

# Digital Content Creation

PROGRAM CODE: 10-701-3



Associate Degree



COURSE	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
ENG-197	Technical Reporting ‡ ..... 3 or any 200 level ENG or SPEECH course
DCC-153	Digital Content Creation Practicum ‡ ..... 3
DCC-158	Data Content Management ‡ ..... 1
DCC-159	Streaming Content Creation ‡ ..... 2
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
SOCSOCI-197	Contemporary American Society ..... 3 (or) any 200 level SOCSOCI 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.**

**Location:** Downtown Milwaukee Campus  
**Start Dates:** August and January  
**Admission Requirement:** High school diploma or GED  
**Transfer:** Will transfer to one or more four-year institutions  
**Financial Aid Eligible:** Yes.  
Apply at [fafsa.gov](https://fafsa.gov). Use School Code 003866.

**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**  
Electronic production 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](mailto:creativeartspathway@matc.edu)