

# Be Something...

## Arts and Communication

### What preparation will this program give me?

The Graphic Arts program offers hands-on experience combining artistic creativity and computer technology. Students receive practical knowledge of processes, theory of design principles and elements, computer software applications, and personal communication skills.

The Media Communications department offers courses in video/audio production, broadcasting, and post production for digital video, film, radio and the broadcast arts. Graduates are prepared to enter the industry or transfer to a four-year institution. Courses cover authoring, producing and editing creative content.

The Multimedia Arts program offers classes such as animation and authoring, scriptwriting and storyboarding, motion graphics, web design, and digital video production. The program focuses on developing fine art, critical thinking, and computer skills.

The Photography Department provides students with the basic knowledge, technical and aesthetic skills necessary for employment in various occupations in photography.



### What kind of job will I be qualified for when I finish?

Graphic Arts: Employment opportunities range widely. All mass visual communications require the skills and training of graphic design/digital imaging.

Media Communications: A graduate in Digital Video Production for the Broadcast Media can work producing content for video, film, broadcast TV, radio, cable, web, games, and other emerging communications. A graduate in Performance and Production for the Broadcast Media can work in announcing, reporting, broadcast journalism, scriptwriting for the screen and digital media, voice-overs and sportscasting.

Multimedia Arts: Graduates are employed in private companies, government, education and non-profit organizations. Entry level jobs include: Animator, Illustrator, Digital Art Director, Digital Illustrator, Production Artist, Production Assistant, Web Developer and Web Master.

Photography: Preparation for employment in commercial, industrial, technical and journalistic and fine art fields is emphasized.

### What classes will I take?

#### Required Courses:

<b>Graphic Arts</b>		<b>Units</b>
GRART 111	Elements and Principles of Graphic Design	3
GRART 113	Typography	3
GRART 131	Digital Documents (Quark Xpress)	2.5 OR
GRART 132	Digital Documents (InDesign)	2.5
GRART 112	Creative Process and Solutions	3
GRART 121	Applied Graphic Design 1	3
GRART 133	Adobe Illustrator Basics	2.5
GRART 122	Applied Graphic Design 2	3
GRART 136	Adobe Photoshop Basics	2.5
GRART 114	Graphic Design Technology	3
GRART 123	Applied Graphic Design 3	3
GRART 142	Web Graphics (Dreamweaver)	2.5
<b>Total Required Units</b>		<b>31</b>

<b>Media Communications</b>		<b>Units</b>
Core Courses		
(required in addition to units below for either Certificate)		
MEDIA 104	Beginning Digital Video Production for Broadcast Media	3
MEDIA 111	Basic Audio Production for Broadcast Media	3
MEDIA 115	Media-Based Computing: iLife & Mac OS X	3

MEDIA 129	Portfolio Development	1
COPEd 460A	Occupational Work Experience in Media Communications	1

#### **Total Required Core Units 11**

<b>Digital Video Production for the Broadcast Media</b>		
MEDIA 125	Scriptwriting for Broadcast Media	3
MEDIA 130	Nonlinear Editing for Broadcast Media: Final Cut Pro I	3
MEDIA 145	DVD Design and Authoring: DVD Studio Pro	3
<b>Select two of courses MEDIA 120-123</b>		
MEDIA 120	Making Documentaries	3
MEDIA 121	Event Videography	3
MEDIA 122	Music Video Production	3
MEDIA 123	Cameras for HD and Widescreen Production	3
MEDIA 112	Media Freelancing and Entrepreneurship	3 OR
MEDIA 131	Nonlinear Editing for Broadcast Media: Final Cut Pro II	3 OR
MEDIA 140	Motion Graphics for Broadcast Media: After Effects	3 OR
MEDIA 150	Sound Design/ Aesthetics for Broadcast Media	3 OR
MEDIA 151	Making Podcasts	2

#### **Total Required Digital Video Production Units 17-18**

<b>Performance and Production for the Broadcast Media</b>		
MEDIA 100A	Announcing and Performance for Broadcast Media	3
MEDIA 101A	Acting/ Directing for the Camera	3
MEDIA 102A	Broadcast Journalism	3
MEDIA 102B	Broadcast Journalist	3
MEDIA 125	Scriptwriting for the Broadcast Media	3
MEDIA 100B	Broadcast Media Announcing and Performance	3 OR
MEDIA 101B	Acting/ Directing for the Camera	3 OR
MEDIA 109	Media and Society	3 OR
MEDIA 112	Media Freelancing and Entrepreneurship	3 OR
MEDIA 150	Sound Design and Aesthetics	3 OR
MEDIA 151	Making Podcasts	2

**Total Required Digital Video Production Units 17-18**

**Multimedia Arts**

With five specializations and several degree levels, this program offers a vast array of classes. The classes below are those required for any student seeking an Associate in Arts degree. Students seeking an AA must also complete additional courses in the student's chosen specialization. Similarly, all students seeking Certificates in one of the specializations must complete a core group of classes and then additional classes within their specialization.

**Required Core Courses for Associate in Arts Degree: Units**

ART 41	Basic Design	2
ENGL 1A	Composition and Reading	4
ART 98	Film: Art & Communication	3 OR
MMART 122B	From Movies to Multimedia	3
MMART 110	Scriptwriting and Storyboarding	3
MMART 120	Media & Communication	3
MMART 130/L	Survey of Digital Imaging & Lab	3
MMART 150A/LA	Digital Video Editing & Design 1 & Lab	3
MMART 174A/LA	Animation & Authoring I: Web Development	3
MMART 175A/LA	Animation & Authoring I: CD/DVD Publishing	3
MMART 197/L	Multimedia Portfolio Development & Lab	3
MMART 195A/LA	Special Project: Digital Arts Festival Organization	4 OR
MMART 195A/LA	Special Project: Digital Arts Festival Production	4

**Total Required Units 31**

**Photography Units**

PHOTO 10	Basic Photography	2
PHOTO 20	Photojournalism	3
PHOTO 220ABCD	Beginning Professional Photography	8
PHOTO 221A+	B&W Darkroom Techniques	2
PHOTO 30A+	Photographic Art and Design	3
PHOTO 230ABCD	Intermediate Professional Photography	8
PHOTO 240ABCD	Advanced Professional Photography	8
PHOTO 241A+	Color Photography	2

**Total Required Core Units 36**

**What degree will I receive and how many course credits will I need?**

**Graphic Arts:** Students can obtain a Certificate of Achievement after completion of the 31 units of required coursework. Students can also obtain an Associate Degree after completion of the required coursework plus additional general education units.

**Media Communications:** Students can obtain a Certificate of Completion in either Digital/Video Production for the Broadcast Media, or in Performance and Production for the Broadcast Media by completing the 28-29 units of required coursework. Students can also obtain Associate Degrees with a major in these areas by completing this coursework plus additional general education units.

**Multimedia Arts:** The Multimedia Arts program offers Certificates of Completion or Associate in Arts degrees in five areas: Animation, Digital Imaging, Digital Video Arts, Web Design & Production, and Writing for Multimedia. Certificates require completion of 24 units of core classes plus additional coursework within the students' specialization. Two levels of certificates are available: Level 1 provides broad skills necessary for entry-level responsibilities in the industry. Level II provides in-depth exploration of specific areas of concentration in the industry. The AA degree requires completion of 31 units of core classes plus between 13 and 18 additional units within the student's specialization, plus general education requirements.

**Photography:** Students can obtain a Certificate of Completion after completion of the 36 units of required coursework. Students may also obtain an Associate Degree after completion of required coursework plus additional general education units.

**Where do I get more information?**

Contact the Laney College Graphic Arts program at (510) 464-3263x1

Contact the Laney College Media Communications program at (510) 464-3550

Contact the Berkeley City College Multimedia Arts program at (510) 525-8247

Contact the Laney College Photography program at (510) 464-3281x4

