



Digital Imaging

TECHNICAL DIPLOMA

Program Code: 30-203-1

Downtown Milwaukee Campus

Focus on photography techniques and industry trends for composition, lighting and image manipulation as you prepare to enter the digital imaging field with the skills attained in this program.

Career Outlook

As the industry continues to evolve, new job opportunities exist in professional-level still and video photography.

After earning this technical diploma, your credits can be applied to completing the Photography associate degree program.

Program Learning Outcomes

- Apply pre-planning skill in proper conceptual development, photo equipment choices, and lighting design before executing the plan
- Demonstrate proficiency in a variety of industry software tools and techniques including graphic software, digital video and color management software
- Demonstrate proficiency in evaluating a variety of web creation sites and developing appropriate content for it

(See full description at matc.edu.)

Admission Requirements

- A high school diploma or GED
- Demonstration of basic computer skills in the Mac OS
- Must have the ability to lift, bend and move equipment
- A professional DSLR or mirrorless camera with interchangeable lenses and full manual controls



Creative Arts, Design & Media
MILWAUKEE AREA Technical College

For complete information, go to matc.edu/course-catalog/creative-arts-design-media
To apply for financial aid, visit fafsa.gov School Code: 003866

COURSES	Credits
ENG-195 Written Communication ‡ 3 (or) ENG-201 English 1 ‡	
PHOTO-100 Introduction to Digital Photography 1	
PHOTO-101 Digital Fundamental Photography 3	
PHOTO-107 Photographic Trends..... 1	
PHOTO-141 Photoshop for Photographers 1..... 3	
MATH-123 Math With Business Applications ‡ 3 (or) Any 200-level MATH course	
PHOTO-108 Photographic Lighting ‡ 3	
PHOTO-130 Photographic Composition 3	
PHOTO-139 Measurement Techniques ‡ 3	
PHOTO-142 Photoshop for Photographers 2 ‡ 3	
TOTAL CREDITS: 26	

‡ Prerequisite required.
Program curriculum requirements are subject to change.

Current MATC students should consult their [Academic Program Plan](#) for specific curriculum requirements.

Possible Careers

- Entry-Level Digital Lab Technician
- Digital Photographic Print Finishing
- Retail Photo Equipment Sales
- Community Newspaper Photographer
- Photojournalism Stringer

Related Programs

- Photography
- Graphic Design



10% Post Consumer Recycled



matc.edu or 414-297-MATC
Wisconsin Relay System 711

Downtown Milwaukee Campus
700 West State Street

Mequon Campus
5555 West Highland Road

Oak Creek Campus
6665 South Howell Avenue

West Allis Campus
1200 South 71st Street

**MATC Education Center
at Walker's Square**
816 West National Avenue, Milwaukee