If you Tweet what is the point of it? How can you leverage YouTube videos so that they show up high on the Google search and YouTube search pages, and integrate video with a website to inform, entertain, and stay connected to your audience? This class teaches the basic concepts of social media marketing - the t's that must be crossed and i's dotted to make a website "go social" and integrate with relevant social media platforms.

Class Overview:

Introduction: What is Social Media Marketing?

- Social Media Marketing
- The Customer Continuum

Facebook Marketing

- Understanding a Facebook profile vs. a Facebook page
- Settling up and managing a Facebook page for a business or organization
- The all-powerful "like"

Google+ Marketing

- Google+ Local, Google+ Personal, and Google+ Corporate
- How Google+ intertwines with SEO
- Getting Your Picture to Show on Google Search Results

Twitter Marketing

- Twitter is Great. Twitter is not for everyone!
- Understanding a Tweet: #hashtags and @handles | Twitter promotion strategies

LinkedIn Marketing

- LinkedIn profiles and SEO
- LinkedIn profiles and six degrees of separation
- LinkedIn marketing strategies

YouTube Marketing

- YouTube Videos and SEO
- Basic Channel Set up and Optimization
- The three uses of YouTube: Support, Sharing, and Viral
- Annotations
- Overlays

Social Media Metrics

- On each platform: e.g., Twitter, Facebook, YouTube
- Using Google Analytics

Making a Social Media Marketing Plan

TYPOGRAPHY – 8 Hours

This class is perfect for the student who is new to graphic, web, and motion graphic design. In a sense, typography is what defines design as a means of visual communication. Students will learn how to integrate typography into their design by effectively and powerfully using Photoshop or Illustrator.

Topics include:

- Type identification
- Type faces and families
- Type comping
- Letter and word spacing
- Designing with type
- Type as a communication tool

USABILITY TESTING AND QA – 8 Hours

Does your website or mobile app rock? Is it intuitive, easy to use and navigate? Usability testing provides insight into user behaviors and is essential in designing websites and mobile applications. Collecting feedback from users exposes flaws and allows designers to make changes and improvements.

In this one-day class, you'll learn:

- User testing basics
- What metrics to use
- What tools to use
- When and how often to test
- How many users to test
- How and when to use competitive (A/B) testing

UX PORTFOLIO DESIGN – 8 Hours

Remember the adage "it's about the journey, not the destination," and you're in the right mindset to design your UX portfolio. Simply put, employers want to see a solution to a problem, how you arrived there, the components you considered before you began designing, that you understand how people interact with applications and that you know how-to measure impact. It's a bit like dissecting a frog and labeling all the squishy parts, except that you also need to indicate why the frog has a stomach.

Even if visual design is not your strength, you can win over an employer or client by including revisions, experiments, research, assumptions and solutions. In this guided class you'll see examples of excellent portfolio sites and get a laundry list of what needs to be in your portfolio to prove that you're an experience designer

This class focuses on:

- Building and packaging your UX portfolio
- How to tell your design journey and present your case studies
- What tools and online resources to use
- Important tips and strategies to make your portfolio stand out

VIDEO POSTPRODUCTION WORKFLOW – 16 Hours

Ready to maximize the 10 hours of beautiful footage you shot but unsure how to take it through each technical phase? Learn the professional post-production media management secrets that will keep you on track, help you manage your clients, save you time and money and help you bring your hard work to the next level. After this class, you'll have the skills to ingest raw footage and produce a high quality rendered product. Topics include:

- Ingesting footage from a DSLR camera and GoPro camera
- Organizing your video metadata
- Troubleshooting incompatible file formats and lost file extensions
- Tips on proper naming conventions for your media library
- Output and delivery methods for high quality playback

VIDEO PREPRODUCTION – 8 Hours

This intensive one-day hands-on workshop explores the role of the producer/director during the preproduction, production, and postproduction stages. Students collaborate on a real-world project to: create a proposal, plan the production, create budgets and time schedules, develop directing techniques, and practice visualizing the project on paper. This class teaches you how to see the whole project before you actually spend a dime, a process that will help save money and frustration. The class format includes presentation, group work, and handouts.

Topics covered:

- Creating goals and objectives for the project
- Defining your target audience
- Proposals and treatments
- AV edit plans or shooting/editing scripts
- Creating budgets
- Shooting and production schedules

VIDEO PRODUCTION – 16 Hours

Tried and true for over seventeen years at BAVC, this intensive, hands-on video workshop is designed for the beginning video maker in an updated, convenient 2-day class length. This class is an ideal introduction to all phases of production, with top-notch instruction and personal attention.

Topics covered:

- Basic engineering and sound
- Preproduction planning, scripting, and storyboarding
- Video camera operations
- Production and directing techniques
- Working as a team throughout the production process

WEB DESIGN WORKFLOW – 16 Hours

Web Design Workflow is a perfect fit for intermediate practitioners who want to explore:

- How the individual products in Adobe Creative Cloud can be effectively used together
- How to streamline your production
- How to maximize output for yourself and your clients

In this class, the student learns how to put it all together. The class relies on real-life projects and design scenarios with an emphasis on creative possibilities and technical integration, Possible projects include:

- Pop-Up Menu Navigation and Roundtrip Editing
- Creating Rich Web Design
- Exporting Graphics from Illustrator and Photoshop Layers
- Creating CSS/JavaScript Animation with Adobe Edge Animate
- Creating a Sitemap and Wireframe in Illustrator
- Using Multiple Swap Image Effects
- Creating a Complex Button
- Creating Complex Animation for a Banner Ad

- Creating an Animated Navigation Bar
- Implementing a slideshow plugin such as the Wow Slider or Nivo Slider

WIREFRAMING AND DIAGRAMMING – 8 Hours

Whether you're sketching on the back of the proverbial napkin or rendering high-fidelity wireframes, you need to be able to communicate what goes where (and why), how to make the user's interaction as simple as possible, how to effectively produce a "call to action," how to make your architecture "invisible" and how to transform your idea to a working prototype on a range of platforms. In this one day class you'll hand-sketch your ideas, learn to use some popular digital solutions such as Omnigraffle and Keynote, get familiar with typical visuals like headers, tabs, photos, call-outs, pop-ups, arrows, cursor rollovers, page curls, calendars, drop shadows, scrolling side bars and more.

This class is interactive--you'll be asked to storyboard ideas and communicate the flow to the rest of the class.

You'll leave with a plethora of resources, a clear idea of how to structure and illustrate your ideas and some tips and tricks for working quickly, Any seasoned UX designer will tell you: you don't have to know how to draw to do well in this class!

WORDPRESS: INTRODUCTION – 8 Hours

Get acquainted with the web's most widely used--and easy to use—Content Management System. Take advantage of WordPress' built in SEO capabilities. With WordPress training at BAVC, you can develop a full-fledged and robust website and not just another blog. Through the use of different themes, templates, and plug-ins, you can have any type of site you need; from a new site with multiple contributing authors to a portfolio site for your video projects.

Topics include:

- How to install WordPress
- Navigating the CMS/Dashboard
- Choosing a theme
- Using templates
- Modifying a theme with CSS
- Creating pages and posts
- Plug ins