
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.

Utilizing 11,000 sq. ft. at the border of the Mission and Potrero Hill districts, BAVC offers 6 training labs each with 10 Mac workstations and 1 instructor workstation, one Multi-Purpose Room which can be used as a video production studio, restrooms, a small kitchen and eating area, free wi-fi, a conference room and a reception area, all with ADA accessibility. Students are not required to bring or possess any hardware, equipment or software to classes although students may bring their own equipment if they wish to use it during training. All training is conducted at 2727 Mariposa Street, Second Floor, San Francisco, CA 94110.

Successful completion of a BAVC Certificate does not correspond with any licensing exams in California or other states. BAVC is an unaccredited institution 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.

MISSION

BAVC inspires social change by enabling the sharing of diverse stories through art, education and technology.

VISION

BAVC's vision is to work towards the following goals:

- A diverse group of independent media makers will possess the skills they need to tell, distribute, and preserve their own stories and the stories of their communities through existing and emerging media formats and outlets
- Our work will be recognized for its effectiveness by our constituencies who are most in need of our services, national funders, innovative technology companies, and visionary thinkers
- Our efforts will lead to both personal and social change, including greater respect for, and cultural inclusion of, diverse voices and experiences
- Our work will provide an alternate educational and creative pathway for young people to tell their stories while laying the foundation for their future
- Our program evaluation and expertise will inform and support effective learning in the field

STUDENTS

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.

INTERNATIONAL STUDENTS

Visa services are not provided but BAVC will vouch for student status, if needed. International students may either pay for classes at the regular tuition rate or purchase an annual membership and benefit from membership rates on classes.

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 and 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
Keith Battle	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
Eric Carter	Web & Graphic Design Web Development Portfolio Development	15+ years experience building eLearning applications
Carolyn Crampton	Adobe Creative Cloud Graphic Design for Social	University of Colorado, B.F.A; 10+ years teaching experience
David Dell'Agostino	Web Development UX Design	University of California – Santa Barbara, M.A Philosophy; SFSU, M.A. Philosophy; 10 years of web application/website design
Laura Green	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 teaching experience
Ryan Kleeman	Audio Production Audio Postproduction	University of Missouri, M.F.A in Sound Design and Technology; 10+ years teaching experience
Jason McDonald	Social Media Marketing SEO	Harvard University, BA; University of California Berkeley Masters and PhD of Political Policy; 20+ years expertise in online media
Marilyn McNeal	HTML/CSS	New School University, M.A Media Arts; University of Pittsburgh, B.A English Literature; 15 years teaching experience
Diane Presler	Graphic & Web Design Web Development Portfolio Mentor	SFAI: Printmaking; University of Cincinnati, B.S Graphic Design; 15 years teaching experience; Adobe Certified Instructor
David Santamaria	Motion Graphics Video Postproduction Portfolio Mentor	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
Shilpa Thanawala	Graphic & Web Design: Focus on UX	Lehigh University, M.S Chemical Engineering; University of California Berkeley, B.S Chemical Engineering; Co-founder of Dangerbrain; 8 years teaching experience
Doug Garth Williams	Motion Graphics	Mills College, M.F.A Experimental Film; Sarah Lawrence College, B.A Film; 5+ years teaching experience

POLICIES

ACCEPTING CREDITS

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

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.

CANCELLATIONS

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.

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).

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 Senior Engagement Director 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 Engagement Director who will review the request for LOA. If approved, the Senior Engagement Director will notify the student.

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.

REQUESTING A REFUND

Students may obtain a refund of charges paid through attendance at the first class session or the 7th day after enrollment, whichever is later. Students needing to withdraw from a Certificate 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 submit this [cancellation form](#).

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 the BAVC website to access the test. English language services such as translators or ESL services are not provided.

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.

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 Engagement Director. A Committee made up of the Executive Director, Senior Engagement Director and Senior Director of Education must approve a second re-entry request from the same student. If approved, the Senior Director of Education or Senior Engagement Director will notify the student.

SUSPENSION, DISMISSAL, RE-ENTRY

Students will be dismissed for the following reasons:

- Failure to remove themselves from academic, attendance, or student conduct probation.
- Violating student conduct policy.

In the above cases, an Academic Committee consisting of the Executive Director, Senior Engagement Director (or 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, Senior Engagement Director or Senior Director of Education. The Academic Committee must approve a second re-entry request from the same student.

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.

WITHDRAWAL FROM TRAINING

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

STUDENT SERVICES

ACADEMIC INFORMATION

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

CAREER SERVICES

Career services are available at below-market rates to a range of job seekers: recent grads, folks transitioning to a new role and seasoned career menches who haven't conducted a job search in quite some time. This includes meeting with a job coach, having your resume overhauled, getting tips on nailing a phone interview or in-person interview, portfolio mentorship, career evaluations and more. BAVC's Job Board can be found 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.

CLASS SIZE

Class size varies with the subject and the method by which subject matter is presented. Classes range from 1 to a maximum of 30 students per class. Technical skills training class size is limited to 12 or less students.

CREDITS

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.

FACILITIES

Students are welcome to meet and dine in BAVC's Lounge, which includes a simple kitchen with a toaster, microwave oven and refrigerator. BAVC's Conference Room and Multi-Purpose Room may also be utilized, subject to availability. Free wi-fi access is made available to all BAVC guests and print requests will be honored if they pertain to classroom activities. BAVC's five classrooms feature the most current software programs including Adobe Creative Cloud, Apple Final Cut Pro X and BlackMagicDesign DaVinci Resolve. Each student has access to an Apple or PC workstation with headphones, making it unnecessary for students to bring their own equipment to learn any of BAVC's curricula. Students may follow along with the instructor by viewing a separate monitor adjacent to their own monitor. Students may save any work created by employing a flash drive or thumb drive at the workstation or by saving media to a third party site such as Dropbox.

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.

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.

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. ***Student will make up any section or assignments before progressing to the next module, section, or assignments.***

MEMBERSHIP

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

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.

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.

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.

INSTRUCTIONS FOR ENROLLING

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 Enrollment Counselor will respond to Certificate applications no later than 10 days from application date. 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>

CERTIFICATE TRAINING: OBJECTIVES

OVERVIEW

All class instruction occurs on-site at BAVC's facility. All instruction is delivered 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. Students have free access to all related equipment and software throughout their class-time. 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 part of some certificates. Students may add one-on-one Portfolio Mentorship for an additional cost of \$850 (\$750 Member price) to any Certificate. For a complete description of Portfolio Development please see the section "Portfolio Development" following the Certificate Training: Objectives section.

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.

If a student wishes to ascertain what skill level s/he is at, s/he may conduct self-assessment in the following areas:

Adobe After Effects - <https://bavc.org/assessment/after-effects-assessment>

Adobe Photoshop - <https://bavc.org/assessment/photoshop-assessment>

Adobe Illustrator - <https://bavc.org/assessment/illustrator-assessment>

Adobe InDesign - <https://bavc.org/assessment/indesign-assessment>

Adobe Premiere Pro - <https://bavc.org/assessment/premiere-pro-assessment>

HTML/CSS - <https://bavc.org/assessment/htmlcss-assessment>

Graphic & Web Design Full Certificate

Hours of instruction: 144

Total tuition: \$5155 (includes \$55 membership)

Prerequisites: None

This Certificate is designed for students who have a love for both art and technology. Objectives include a solid understanding of Adobe's Creative Suite design tools, as well as basic open-source coding that will allow students to hand code a web site with a professional grasp of cross-browser issues. The Graphic & Web Design Certificate provides students with relevant, up-to-date information proscribed by the Bay Area's IT and digital media industry employers.

Courses and suggested order they should be taken:

1. HTML5/CSS3: Introduction (16 hrs)
2. Illustrator: Introduction (16 hrs)
3. Photoshop: Introduction (16 hours)
4. InDesign: Introduction (16 hrs)
5. Graphic and Web Design: Introduction (16 hrs)
6. Photoshop: Intermediate (8 hrs)
7. Graphic and Web Design: Intermediate: (16 hrs)
8. HTML5/CSS3: Intermediate (8 hrs)
9. Web Design Workflow (16 hrs)
10. WordPress (8 hrs)
11. Portfolio Development Series (8 hrs)

Students who receive a score of 80% or better on Photoshop, Illustrator, InDesign or HTML/CSS assessments may substitute other classes for the following courses: HTML5/CSS3: Introduction, Illustrator: Introduction, Photoshop: Introduction and InDesign: Introduction

Students may add one-on-one Portfolio Mentorship for an additional cost of \$750. For a complete description please see the section "Portfolio Mentorship" following the Certificate Training Objectives section.

Graphic & Web Design: Focus on UX Full Certificate

Hours of instruction: 120

Total Tuition: \$4200 (includes \$55 membership)

Prerequisites:

1. Photoshop: Introduction (or receive 80% or higher on assessment)
2. Illustrator: Introduction (or receive 80% or higher on assessment)
3. InDesign: Introduction (or receive 80% or higher on assessment)
4. HTML/CSS: Introduction (or receive 80% or higher on assessment)

This Certificate is designed for students who have a solid graphic & web design foundation but want to add interaction design to their skill set. Using best practices created in consultation with UX designers at Smart Design, Twitter, Google, Swirl, Lyft and Elefant, BAVC's Web Design: Focus on UX Certificate training will provide you with skills to be part visual designer, part coder and part behavioral scientist.

Courses and suggested order they should be taken:

1. Experiential Design: Introduction (16 hrs)
2. Photoshop: Intermediate OR JavaScript: Introduction (8 or 16 hrs)
3. Sketch (8 hrs)
4. HTML5/CSS3: Intermediate (8 hrs)
5. Responsive Design: Introduction (16 hrs)
6. Adobe XD, Wireframing and Prototyping (16 hrs)
7. Usability Testing & QA (8 hrs)
8. Graphic and Web Design: Intermediate (16 hrs)
9. Portfolio Development Series (8 hrs)

Students may add one-on-one Portfolio Mentorship for an additional cost of \$750. For a complete description please see the section "Portfolio Mentorship" following the Certificate Training Objectives section.

Motion Graphics Full Certificate

Hours of instruction: 104

Total tuition: \$3815 (includes \$55 membership)

Tech SF Eligible: No

Prerequisites: Photoshop: Introduction (or receive 80% or higher on Photoshop assessment)

This Certificate is designed for students wishing to combine conceptual skills and technical expertise to transform moving images for video or web, a game platform, mobile device or an interactive display. Objectives include providing students with the know-how to build demos, construct compositing backgrounds, create effects, make banner ads, add credits to a movie or animate avatars. Students will learn how to add interactive elements, manipulate typography, and sequence keyframes in a timeline to visually tell a story. This Certificate provides students with relevant, up-to-date information proscribed by the Bay Area's IT and digital media industry employers.

Courses and suggested 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. Portfolio Development Series (8 hrs)

Students may add one-on-one Portfolio Mentorship for an additional cost of \$750. For a complete description please see the section "Portfolio Mentorship" following the Certificate Training Objectives section.

Web Development Full Certificate

Hours of instruction: 152

Total tuition: \$5400 (includes \$55 membership)

Prerequisites: None

Typically referred to as front end web development, this Certificate's objectives are to provide students with a solid understanding of open-source coding and how to hand-code a web site with a professional grasp of cross-browser issues. Objectives also include an overall understanding of web development in order to drive viewers to a site, successfully communicate with designers, embed video, enable functionality, incorporate best practices in interactivity, work more effectively and create simple motion graphics. This Certificate provides students with relevant, up-to-date information proscribed by the Bay Area's IT and digital media industry employers.

Courses and suggested order they should be taken:

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

Students who receive a score of 80% or better on the HTML/CSS assessment in HTML/CSS may substitute a class for HTML5/CSS3: Introduction.

Video Production Full Certificate

Hours of instruction: 120

Total tuition: \$4285 (includes \$55 membership)

Tech SF Eligible: No

Prerequisites: None

People who do well in video production have tireless energy, enjoy collaboration and are natural storytellers. The objectives of this certificate include helping students learn how to tell stories through cinematography, lighting, sound, editing and workflow. This certificate provides students with relevant, up-to-date information proscribed by the Bay Area's IT and digital media industry employers.

Courses and suggested order they should be taken:

1. Video Production (16 hrs)
2. DSLR Video Bootcamp (32hrs)
3. Interviewing Techniques (8 hrs)
4. Lighting (8 hrs)
5. Aesthetics of Editing (8 hrs)
6. Audio for Video Production (8 hrs)
7. Drone Cinematography (16 hrs)
8. Video Post Production Workflow (16 hrs)
9. Portfolio Development Series (8hrs)

Students may add one-on-one Portfolio Mentorship for an additional cost of \$750. For a complete description please see the section "Portfolio Mentorship" following the Certificate Training Objectives section.

Video Postproduction Full Certificate

Hours of instruction: 136

Tuition: \$4955 (includes \$55 membership)

Prerequisites: Photoshop: Introduction (or receive 80% or higher on Photoshop assessment)

Video postproduction is for those amazing people who understand what goes into crafting a great story and who also embrace new technologies. Objectives are to provide students with an expertise in video editing software applications, workflow, shortcuts in editing and a survey of how video works on different platforms. Students will learn both the aesthetic and technical side of editing, color correct video, edit audio and deploy FX and motion graphics.

Courses and suggested order they should be taken:

1. Premiere Pro: Introduction (16 hrs)
2. Premiere Pro: Intermediate (16 hrs)
3. Aesthetics of Editing (8 hrs)
4. DaVinci Resolve: Introduction (16 hrs)
5. DaVinci Resolve: Intermediate (16 hrs)
6. Premiere Pro: Advanced (8 hrs)
7. After Effects: Introduction (16 hrs)
8. Audio Post Production: Introduction (8 hrs)
9. Audio Post Production: Intermediate (8 hrs)
10. Video Post Production Workflow (16 hrs)
11. Portfolio Development Series (8hrs)

Students may add one-on-one Portfolio Mentorship for an additional cost of \$750. For a complete description please see the section "Portfolio Mentorship" following the Certificate Training Objectives section.

Digital Marketing Full Certificate

Hours of instruction: 88

Tuition: \$3085 (includes \$55 membership)

Prerequisites: None

Sometimes just referred to as "social," digital marketing is the modern day solution to reaching an audience. Buzzwords like *data-driven*, *search engine optimization* and *Hootsuite* point to the fact that Madison Avenue can no longer dictate what consumers should buy--instead, it's a bottom-up world, where word-of-mouth (or a tweet) carries more weight. Objectives include understanding how to effectively engage audiences through search engine optimization, video, graphics and how to analyze your web site traffic.

Courses and suggested order they should be taken:

1. Social Media Marketing (8 hrs)
2. HTML5/CSS3: Introduction (16 hrs)
3. SEO: Introduction (8 hrs)
4. Video For Social (16 hrs)
5. Graphic Design For Social (8 hrs)
6. SEO: Intermediate (8 hrs)
7. Google Analytics (8 hrs)
8. WordPress (8 hrs)
9. Portfolio Development Series (8hrs)

After Effects Fast Track

Hours of instruction: 56

Total tuition: \$2085 (includes \$55 membership)

Prerequisites: Photoshop: Introduction (or receive 80% or higher on Photoshop assessment)

Up your game with this straight-forward introduction to motion graphics and Adobe After Effects. Through these 4 classes, you'll learn the building blocks of motion graphics. Video editors can increase their hire-ability by knowing how Adobe After Effects works and how it integrates with Adobe Premiere Pro, DaVinci Resolve, Avid Media Composer or Apple Final Cut Pro.

Courses and the suggested order they could be taken:

1. After Effects: Introduction (16 hrs)
2. After Effects: Intermediate (16 hrs)
3. Motion Graphic Design Workflow (16 hrs)
4. After Effects: Compositing (8 hrs)

Design Primer Fast Track

Hours of instruction: 64

Total tuition: \$2600 (includes \$55 membership)

Prerequisites: none

The objectives of this Fast Track are to provide the entry point for students getting started with Adobe Creative Cloud and/or those looking to prepare for Graphic & Web Design: Focus on UX Certificate. Employers consider these courses the “reading, writing, ‘rithmetic” in the tech world, including website design & wireframing, and prototyping mobile apps.

Courses and the suggested order they could be taken:

1. HTML5/CSS3: Introduction (16hrs)
2. Photoshop: Introduction (16hrs)
3. Illustrator: Introduction (16hrs)
4. Sketch (8hrs)
5. InDesign (16hrs)

Digital Marketing Fast Track

Hours of instruction: 56

Total tuition: \$1710 (includes \$55 membership)

Prerequisites: None

Social media marketing has risen to the top of the food chain, out-distancing almost all other forms of advertising and messaging. This Fast Track wraps a perfect combo of analytical, creative and optimization tips and tricks together to help any student jumpstart a career in digital marketing or learn how to drive viewers and users to a site or product. Old-school ad industry gurus can learn the new tools and impress even the most jaded hipster.

Courses and the suggested order they could be taken:

1. Social Media Marketing (8 hrs)
2. SEO (8 hrs)
3. Video For Social (16 hrs)
4. Graphic Design For Social (8 hrs)
5. Google Analytics (8 hrs)

DP Fast Track

Hours of instruction: 56

Total tuition: \$2130 (includes \$55 membership)

Prerequisites: None

Designed for shooters only (referred to in the industry as DP--Director of Photography), this Fast Track gives students hands-on experience with a range of the latest tools: DSLR, drone and VR (virtual reality) 360 cameras. The best way to ingest this information is to ask a ton of questions and then practice, practice, practice.

Courses and the suggested order they could be taken:

1. DSLR Cinematography: Introduction (8 hrs)
2. DSLR Cinematography: Intermediate (8 hrs)
3. Lighting (8 hrs)
4. VR Cinematography: Introduction(16 hrs)
5. Drone Cinematography (16 hrs)

Editor Fast Track

Hours of instruction: 56

Total tuition: \$2270 (includes \$55 membership)

Prerequisites: Photoshop: Introduction (or receive 80% or higher on Photoshop assessment)

The objective to this Fast Track is to demystify the magic that goes into “fixing it in post.” Skipping workflow and the classes that take a deeper dive, these essential 5 classes will prepare any eager student planning on becoming a professional editor with the building blocks to transform footage into a compelling story.

Courses and the suggested order they could be taken:

1. Premiere Pro: Introduction (16 hrs)
2. Aesthetics of Editing (8 hrs)
3. DaVinci Resolve: Introduction (16 hrs)
4. Premiere Pro: Color Correction (8 hrs)
5. Audio Postproduction (8 hrs)

Graphic and Web Design Fast Track

Hours of instruction: 64

Total Tuition: \$2270 (includes \$55 membership)

Prerequisites: Photoshop: Introduction (or receive 80% or higher on Photoshop assessment)

Illustrator: Introduction (or receive 80% or higher on Illustrator assessment)

This Fast Track is created for designers who are already familiar with Adobe Creative Cloud and need to sharpen their skills to an intermediate level. Students will have an opportunity to learn advanced Photoshop skills, HTML5 and CSS3 best practices, industry-proscribed workflow and how to create a site using WordPress.

Courses and the suggested order they could be taken:

1. Graphic and Web Design: Introduction (16hrs)
2. Photoshop: Intermediate (8 hrs)
3. HTML5/CSS3: Introduction (16 hrs)
4. Web Design Workflow (16hrs)
5. WordPress (8hrs)

Producer-Editor Fast Track

Hours of instruction: 64

Total tuition: \$2210 (includes \$55 membership)

Prerequisites: None

Employers and clients often demand crossover skills from one person who can “do it all.” They want a savvy producer who can also shoot and edit video. In this Fast Track the objectives are to provide storytelling, lighting, sound, editing, and distribution skills to ambitious students who want to jump in with both feet and make movies!

Courses and the suggested order they could be taken:

1. DSLR Bootcamp (32hrs)

2. Lighting (8 hrs)
3. Audio for Video Production (8 hrs)
4. Audio Post-production (8hrs)
5. Aesthetics of Editing (8hrs)

PORTFOLIO MENTORSHIP - \$850 / \$750 Member price

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 their portfolio to a review committee of instructors, mentors, key BAVC staff and, in some cases, one or two employers. Constructive feedback is given, final questions are answered and, if the student work matches employers' expectations, the student's portfolio is referred to specific employers for potential hiring opportunities.

STUDENT ACHIEVEMENT

BAVC recognizes that students have a variety of reasons for enrolling in and completing an individual course and therefore does not issue homework, test students or provide grades. The exception to this policy is in the case of a Certificate student. Certificate students are evaluated by their instructors and must demonstrate proof of skill level after completing each course through the following metrics:

1. Regular class attendance
2. Adequate skill level demonstrated when completing each class exercises
3. Adequate participation in class discussions based on instructor feedback
4. Understanding of key beginning, intermediate and advanced elements as outlined in the curriculum
5. Understanding of workflow and sequential processes as outlined in the curriculum

Certificate students must also submit an online portfolio at the culmination of their training which is evaluated by a committee comprised of instructors, portfolio mentors, key BAVC staff and, on occasion, one or more employers. The student's portfolio is assessed on aesthetic or programming ability, cohesiveness, relevancy to job market, professionalism and completeness.

PAYMENT INFORMATION

Self-funded Certificate students must pay all fees in full before attending the 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 Counselor before student's first class.

Please note: Per the Bureau of Private Postsecondary Education, students have a right to know the following: This institution does not have a pending petition in bankruptcy, is not operating as a debtor in possession, has not filed a petition within the preceding five years, nor has had a petition in bankruptcy filed against it within the preceding five years that resulted in reorganization under Chapter 11 of the United States Bankruptcy Code (11 U.S.C. Sec 1101 et seq.)

CATALOG OF CERTIFICATE FEES			
	Hours	Fees	Notes
Portfolio Mentorship	4 weeks	\$750.00	Can be added to any Certificate or purchased separately
FAST TRACK CERTIFICATES			
After Effects Fast Track	56	\$2030.00	Tuition
		\$55.00	Membership
		N/A	Books, tools, equipment, etc.
		\$0.00	Non-refundable Student Tuition Recovery Fee
		\$2085.00	TOTAL
Design Primer Fast Track	64	\$2545.00	Tuition
		\$55.00	Membership
		N/A	Books, tools, equipment, etc.
		\$0.00	Non-refundable Student Tuition Recovery fee
		\$2600.00	TOTAL
Digital Marketing Fast Track	48	\$1655.00	Tuition
		\$55.00	Membership
		N/A	Books, tools, equipment, etc.
		\$0.00	Non-refundable Student Tuition Recovery Fee
		\$1710.00	TOTAL
DP Fast Track	56	\$2075.00	Tuition
		\$55.00	Membership
		N/A	Books, tools, equipment, etc.
		\$0.00	Non-refundable Student Tuition Recovery Fee
		\$2130.00	TOTAL
Editor Fast Track	64	\$2215.00	Tuition
		\$55.00	Membership
		N/A	Books, tools, equipment, etc.
		\$0.00	Non-refundable Student Tuition Recovery Fee
		\$2270.00	TOTAL
Front End Fast Track	72	\$2495.00	Tuition
		\$55.00	Membership
		N/A	Books, tools, equipment, etc.
		\$0.00	Non-refundable Student Tuition Recovery Fee
		\$2550.00	TOTAL

Graphic & Web Design Fast Track	64	\$2215.00	Tuition
		\$55.00	Membership
		N/A	Books, tools, equipment, etc.
		\$0.00	Non-refundable Student Tuition Recovery Fee
		\$2270.00	TOTAL
Producer/Editor Fast Track	64	\$2155.00	Tuition
		\$55.00	Membership
		N/A	Books, tools, equipment, etc.
		\$0.00	Non-refundable Student Tuition Recovery Fee (included in total)
		\$2210.00	TOTAL
FULL MULTIMEDIA CERTIFICATES			
After Effects Full Certificate	104	\$3760.00	Tuition
		\$55.00	Membership
		N/A	Books, tools, equipment, etc.
		\$0.00	Non-refundable Student Tuition Recovery Fee
		\$3815.00	TOTAL
Digital Marketing Full Certificate	88	\$3030.00	Tuition
		\$55.00	Membership
		N/A	Books, tools, equipment, etc.
		\$0.00	Non-refundable Student Tuition Recovery Fee
		\$3085.00	TOTAL
Graphic & Web Design Full Certificate	144	\$5100.00	Tuition
		\$55.00	Membership
		N/A	Books, tools, equipment, etc.
		\$0.00	Non-refundable Student Tuition Recovery Fee (included in total)
		\$5155.00	TOTAL
Graphic & Web Design: Focus on UX	120	\$4150.00	Tuition
		\$55.00	Membership
		N/A	Books, tools, equipment, etc.
		\$0.00	Non-refundable Student Tuition Recovery Fee (included in total)
		\$4205.00	TOTAL
Video Postproduction Full Certificate	136	\$4900.00	Tuition
		\$55.00	Membership
		N/A	Books, tools, equipment, etc.
		\$0.00	Non-refundable Student Tuition Recovery Fee (included in total)
		\$4955.00	TOTAL

Video Production Full Certificate	136	\$4915.00	Tuition
		\$55.00	Membership
		N/A	Books, tools, equipment, etc.
		\$0.00	Non-refundable Student Tuition Recovery Fee (included in total)
		\$4970.00	TOTAL
Web Development Full Certificate	152	\$5345.00	Tuition
		\$55.00	Membership
		N/A	Books, tools, equipment, etc.
		\$0.00	Non-refundable Student Tuition Recovery Fee (included in total)
		\$5400.00	TOTAL

Please note: BAVC does not charge for, provide, or require students to obtain any of the following: 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.

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.