Digital Content Creation

PROGRAM CODE: 10-701-3





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

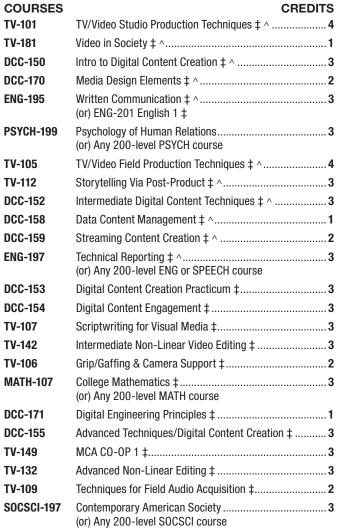
To begin a career in producing on-demand visual media content, this degree prepares you to distribute high-quality video content for the internet, smartphones and other interactive technologies. You will learn how to acquire, edit and recode media for multiple delivery platforms, and gain hands-on experience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



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**.



Complete Program Details

QUESTIONS? 414-297-6004 or creativeartspathway@matc.edu

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