



Kriss Worthington
Councilmember, District 7

Jesse Arreguín
Councilmember, District 4

CONSENT CALENDAR
October 26, 2010

To: Honorable Mayor and Members of the City Council
From: Councilmembers Kriss Worthington and Jesse Arreguín
Subject: Proclamation Honoring the Berkeley City College Digital Arts Club

RECOMMENDATION:

Adopt a proclamation honoring the Berkeley City College Digital Arts Club.

BACKGROUND:

The Berkeley City College Digital Arts Club is an organization composed of faculty members and students from the college’s multimedia department and whose faculty advisor is Joe Doyle, former head of the multimedia department. The club has been a leader in improving the community’s awareness and appreciation of the modern field of digital art and in providing an invaluable educational resource for community members hoping to gain skills in multimedia and digital arts production.

The Clubs organizes exhibitions that include motion graphics, video, web art, animations, sound design, and other related disciplines and displays its art work in both private galleries and educational venues. Recognized for their creativity, motivation and excellent resources the club has made significant contribution to the aesthetic appreciation of the local community.

The DAC’s upcoming fall festival will be held on Friday November 19th from 5-8 pm and Saturday, November 20 from 10 am to 4 pm at the Berkeley City College.

CONTACT PERSON:

Kriss Worthington, Councilmember, District 7 981-7170

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IN HONOR OF THE BERKELEY CITY COLLEGE DIGITAL ARTS CLUB

WHEREAS

The Berkeley City College Digital Arts Club, an organization composed of faculty members and students from the college's multimedia department has been a leader in improving the community's awareness and appreciation of the modern field of digital art, focusing on the development of all aspects of digital artistry and is chaired by Joe Doyle, head of Digital Arts.

WHEREAS

Over the years, the fast-expanding organization of DAC has organized art shows, lectures and symposia in public, private and educational venues, helping to foster a greater understanding of Digital art amongst the Berkeley Community. The educational goals and projects of DAC have had a particularly large impact;

WHEREAS

faculty members and students from the Multimedia department of Berkeley City College utilize their excellent facilities to offer comprehensive courses in multimedia. Incorporating the latest hardware and soft ware these lessons have been an affordable and invaluable resource that benefits community members from all over the Bay Area. The courses provide an excellent alternative to other pricey institutions in the city, and the demand for this instruction has continued to be high.

WHEREAS

For the artists, the club provides an opportunity to interact within a community that works on the cutting edge of new digital technology as well as a chance to educate one another on digital art production. The diverse and expanding membership often includes students who instruct in other colleges and hope, by being part of the club to refresh and update their skills, as well as to experiment with new techniques.

WHEREAS

The DAC exhibits their work on a regular basis in the Jerry Adams Gallery in Berkeley City College, in private galleries and at educational venues. Over the years, the range of exhibitions has slowly evolved to include

motion graphics, video, web art, animations, sound design, and other related disciplines.

WHEREAS

In addition the DAC holds festivals biannually where they present 25 artists' work to the public. At these events, community members are invited to look at the work and are given an opportunity to speak to the artists and purchase their art should they wish. The club's upcoming 2010 Fall Festival is to take place in November and will feature both traditional and digital work from 25 diverse artists.

WHEREAS

Currently the Berkeley City College DAC aspires to create a permanent collection of artwork which is to be owned by the Berkeley City College. The collection will be based in initially on art donated by members of the club.

THEREFORE BE IT RESOLVED that I Mayor Tom Bates and the Berkeley City Council hereby recognizes and commends

The Berkeley City College Digital Arts Club

and invites all citizens of Berkeley to appreciate the contributions of the Berkeley City College Digital Arts club to the community and to attend the Fall Arts Festival on November 19th.

