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 empowers media makers to develop and share diverse stories that create social change.

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 5 training labs each with 10 Mac workstations and 1 instructor workstation, 1 PC lab with 10 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 WiFi, a conference room and a reception area, all with ADA accessibility. Students are not required to bring to, or possess any hardware, equipment or software for, 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

Courses typically are offered for a short duration, meeting between one and two sessions, to meet the needs of working adults. Most technical courses are offered Friday-Sunday from 10am-6pm, but vary throughout the year based on demand. Soft skills courses take place throughout the week.

ADMISSIONS AND ENROLLMENT PROCESS

Students wishing to enroll in one or more classes may do so by creating an online account at:
https://bavc.org/user/register

Once registered, students may self-enroll online by adding classes to their carts.

Certificate students must begin by completing the application found at https://bavc.org/learn/certificates. BAVC's Admissions Counselor 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 provides prospective students with assessments. These assessments are typically 24 questions and take 60 minutes to complete. Prospective students must score a 80% 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 this catalog prior to signing an enrollment agreement. You are also encouraged to review the School Performance Fact Sheet, which must be provided to you prior to signing an enrollment agreement. You may also find this information at: https://bavc.org/learn/bppe-information

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 10 or less students.

The Portfolio Development series is required for completion of all certificates. Instructors must sign off on each student's Portfolio Rubric. 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.

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

PROGRAMS AND OBJECTIVES

Graphic & Web Design Full Certificate

Hours of instruction: 160
Total tuition: $6500
Member Price: $5625 (includes $55 membership)
Tech SF Eligible: Yes

Related Fast Track Certs: Design Tools Fast Track, Graphic and Web Design Fast Track

Prerequisites: Photoshop: Introduction (or Pass the Photoshop Assessment)

Through BAVC's Graphic and Web Design Certificate you will gain necessary skills to become a Web, Graphic and/or UX Designer. Starting with HTML/CSS, Adobe Illustrator and InDesign, then moving into Typography and Color Theory, Search Engine Optimization (SEO) and more, our Graphic and Web Design Certificate training provides instruction in Adobe's Creative Suite design tools as well as open-source coding. Led by expert instructors and conveniently located in the San Francisco Bay Area, this training can help make you more qualified for Web and UX design positions making $45,000 to $85,000 per year. After completing these classes, you'll be able to hand-code a website and understand cross-browser issues.

Courses and the order they should be taken:
1. HTML/CSS: Introduction (16 hrs)
2. Illustrator: Introduction (16 hrs)
3. InDesign (16 hrs)
4. Graphic and Web Design: Introduction (16 hrs)
5. Graphic and Web Design: Intermediate: (16 hrs)
6. Web Design Workflow (16 hrs)
7. Portfolio Development Series (8 hrs)
8. HTML5/CSS3 (16 hrs)
9. Responsive Design (16hrs)
10. Typography and Color Theory (16 hrs)
11. SEO (8 hrs)

Students who receive a score of 80% or better on the assessments in Illustrator, InDesign or HTML/CSS may substitute the following courses for HTML/CSS: Introduction, Illustrator: Introduction or InDesign : *Choose from Web Classes and Graphics Classes listed on page 13-14*

Graphic & Web Design: Experiential Design Full Certificate

Hours of instruction: 144
Total Tuition: $5825
Member Price: $5000 (includes $$55 membership)
Tech SF Eligible: Yes

Related Fast Track Certs: Experiential Web Design Fast Track

Prerequisites:
1. **Photoshop: Introduction (or Pass the Assessment)**
2. **Illustrator: Introduction (or Pass the Assessment)**
3. **InDesign (or Pass the Assessment)**
4. **HTML/CSS: Introduction (or Pass the Assessment)**

Using best practices created in consultation with UI/UX leaders at Smart Design, Twitter, Google, Lyft and Elefint, BAVC's Web Design: Experiential Design Certificate training will provide you with skills needed to engage users in websites. You'll even learn UX for mobile. A great UI/UX designer is part visual designer, part coder and part behavioral scientist. Positions in the UI/UX fields typically bring in between $80,000 and $160,000 per year. With all Web Design: Experiential Design Certificate classes, located in the San Francisco Bay Area and taught by expert instructors, you'll become equipped with essential skills in user responsiveness, research and strategies to begin or continue a career in UX.

Courses and the order they should be taken:
1. Experiential Design: Introduction (16 hrs)
2. Responsive Design (16 hrs)
3. Wireframing & Information Architecture (8 hrs)
4. Prototyping and Personas (8)
5. UX for Mobile Design (8 hrs)
6. Usability Testing & QA (8 hrs)
7. Portfolio Development Series (8 hrs)
8. Graphic and Web Design: Introduction (16 hrs)
9. Graphic and Web Design: Intermediate (16 hrs)
10. HTML5/CSS3 (16hrs)
11. SEO (8 hrs)
12. Web Design Workflow (16 hrs)

No course substitutions are permitted in the Graphic & Web Design Full Certificate.

Motion Graphics Full Certificate

Hours of instruction: 160
Total tuition: $6570
Member Price: $5645 (includes $55 membership)
Tech SF Eligible: Yes

Related Fast Track Certs: Motion Graphics Fast Track, Advanced Motion Graphics Fast Track

Prerequisites: Photoshop: Introduction (or Pass the Photoshop Assessment)

BAVC's Motion Graphics Certificate will help you develop your design aesthetic as you learn how to create interactive elements, manipulate typography and sequence keyframes in a timeline to tell a story with moving images. Taught by expert instructors and conveniently located in the San Francisco Bay Area, this training will give you the conceptual skills and technical expertise needed to transform moving images for a variety of platforms. Learn Motion Graphics principles, After Effects, and spruce up your personal portfolio, to help land yourself a position as an Animator, Motion Graphics Designer or Production Artist in which you can expect to earn between $60,000 and $120,000 per year.

Courses and the order they should be taken:
1. After Effects: Introduction (16 hrs)
2. Motion Graphics Design: Introduction (16 hrs)
3. After Effects: Intermediate (16 hrs
4. Motion Graphics Design Intermediate (16 hrs)
5. After Effects: 3D (8 hrs)
6. After Effects: Compositing (8 hrs)
7. After Effects: Motion Tracking (8 hrs)
8. After Effects Expressions (8 hrs)
9. After Effects: Effects Demystified (8 hrs)
10. Portfolio Development Series (8 hrs)
11. Premiere Pro: Introduction (16hrs)
12. Cinema 4D: Introduction (16 hrs)
13. Motion Graphics Design Workflow (16 hrs)

Students in the Advanced Motion Graphics Fast Track may take 3 of the 5 After Effects classes, 8 hours each.

Students who receive a score of 80% or better on the assessment in After Effects may substitute the following courses for After Effects: Introduction: *Choose from Motion Graphics Classes listed on page 13-14*

<u>Web Development Full Certificate</u>

Hours of instruction: 152
Total tuition: $6220
Member Price: $5375 (includes $55 membership)
Tech SF Eligible: Yes

Related Fast Track Certs: HTML/CSS Fast Track, Coding for New Coders Fast Track

Prerequisites: None

Are you interested in improving your coding and troubleshooting skills to land a job as a Front End Web Developer? Learn the essential aspects of web development in the San Francisco Bay Area through classes with our expert instructors. BAVC's Web Development Certificate training focuses more on how websites function as opposed to designing a sites' aesthetic. In addition to a solid grasp of Adobe's Creative Suite design tools and open-source coding, this Certificate training also covers how to embed video, enable functionality, incorporate best practices in interactivity and create simple motion graphics. Web Developers typically make $45,000 to $85,000 per year. BAVC's Web Development Certificate will give you essential skills to make you more qualified for these Web Development positions.

Courses and the order they should be taken:

1.   HTML/CSS: Introduction (16 hrs)
2.   HTML/CSS: Intermediate (8 hrs)
3.   HTML5/CSS3 (16 hrs)
4.   JavaScript (16 hrs)
5.   PHP (16 hrs)
6.   JQuery (16 hrs)
7.   Portfolio Development Series (8 hrs)
8.   Drupal (16 hrs)
9.   WordPress (8 hrs)
10.   Responsive Design (16 hrs)
11.   Web Design Workflow (16 hrs)

Students who receive a score of 80% or better on the assessment in HTML/CSS may substitute the following courses for HTML/CSS: Introduction: *Choose from Web Classes listed on page 13-14*

Video Production Full Certificate

Hours of instruction: 96
Total tuition: $3950
Member Price: $3335 (includes $55 membership)
Tech SF Eligible: No

Related Fast Track Certs: Preditor Fast Track
Prerequisites: None

When it comes to video, most employers require editing as well as production skills, along with an understanding of online video. With classes taught by expert instructors and conveniently located in the San Francisco Bay Area, BAVC's Video Production Certificate will help you learn skills you can apply to becoming a professional Videographer, Director of Photography, Video Shooter, Producer or Editor. Such positions typically fetch salaries between $60,000 and $120,000 per year. People who do well in video production have tireless energy, enjoy collaboration and are natural storytellers. Brush up on skills in Pre-production, Production and Postproduction and learn how to make yourself stand out in the job market.

Courses and the order they should be taken:
1. DSLR Video Bootcamp (32hrs) includes:
   ● DSLR Cinematography: Introduction (8hrs)
   ● DSLR Cinematography: Intermediate (8hrs)
   ● Premiere Pro: Introduction (16hrs)
2. Lighting (8 hrs)
3. Audio for Video Production* (8 hrs)
4. Portfolio Development Series (8hrs)
5. Video Production (16 hrs)
6. Interviewing Techniques (8 hrs)
7. Video Post Production Workflow (16 hrs)

*Preditor Fast Track students take Audio Post Production rather than Audio for Video.
Students who receive a score of 80% or better on the assessments in Premiere Pro may substitute the following courses for Premiere Pro: Introduction or Final Cut Pro X: Introduction: *Choose from Digital Editing Classes listed on page 13-14*

Digital Postproduction Full Certificate

Hours of instruction: 128
Tuition: $4620 (includes $55 membership)
Tech SF Eligible: Yes

Related Fast Track Certs: Editors Fast Track

Prerequisites: Photoshop: Introduction (or Pass the Photoshop Assessment)

BAVC's Digital Post Production Certificate is for people who understand storytelling basics and embrace new technologies. In this series of classes taught by expert instructors and conveniently located in the San Francisco Bay Area, you'll develop your aesthetic taste as well as your baseline practical knowledge to land a job as an Editor, Assistant Editor or Post Production Supervisor. Learn the ins and outs of Final Cut Pro and Adobe Premiere as well as the basics of Audio Postproduction, Color Correction and After Effects. When you're finished, you'll be better equipped to land jobs, which can earn you between $40,000 and $90,000 per year.

Courses and the order they should be taken:
1. Premiere Pro: Introduction (16 hrs)
2. Premiere Pro: Intermediate (16 hrs)
3. Video Post Production Workflow (16 hrs)
4. Portfolio Development Series (8hrs)
5. After Effects: Introduction (16 hrs)
6. After Effects: Intermediate (16 hrs)
7. Audio Post Production: Introduction (8 hrs)
8. Audio Post Production: Intermediate (8 hrs)
9. Aesthetics of Editing (8 hrs)
10. Color Correction (16 hrs)

No course substitutions are permitted in the Digital Postproduction Full Certificate.

Design Tools Fast Track

Hours of instruction: 72
Total tuition: $3060
Member Price: $2635 (includes $55 membership)
Tech SF Eligible: Yes

Prerequisites: none

Do you want to learn the basics of Graphic and Web Design without delving into Color Theory, Typography or HTML5? Consider BAVC's Design Tools Fast Track, which offers solely HTML/CSS training and introductions to both Adobe Illustrator and InDesign. This trio of classes is ideal for beginners.

Courses and the order they should be taken:
1. HTML/CSS: Introduction (16hrs)
2. Photoshop: Introduction (16hrs)
3. Illustrator: Introduction (16hrs)
4. InDesign (16hrs)
5. Portfolio Development Series (8hrs)

Students who receive a score of 80% or better on the following assessments:
- HTML/CSS
- Photoshop
- Illustrator
- InDesign

may substitute the following courses:
- for HTML/CSS: Introduction choose from Web Classes listed on page 13-14
- for Photoshop: Introduction choose from Design Classes listed on page 13-14
- for Illustrator: Introduction choose from Design Classes listed on page 13-14

for InDesign choose from Design Classes listed on page 13-14

Graphic and Web Design Fast Track

Hours of instruction: 56
Total Tuition: $2435
Member Price: $2090 (includes $55 membership)
Tech SF Eligible: Yes

Prerequisites:
1. Photoshop: Introduction (or Pass the Assessment)
2. Illustrator: Introduction (or Pass the Assessment)
3. HTML/CSS: Introduction (or Pass the Assessment)

Do you want to skip Adobe's Design tools and focus exclusively on Graphic and Web Design concepts and workflows? BAVC's Graphic and Web Design Fast Track training features an Introduction to HTML/CSS as well as Introduction, Intermediate and Workflow courses in Graphic and Web Design.

Courses and the order they should be taken:
1. Graphic and Web Design: Introduction (16hrs)
2. Graphic and Web Design: Intermediate (16hrs)

3. Web Design Workflow (16hrs)
4. Portfolio Development Series (8hrs)

No course substitutions are permitted in the Graphic and Web Design Fast Track.

HTML/CSS Fast Track

Hours of instruction: 48
Total tuition: $2155
Member Price: $1840 (includes $55 membership)
Tech SF Eligible: Yes

Prerequisites: None

BAVC's HTML/CSS Fast Track training is ideal for students who want to learn HMTL and CSS exclusively. Take HTML/CSS Introduction and Intermediate courses, and then learn HTML5/CSS3.

Courses and the order they should be taken:
1. HTML/CSS Introduction (16hrs)
2. HTML/ CSS Intermediate (8hrs)
3. HTML5/CSS3 (16hrs)
4. Portfolio Development Series (8hrs)

Students who receive a score of 80% or better on the HTML/ CSS assessment may substitute the following courses for HTML/CSS: Introduction: *Choose from Web Classes listed on page 13-14*

Coding for New-Coders Fast Track

Hours of instruction: 72
Total tuition: $3000
Member Price: $2585 (includes $55 membership)
Tech SF Eligible: Yes

Prerequisites: HTML/CSS: Introduction (or Pass the HTML/CSS Assessment)

If you're new to coding and want to learn all the basics, BAVC's Coding for New Coders Fast Track training is for you. Learn HTML/CSS3, JavaScript, PHP and jQuery without delving into Drupal, WordPress or Portfolio Development.

Courses and the order they should be taken:
1. HTML5/CSS3 (16hrs)
2. JavaScript (16hrs)
3. PHP (16hrs)
4. jQuery (16hrs)
5. Portfolio Development Series (8hrs)

No course substitutions are permitted in the Coding for New-Coders Fast Track.

UX Fast Track: Experiential Web Design

Hours of instruction: 72
Total tuition: $2950
Member Price: $2505 (includes $55 membership)
Tech SF Eligible: Yes

Prerequisites:
1. **Photoshop: Introduction (or Pass the Assessment)**
2. **Illustrator: Introduction (or Pass the Assessment)**
3. **InDesign (or Pass the Assessment)**
4. **HTML/CSS: Introduction (or Pass the Assessment)**

Focus exclusively on user experience in BAVC's UX Fast Track: Experiential Web Design training. You'll learn Experiential and Responsive Design, Usability Testing, UX for Mobile Apps and more without HTML, SEO or Portfolio Development. This fast track is ideal for those already familiar with Web or Graphic Design and looking to gear their efforts towards designing for users.

Courses and the order they should be taken:
1. Experiential Design: Introduction (16hrs)
2. Responsive Design (8hrs)
3. Sketch (8hrs)
4. Wireframing & Diagramming (8hrs)
5. UX for Mobile Design (8hrs)
6. Usability Testing & QA (8hrs)
7. Prototyping & Personas (8hrs)
8. Portfolio Development Series (8hrs)

No course substitutions are permitted in the UX Fast Track: Experiential Web Design.

Preditor Fast Track

Hours of instruction: 64
Total tuition: $2700 (Bootcamp option) or $2760 (when courses are enrolled in individually)
Member Price: $2245 (Bootcamp option) or $2335 (when courses are enrolled in individually) (includes $55 membership)
Tech SF Eligible: Yes

Prerequisites: None

A "Preditor" both produces and edits video. Learn storytelling, lighting, sound, editing, workflow, compression and output to web with BAVC's Preditor Fast Track. Skip the Interviewing and Workflows classes and brush-up on your technical skills.

Courses and the order they should be taken:
1. DSLR Bootcamp (32hrs) DSLR Bootcamp includes:

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a. DSLR Cinematography: Introduction (8hrs)
b. DSLR Cinematography: Intermediate (8hrs)
c. Premiere Pro: Introduction (16hrs)
2. Lighting (8 hrs)
3. Audio for Video Production (8 hrs)
4. Audio Post-production (8hrs)
5. Portfolio Development Series (8hrs)

Students who receive a score of 80% or better on the assessments for Premiere Pro should take the individual DSLR classes, rather than the DSLR Bootcamp, and may substitute the following courses for Premiere Pro: Introduction: *Choose from Digital Editing Classes listed on page 13-14*

Editors Fast Track

Hours of instruction: 56
Total tuition: $2435
Member Price: $2090 (includes $55 membership)
Tech SF Eligible: Yes

Prerequisites: None

BAVC's Editors Fast Track is ideal for students seeking no frills beginning and intermediate classes in Final Cut Pro, Adobe Premiere and Post Production Workflows. If you're seeking technical training in video editing software without venturing into the deeper aesthetics of audio, motion graphics and color correction, this grouping of classes is for you.

Courses and the order they should be taken:
1. Premiere Pro: Introduction (16 hrs)
2. Premiere Pro: Intermediate (16 hrs)
3. Video Post-production Workflow (16hrs)
4. Portfolio Development Series (8 hrs)

Students who receive a score of 80% or better on the assessments for Premiere Pro or Final Cut Pro X may substitute the following courses for Premiere Pro: Introduction:*Choose from Digital Editing Classes listed on page 13-14*

Motion Graphics Fast Track

Hours of instruction: 56
Total tuition: $2435
Member Price: $2090 (includes $55 membership)
Tech SF Eligible: Yes

Prerequisites: Photoshop: Introduction (or Pass the Photoshop Assessment)

For students looking for a simple Introduction to Motion Graphics and After Effects, BAVC offers its Motion Graphics Fast Track. Through this trio of courses, learn the basics of Motion Graphics without delving into 3D, Compositing or Motion Tracking.

Courses and the order they should be taken:
1. After Effects: Introduction (16hrs)
2. Motion Graphic Design: Introduction (16hrs)
3. After Effects: Intermediate (16hrs)
4. Portfolio Development Series (8hrs)

Students who receive a score of 80% or better on the assessment in After Effects may substitute the following courses for After Effects: Introduction: *Choose from Motion Graphics Classes listed on page on page 13-14*

Advanced Motion Graphics Fast Track

Hours of instruction: 64
Total tuition: $2695
Member Price: $2290 (includes $55 membership)
Tech SF Eligible: Yes

Prerequisites:
1. Photoshop: Introduction (or Pass the Assessment)
2. After Effects: Introduction (or Pass the Assessment)

BAVC's Advanced Motion Graphics Fast Track training is ideal for students who already understand the basic principles of Motion Graphics and After Effects and seek to become more skilled with the software, learning workflows, 3D, Compositing, Motion Tracking, Expressions and more.

Courses and the order they should be taken: *
1. After Effects: Intermediate (16 hrs)
2. Motion Graphics Workflow (16hrs)
3. After Effects: Compositing (8hrs)
4. After Effects: Motion Tracking (8hrs)
5. After Effects: 3D (8hrs)
6. Portfolio Development Series (8hrs)

Students may take 3 of the 5 electives- After Effects: Compositing, After Effects: Motion Tracking, After Effects: Expressions, After Effects Demystified and After Effects: 3D.

No course substitutions are allowed in the Advanced Motion Graphics Fast Track.

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, 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.

LIST OF BAVC CLASSES:

Graphics Classes:
Photoshop: Introduction (16 hrs)
Photoshop: Intermediate (16 hrs)
Illustrator: Introduction (16 hrs)
InDesign (16 hrs)
Typography and Color Theory (16 hrs)

Web Classes:
Graphic and Web Design: Introduction (16 hrs)
Graphic and Web Design: Intermediate (16 hrs)
Web Design Workflow (16 hrs)
Experiential Design: Introduction (16hrs)
HTML/CSS: Introduction (16 hrs)
HTML/CSS: Intermediate (8 hrs)
HTML5/CSS3 (16 hrs)
JavaScript (16 hrs)
Drupal (16 hrs)
PHP (16 hrs)
JQuery (16 hrs)
WordPress (8 hrs)
Responsive Design (16hrs)
Wireframing & Information Architecture (8hrs)
Prototyping & Personas (8hrs)
Usability Testing & QA (8 hrs)
UX for Mobile Design (8 hrs)
SEO (8 hrs)
Social Media Campaign Strategy and Online Analytics (8 hrs)
Social Media Marketing (8 hrs)

Video Production Classes:
Video Production (16 hrs)
DSLR Cinematography: Introduction (8 hrs)
DSLR Cinematography: Intermediate (8 hrs)
DSLR Cinematography Bootcamp (32 hrs)
Interviewing Techniques (8 hrs)
Lighting (8 hrs)

Audio for Video Production (8 hrs)
Video For Social Media (16 hrs)
Virtual Reality Video Production (16 hrs)
Drone Photography and Videography: Introduction (8 hrs)
Virtual Reality Video Post Production: Introduction (8 hrs)
DSLR Photography: Introduction (8 hrs)

Digital Editing Classes:
Premiere Pro: Introduction (16hrs)
Premier Pro: Intermediate (16 hrs)
Video Post Production Workflow (16hrs)
Audio Post Production: Introduction (8 hrs)
Audio Post Production: Intermediate (8 hrs)
Aesthetics of Editing (8 hrs)
Color Correction (16 hrs)

Motion Graphics Classes:
Motion Graphics Design Introduction (16 hrs)
Motion Graphics Design: Intermediate (16 hrs)
After Effects: Introduction (16 hrs)
After Effects: Intermediate (16 hrs)
Motion Graphics Design Workflow (16 hrs)
Cinema 4D: Introduction (16 hrs)
Cinema 4D: Intermediate (16 hrs)
After Effects: 3D (8 hrs)
After Effects: Compositing (8 hrs)
After Effects: Motion Tracking (8 hrs)
After Effects: Expressions (8 hrs)
After Effects: Effects Demystified (8 hrs)

More Advanced Technology Classes at BAVC:
Build a Podcast (8 hrs)
ProTools (8 hrs)
Portfolio Development Series (8 hrs)

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 may also be asked to submit an online portfolio, which is evaluated by a committee comprised of instructors, portfolio mentors, the Senior Director of Education, the Job Developer and the Education Course Manager.

The student's portfolio is assessed on:
- Aesthetic or programming ability
- Cohesiveness
- Relevance 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 prerequisite requirements*.

Students may test out of intro level courses for After 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 80% 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, and assessment test results may not be appealed.

TRANSFERRING CREDITS
(NOTICE CONCERNING TRANSFERABILITY OF CREDITS AND CREDENTIALS EARNED AT OUR INSTITUTION)
Acceptance of the certificate you earn in Multimedia is 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 Senior Director of Education 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-ABSENTEEISM

Any work missed from class may require make-up work in order for the student to stay current with the class. This make-up 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 Senior Director of Education or Education Course Manager 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 Senior Director of Education or Education Course Manager. The Senior Director of Education or Education Course Manager will review the request for LOA for approval. If approved, the Senior Director of Education or Education Course Manager will notify the student.

COMPLETION

A certificate of completion is provided to students who successfully complete required coursework, and if applicable, pass the portfolio development review. Certificates are mailed to students within 30-60 days of 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; or failure to adhere to federal, state, and local laws.

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 Senior Director of Education 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, Senior Director of Education, 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 Senior Director of Education. 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 Senior Director of Education. A Committee made up of the Executive Director, Senior Director of Education and Education Course Manager must approve a second re-entry request from the same student. If approved, the Senior Director of Education or Education Course Manager 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 32 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 LinkedIn, Networking, Resume Writing, Interviewing Techniques, and many others led by industry experts.

Also available at no cost is access to BAVC's Paid and Unpaid Jobs forums located at:
https://bavc.org/get-a-job/job-board. 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 some instances, employer connections relating to open job postings are facilitated by BAVC Education 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 February 2017, one-bedroom rentals on Zillow.com within walking distance of BAVC were listing between $2600 to $5800, 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 services are 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 not in progress in the labs. Each instructor provides the class with 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 https://bavc.org/membership

STUDENT RECORDS

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

TRANSPORTATION

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

INTERNATIONAL STUDENTS

If you plan to enter the United States on a B-type tourist visa, or are currently in the United States on another visa type, you may only be authorized to take coursework for personal enrichment. In other words, you may not enroll in courses for academic credit. BAVC courses fit this enrichment-only requirement and you would be eligible to enroll in any BAVC course as a tourist in the United States.

As BAVC courses are noncredit, and for personal enrichment only, this program does not fulfill the requirements for I-20 certificates for the F-1 student visa. There is no appropriate visa category for students whose primary purpose for coming to the United States is part-time study.

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 Education Department staff member. The Senior Director of Education can be reached at edu@bavc.org. Complaints and concerns follow the following chain of command system: Receptionist, Education Course Manager, Senior Education Manager, Senior Director of Education, 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, toll-free telephone number (888) 370-7589 or by fax (916) 263-1897. 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. 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 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 you have received federal student financial aid funds, you are entitled to a refund of monies not paid from federal student financial aid program funds. Refunds may be obtained by emailing edu@bavc.org.
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. Refunds may be obtained by emailing edu@bavc.org.

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

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 (MEMBER)

	Hours	Fees	Notes
Portfolio Mentorship	5	$850.00	Optional with any Full or Fast Track Certificate
Design Tools Fast Track	72	$2580.00	Tuition
		$55.00	Membership
		N/A	Books, tools, equipment, etc.
		$0.00	Non-refundable Student Tuition Recovery Fee (included in total)
		$2635.00	**TOTAL**
Graphic and Web Design Fast Track	56	$2035.00	Tuition
		$55.00	Membership
		N/A	Books, tools, equipment, etc.
		$0.00	Non-refundable Student Tuition Recovery fee (included in total)
		$2090.00	**TOTAL**
Graphic & Web Design Full Certificate	160	$5570.00	Tuition
		$55.00	Membership
		N/A	Books, tools, equipment, etc.
		$0.00	Non-refundable Student Tuition Recovery Fee (included in total)
		$5625.00	**TOTAL**
Graphic & Web Design: Experiential Design Full Certificate	144	$4945.00	Tuition
		$55.00	Membership
		N/A	Books, tools, equipment, etc.
		$0.00	Non-refundable Student Tuition Recovery Fee (included in total)
		$5000.00	**TOTAL**
Motion Graphics Full Certificate	160	$5590.00	Tuition
		$55.00	Membership
		N/A	Books, tools, equipment, etc.
		$0.00	Non-refundable Student Tuition Recovery Fee (included in total)
		$5645.00	**TOTAL**
HTML/CSS Fast Track	48	$1,785.00	Tuition
		$55.00	Membership
		N/A	Books, tools, equipment, etc.
		$0.00	Non-refundable Student Tuition Recovery Fee (included in total)
		$1840.00	**TOTAL**

Digital Postproduction Full Certificate	128	$4565.00	Tuition
		$55.00	Membership
		N/A	Books, tools, equipment, etc.
		$0.00	Non-refundable Student Tuition Recovery Fee (included in total)
		$4620.00	**TOTAL**
Coding for New-Coders Fast Track	72	$2530.00	Tuition
		$55.00	Membership
		N/A	Books, tools, equipment, etc.
		$0.00	Non-refundable Student Tuition Recovery Fee (included in total)
		$2585.00	**TOTAL**
Video Production Full Certificate	96	$3280.00	Tuition
		$55.00	Membership
		N/A	Books, tools, equipment, etc.
		$0.00	Non-refundable Student Tuition Recovery Fee (included in total)
		$3335.00	**TOTAL**
UX Fast Track: Experiential Web Design	72	$2450.00	Tuition
		$55.00	Membership
		N/A	Books, tools, equipment, etc.
		$0.00	Non-refundable Student Tuition Recovery Fee (included in total)
		$2505.00	**TOTAL**
Web Development Full Certificate	152	$5320.00	Tuition
		$55.00	Membership
		N/A	Books, tools, equipment, etc.
		$0.00	Non-refundable Student Tuition Recovery Fee (included in total)
		$5375.00	**TOTAL**
Preditor Fast Track	64	$2190.00	Tuition
		$55.00	Membership
		N/A	Books, tools, equipment, etc.
		$0.00	Non-refundable Student Tuition Recovery Fee (included in total)
		$2245.00	**TOTAL**
Editors Fast Track	56	$2035.00	Tuition
		$55.00	Membership
		N/A	Books, tools, equipment, etc.
		$0.00	Non-refundable Student Tuition Recovery Fee (included in total)
		$2090.00	**TOTAL**
Motion Graphics Fast Track	56	$2035.00	Tuition
		$55.00	Membership

		N/A	Books, tools, equipment, etc.
		$0.00	Non-refundable Student Tuition Recovery Fee (included in total)
		$2090.00	**TOTAL**
Advanced Motion Graphics Fast Track	64	$2235.00	Tuition
		$55.00	Membership
		N/A	Books, tools, equipment, etc.
		$0.00	Non-refundable Student Tuition Recovery Fee (included in total)
		$2290.00	**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 you have obtained a loan to pay for this Certificate program, you have the responsibility to repay the full amount of the loan plus interest. If you have received federal student financial aid funds, you are entitled to a refund of the monies 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 or 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 and experts in their field who are also adept at teaching relevant curriculum. Student class evaluations are conducted after every class, analyzed by BAVC staff. 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 https://bavc.org/learn/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
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)
Presler, Diane	Graphic & Web Design, Web Development: Experiential Design, Portfolio Development	SFAI: 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; 8 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
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 Education staff. It is available via BAVC's website or upon request at BAVC's facility. Individuals seeking an emailed digital copy may request it 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 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 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

Moving forward from BAVC's After Effects Introduction, create captivating visual effects for video, television and the web with BAVC's expert instructors. Building on students' basic knowledge of the interface and focusing on the powerful intra-frame and compositing abilities of the software, this two-day class covers the more sophisticated features of Adobe After Effects. Whether you are interested in animation techniques or text layer animation, this class will help you become more skilled in After Effects techniques to help you achieve desired results in your After Effects projects.

Topics include:

- 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 After Effect's compositing tools! Compositing is the core of motion graphics work. This 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.

Topics 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 include:

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

AFTER EFFECTS: MOTION TRACKING – 8 Hours

Simplify complex animation tasks with After Effect'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 include:

- 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 Affect's 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 peek 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!

Topics Include:

- 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 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 include:

- 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: INTRODUCTION – 8 Hours

This one-day course covers basic workflow techniques of audio post-production for film and commercial productions. Learn the art of audio cleanup and restoration using tools within Adobe Premiere CC and Adobe Audition CC. This course is designed to build skill-sets for increasing the quality of audio in your own projects. Learn how to apply equalization filters to voice-over and dialogue content, and compression/limiting techniques to balance audio levels.

Topics Include:

- Noise reduction techniques for dialogue
- Equalization and dynamic compression for different contexts
- Working with dialogue
- Music underscoring
- Scene transitions

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 skillsets 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

BUILD A PODCAST – 8 Hours

Podcasting is hot again and for three good reasons. It's on demand. It's cheap to produce. It's dramatic (think: Sarah Koenig and "Serial"). People carry with them hours of entertainment, music and podcasts on their mobile devices, listening on their commutes, while they wait in line at the DMV or as they bake banana bread. Enroll in this one-day class to learn how to create, engineer and publish a compelling podcast for your company, your team, your followers, your band, your magazine, or because you want to do something extremely creative. The class will cover pre-production, gear, recording techniques and distribution.

Topics include:

- Conceptualization
- Production pipeline
- Bumpers
- Music and sound effects
- Recording at home versus a studio
- Editing, mixing and mastering
- Distribution
- Tracking your listenership

CINEMA 4D: INTRODUCTION – 16 Hours

This 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 exhilarating two-day hands-on class.

Topics include:

- 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 include:

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

COLOR CORRECTION – 16 Hours

This two-day class introduces students to the powerful color correction tools in Adobe Premiere and DaVinci Resolve. The class focuses on color correction and color correction workflows for finishing films.

Topics include:

- 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.

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.

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.

DSLR PHOTOGRAPHY: INTRODUCTION – 8 Hours

Learn the ins and outs of digital SLR photography and how to utilize these fantastic cameras! This class will cover many basic camera skills, such as exposure, lighting, composition, and much more. We'll provide professional-grade DSLRs to use, but feel free to bring your own digital SLR to class.

Topics include:

- Introduction to a digital SLR
- Camera gear
- Camera playback and erasing images
- HDR basics
- File formats and management
- Understanding Adobe Bridge, Adobe Lightroom and Apple Aperture
- Output and uploading

DRONE PHOTOGRAPHY AND VIDEOGRAPHY: INTRODUCTION - 8 Hours

Drones have been used by park rangers to spot poachers and save rhinos, to show the scope of droughts and deforestation, and to cover important events from festivals to protests. In this Introduction to drones, Sally French, (aka The Drone GIrl) will share her experience as a drone journalist, enthusiast and instructor. This class is being held outdoors where students will have the opportunity to fly multiple types of drones both in and outside the 'classroom.' This class is a terrific introduction for anyone considering expanding their repertoire to include drone cameras, including individuals who work in photo and video as well as those who work in industries from construction to real estate and more.

Topics Include:

- Review drone law and overview of cases

- Learn about current uses of drones and new possibilities
- Discuss drone journalism and opportunities in the field
- Set up and try out multiple drone types at different price points
- Fly inside and outside in multiple weather conditions

DRUPAL – 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 Drupal class, you'll begin by downloading the Drupal 7 platform, learn how to set it up, and manage site content.

Topics include:

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

DSLR CINEMATOGRAPHY: INTRODUCTION – 8 Hours

Learn to shoot video! Across the San Francisco Bay Area, filmmakers at all skill levels are taking advantage of the portability, affordability and cinematic quality provided by today's high-definition capable DSLR cameras. For the first time in history, both beginners and professionals are able to approximate the look of 35mm motion picture film on cameras that cost less than $1000. BAVC is proud to offer an Introduction to DSLR Cinematography, providing you with the training needed to create professional moving images.

Increase your knowledge of production workflows while increasing your film's value and professional aesthetic. The class is perfect for both beginners and professionals in the San Francisco Bay Area looking to improve their skills with this widely available technology. Gain hands-on training with DSLR cameras, and learn how to capture high definition images, under the guidance of BAVC's expert cinematography instructors.

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

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

Already have basic familiarity with DSLR cameras, but want to learn how to get the absolute most of the technology to become more professional in your video productions? BAVC's Intermediate DSLR Cinematography course in the San Francisco Bay Area is designed for BAVC students continuing from the Introduction to DSLR Cinematography class, or professionals who already have a mastery of manual photographic skills such as f-stops, shutter speeds and ISO in a still or video context.

Topics Include:
- Advanced lensing
- Lighting and camera movement
- Dual system audio
- On-set syncing
- Post-production workflow

As part of this Intermediate course at BAVC's San Francisco headquarters, you will be afforded the opportunity to shoot and review your own footage for critique from BAVC's expert instructors, which is invaluable to anybody trying to get better at their craft.

DSLR Bootcamp- 32 Hours

Are you a cinephile or producer seeking to become more skilled with video? Are you an employer seeking to create exciting video content for your company? Are you a freelancer looking to make yourself more marketable for video production jobs? Today's high-definition DSLR cameras afford filmmakers at all levels the ability to learn to shoot video in an easy, flexible way. To help you learn this industry-standard video technology, and to provide you with the skills you need to make sleek, professional videos, BAVC offers its DSLR Bootcamp in the San Francisco Bay Area.

The Bootcamp condenses a semester's worth of camera-handling knowledge into an intense 4-day (or 32 hour) training course. If you are naturally curious about and comfortable with cameras, this class is for you. Students will gain hands-on experience in all aspects of Short Video Production, including Production Planning, Shooting and Post-Production from BAVC's expert instructors.

Topics include:

- Basic engineering and sound
- Pre-production 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 who have previously owned a video camera
- Producers interested in learning videography
- Employees who want to create content for their company
- Beginners who 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 (wireframing, 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.

Topics Include:
- The Experiential Design process and workflow
- Real-world case studies
- Terminology
- Available resources

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● Hands-on application

We will not cover UX for products services, but will focus on web and web for mobile devices.

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. BAVC's Graphic and Web Design: Intermediate course helps you to learn the advanced aspects of web design. Taught by expert design instructors, you will use Adobe Photoshop and Adobe Illustrator to work through a range of commonly faced problems. With our expert instructors, get exposed to industry standard solutions, including:

● Web Design and Usability
● Design and Layout
● Color Schemes
● Identity Systems
● Creative Briefs and Projects

GRAPHIC AND WEB DESIGN: INTRODUCTION – 16 Hours

Web design and graphic design are two of the leading industries in the San Francisco Bay Area. Whether you live in San Francisco or elsewhere in the Bay Area, BAVC's Graphic and Web Design: Introduction will get you started on a profitable career path. Graphic designers use software tools such as Adobe Photoshop, InDesign and Illustrator to develop the overall layout and design of magazines, newspapers, journals, corporate publications, eBooks, brand logos and much more to meet their clients' needs. BAVC's San Francisco course in graphic and web design is an introduction to the study of graphic design as a communication tool on an intensive, professional level. This training will focus on digital techniques using Adobe Creative Suite, and 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 – 8 Hours

A common challenge faced by most web developers is managing the look and feel of a website's interface. Offered quarterly, this Intermediate-level BAVC class will help you to learn additional, important skills in HTML/CSS. If you've taken BAVC's HTML/CSS: Introduction and wish to build on your basic skill in building and publishing websites, this course is for you. With expert instructors at BAVC's San Francisco headquarters, sharpen your understanding of essential website elements like typography, page layout and menus. This class will help to provide you with the expertise you need to stay marketable in HTML/CSS, one of the leading industries in the San Francisco Bay Area.

Topics include:

- 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 include:

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

HTML5/CSS3 – 16 Hours

Is HTML5 the evil brainchild of Steve Jobs? Probably not, but HTML5 duked it out with Adobe Flash and won the race. Even Microsoft Silverlight is shaking in its boots. Learn HTML5 and CSS3 to take advantage of the flexibility offered by this relatively new standard (2014) in markup language coding. You'll learn to embed audio, video and scalable vector graphics within your web pages, and be able to add responsive design to your mobile projects. Stay on top of one of the latest and greatest web standard trends and make yourself more marketable. HTML5/CSS3 will give you the powerful tools you need for interactivity, gaming and web development, all leading industries in the San Francisco Bay Area. With this training from BAVC's expert instructors, you'll learn:

- 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: 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 include:

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

INDESIGN – 16 Hours

Get creative with text, artwork and layouts for books, magazines, newsletters or reports. BAVC's InDesign course offers a comprehensive introduction to Adobe InDesign CS, the in-depth design and layout program. With expert design instructors at BAVC's San Francisco headquarters, get creative with text, artwork and layouts for books, magazines, newsletters or reports. Master the more advanced tools and techniques of Adobe's professional layout and design app with this course conveniently located in the San Francisco Bay Area. The skills you learn will make you more marketable for jobs.

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

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 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 include:

- 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. nonprofessional interviewee
- How to pick & prepare a set
- Dos and Dont's during the interview
- Quick fixes for problems during the interview

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 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, selecting elements from a page and changing them dynamically.

Topics 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

Are you looking to build on your basic understanding of Motion Graphics Design? Are you looking to hone the aesthetic and communication quality of your work, especially after taking BAVC's Motion Graphics Design: Introduction class? Located at BAVC's San Francisco headquarters, this intermediate class applies the principles presented in Motion Graphics Design: Introduction to real-world scenarios.

Topics Include:

- The aesthetic and communicative qualities of your work
- After Effects and other software packages
- Commonly encountered project types and design scenarios

Using After Effects and other graphics software, you will go beyond just the basic concepts and the history behind motion graphics work. BAVC's expert instructors present common project types, helping you to become more confident in your work, and empowering you to handle a myriad of different design scenarios when you begin work as a motion graphics designer.

MOTION GRAPHIC DESIGN: INTRODUCTION – 16 Hours

BAVC offers its Motion Graphics Design: Introduction course to individuals in the San Francisco Bay Area seeking knowledge of the basic concepts and principles behind motion graphics. While learning to use digital graphical tools (such as Adobe After Effects or Maxon Cinema 4D) is critical to motion graphics, learning to construct a well-designed graphic that communicates effectively is equally, if not more, important. Taught by expert instructors and conveniently located at BAVC's San Francisco headquarters, this class teaches aesthetic visual concepts and practical techniques used by today's motion graphics professionals while also providing an overview of the development and history of the field. Taking this helpful course will help to make you conversant in the everyday concepts of motion graphics design. Go beyond the basics of your technical skill set and develop the aesthetic communications quality of your work.

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 output

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

Adobe Photoshop is one of the most common programs used in graphic and web design, especially in the San Francisco Bay Area. Want to become more marketable in your image manipulation and correction skills? Take BAVC's Photoshop: Intermediate course to build upon skills you developed during BAVC's Photoshop: Introduction course. With BAVC's expert instructors, you will learn more advanced Adobe Photoshop skills to retouch and clean up digital images. Conveniently located at BAVC's headquarters in San Francisco, this class will help you to understand masks, layer styles, and targeting images for specific media.

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

PORTFOLIO DEVELOPMENT SERIES – 8 Hours

The Portfolio Development Series is aimed at helping you build, package and promote your portfolio. You'll also learn how to communicate with, and manage your clients.

Building Module:

In this module, you'll learn to lay the groundwork for portfolio 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:

Creating work samples
Working pro bono to generate work samples
Planning and time management
Define your pitch
MoUs and other legalities
Examples of popular portfolio sites
Activity: setting attainable goals

Packaging Module:

This module is not about what's in 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:

Customizing a template
Web conventions
Social video platforms
Web 2.0 overview
Banner ads widgets
Activity: Discover Your Style

Promoting Module:

This module 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:

Using social networking sites
Integration and business use
Search Engine Optimization
Understanding Google page rank
Submitting your site to search engines
Activity: Develop Your Communication Strategy

Freelancer Essentials Module:

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? This module will cover advanced techniques, industry best practices, client portfolio design, and an overview of client relationships.

Topics Covered:

Best Practices
Seeking and obtaining clients
Bidding, contracts, completion and invoicing
Communicating with clients
Activity: Set Your Earning Goals

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

Have you taken BAVC's Adobe Premiere Introduction training course? Do you already have a basic understanding of Adobe Premiere and its functionality? Are you looking to take your editing and post-production skills to the next level in a comprehensive class? BAVC's two-day Intermediate-level training course in Adobe Premiere Pro, the industry-standard editing software, is for you. With expert BAVC instructors in the San Francisco Bay Area, get trained in the advanced features of Premiere as well as its integration with the rest of Adobe Creative Suite. While others might use Avid Media maker or Apple's Final Cut Pro, Northern California knows Premiere Pro is king.

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
- Roundtripping 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!

Topics Include:

- 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

PROTOOLS – 8 Hours

Highly regarded as one of the leading, industry-standard audio production tools designed for audio post-production, music production, sound design, and composition, ProTools 11 is as deep as ever. Known for its elegant editing tools, and extremely flexible workspace environment, ProTools 11 is embraced by artists and engineers around the world.

This course will allow you to expand your creativity and workflow by learning key features and functions within the ProTools 11 environment. Learn about importing audio, processing audio, editing, mixing, and creating a balanced final mix output.

Topics include:

- The ProTools interface and editing tools
- Importing audio and file management
- Creating tracks and routing audio
- Recording and processing audio
- Real-time processing & non real-time processing
- Mixing techniques, track automation and bouncing

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 – 16 Hours

This 2-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 include:

- Developing a mobile strategy
- Aesthetics of small delivery formats
- Designing for multiple delivery formats
- Character design
- Typography
- Responsive design tools/template
- Fluid grids
- CSS media queries
- Flexible images and media
- 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 website 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 Include:

- 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 I 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 setup and optimization
- The three uses of YouTube: Support, Sharing, and Viral
- Annotations
- Overlays

Social Media Metrics
- On each platform: e.9., Twitter, Facebook, YouTube
- Using Google Analytics

Making a Social Media Marketing Plan

SOCIAL MEDIA CAMPAIGN STRATEGY AND ONLINE ANALYTICS – 8 hrs

Part I- Whether you are launching a new product, service or program, or are getting the word out about an event, social cause or candidate, social media is the best way to engage with your audience. How do you make the best use of the social media platforms available, and what are the coolest ways to create engaging social media campaigns for Facebook, Twitter and more? You don't need to be a millennial marketing manager to produce a successful social media campaign that captures the public's attention and garners the support you need.

- Differentiate between the types of social media platforms available and their specific benefits and features
- Connect your content to the platform that best conveys your message
- Learn tools to manage a social media campaign across multiple platforms
- Manage a social media campaign with multiple accounts and forms of media (video, photo, text, etc.) while maintaining a unified message
- Learn strategies that successful social media campaigns use to engage audiences
- Apply analytics to measure the level of audience engagement with your social media campaign

Part II- The key to creating, monitoring, and adjusting campaign strategy and goals begins with understanding the importance of metrics, stats and analytics. With this in mind, digital marketers and development departments need to know best practices for developing campaigns on multiple platforms, how to understand what statistics impact previously set goals and how to use analytics to fine-tune your marketing content. This class will cover the basics of understanding social metrics as well as how to use data to create stand out communication presences, top-notch campaigns and, most importantly, stronger connections with users. Students will learn to create an evaluation plan for digital communications in order to understand the impact of your work, and to report back to stakeholders how the campaign has performed.

- Learn how to direct and manage the daily workflow of client campaigns, including proposal development, campaign activation & maintenance, and post-campaign reporting
- Manage sponsorship campaigns and inventory across platforms effectively using best practices
- Successfully own multiple ad campaigns and gather assets needed for on-time launch
- Evaluate campaign results using data to analyze impact and value

TYPOGRAPHY AND COLOR THEORY – 16 Hours

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

Topics include:

- Type identification
- Typefaces and families
- Type comping
- Letter and word spacing
- Designing with type
- Type as a communication tool
- Traditional color theory
- Design impacts of color

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.

Topics Include:

- 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 FOR MOBILE DESIGN – 8 Hours

If you don't have a mobile presence as a business or product then you're dead in the water. This used to be true for a web presence, but today it's more important than ever to not only have a presence, but as a designer, to know how to design for mobile. In this course, we will be covering where mobile is today, and what you should be thinking about in terms of interaction and visual design. We will also be covering Sketch 3. Come to class with a mobile app in mind. We will be working through the challenges and complexities of mobile with your personal project.

VIDEO POSTPRODUCTION WORKFLOW – 16 Hours

Ready to maximize the 10 hours of beautiful footage you shot but unsure how to take it though 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 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 Include:

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

VIDEO FOR SOCIAL MEDIA - 16 Hours

Across social media platforms, the trend toward video integration has exploded! But how do you create a piece that captures a viewer's attention, connects content to viewers in meaningful ways and can be leveraged to raise awareness, funds or support? In this 2-day Video for Social Media class, students will use Premiere to edit two short videos for social media. One video will be in the style of online content creators like AJ+, Buzzfeed, Now This, and Vice. The second video will focus on platforms like Indiegogo and Kickstarter, designed to raise funds. (Participants will edit pre-existing footage.) If you have ever thought about promoting your new web series, plan to launch a campaign for your band's new album, or want to know how you can be more valuable to your employer in spreading your company's message, our Video for Social Media class is your next step!

This course will include discussion of best practices for:

- Cameras and mics
- Pre-production
- Interviewing
- Editing
- Audience engagement

- Uploading video for web

VIRTUAL REALITY VIDEO PRODUCTION: INTRODUCTION - 16 Hours

Virtual Reality film offers full immersion into another world and unparalleled connection with characters. As the technology necessary to make VR a reality has finally become accessible, it is our duty as media makers to learn how best to tell captivating stories in this evolving medium. This workshop is your hands-on crash course to being a VR storyteller. If you are a filmmaker looking to expand to immersive storytelling, an art student looking for a mind bending new medium, a real estate agent, a start-upper, or an event producer looking for a compelling way to showcase your work, this class will get you started!

Topics Include:

- Discovering the perspective of the viewer and how to guide their attention
- Learn 360 cinematography and sound capture best practices with both autostitch and manual cameras
- Understand stitching and editing workflows for different cameras
- Share and demo your work

VIRTUAL REALITY VIDEO POST PRODUCTION: INTRODUCTION - 8 Hours

Virtual Reality film offers full immersion into another world and unparalleled connection with characters. As the technology necessary to make VR a reality has finally become accessible, it is our duty as media makers to learn how best to tell captivating stories in this evolving medium. This workshop is your hands-on crash course to editing in VR. If you are a filmmaker looking to expand to immersive storytelling, an art student looking for a mind bending new medium, a real estate agent, a start-upper or an event producer looking for a compelling way to showcase your work, this class will get you started!

Topics Include:

- Managing a VR post-production workflow
- Stitch a 360 video (static shot) using Kolor Autopano Video Pro and Autopano Giga
- Edit 360 video using Premiere and Mettle Studio Box
- Add a title and patching nadir using After Effects and Mettle Studio Box

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 & Diagramming – 8 Hours

Information Architecture is the backbone of all you do as a UX Designer. Getting this right will help set up your project for success. In this class we will cover basic heuristics, information architecture, and what to be thinking about in our designs as we look at successful and unsuccessful sites and apps that have gone before us. Then delve into the why and how of wireframing. If there's time, we will cover prototyping with sketching and utilizing Sketch 3.0 for wireframing. This class is interactive - you'll be asked to storyboard ideas and communicate the flow to the rest of the class.

Topics Include:
- Design websites using sitemaps
- Understand user flows
- Apply wireframes
- Hands-on project and presentation

WORDPRESS – 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-fledge and robust website, not just another blog. Through the use of different themes, templates, and plugins, 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