

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 5 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 or via Zoom.

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
Allegra Bandy	Podcasting, Audio Production, Audio Post-production	SFSU, BM Music Education; Cal State East Bay, California Teaching Credential; 25+ years teaching in visual, performing, and media arts
Eric Carter	Web & Graphic Design Web Development Portfolio Development	Illinois Institute of Art; Owner of Dizzy Pixel; Senior Instructional Interactive Designer at Tesla; 20+ years teaching experience
Carolyn Crampton	Adobe Creative Cloud Graphic Design for Social Media	University of Colorado, B.F.A.; Fine Arts Painter, 10+ years teaching experience
Cort Tafoya	SEO Introduction, SEO Intermediate, Google Analytics	Sacramento State University; Google Adwords and Google Digital Analytics Fundamentals credentials; 5+ years teaching
David Santamaria	Motion Graphics Video Post-production Portfolio Mentor	University of Florida, B.S Psychology, Minor in Film; CCSF extended Film Production coursework; Apple Certified in Final Cut Pro and Motion; 10 years experience as an instructor
Doug Garth Williams	Motion Graphics, Video Post-production	Mills College, M.F.A Experimental Film; Sarah Lawrence College, B.A Film; 5+ years teaching experience
Joanna Silber-Hathaway	Video Pre-production, Video Production, Video Postproduction	University of Pennsylvania, B.A., Environmental Science; UC Berkeley, MA, Public Health Nutrition; Certified Apple Instructor; 15+ years teaching
Keith Battle	Motion Graphics, Video Production, Video Post-production, Portfolio Development, Video for Social Media	University of Michigan, B.A English Literature; Over 250 hours of digital media training at BAVC; 8+ years of media production experience
Olen Sanders	Web Design, Digital Marketing	University of California, Davis, B.A. Chinese History; Microsoft Certified Trainer; Microsoft Certified IT Professional (MCITP); 15+ years as an instructor
Shilpa Thanawala	Graphic & Web Design, UX	Lehigh University, M.S Chemical Engineering; University of California Berkeley, B.S Chemical Engineering; Co-founder of Dangerbrain; 8 years teaching experience
Stan Ng	Audio for Video Production	Harvey Mudd, B.S. Engineering; Video editor at Dolby Sound; 3+ years teaching

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 prerequisite requirements.

ATTENDANCE POLICY

BAVC classes are intensive, quick-paced, and oftentimes, 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 747 N. Market Blvd, Suite 225, Sacramento, CA 95834 P.O. Box 980818, West Sacramento, CA 95798-0818, or via www.bppe.ca.gov, toll-free telephone number (888) 370-7589 or local number (916) 574-8900 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.

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 less the amount of any refund. If you have received federal student financial aid funds, you are entitled to a refund of the monies not paid from federal financial aid funds. 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, Advanced Training Manager 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 Advanced Training Manager. 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

The transferability of credits you earn at BAVC is at the complete discretion of an institution to which you may seek to transfer. Acceptance of the certificate you earn in Multimedia is also at the complete discretion of the institution to which you may seek to transfer. If the certificate that you earn at this institution is not accepted at the institution to which you seek to transfer, you may be required to repeat some or all of your coursework at that institution. For this reason, you should make certain that your attendance at this institution will meet your educational goals. This may include contacting an institution to which you may seek to transfer after attending BAVC to determine if your certificate will be accepted.

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, people transitioning to a new role and experienced professionals 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.

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 10 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 Black Magic Design 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 or Google Drive.

HOMEWORK

BAVC training includes lecture, demonstration, hands-on exercises and ample time for students to have their questions answered. Students pursuing a Full 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 November 2020, one-bedroom rentals on Zillow.com within walking distance of BAVC were listing between \$2600 to \$5800, and availability of housing is fair-to-good as of this moment in time.

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 and include the following information: student name, address, email, phone number, classes enrolled and classes completed. Information is retained for 7-10 years. 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 Manager 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 or less to complete. Prospective students must score an 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>

Video Production Full Certificate

Hours of instruction: 104

Total tuition: \$3600 (includes \$55 membership)

Prerequisites: None

U.S. Department of Labor Standard Occupational Classification: 27-3099, 27-4011, 27-4012, 27-4031

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 prescribed 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 (32 hrs)
3. Interviewing Techniques (8 hrs)
4. Lighting (8 hrs)
5. Aesthetics of Editing (8 hrs)
6. Audio for Video Production (8 hrs)
7. Video Post-production Workflow (16 hrs)
8. 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 Post-production Full Certificate

Hours of instruction: 136

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

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

U.S. Department of Labor Standard Occupational Classification: 27-3099, 27-4011, 27-4012, 27-4032

Video Post-Production 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: Color Correction (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.

Web Design: Digital Marketing Full Certificate

Hours of instruction: 88

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

Prerequisites: None

U.S. Department of Labor Standard Occupational Classification: 27-3099, 27-3031, 11-9151, 13-1161

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 website 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)

Multimedia: 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)

U.S. Department of Labor Standard Occupational Classification: 27-1014, 27-1024

Up your game with this straightforward 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)

Web Design: Design Primer Fast Track

Hours of instruction: 64

Total tuition: \$2335 (includes \$55 membership)

Prerequisites: none

U.S. Department of Labor Standard Occupational Classification: 27-1024, 27-3099

The objectives of this Fast Track are to provide the entry point for students getting started with Adobe Creative Cloud. 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)

Web Design: Digital Marketing Fast Track

Hours of instruction: 48

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

Prerequisites: None

U.S. Department of Labor Standard Occupational Classification: 27-3099, 27-3031, 11-9151, 13-1161

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)

Producer/Editor Fast Track

Hours of instruction: 64

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

Prerequisites: None

U.S. Department of Labor Standard Occupational Classification: 27-3099, 27-3023, 27-4011, 27-4012

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 Video Bootcamp - 4 Day Class (32 hrs)
2. Lighting (8 hrs)

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

Editor Fast Track

Hours of instruction: 64

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

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

U.S. Department of Labor Standard Occupational Classification: 27-4032

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)

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, relevance 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			
Portfolio Mentorship	4 weeks	\$750.00	Can be added to any Certificate or purchased as a stand-alone service
MULTIMEDIA AND WEB DESIGN FAST TRACK CERTIFICATES	Hours	Fees	Notes
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	\$2280.00	Tuition
		\$55.00	Membership
		N/A	Books, tools, equipment, etc.
		\$0.00	Non-refundable Student Tuition Recovery fee
		\$2335.00	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
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
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 WEB DESIGN AND VIDEO CERTIFICATES	Hours	Fees	Notes
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
Video Post-production Full Certificate	136	\$4900.00	Tuition
		\$55.00	Membership
		N/A	Books, tools, equipment, etc.
		\$0.00	Non-refundable Student Tuition Recovery Fee
		\$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
		\$4970.00	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

The State of California established the Student Tuition Recovery Fund (STRF) to relieve or mitigate economic loss suffered by a student in an educational program at a qualifying institution, who is or was a California resident while enrolled, or

was enrolled in a residency program, if the student enrolled in the institution, prepaid tuition, and suffered an economic loss. Unless relieved of the obligation to do so, you must pay the state-imposed assessment for the STRF, or it must be paid on your behalf, if 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.

You are not eligible for protection from the STRF and you are not required to pay the STRF assessment, if you are not a California resident, or are not enrolled in a residency program.

It is important that you keep copies of your enrollment agreement, financial aid documents, receipts, or any other information that documents the amount paid to the school. Questions regarding the STRF may be directed to the Bureau for Private Postsecondary Education, 2535 Capitol Oaks Drive, Suite 400, Sacramento, CA 95833, (916) 431-6959 or (888) 370-7589.

To be eligible for STRF, you must be a California resident or are enrolled in a residency program, prepaid tuition, paid or deemed to have paid the STRF assessment, and suffered an economic loss as a result of any of the following:

1. The institution, a location of the institution, or an educational program offered by the institution was closed or discontinued, and you did not choose to participate in a teach-out plan approved by the Bureau or did not complete a chosen teach-out plan approved by the Bureau.
2. You were enrolled at an institution or a location of the institution within the 120-day period before the closure of the institution or location of the institution, or were enrolled in an educational program within the 120-day period before the program was discontinued.
3. You were enrolled at an institution or a location of the institution more than 120 days before the closure of the institution or location of the institution, in an educational program offered by the institution as to which the Bureau determined there was a significant decline in the quality or value of the program more than 120 days before closure.
4. The institution has been ordered to pay a refund by the Bureau but has failed to do so.
5. The institution has failed to pay or reimburse loan proceeds under a federal student loan program as required by law, or has failed to pay or reimburse proceeds received by the institution in excess of tuition and other costs.
6. You have been awarded restitution, a refund, or other monetary award by an arbitrator or court, based on a violation of this chapter by an institution or representative of an institution, but have been unable to collect the award from the institution.
7. You sought legal counsel that resulted in the cancellation of one or more of your student loans and have an invoice for services rendered and evidence of the cancellation of the student loan or loans.

To qualify for STRF reimbursement, the application must be received within four (4) years from the date of the action or event that made the student eligible for recovery from STRF.

A student whose loan is revived by a loan holder or debt collector after a period of noncollection may, at any time, file a written application for recovery from STRF for the debt that would have otherwise been eligible for recovery. If it has been more than four (4) years since the action or event that made the student eligible, the student must have filed a written application for recovery within the original four (4) year period, unless the period has been extended by another act of law.

However, no claim can be paid to any student without a social security number or a taxpayer identification number.