

Digital Content Creation

PROGRAM CODE: 10-701-3



Associate Degree

**Location:** Downtown Milwaukee Campus**Start Dates:** August and January**Admission Requirement:** High school diploma or equivalent**Financial Aid Eligible:** Yes. Use code 003866 at fafsa.gov.

Program Description

To begin a career in producing on-demand visual media content, this degree prepares you to distribute high-quality video content for the internet, smartphones and other interactive technologies. You will learn how to acquire, edit and recode media for multiple delivery platforms, and gain hands-on experience at Milwaukee PBS studios.

Career Outlook

Digital production and distribution of on-demand content is growing as businesses strive to reach consumers via new technologies.

Program Learning Outcomes

- Apply the principles of design and storytelling to develop media products and services.
- Demonstrate proficiency in the use of media software, tools and technology.
- Manage a production from concept through completion.
- Communicate creative rationale in formal and informal settings.
- Apply ethical business practices.

**Complete Program Details****QUESTIONS?** 414-297-6004 or creativeartspathway@matc.edu

COURSES

CREDITS

TV-101	TV/Video Studio Production Techniques ‡ ^	4
TV-181	Video in Society ‡ ^	1
DCC-150	Intro to Digital Content Creation ‡ ^	3
DCC-170	Media Design Elements ‡ ^	2
ENG-195	Written Communication ‡ ^	3
	(or) ENG-201 English 1 ‡	
PSYCH-199	Psychology of Human Relations	3
	(or) Any 200-level PSYCH course	
TV-105	TV/Video Field Production Techniques ‡ ^	4
TV-112	Storytelling Via Post-Product ‡ ^	3
DCC-152	Intermediate Digital Content Techniques ‡ ^	3
DCC-158	Data Content Management ‡ ^	1
DCC-159	Streaming Content Creation ‡ ^	2
ENG-197	Technical Reporting ‡ ^	3
	(or) Any 200-level ENG or SPEECH course	
DCC-153	Digital Content Creation Practicum ‡	3
DCC-154	Digital Content Engagement ‡	3
TV-107	Scriptwriting for Visual Media ‡	3
TV-142	Intermediate Non-Linear Video Editing ‡	3
TV-106	Grip/Gaffing & Camera Support ‡	2
MATH-107	College Mathematics ‡	3
	(or) Any 200-level MATH course	
DCC-171	Digital Engineering Principles ‡	1
DCC-155	Advanced Techniques/Digital Content Creation ‡	3
TV-149	MCA CO-OP 1 ‡	3
TV-132	Advanced Non-Linear Editing ‡	3
TV-109	Techniques for Field Audio Acquisition ‡	2
SOCSCI-197	Contemporary American Society	3
	(or) Any 200-level SOCSCI course	

CREDITS

Total credits needed to complete this degree

64

‡ Prerequisite required.

^ Counts toward earning the TV/Video Field Production Assistant technical diploma.

Program curriculum requirements are subject to change.

Current MATC students should consult their Academic Program Plan for specific curriculum requirements.

MATC courses are offered in person, entirely online or partially online.

Check each course's delivery options in Self-Service at selfservice.matc.edu.