



Program of Study Justifications for Arts, Audio/Visual Technology, & Communications

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Digital Arts & Design

2018-19 Program of Study	Level 1	Level 2	Level 3	Level 4
Digital Arts & Design	Digital Arts & Design I (6084)	Digital Arts & Design II (6086)	Digital Arts & Design III (6087) -or- Dual Enrollment Arts & Design (4078)	Applied Arts Practicum (6158) -and/ or- AP Studio Art: 2-D Design (3545) -or- Dual Enrollment Arts & Design (4078)

Description

The *Digital Arts & Design* program of study is for students interested in pursuing careers as multimedia artists, animators, graphic designers, and communications specialists. Course content in the program of study is designed to develop strong knowledge in communications technologies, animation and software applications, digital graphics, motion graphics, and more for a broad range of business and industry applications. Students will leverage digital tools to gather, evaluate, and use information, and apply design skills in the communication of materials as they would for an organization or company.

In the fourth level, students have the option of taking *Applied Arts Practicum* or *AP Studio Art: 2-D Design*. The capstone practicum course places students with industry partners to complete a design project, report the results, and present their project before an audience. Students may gain job experience while still in high school through local and CTSO competitions and work-based learning. Dual credit/dual enrollments opportunities may be established with local postsecondary institutions.

Job Outlook

By Occupation

The Tennessee Department of Labor and Workforce Development projects 670 total jobs added for the leading Arts and Design occupations from 2014 to 2024 with a total of 9,040 employed in the group in TN in 2024.¹ Nationally, job projections are similar with a projected 2 percent increase for art and design workers between 2014 and 2024.² In Tennessee, 120 average annual openings are projected for graphic designers. The median annual wage for graphic designers in Tennessee in 2016 was \$41,770. In the media and communications occupation group, photographer occupations are expected to grow in TN by a 1.2% percent annual average with a total projected increase of 330 in 2024. Commercial and industrial designers, art directors, and multimedia artists and animators are projected to see growth, as well. **Figure 1** illustrates the projections for these occupations.

120 openings for graphic designers are projected per year on average in Tennessee between 2014 and 2024.

Figure 1. Tennessee employment projections for digital arts & design and related occupations with positive openings projected 2014-2024³

Occupation	2014 Estimated Employment	2024 Projected Employment	Total 2014 - 2024 Employment Change	Annual Avg. Percent Change	Median Salary
Graphic Designer	3,880	4,090	210	0.5%	\$41,770
Photographers	2,740	3,070	330	1.20%	\$29,040
Art Directors	760	780	20	0.20%	\$63,080
Multimedia Artists and Animators	400	440	40	1.00%	\$49,430
Commercial and Industrial Designers	590	660	70	1.20%	\$48,550

¹ Tennessee Department of Labor and Workforce Development. (2017). Employment Security Division, *Employment Figures*. Retrieved from <https://www.jobs4tn.gov/vosnet/Default.aspx>.

² Bureau of Labor Statistics, U.S. Department of Labor, Employment Projections. *Occupational Data*. (2017 Mar. 31) Retrieved from http://www.bls.gov/emp/ep_data_occupational_data.htm.

³ Tennessee Department of Labor and Workforce Development, Jobs4TN Online. (2017). Occupational Projections on the internet at <https://www.jobs4tn.gov/vosnet/analyzer/results.aspx?session=occpj>

Graphic designers work in a variety of industries. Nationally, the change in employment of graphic designers from 2014 to 2024 is projected to vary by industry. Employment of graphic designers in newspaper, periodical, book, and directory publishers is projected to decline 35 percent from 2014 to 2024. However, employment of graphic designers in computer systems design and related services is projected to grow 21 percent over the same period. With the increasing use of the internet, companies are increasing their digital presence and graphic designers will be needed to help create visually appealing and effective layouts of websites.⁴

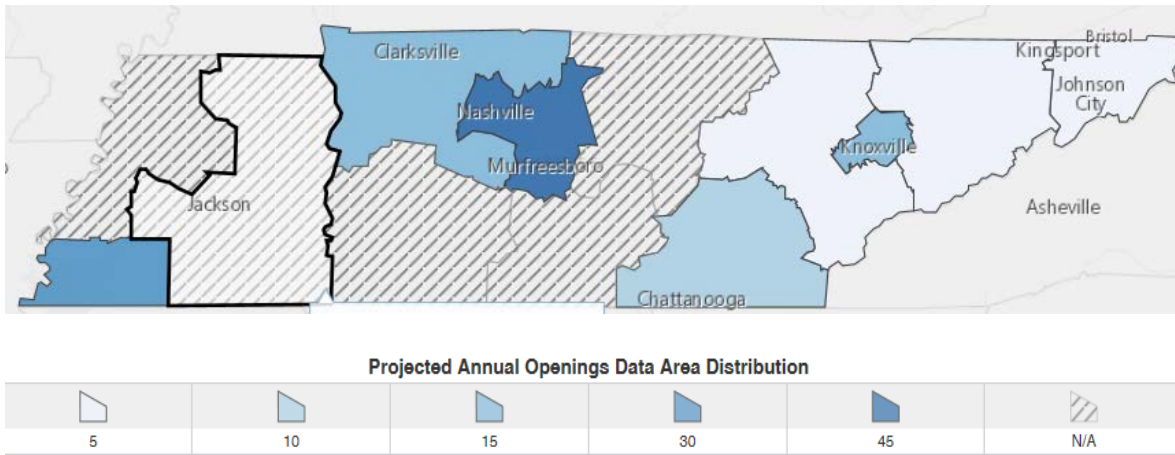
Figure 2. State and national trends for graphic designers with positive projections 2014-24.⁵

National	Employment		Percent Change	Projected Annual Job Openings
	2014	2024		
Graphic Designers	261,600	265,200	1%	6,580
Tennessee	Employment		Percent Change	Projected Annual Job Openings
	2014	2024		
Graphic Designers	3,880	4,090	6%	120

⁴Tennessee Department of Labor and Workforce Development, Jobs4TN Online. (2016) <https://www.jobs4tn.gov>

⁵ Bureau of Labor Statistics, U.S. Department of Labor. *Occupational Outlook Handbook, 2016-17 Edition*. Retrieved from <https://www.onetonline.org/link/summary/27-1024.00>

Figure 3. The distribution of the total annual average openings for Graphic Designers in Tennessee by the workforce development regions from 2014 to 2024.



By Region

Job opportunities for graphic designers, photographers, multi-media artists, and animators are strongest in urban and surrounding areas in Tennessee. **Figure 3** shows that more art and design workers and particularly more graphic designers are employed in the Memphis, Nashville, Knoxville, and Chattanooga areas than in surrounding areas.

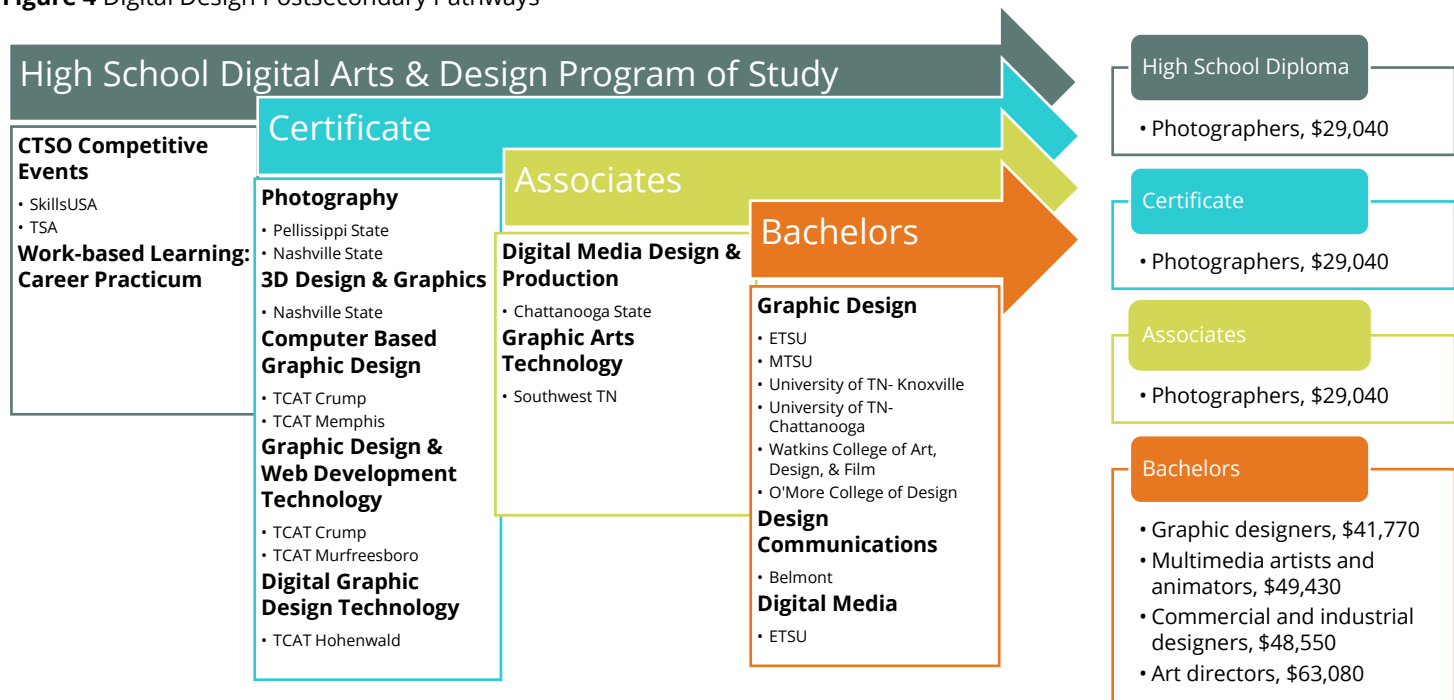
According to the Nashville Chamber report⁶, Nashville has a long history as a center for creative activity with one of its most famous being the music and entertainment industry. Employment in the creative cluster in the Nashville area is about 2.7 times what one might expect. Between 2004 and 2009, the creative cluster overall added more than 7,300 jobs in Nashville and the cluster is expected to continue to grow between 2009 and 2019 according to the report. The report goes on to say 158 job openings are expected in Nashville between 2009-2019 for multimedia artists and animators and 173 artists and related workers, all other.

⁶ Leveraging the Labor Force for Economic Growth, Assessing the Nashville Economic Market Area's Readiness for Work after the Recessions. (2010, Aug.) Center for Regional Economic Competiveness. Retrieved from http://www.nashvillechamber.com/docs/default-source/workforce-study-2010/Full_Study.pdf?sfvrsn=0.

Postsecondary Opportunities

Upon completion of the program of study, students will be prepared to pursue advanced study in graphic design or communications, or seek entry-level employment with such organizations. The chart below outlines the related career opportunities and the training necessary for each. While some occupations require a high school diploma only, the majority of occupations in digital art and design areas require a bachelor's degree.

Figure 4 Digital Design Postsecondary Pathways



Current Secondary Landscape

The distribution of schools in Tennessee offering this program of study reflect the regional job concentration trends described. For the 2014-15 school year, 49 schools offered this program of study. For the 2015-16 school year 5,009 students were enrolled in a Digital Arts & Design course. For the 2016-17 school year, 63 schools offered this program of study and 6,106 students were enrolled, the projection is for 77 schools enrolling for 2017-18. At least 60% of these schools were in and around urban areas.

The program of study is most popular in and around metropolitan Nashville and other urban areas.

For the 2015-16 school year, 61 students participated in an Applied Arts Practicum and 10 were enrolled in Dual Enrollment Arts & Design.

Figure 5. Digital Arts & Design Open Enrollment Analysis⁷

SY	Digital Arts & Design
2013-14	4302
2014-15	5009
2015-16	6106
2016-17	No Data

Figure 6. Digital Arts & Design Student Enrollment

SY	Digital Arts & Design I	Digital Arts & Design II	Digital Arts & Design III	Applied Arts Practicum and Dual Enrollment Arts & Design
2013-14	2891	856	555	0
2014-15	3203	1112	695	0
2015-16	3470	1602	963	71
2016-17	No Data	No Data	No Data	No Data

Figure 7. Digital Arts & Design Concentrators

SY	Digital Arts & Design Concentrators
2013-14	No Data
2014-15	No Data
2015-16	700
2016-17	No Data

⁷ Tennessee Department of Education. (2017). *Student Enrollment Data*. Retrieved from Author's calculation of student enrollment data.

Recommendation

No changes are recommended at this time.

2017-18 Program of Study	Level 1	Level 2	Level 3	Level 4
Digital Arts & Design	Digital Arts & Design I (6084)	Digital Arts & Design II (6086)	Digital Arts & Design III (6087) -or- Dual Enrollment Arts & Design (4078)	Applied Arts Practicum (6158) -and/or- AP Studio Art: 2-D Design (3545) -or- Dual Enrollment Arts & Design (4078)

References

Bureau of Labor Statistics, U.S. Department of Labor, *Occupational Outlook Handbook, 2016-17 Edition*, Graphic Designers. Retrieved from <http://www.bls.gov/ooh/arts-and-design/graphic-designers.htm>.

Bureau of Labor Statistics, U.S. Department of Labor, Employment Projections. *Occupational Data*. (2015 Dec. 17) Retrieved from http://www.bls.gov/emp/ep_data_occupational_data.htm.

Leveraging the Labor Force for Economic Growth, Assessing the Nashville Economic Market Area's Readiness for Work after the Recessions. (2010, Aug.) *Center for Regional Economic Competiveness*. Retrieved from http://www.nashvillechamber.com/docs/default-source/workforce-study-2010/Full_Study.pdf?sfvrsn=0.

Tennessee Department of Labor and Workforce Development (2015). Employment Security Division, *Employment Figures*. Retrieved from <https://www.jobs4tn.gov/vosnet/Default.aspx>

Audio/ Visual Production

2016-17 Program of Study	Level 1	Level 2	Level 3	Level 4
Audio/ Visual Production	A/V Production I (6049)	A/V Production II (6050)	A/V Production III (6083) -or- Dual Enrollment Audio/Visual Production (4079)	Applied Arts Practicum (6158) -and/ or- AP English Language and Composition (3013) -or- Dual Enrollment Audio/Visual Production (4079)

Description

The *A/V Production* program of study is designed for students interested in a range of entertainment and news media fields. Course content centers on production of various television, cinema, radio, and other audio and video products, including commercials, music, news, interactive programming, and film. Students complete all phases of the production process including planning, coordinating, capturing, editing, and distributing productions. Topics include but are not limited to concept creation, scripting, interviewing, budgeting, scheduling, set design, engineering, field and studio production, and editing, and, as well operating production equipment such as cameras, lights, and audio equipment. Upon completion of this program of study, students will be prepared to seek employment or advanced training as an audio and video equipment technician, camera operator, film and video editor, multimedia artist and animator, broadcast technician, and many other careers in entertainment and media.

Job Outlook

By Occupation

The Tennessee Department of Labor and Workforce Development projects around 300 average annual openings for Media and Communications workers from 2014 to 2024 with a total of 8,450 employed in the group listed in **figure 1** for TN in 2024. Additionally, 300 positions are projected for Media and Communication Equipment Workers employed in the group in TN

195 openings for media and communication equipment workers are projected per year on average in Tennessee between 2014 and 2024.

in 2024.⁸ Nationally, job projections are similar with a 12 percent growth projected for media and communication equipment workers, however, it is not so bright nationally with a -3% percent decline projected for media and communication equipment workers and all others.⁹

The media and communications and equipment worker occupation groups include a variety of occupations. **Figure 1** lists the occupations with the largest number of annual average openings projected in the coming years. Outlooks are best for writers and authors, audio and video equipment technicians, and radio and television announcers. Even nationally, the audio and video equipment technician group is projected to grow by 12 percent with 2,610 annual average openings projected with a total of 79,400 positions in 2024.

Figure 1. Tennessee employment projections for Media and Communications and related occupations with the most positive openings projected 2014-2024¹⁰

Occupation	2014 Estimated Employment	2024 Projected Employment	Total 2014 - 2024 Employment Change	Annual Avg. Percent Change	Median Salary
Writers and Authors	1,700	1,830	130	.8%	\$47,350
Audio And Video Equipment Technicians	1,720	1,920	200	1.1%	\$38,120
Radio and Television Announcers	1,420	1,320	-100	-0.8%	\$27,250
Editors	1,410	1,450	40	.3%	\$42,810
Reporters and Correspondents	No Data	No Data	No Data	No Data	No Data
Technical Writers	480	580	100	2.0%	\$43,930
Broadcast Technicians	No Data	No Data	No Data	No Data	\$44,190

⁸ Source: Labor Market Statistics, Occupational Employment Projections Unit Retrieved from <https://www.jobs4tn.gov>

⁹ Bureau of Labor Statistics, U.S. Department of Labor, Employment Projections. *Occupational Data*. (2016) Retrieved from <https://www.onetonline.org/link/summary/27-4099.00>

¹⁰ Tennessee Department of Labor and Workforce Development, Jobs4TN Online. (2016). Occupational Projections on the internet at <https://www.jobs4tn.gov/vosnet/analyzer/results.aspx?session=occproj>

Media and Communication Workers, All Others	390	420	30	0.9%	\$37,270
Sound Engineering Technicians	380	400	20	0.4%	\$45,080
Camera Operators, Television, Video, and Motion Picture	470	530	60	1.2%	\$44,080
Film and Video Editors	No Data	No Data	No Data	No Data	No Data
Broadcast News Analysts	No Data	No Data	No Data	No Data	No Data

By Region

Job opportunities for audio and video equipment technicians, writers and authors, broadcast technicians, film and video editors, and sound engineering technicians are strongest in urban and surrounding areas in Tennessee. See **figure 2** below.

Figure 2 The map below shows the distribution of the 2014 estimated employment for Audio and Video Equipment Technicians in Tennessee by the workforce development regions.

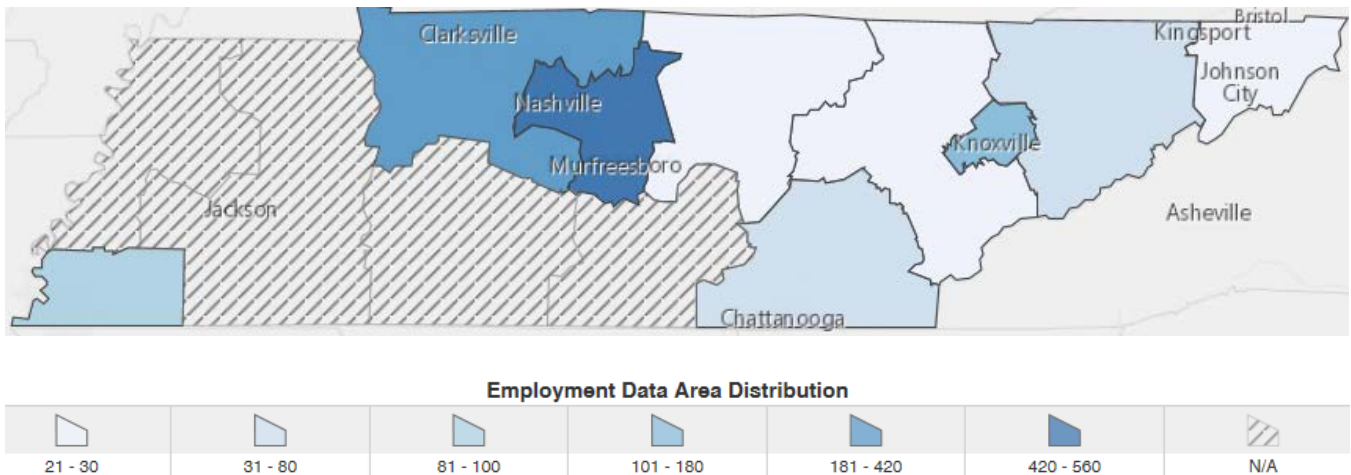




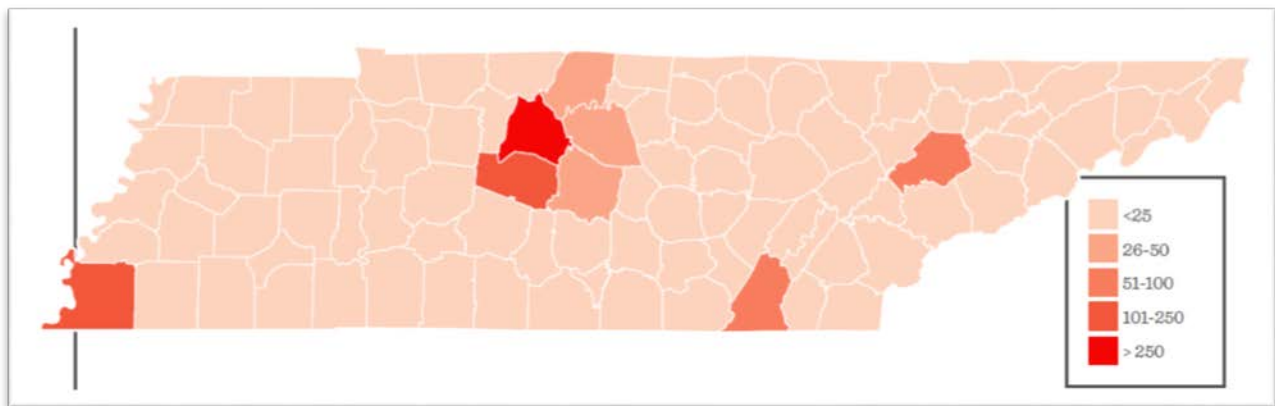
Figure 3. State and national trends for Audio and Video Equipment Technicians with positive projections 2014-24.¹¹

National	Employment		Percent Change	Projected Annual Job Openings
	2014	2024		
Audio and Video Equipment Technicians	70,900	79,400	12%	2,190
Tennessee	Employment		Percent Change	Projected Annual Job Openings
	2014	2024		
Audio and Video Equipment Technicians	1,720	1,920	+12%	50

¹¹ Career One Stop. (2017). *Occupation Profile, State and National Trends*. Retrieved from <http://www.onetonline.org/link/summary/21-1093.00>

A recent study on the entertainment industry in Tennessee also illustrated the concentration of a/v production related jobs in urban areas. **Figure 3** shows that the highest concentration of establishments in the entertainment industry are located in the Shelby County, Hamilton County, Knox County, and several counties in the Nashville Metropolitan Area (Davidson, Williamson, Rutherford, Wilson, and Sumner).¹² Nashville, in fact, was ranked 7th for metropolitan areas in 2016 with the highest concentration of jobs in the audio and video equipment technician occupation group with a location quotient of 2.59¹³ and eighth for the highest concentration of film and video editors in a metropolitan area with a location quotient of 1.55.¹⁴ According to the Nashville Chamber report, Nashville has a long history as a center for creative activity with one of its most famous being the music and entertainment industry.

Figure 3. Entertainment Industry Concentration¹⁵



By Industry

According to the Bureau of Labor Statistics, more people are employed in the motion picture and video industry in Tennessee than other entertainment industry with 5,885 employed.

¹² Tennessee Economic & Community Development and Tennessee Film, Entertainment, & Music Commission. (2014). *Tennessee's Entertainment Industry*. Retrieved from <http://www.tnecd.com/media/resources/white-papers/>.

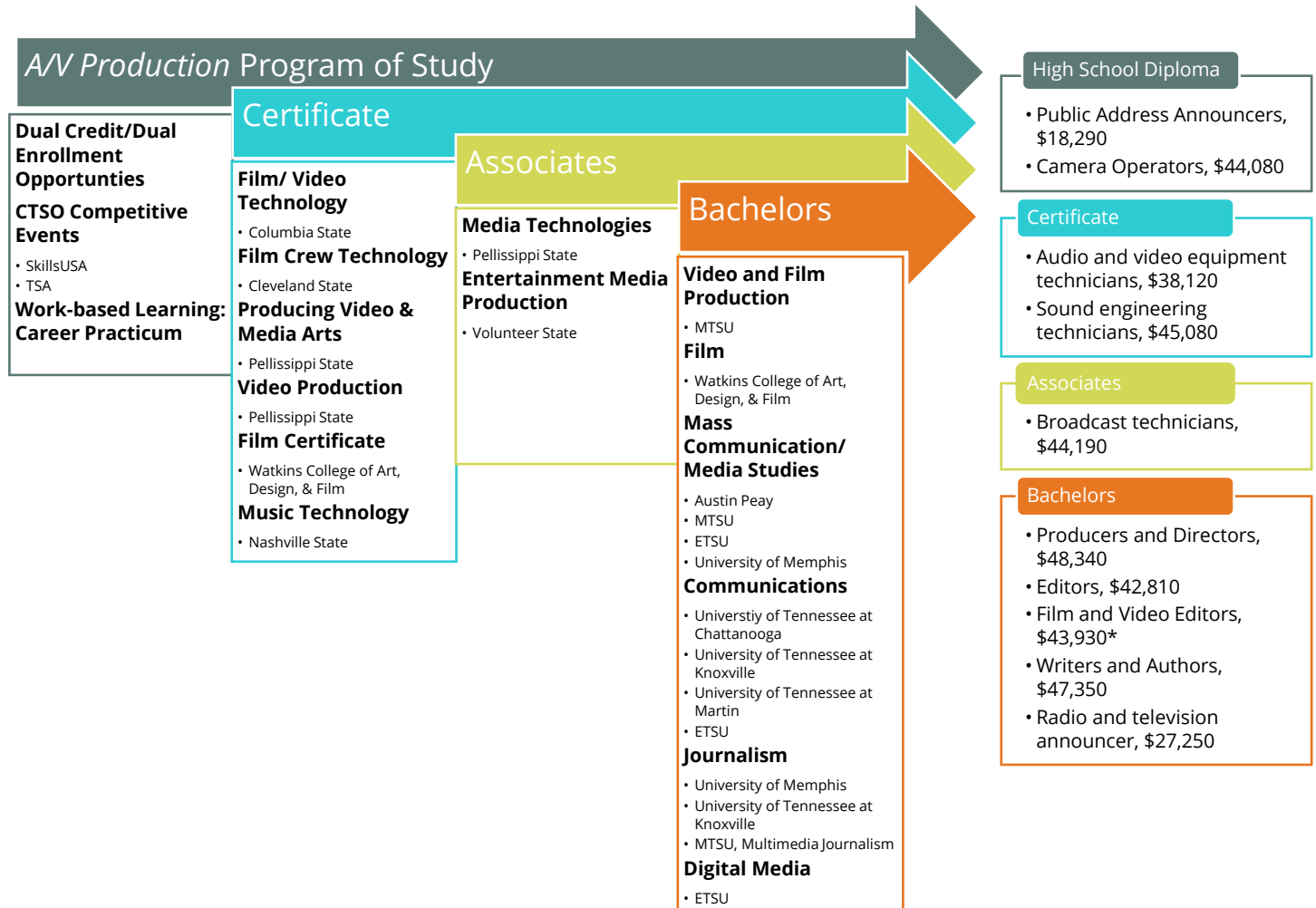
¹³ Bureau of Labor Statistics, U.S. Department of Labor, Occupational Employment Statistics. *Occupational Employment and Wages, March 31, 2017*. (27-4011 Audio and Video Equipment Technicians). Retrieved from <http://www.bls.gov/oes/current/oes274011.htm>.

¹⁴ Bureau of Labor Statistics, U.S. Department of Labor, Occupational Employment Statistics. *Occupational Employment and Wages, March 31, 2017*. (27-4032 Film and Video Editors). Retrieved from <http://www.bls.gov/oes/current/oes274032.htm>.

¹⁵ Tennessee Economic & Community Development and Tennessee Film, Entertainment, & Music Commission. (2014). *Tennessee's Entertainment Industry*. Retrieved from <http://www.tnecd.com/media/resources/white-papers/>.

Postsecondary Opportunities

Upon completion of the program of study, students will be prepared to further their training at technical schools and universities in various areas of media, mass communication, or audio/ visual production. The chart below outlines the related career opportunities and the training necessary for each. While some occupations require a high school diploma or postsecondary certificate only, the majority of occupations in A/V production areas require a bachelor’s degree.



Current Secondary Landscape

In the 2013-14 School Year, 4,934 students were enrolled in an Audio/Visual Production course. This number grew significantly to an enrollment of 5,229 students in 2014-15 and 5,622 students in 2015-16. There were approximately 800 concentrators in 2015-16.

In 2016-17, the Audio/Visual Production program of study was offered in 63 schools and projected to increase to 76 schools for the 2017-18 school year.

Student enrollment in the program of study grew from 4,934 to 5,622 students between 2013-14 and 2015-16.

Figure 4. Audio/Visual Production Open Enrollment Analysis¹⁶

SY	Audio/Visual Production
2013-14	4934
2014-15	5229
2015-16	5622
2016-17	No Data

Figure 5. Audio/Visual Production Student Enrollment

SY	A/V Production I	A/V Production II	A/V Production III	Applied Arts Practicum -And- Dual Enrollment A/V Production
2013-14	0	0	0	0
2014-15	2933	1439	857	0
2015-16	3141	1433	970	78
2016-17	No Data	No Data	No Data	No Data

Figure 6. Audio/Visual Production Concentrators

SY	Audio/Visual Concentrators
2013-14	No Data
2014-15	No Data
2015-16	800
2016-17	No Data

¹⁶ Tennessee Department of Education. (2017). *Student Enrollment Data*. Retrieved from Author's calculation of student enrollment data.

Recommendation

No changes are recommended at this time.

2017-18 Program of Study	Level 1	Level 2	Level 3	Level 4
Audio/Visual Production	A/V Production I (6049)	A/V Production II (6050)	A/V Production III (6083) -or- Dual Enrollment Audio/Visual Production (4079)	Applied Arts Practicum (6158) -and/or- AP English Language and Composition (3013) -or- Dual Enrollment Audio/Visual Production (4079)

References

Bureau of Labor Statistics, U.S. Department of Labor, Occupational Employment Statistics. *Occupational Employment and Wages, May 2014*. (27-4011 Audio and Video Equipment Technicians). Retrieved from <http://www.bls.gov/oes/current/oes274011.htm>.

Bureau of Labor Statistics, U.S. Department of Labor, Occupational Employment Statistics. *Occupational Employment and Wages, May 2014*. (27-4032 Film and Video Editors). Retrieved from <http://www.bls.gov/oes/current/oes274032.htm>.

Bureau of Labor Statistics, U.S. Department of Labor, Employment Projections. *Occupational Data*. (2015 Dec. 17) Retrieved from http://www.bls.gov/emp/ep_data_occupational_data.htm.

Leveraging the Labor Force for Economic Growth, Assessing the Nashville Economic Market Area's Readiness for Work after the Recessions. (2010, Aug.) *Center for Regional Economic Competiveness*. Retrieved from http://www.nashvillechamber.com/docs/default-source/workforce-study-2010/Full_Study.pdf?sfvrsn=0.

Tennessee Department of Labor and Workforce Development. (2015). Employment Security Division, *Employment Figures*. Retrieved from <https://www.jobs4tn.gov/vosnet/Default.aspx>.

Tennessee Economic & Community Development and Tennessee Film, Entertainment, & Music Commission. (2014). *Tennessee's Entertainment Industry*. Retrieved from <http://www.tnecd.com/media/resources/white-papers/>.

Fashion Design

2017-18 Program of Study	Level 1	Level 2	Level 3	Level 4
Fashion Design	Visual Art I (3501)	Foundations of Fashion Design (6120)	Fashion Design (6008) -or- Dual Enrollment Fashion Design (4080)	Advanced Fashion Design (6009) -or- Dual Enrollment Fashion Design (4080)

Description

The *Fashion Design* program of study prepares students for further education and careers in the fashion industry. In addition to learning skills and knowledge related to the elements and principles of design, apparel manufacture and merchandising, basic marketing and product promotion, trend forecasting, and presentation, students complete a capstone project during which they design an original fashion line and create artifacts to include in a professional portfolio. Upon completion of this program of study, students will be prepared for postsecondary study and careers in fashion design and fashion merchandising. Students may gain job experience while still in high school through local and CTSO competitions and work-based learning.

Job Outlook

In 2012, very few openings were projected for fashion designers in Tennessee with only 10 openings (8.3% change) from 2012 to 2020 with a total of 70 employed in the group in 2020.¹⁷ Nationally, the employment of fashion designers is projected to grow by 3 percent between 2014 and 2024, slower than average for all occupations. 6,200 job openings due to growth and replacement needs are expected nationally during the time frame. Job outlook for fashion designers is very competitive due to the large number of training completers in relation to the number of job openings.¹ The slow growth of the occupation group is largely due to the decline in the apparel manufacturing industry¹⁸ with more clothing being produced internationally and the decline in demand for custom clothing. Apparel manufacturing has declined in the United States by more than 80 percent over the past two decades.¹⁹

Occupations related to fashion design include retail sales workers, merchandise displayers and window trimmers, laundry and dry-cleaning workers, and those related to fashion manufacturing. In the range of occupations related to fashion design, job outlooks vary. **Figure 1** lists fashion design related occupations

¹⁷ Tennessee Department of Labor and Workforce Development. (2016). Employment Security Division, R & S. Retrieved from <https://www.jobs4tn.gov>.

¹⁸ Bureau of Labor Statistics, U.S. Department of Labor, *Occupational Outlook Handbook, 2016-17 Edition*, Fashion Designers, Retrieved from <http://www.bls.gov/ooh/arts-and-design/fashion-designers.htm>.

¹⁹ Bureau of Labor Statistics, U.S. Department of Labor, *BLS Spotlight on Statistics: Fashion*. Retrieved from http://www.bls.gov/spotlight/2012/fashion/pdf/fashion_bls_spotlight.pdf.

with the highest projected percentage of total annual average openings and also some that are in decline. **Figure 3** compares the employment numbers and wages in fashion related professions.

In Tennessee, a total of 220 job openings (14 percent growth) is projected for merchandise displayers and window trimmers between 2014 and 2024 with a total of 1,720 employed in the group by 2024. An additional 390 total openings are projected for wholesale and retail buyers. Candidates with experience in fashion design and merchandising may find work as First-Line Supervisors of retail workers due to the many opportunities predicted to be available. Between 2014 and 2024, the total employment opening is projected to increase by 1,990 to a total of 38,360 for Tennessee. See **figure 1** and **2**.

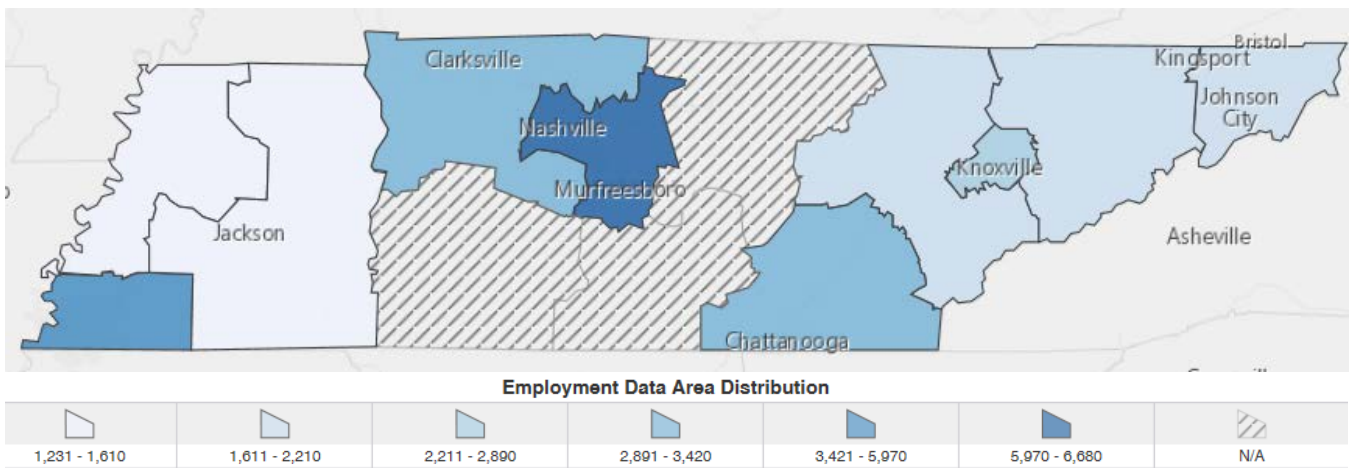
Figure 1. Tennessee employment projections for fashion design occupations with positive openings projected 2014-2024²⁰

Occupation	2014 Estimated Employment	2024 Projected Employment	Total 2014 - 2024 Employment Change	Annual Avg. Percent Change	Median Salary
Fashion Designers	No Data	No Data	No Data	No Data	No Data
Retail Sales Workers	No Data	No Data	No Data	No Data	\$21,960
First-Line Supervisors of Retail Sales Workers	36,690	38,680	1,990	0.5%	\$36,760
Laundry and Dry-Cleaning Workers	5,080	5,300	220	0.4%	\$19,290
Wholesale and Retail Buyers, Except Farm Products	2,180	2,570	390	1.7%	\$48,120
Merchandise Displayers and Window Trimmers	1,500	1,720	220	1.3%	\$27,270

²⁰ Tennessee Department of Labor and Workforce Development, Jobs4TN Online. (2016). Occupational Projections on the internet at <https://www.jobs4tn.gov/vosnet/analyzer/results.aspx?session=occpj>

Sewing Machine Operators	4,510	3,460	-1,050	-2.6%	\$21,750
Textile Knitting and Weaving Machine Setters, Operators, and Tenders	450	380	-70	-1.7%	\$31,850
Tailors, Dressmakers, and Custom Sewers	No Data	No Data	No Data	No Data	\$32,860
Textile Bleaching and Dyeing Machine Operators and Tenders	410	320	-90	-2.4%	\$27,710

Figure 2. The distribution of the 2014 estimated employment for First-Line Supervisors of Retail Sales Workers in Tennessee.



By Region

Nashville is reported to have a growing fashion industry presence by some news outlets. Nashville Mayor Megan Barry stated, “the fashion industry here in Nashville is a vital component of the artistic and creative economy which is critical to the success of our city.”²¹ Currently, Nashville is home to over 150 fashion brands.²² The Nashville Fashion Alliance was established in 2015 to support local fashion companies and

²¹ The Nashville Fashion Forward Gala Set to Celebrate Creativity on the Final Night of Nashville Fashion Week (17 March 2016). Retrieved from <http://www.nashvillefashionweek.com/news/>.

²² Musselman, Caitlin (17 July 2015). Is Nashville America's Next Top Fashion Hub? *Manufacture This*. Alliance for American Manufacturing. Retrieved from <http://www.americanmanufacturing.org/blog/entry/is-nashville-americas-next-top-fashion-hub>.

focus on education, training, and job creation. The growing boom of Nashville Fashion has aided the growth of increased Retail Supervisors as noted in **figure 3**.

Figure 3. State and national trends for First-Line Supervisors of Retail Sales Workers 2014-24.²³

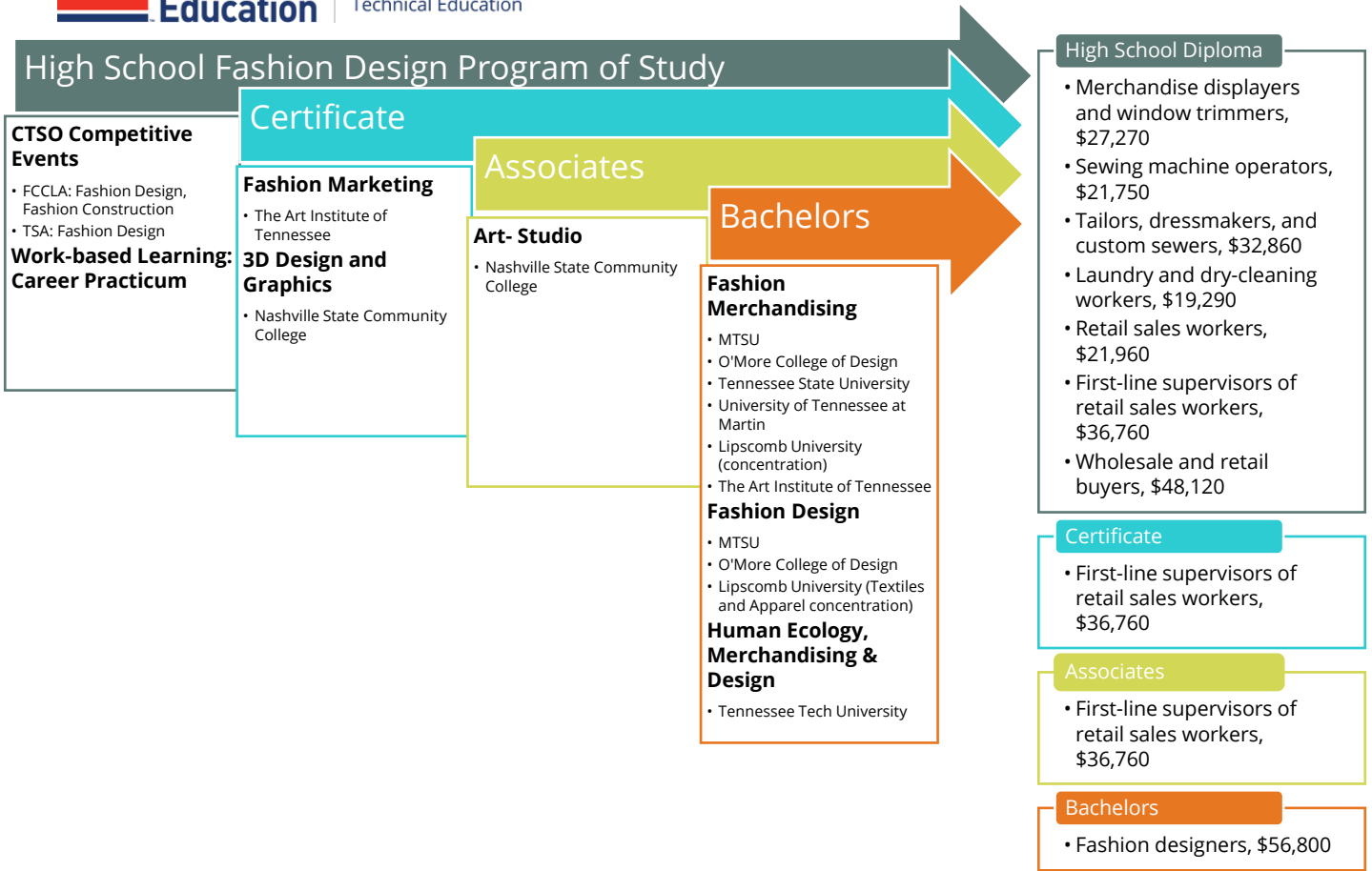
	Employment		Percent Change	Projected Annual Job Openings
	2014	2024		
National				
First-Line Supervisors of Retail Sales Workers	1,537,800	1,605,400	4%	41,130
Tennessee				
First-Line Supervisors of Retail Sales Workers	36,690	38,680	+5%	1,000

Postsecondary Opportunities

Upon completion of the program of study, students will be prepared to pursue advanced study in fashion design or fashion merchandising, or seek entry-level employment with such organizations. The chart below outlines the related career opportunities and the training necessary for each. While some fashion design related occupations require a high school diploma or postsecondary certificate only, most fashion designers have a bachelor’s degree.²⁴ The chart below outlines training opportunities in fashion design.

²³ Career One Stop. (2017). *Occupation Profile, State and National Trends*. Retrieved from <http://www.onetonline.org/link/summary/21-1093.00>

²⁴ Bureau of Labor Statistics, U.S. Department of Labor, *Occupational Outlook Handbook, 2016-17 Edition*, Fashion Designers. Retrieved from <http://www.bls.gov/ooh/arts-and-design/fashion-designers.htm>.



Current Secondary Landscape

As a brand new program of study, 37 schools offered courses in Fashion Design in the 2014-15 school year and 1,790 students were enrolled in a fashion design course. Students enrolled in *Advanced Fashion Design*, the Level 4 course, increased from 105 in the 2014-15 school year to 161 in 2015-16. The number of students enrolled in a fashion design course has declined in the past three years from 2,032 students in the 2013-14 school year to 1,694 students in the 2015-16 school year.

Student enrollment in fashion design courses declined by 317 students between 2013 and 2015.

Figure 4. Fashion Design Open Enrollment Analysis²⁵

SY	Fashion Design
2013-14	2032
2014-15	1790
2015-16	1694
2016-17	No Data

²⁵ Tennessee Department of Education. (2017). *Student Enrollment Data*. Retrieved from Author's calculation of student enrollment data.

Figure 5. Fashion Design Student Enrollment

SY	Visual Art I	Foundations of Fashion Design	Fashion Design	Advanced Fashion Design
2013-14	No Data	0	1094	938
2014-15	No Data	1136	549	105
2015-16	No Data	1091	442	161
2016-17	No Data	No Data	No Data	No Data

Figure 6. Fashion Design Concentrators

SY	Fashion Design Concentrators
2013-14	229
2014-15	175
2015-16	166
2016-17	No Data

Recommendation

No changes are recommended at this time. Over the next year, it will be important to continue monitoring labor market data and the number of students enrolling and completing the advanced levels of this program of study in order to determine its relevancy in the state of Tennessee.

2018-19 Program of Study	Level 1	Level 2	Level 3	Level 4
Fashion Design	Visual Art I (3501)	Foundations of Fashion Design (6120)	Fashion Design (6008) -or- Dual Enrollment Fashion Design (4080)	Advanced Fashion Design (6009) -or- Dual Enrollment Fashion Design (4080)

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