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**Important Note
About This
Publication
for Students
with Disabilities**

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Multimedia Arts
Imaging: Infographic Design and Data Visualization
Associate in Arts Degree

Berkeley City College’s Multimedia Arts Program in Imaging: Infographic Design and Data Visualization prepares students for entry-level jobs in the photography, graphic design, imaging and data visualization fields and provides upgraded skills for those already employed in multimedia and data design fields. The program is interdisciplinary and focuses on developing analytical, artistic, critical thinking and computer skills.

Career Opportunities: Studio photography, preprocessing, digital marketing, digital design, advertising, prepress and press production, and independent printmaking.

<i>Required Courses (18-19 Units)</i>		<i>Units</i>
MMART 110	Scriptwriting and Storyboarding I	3
MMART 130/130L	Introduction to Digital Art and Lab	3
MMART 141A	Video Production I	3
MMART 164/164L	Introduction to Web Design and Lab	3
MMART 165/165L	Fundamentals of Graphic Visualization and Lab	3
	Or	
ART 46	2D Visual Design	3
MMART 199	Multimedia Special Projects	3
	Or	
COPEL 468B	Occupational Work Experience in Multimedia Arts	3-4
List A—Choose 9 units from the following:		
MMART 114/114L	Data Design for Digital Media and Lab	3
MMART 131A/131LA	Photoshop I and Lab	3
MMART 166/166L	User Experience and Interface Design and Lab	3
MMART 228C	Introduction to InDesign Desktop Publishing	2
List B—Choose 6 units from the following:		
MMART 133A/133LA	Digital Photography I and Lab	3
MMART 134A/134LA	Digital Printmaking I and Lab	3
MMART 168/168L	Online Games & Interactivity and Lab	3
List C—Choose 3 units from the following:		
MMART 135A/135LA	Advanced Practices for Digital Printmaking I and Lab	3
MMART 137A/137LA	Applications of Large Scale Print I and Lab	3
	Major requirements	36-37
	General Education and Electives	23-24
	Total	60

Program Learning Outcomes

Students who complete the program will be able to:

- Demonstrate entrylevel skills in infographic design and data visualization through completed portfolio level projects in both visual and written context.
- Describe, plan and evaluate design principles, aesthetic forms, historical context and social relevance of multimedia works.
- Collaborate effectively within a diverse team environment





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Multimedia Arts Imaging: Information Graphics and Digital Design Certificate of Achievement

There are two Multimedia Arts Certificates of Achievement in Imaging, one in Photography and Printmaking, and another in Information Graphics and Digital Design. The Certificate of Achievement Imaging (Information Graphics & Digital Design) provides skills in artistic digital design, information theory, data analysis and processing, information graphics design, interactive media, user experience testing, and an iteratively appraising graphical quality and content with an emphasis on flexibility for media output display.

Career Opportunities: Technical publication editing, data visualization and analysis, information graphic design, new media marketing, medical visualization. classes.

<i>Required Courses (14 Units)</i>		<i>Units</i>
MMART 114/114L	Data Design for Digital Media and Lab	3
MMART 165/165L	Fundamentals of Graphic Visualization and Lab	3
MMART 166/166L	User Experience and Interface Design and Lab	3
MMART 168/168L	Online Games & Interactivity and Lab	3
MMART 228C	Introduction to InDesign Desktop Publishing	2

Select 6 units from the following:

MMART 171/171L	Web Commerce & Internet Start Up and Lab	3
MMART 196A/196LA	Art Marketing and Portfolio Management and Lab	3
MMART 197/197L	Multimedia Portfolio/Sample Reel Development and Lab	3
	Total	20

Program Learning Outcomes

Students who complete the program will be able to:

- Create an information graphic, using basic data assessment methods.
- Generate interactive data graphics and visualizations, using design, analytics and presentation skills.
- Establish professional identity with project presentation skills.

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Multimedia Arts Imaging: Photography and Printmaking Certificate of Achievement

There are two Multimedia Arts Certificates of Achievement in Imaging, one in Photography and Printmaking, and another in Information Graphics and Digital Design. The Certificate of Achievement in Imaging (Photography & Printmaking) provides skills in photography, studio production, professional image editing, various print media, design aesthetics, and professional imaging presentation skills.

Career Opportunities: Studio photography, preprocessing, digital marketing, digital design, advertising, prepress and press production, and independent printmaking.

<i>Required Courses (18 Units)</i>		<i>Units</i>
MMART 131A/131LA	Photoshop I and Lab	3
MMART 132A/132LA	Illustrator I and Lab	3
MMART 133A/133LA	Digital Photography I and Lab	3
MMART 134A/134LA	Digital Printmaking I and Lab	3
MMART 135A/135LA	Advanced Practices for Digital Printmaking I and Lab	3
MMART 137A/137LA	Applications of Large Scale Print I and Lab	3
	Total	18

Program Learning Outcomes

Students who complete the program will be able to:

- Create a suite of related photographic prints in a studio environment.
- Generate a portfolio of photographic or other printrelated images and learn a critique method for iterative design.
- Express professional identity with project presentation skills

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Multimedia Arts Programs

Berkeley City College’s Multimedia Arts Programs prepare students for entry-level jobs in Multimedia and provides skills-upgrading for those already employed in multimedia field. The programs are interdisciplinary and focuses on developing fine art, critical thinking, and computer skills. Students may pursue Associate in Arts degrees or Certificates of Proficiency in Multimedia Arts, specializing in numerous areas, as indicated below.

Multimedia Arts Core Certificate of Achievement

The Multimedia Arts Core Certificate of Achievement offers a foundation of multimedia techniques and theory and prepares students for further coursework and specialization in the strand of their choice.

Career Opportunities: Entry level positions in video production, web design, digital imaging, animation and game design, corporate and independent media organization.

<i>Required Courses</i>		<i>Units</i>
MMART 110	Scriptwriting and Storyboarding I	3
MMART 130/130L	Introduction to Digital Art and Lab	3
MMART 141A	Video Production I	3
MMART 164/164L	Introduction to Web Design and Lab	3
MMART 165/165L	Fundamentals of Graphic Visualization and Lab	3
Or		
ART 46	2-D Visual Design	3
MMART 199	Multimedia Special Projects	3
		Total Units
		18

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Program Learning Outcomes

Students who complete the program will be able to

- Demonstrate entry level skills in Multimedia Arts through the completion of individual and team projects
- Collaborate within a diverse team environment.

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Multimedia Arts Certificates of Proficiency

The Multimedia Arts Certificates of Proficiency are available in many specializations. For maximum student flexibility, each area of specialization is sequenced as foundation, basic, intermediate, and advanced coursework. Students who wish to earn a certificate must participate in the Student Success Program (Matriculation), which includes assessing academic skills and developing a Student Education Plan (SEP) with a counselor. This plan will map a sequence of courses to help students complete their certificate regardless of the semester they begin classes.

Program Learning Outcomes

Students who complete the program will be able to:

- Demonstrate foundational, basic, intermediate, or advanced knowledge of the use of digital multimedia equipment and/or software programs for creating and editing multimedia works—animation, digital imaging, digital photography, digital printmaking, 3D illustration, video production and editing, motion graphics, cinematography, documentary production, music video production, web design, or writing for multimedia.
- Using both traditional and digital art techniques to generate creative solutions to problems expand and transform imagery and ideas into meaningful multimedia works, as appropriate to the certificate.
- Evaluate artwork with discernment, appropriate terminology, and aesthetic awareness; create projects intended for a professional portfolio.
- Demonstrate an appropriate knowledge of copyright laws and issues as those pertain to the production of multimedia works.

Courses

Units

Certificate of Proficiency: Foundation for Multimedia

MMART 129/129L	Contemporary Color and Lab	3
MMART 130/130L	Survey of Digital Imaging and Lab	3
MMART 131A/131LA	Photoshop I and Lab	3
	Total Units	9

Certificate of Proficiency: Basic Multimedia

MMART 110	Scriptwriting and Storyboarding I	3
MMART 120	Media and Communications	3
MMART 121	Digital Culture	3
MMART 122B	From Movies to Multimedia	3
	Total Units	12

Certificate of Proficiency: Foundation for Animation

ART 20	Beginning Drawing	3
ART 25	Beginning Figure Drawing and Composition	2
ART 41	Basic Design	2
MMART 131A/131LA	Photoshop I and Lab	3
	Total Units	10





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Multimedia Arts Certificates of Proficiency

<i>Courses</i>	<i>Units</i>
Certificate of Proficiency: Basic Animation	
MMART 110 Scriptwriting and Storyboarding I	3
MMART 116 Storytelling in Animation	3
MMART 178/178L Drawing for Animation and Lab	3
Total Units	9
Certificate of Proficiency: Intermediate Animation	
MMART 148A/148LA Sound Design I and Lab	3
MMART 152A/152LA Motion Graphics/ After Effects I and Lab	3
MMART 177/177L Introduction to Animation Principles and Lab	3
MMART 186/186L Flash 2D Animation and Lab	3
Total Units	12
Certificate of Proficiency: Advanced Animation	
MMART 181/181L Experimental Animation and Lab	3
MMART 187/187L Animation Practices I and Lab	3
MMART 197/197L Multimedia Portfolio/ Sample Reel Development and Lab	3
Total Units	9
Certificate of Proficiency: Basic Digital Imaging	
ART 41 Basic Design	2
MMART 130/130L Survey of Digital Imaging and Lab	3
MMART 200 Digital Media Literacy	3
Total Units	8
Certificate of Proficiency: Intermediate Digital Imaging	
MMART 129/129L Contemporary Color and Lab	3
MMART 131A/131LA Photoshop I and Lab	3
Or	
MMART 132A/132LA Illustrator I and Lab (3)	3
MMART 133A/133LA Digital Photography I and Lab	3
Total Units	9
Certificate of Proficiency: Advanced Digital Imaging	
MMART 132A/132LA Illustrator I and Lab	3
MMART 134A/134LA Digital Printmaking I and Lab	3
MMART 185A/185LA 3-D Illustration/ Cinema 4D I and Lab	3
Total Units	9
Certificate of Proficiency: Basic Digital Photography	
MMART 133A/133LA Digital Photography I and Lab	3
MMART 133B/133LB Digital Photography II and Lab	3
MMART 133C/133LC Digital Photography III and Lab	3
Total Units	9





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<i>Courses</i>	<i>Units</i>
Certificate of Proficiency: Intermediate Digital Photography	
MMART 155A/155LA Special Projects in Digital Photography A and Lab	3
MMART 155B/155LB Special Projects in Digital Photography B and Lab	3
MMART 155C/155LC Special Projects in Digital Photography C and Lab	3
Total Units	9
Certificate of Proficiency: Advanced Digital Photography	
MMART 136/136L Digital Printing for Photographers and Lab	3
MMART 155D/155LD Special Projects in Digital Photography D and Lab	3
MMART 196A/196LA Art Marketing and Portfolio Management and Lab	3
Total Units	9
Certificate of Proficiency: Basic Digital Printmaking	
MMART 129/129L Contemporary Color and Lab	3
MMART 130/130L Survey of Digital Imaging and Lab	3
MMART 134A/134LA Digital Printmaking I and Lab	3
Total Units	9
Certificate of Proficiency: Intermediate Digital Printmaking	
MMART 131A/131LA Photoshop I and Lab	3
MMART 134B/134LB Digital Printmaking II and Lab	3
Select 3 units from the following:	
MMART 135A/135LA Advanced Practices for Digital Printmaking I and Lab	3
MMART 135B/135LB Advanced Practices for Digital Printmaking II and Lab	3
MMART 137A/137LA Applications of Large Scale Print I and Lab	3
MMART 137B/137LB Applications of Large Scale Print II and Lab	3
Total Units	9
Certificate of Proficiency: Advanced Digital Printmaking	
MMART 133A/133LA Digital Photography I and Lab	3
MMART 196A/196LA Art Marketing and Portfolio Management and Lab	3
Select 3 units from the following:	
MMART 135C/135LC Advanced Practices for Digital Printmaking III and Lab	3
MMART 135D/135LD Advanced Practices for Digital Printmaking IV and Lab	3
MMART 137C/137LC Applications of Large Scale Print III and Lab	3
MMART 137D/137LD Applications of Large Scale Print IV and Lab	3
Total Units	9
Certificate of Proficiency: Basic 3D Illustration	
MMART 110 Scriptwriting and Storyboarding I	3
MMART 131A/131LA Photoshop I and Lab	3
MMART 185A/185LA 3-D Illustration/ Cinema 4D I and Lab	3
Total Units	9
Certificate of Proficiency: Advanced 3d Illustration	
MMART 152A/152LA Motion Graphics/ After Effects I and Lab	3
MMART 185B/185LB 3-D Illustration/ Cinema 4D I and Lab	3
MMART 197/197L Multimedia Portfolio/ Sample Reel Development and Lab	3
Total Units	9





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<i>Courses</i>	<i>Units</i>
Certificate of Proficiency: Intermediate Video Production	
MMART 148A/148LA Sound Design I and Lab	3
MMART 151B/151LB Digital Video Production II and Lab	3
MMART 153 Digital Cinematography Basics	1.5
MMART 157 Beginning Motion Picture Lighting	1.5
Total Units	9
Certificate of Proficiency: Advanced Digital Video Production	
MART 151C/151LC Digital Video Production III and Lab	3
MMART 197/197L Multimedia Portfolio/ Sample Reel Development and Lab	3
Total Units	6
Certificate of Proficiency: Basic Editing	
MMART 150B/150LB Video Editing II and Lab	3
MMART 151A/151LA Digital Video Production I and Lab	3
MMART 152B/152LB Motion Graphics/ After Effects II and Lab	3
Total Units	9
Certificate of Proficiency: Intermediate Editing	
MMART 148A/148LA Sound Design I and Lab	3
MMART 150C/150LC Video Editing III and Lab	3
Total Units	6
Certificate of Proficiency: Advanced Editing	
MMART 129/129L Contemporary Color and Lab	3
MMART 150D/150LD Video Editing IV and Lab	3
MMART 197/197L Multimedia Portfolio/ Sample Reel Development and Lab	3
Total Units	9
Certificate of Proficiency: Basic Motion Graphics	
MMART 131A/131LA Photoshop I and Lab	3
MMART 150A/150LA Video Editing I and Lab	3
MMART 152A/152LA Motion Graphics/ After Effects I and Lab	3
MMART 152B/152LB Motion Graphics/ After Effects II and Lab	3
Total Units	12





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<i>Courses</i>	<i>Units</i>
Certificate of Proficiency: Cinematography I	
MMART 133A/133LA Digital Photography I and Lab	3
Or	
MMART 133B/133LB Digital Photography II and Lab (3)	3
MMART 151B/151LB Digital Video Production II and Lab	1.5
MMART 153 Digital Cinematography Basics	1.5
MMART 157 Beginning Motion Picture Lighting	9
Total Units	9
Certificate of Proficiency: Cinematography II	
MMART 133B/133LB Digital Photography II and Lab	3
MMART 151C/151LC Digital Video Production III and Lab	3
MMART 197/197L Multimedia Portfolio/ Sample Reel Development and Lab	3
Total Units	9
Certificate of Proficiency: Advanced Cinematography	
MMART 151C/151LC Digital Video Production III	3
MMART 197/197L Multimedia Portfolio/Sample Reel Development	3
Select one of the following to finish the certificate:	
COPEd 468B Occupational Work Experience in Multimedia Arts	1-4
MMART 133B/133LB Digital Photography II and Lab	3
MMART 149/149L The Music Video and Lab	3
MMART 156 Documentary Production Intensive	3
Total Units	7-10
Certificate of Proficiency: Documentary Production	
MMART 101 Writing Basics for Multimedia	3
MMART 123 The Documentary Tradition	3
MMART 156 Documentary Production Intensive	3
Total Units	9
Certificate of Proficiency: Foundations of Video	
MMART 110 Scriptwriting and Storyboarding I	3
MMART 150A/150LA Video Editing I and Lab	3
MMART 151A/151LA Digital Video Production I and Lab	3
Total Units	9
Certificate of Proficiency: Video Editing	
MMART 150A/150LA Video Editing I and Lab	3
MMART 150B/150LB Video Editing II and Lab	3
MMART 150C/150LC Video Editing III and Lab	3
MMART 150D/150LD Video Editing IV and Lab	3
Total Units	12





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<i>Courses</i>	<i>Units</i>
Certificate of Proficiency: Video Production	
MMART 151A/151LA Video Production I and Lab	3
MMART 151B/151LB Digital Video Production II and Lab	3
MMART 151C/151LC Digital Video Production III and Lab	3
Total Units	9
Certificate of Proficiency: Music Video Production	
MMART 148A/148LA Sound Design I and Lab	3
MMART 149/149L The Music Video and Lab	3
MMART 151B/151LB Digital Video Production II and Lab	3
Or	
MMART 133B/133LB Digital Photography II and Lab (3)	
Total Units	9
Certificate of Proficiency: Basic Web Design	
MMART 164/164L Introduction to Web Design and Lab	3
MMART 165/165L Fundamentals of Graphic Visualization and Lab	3
MMART 166/166L User Experience and Interface Design and Lab	3
Total Units	9
Certificate of Proficiency: Intermediate Web Design	
MMART 167/167L Mobile and Cross-Platform Web Design	3
MMART 168/168L Online Games & Interactivity	3
Select 3-5 units from the following:	
CIS 6 Introduction to Computer Programming	5
MMART 171/171L Web Commerce & Internet Start Up and Lab	3
MMART 175B Game Design	3
Total Units	9-11
Certificate of Proficiency: Advanced Web Design	
MMART 169/169L Social & Emergent Media and Lab	3
MMART 170/170L Creative Design Industry Projects and Lab	3
MMART 197/197L Multimedia Portfolio/Sample Reel Development and Lab	3
Total Units	9
Certificate of Proficiency: Writing For Multimedia	
MMART 101 Writing Basics for Multimedia	3
MMART 110 Scriptwriting and Storyboarding	3
MMART 111A Narrative Scriptwriting I	3
MMART 111B Narrative Scriptwriting II	3
Total Units	12

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