



# eProduction

## ASSOCIATE DEGREE

Program Code: 10-701-3

### Downtown Milwaukee Campus

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

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

You can earn the TV/Video Field Production Assistant technical diploma on your way to completing this associate degree.

### 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

### Admission Requirement

- A high school diploma or GED



**Creative Arts, Design & Media**  
**MILWAUKEE AREA Technical College**

**For complete information, go to**  
[matc.edu/course-catalog/creative-arts-design-media](http://matc.edu/course-catalog/creative-arts-design-media)

To apply for financial aid, visit [fafsa.gov](http://fafsa.gov) School Code: 003866

## COURSES

## Credits

<b>ENG-195</b>	Written Communication ‡ ^ ..... 3 (or) ENG-201 English 1 ‡
<b>EPROD-150</b>	Introduction to eProduction ^ ..... 3
<b>PSYCH-199</b>	Psychology of Human Relations ..... 3 (or) Any 200-level PSYCH course
<b>TV-101</b>	TV/Video Studio Production Techniques ‡ ^ ..... 4
<b>TV-181</b>	Video in Society ^ ..... 1
<b>WEBDEV-102</b>	Introduction to Digital Media ..... 3
<b>ENG-197</b>	Technical Reporting ‡ ..... 3 (or) Any 200-level ENG or SPEECH course
<b>EPROD-151</b>	Data Content Management/ Implementation ^ ..... 3
<b>TV-105</b>	TV/Video Field Production Techniques ‡ ^ ..... 4
<b>TV-107</b>	Scriptwriting for Visual Media ..... 3
<b>TV-112</b>	Storytelling Via Post-Production ‡ ^ ..... 3
<b>ANIM-156</b>	Broadcast Animation ‡ ..... 3
<b>EPROD-152</b>	eProduction Techniques/ Implementation ..... 3
<b>EPROD-153</b>	eProduction Practicum 1 ‡ ^ ..... 3
<b>MATH-107</b>	College Mathematics ‡ ..... 3 (or) Any 200-level MATH course
<b>TV-111</b>	Field Lighting, Gripping and Gaffing ..... 2
<b>TV-142</b>	Non-Linear Video Editing and Authoring ‡ ^ ..... 3
<b>EPROD-154</b>	eProduction Integration ..... 3
<b>EPROD-155</b>	eProduction Advanced Techniques ..... 3
<b>SOCSCI-197</b>	Contemporary American Society ..... 3 (or) Any 200-level HIST or SOCSCI course
<b>TV-109</b>	Techniques for Field Audio Acquisition ‡ ..... 2
<b>TV-143</b>	Interactive Content ‡ ..... 3 (or) TV-149 MCA Co-Op 1 ‡

**TOTAL CREDITS: 64**

‡ Prerequisite required.

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

Program curriculum requirements are subject to change.

This Associate in Applied Science program will transfer to one or more four-year institutions.

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

## Possible Careers

- Non-Linear Video Editor
- Audio Producer/Editor
- Data Asset Manager
- Digital Content Creator
- Multimedia and Video Content Specialist
- Online Video Producer/Director
- Digital Photojournalist
- SEO Specialist

## Related Programs

- TV/Video Field Production Assistant
- Television and Video Production



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