



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

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## Digital Arts & Design

2016-17 Program of Study	Level 1	Level 2	Level 3	Level 4
<b>Digital Arts &amp; Design</b>	Digital Arts & Design I (6084)	Digital Arts & Design II (6086)	Digital Arts & Design III (6087)	Applied Arts Practicum (6158) -and/ or- AP Studio Art: 2-D Design (3545)

### **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 340 average annual openings (2.3 percent growth) for Arts and Design workers from 2014 to 2022 with a total of 11,550 employed in the group in TN in 2022.<sup>1</sup> Nationally, job projections are similar with a projected 2.2 percent increase for art and design workers between 2014 and 2024.<sup>2</sup> In Tennessee, 115 average annual openings are projected for graphic designers. The median annual wage for graphic designers in Tennessee in 2014 was \$40,600. In the media and communications occupation group, photographer occupations are expected to grow in TN by 14.3 percent with 65 average annual openings. 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.

*115 openings for graphic designers are projected per year on average in Tennessee between 2014 and 2022.*

**Figure 1.** Digital Arts & Design Related Occupations with the Most Annual Average Openings in Tennessee (2014-2022)

Occupation	Total Percent Change	Annual Avg. Openings	TN 2014 Median Wage	Education Level
Graphic Designers	1.6%	115	\$40,600	Bachelor's
Photographers	14.3%	65	\$27,540	HS Diploma
Art Directors	-0.6%	15	\$66,930	Bachelor's
Multimedia Artists and Animators	8.1%	15	\$45,350	Bachelor's
Commercial and Industrial Designers	2.7%	15	\$51,060	Bachelor's
Set and Exhibit Designers	9.1%	15	\$54,160	Bachelor's

### By Industry

Graphic designers work in a variety of industries. Nationally, the most graphic designers were employed in specialized design services in 2014. Graphic designers are also employed in specialized design services, in publishing, in advertising and public relations, and wholesale trade. See **Figure 2**. Employment of graphic designers in newspaper,

**Figure 2.** Industries Employing the Most Graphic Designers in the U.S. in 2012

Specialized design services	10%
Advertising, public relations, and related services	8
Newspaper, periodical, book, and directory publishers	7
Printing and related support activities	7
Wholesale trade	6

<sup>1</sup> Tennessee Department of Labor and Workforce Development. (2015). Employment Security Division, *Employment Figures*. Retrieved from <https://www.jobs4tn.gov/vosnet/Default.aspx>.

<sup>2</sup> 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](http://www.bls.gov/emp/ep_data_occupational_data.htm).

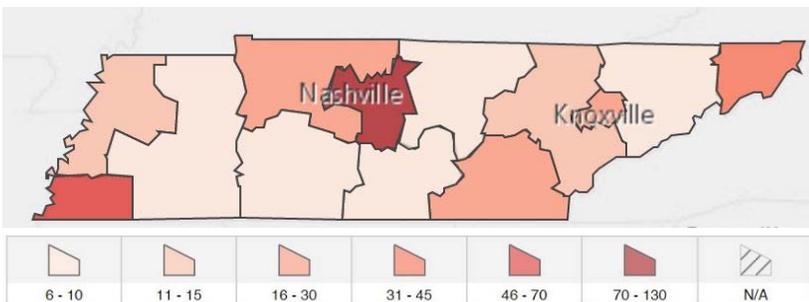
periodical, book, and directory publishers is projected to decline, but employment in computer systems design and related services is projected to grow 21 percent between 2014 and 2024.<sup>3</sup>

**By Region**

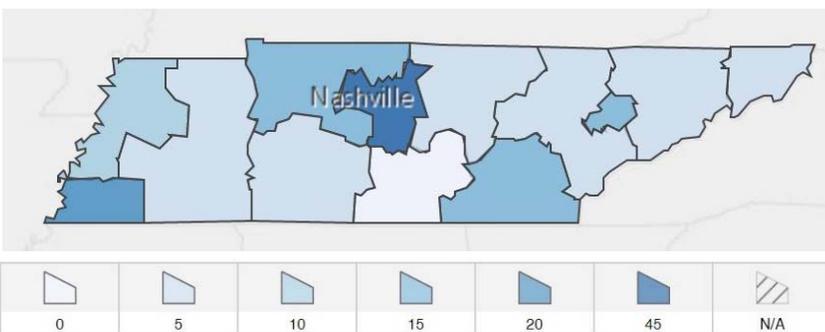
Job opportunities for graphic designers, photographers, multi-media artists, and animators are strongest in urban and surrounding areas in Tennessee. **Figure 3 and Figure** shows that more art and design workers and particularly more graphic designers are employed in the Memphis, Nashville, Knoxville,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

According to the Nashville Chamber report<sup>4</sup>, 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.

**Figure 3.** Annual Average Openings for Art and Design Workers in Tennessee, 2014-2022



**Figure 4.** Annual Average Openings for Graphic Designers in Tennessee, 2014-2022



Designers. Retrieved from <http://www.bls.gov/ooh/arts-and-design/graphic-designers.htm>.

<sup>4</sup> 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 Competitiveness*. Retrieved from [http://www.nashvillechamber.com/docs/default-source/workforce-study-2010/Full\\_Study.pdf?sfvrsn=0](http://www.nashvillechamber.com/docs/default-source/workforce-study-2010/Full_Study.pdf?sfvrsn=0).

### 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 and 6,366 students were enrolled in a Digital Arts & Design course. At least 65% of these schools were in and around urban areas. In fact, 40 percent were offered in and around the Nashville Metropolitan area (20 schools).

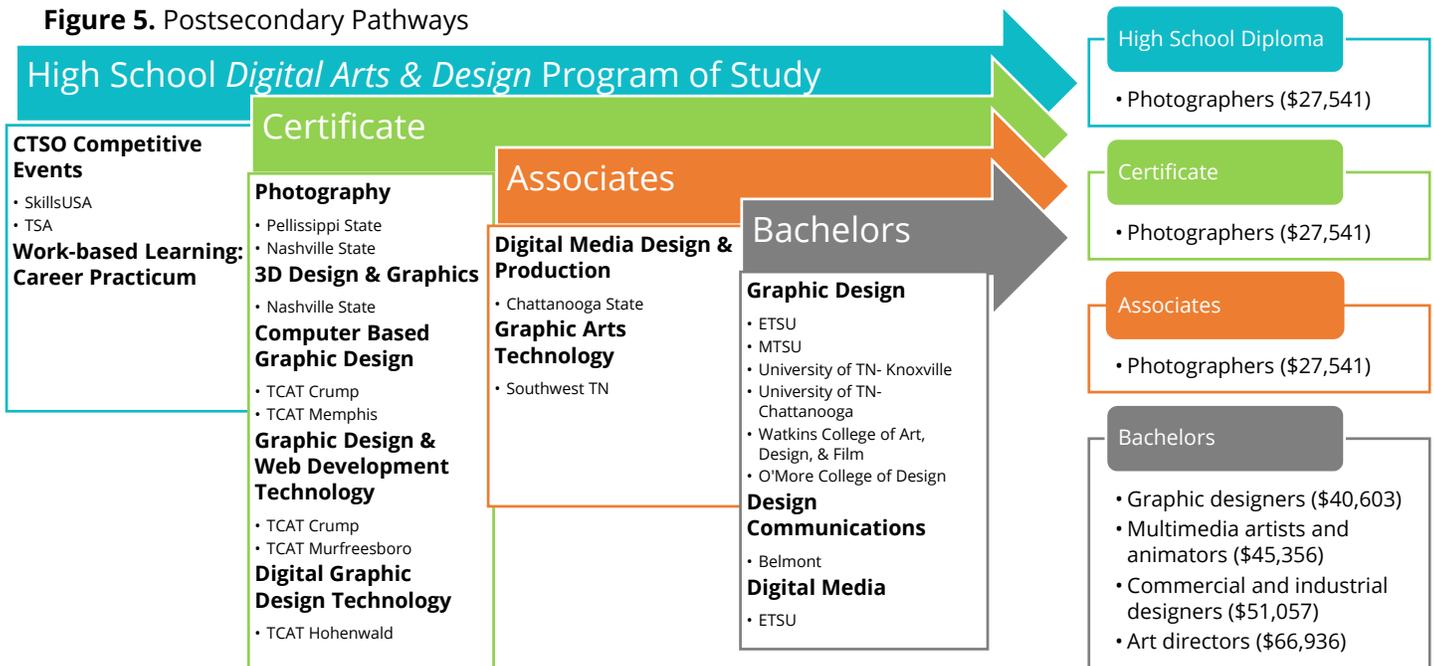
*The program of study is most popular in and around metropolitan Nashville and other urban areas.*

Completer rates in the program of study are weak. In 2011-12 over 3,000 students enrolled in the Level 1 course, but only about 1,100 went on to enroll Level 2 to in 2012-13 and 750 were in Level 3. While the 467 enrolled in Printing Graphics in Level 2 had some effect on this, the concentrator rate is still significantly low with only 30 percent of those taking the Digital Arts route continuing to Level 3.

### Postsecondary Pathways

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 5.** Postsecondary Pathways



## Recommendation

No changes are recommended at this time.

2017-18 Program of Study	Level 1	Level 2	Level 3	Level 4
<b>Digital Arts &amp; Design</b>	Digital Arts & Design I (6084)	Digital Arts & Design II (6086)	Digital Arts & Design III (6087) -or- <b>Dual Enrollment</b> Arts & Design (4078)	Applied Arts Practicum (6158) -and/or- AP Studio Art: 2-D Design (3545) -or- <b>Dual Enrollment</b> 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](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](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
<b>Audio/ Visual Production</b>	A/V Production I (6049)	A/V Production I (6050)	A/V Production I (6083)	Applied Arts Practicum (6158) -and/ or- AP English Language and Composition (3013)

### 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 375 average annual openings (12.7 percent growth) for Media and Communications workers from 2014 to 2022 with a total of 11,650 employed in the group in TN in 2022. Additionally, 195 annual average openings (13.4 percent growth) are projected for Media and Communication Equipment Workers for a total of 7,330 employed in the group in TN in 2022.<sup>5</sup> Nationally, job projections are not as bright with only a 3.7 percent growth projected for media

*195 openings for media and communication equipment workers are projected per year on average in Tennessee between 2014 and 2022.*

<sup>5</sup> Tennessee Department of Labor and Workforce Development. (2015). Employment Security Division, *Employment Figures*. Retrieved from <https://www.jobs4tn.gov/vosnet/Default.aspx>.

and communication workers and a 5.4 percent growth projected for media and communication equipment workers.<sup>6</sup>

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 11.9 percent with 21,900 annual average openings projected.

**Figure 1.** Media and Communications Occupations with the Most Annual Average Openings in Tennessee (2014-2022)

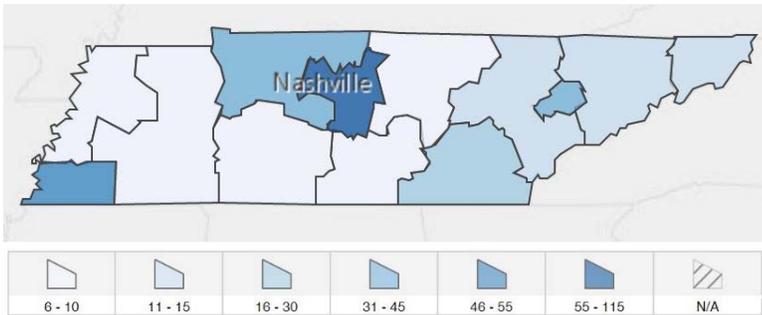
Occupation	Total Percent Change	Annual Avg. Openings	TN 2014 Median Wage	Education Level
Writers and Authors	12.2%	65	\$35,872	Bachelor's
Audio and Video Equipment Technicians	13.8%	60	\$35,341	Postsecondary nondegree award
Radio and Television Announcers	19.8%	60	\$21,898	Bachelor's
Editors	8.6%	50	\$45,242	Bachelor's
Reporters and Correspondents	-4.6%	30	\$31,890	Bachelor's
Technical Writers	10.2%	25	\$57,190	Bachelor's
Broadcast Technicians	16.5%	20	\$36,891	Associate's
Media and Communication Workers, All Other	10.7%	15	\$28,780	High School Diploma or Equivalent
Sound Engineering Technicians	9.8%	15	\$49,904	Postsecondary nondegree award
Camera Operators, Television, Video, and Motion Picture	12.8%	10	\$44,228	Bachelor's
Film and Video Editors	9.9%	10	\$59,290	Bachelor's
Broadcast News Analysts	18.2%	5	\$39,530	Bachelor's

### 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. **Figure 3** and **Figure 4** below provide an overview of the annual average openings projected for each of these major occupation groups.

<sup>6</sup> 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](http://www.bls.gov/emp/ep_data_occupational_data.htm).

**Figure 3.** Annual Average Openings for Media and Communications Workers in Tennessee, 2014-2022



**Figure 4.** Annual Average Openings for Media and Communications Equipment Workers in Tennessee, 2014-2022



A recent study on the entertainment industry in Tennessee also illustrated the concentration of a/v production related jobs in urban areas. **Figure 5** 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).<sup>7</sup> Nashville, in fact, was ranked in the top six metropolitan areas in 2014 with the highest concentration of jobs in the audio and video equipment technician occupation group with a location quotient of 2.45<sup>8</sup> and fourth for the highest concentration of film and video editors in a metropolitan area with a location quotient of 2.52.<sup>9</sup> 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. Employment in the creative cluster in the Nashville area is about 2.7 times what one might expect. Between 2004 and 2009, the

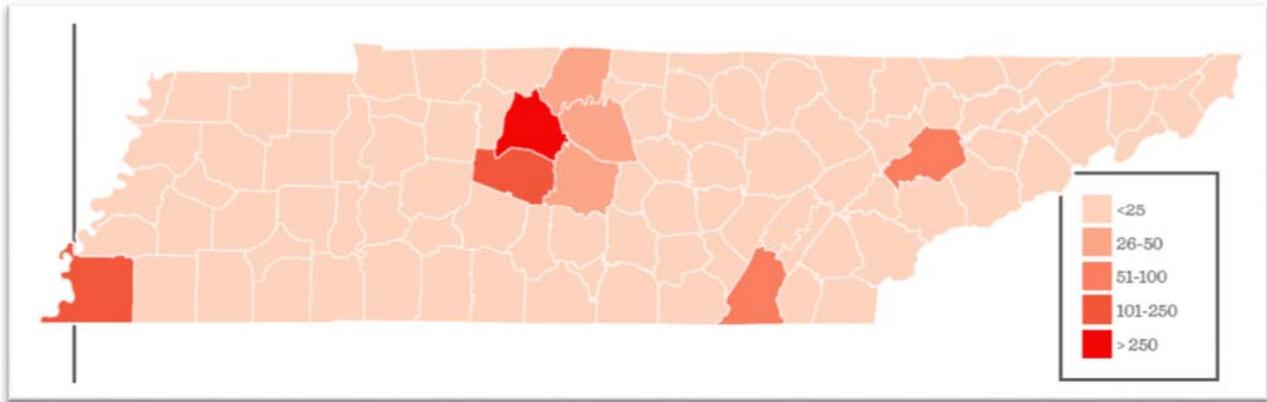
<sup>7</sup> Tennessee Economic & Community Development and Tennessee Film, Entertainment, & Music Commission. (2014). *Tennessee's Entertainment Industry*. Retrieved from <http://www.tnecd.com/media/resources/white-papers/>.

<sup>8</sup> 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>.

<sup>9</sup> 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>.

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 reports.<sup>10</sup>

**Figure 5.** Entertainment Industry Concentration<sup>11</sup>



**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. **Figure 6** ranks the entertainment industries in Tennessee.

**Figure 6.** Tennessee Entertainment Industries

<b>TENNESSEE ENTERTAINMENT INDUSTRIES</b>			
Industry	NAICS Code	Employment	Total Wages (\$)
Motion Picture and Sound Recording	512	7,887	408,304,000
Motion Picture and Video Industries	5121	5,886	248,478,000
Sound Recording Industries	5122	2,001	159,826,000
Broadcasting (except Internet)	515	5,900	373,647,000
Radio and television broadcasting*	5151	4,720	227,536,000
Cable and other subscription programming*	5152	1,154	154,633,000
Magnetic Media Mfg. & Reproducing	33461	227	9,895,000
Musical Instrument Manufacturing	339992	987	44,103,000
Musical Groups & Artists	71113	2,509	282,024,000
<b>Entertainment Cluster Total</b>		<b>17,510</b>	<b>1,117,973,000</b>

\* Where 2013 estimates are not available, 2012 estimates are provided  
Source: U.S. Bureau of Labor Statistics

<sup>10</sup> 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 Competitiveness*. Retrieved from [http://www.nashvillechamber.com/docs/default-source/workforce-study-2010/Full\\_Study.pdf?sfvrsn=0](http://www.nashvillechamber.com/docs/default-source/workforce-study-2010/Full_Study.pdf?sfvrsn=0).

<sup>11</sup> 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/>.

### Current Secondary Landscape

In the 2013-14 School Year, 6,661 students were enrolled in a Broadcasting course. This number grew significantly from an enrollment of 5,420 students in 2012-13. Concentrators increased, as well, with 1,129 completing level 3 in 2012-13 and 1,184 completing level 3 in 2013-14.

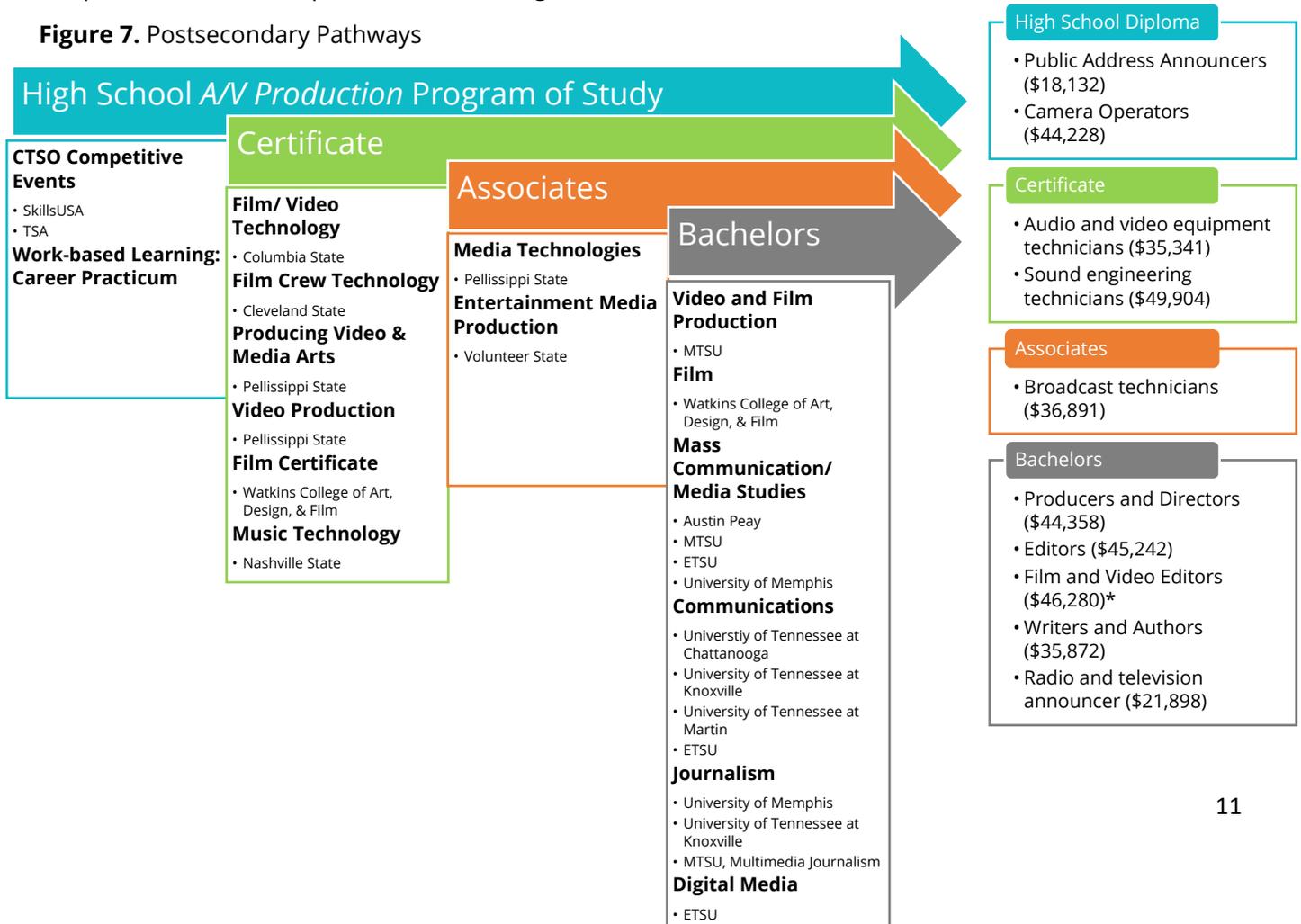
In 2014-15, the Journalism and Broadcasting program of study was offered in 58 schools with 41 percent of programs in middle Tennessee, 36 percent in East Tennessee, and 22 percent in West Tennessee. 41 percent of programs are offered in urban schools, 31 percent in suburban schools, and 28 percent in rural schools. The enrollment grew again to 7,297 students.

### Postsecondary Pathways

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.

Figure 7. Postsecondary Pathways

*Student enrollment in the program of study grew from 5,420 to 7,297 students between 2012-13 and 2014-15.*



## Recommendation

No changes are recommended at this time.

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

2016-17 Program of Study	Level 1	Level 2	Level 3	Level 4
<b>Fashion Design</b>	Visual Art I (3501)	Foundations of Fashion Design (6120)	Fashion Design (6008)	Advanced Fashion Design (6009)

### 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.<sup>12</sup> 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.<sup>1</sup> The slow growth of the occupation group is largely due to the decline in the apparel manufacturing industry<sup>13</sup> 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.<sup>14</sup>

<sup>12</sup> Tennessee Department of Labor and Workforce Development. (2016). Employment Security Division, R & S. Retrieved from <https://www.jobs4tn.gov>.

<sup>13</sup> 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>.

<sup>14</sup> 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](http://www.bls.gov/spotlight/2012/fashion/pdf/fashion_bls_spotlight.pdf).

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 with at least 10 total annual average openings projected. **Figure 2** compares fashion related jobs with positive job openings projected due to growth and replacement with those with negative outlooks in Tennessee. **Figure 3** compares the employment numbers and wages in fashion related professions.

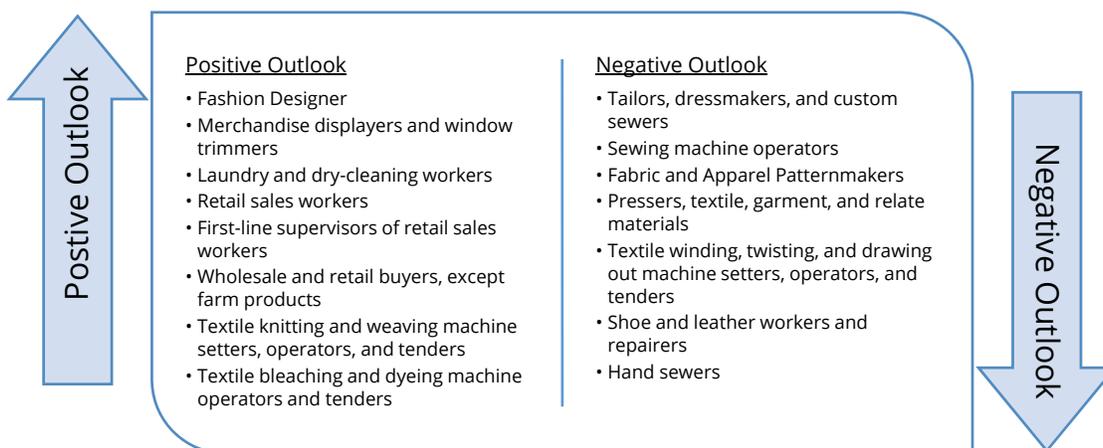
In Tennessee, 85 annual average openings and a 9 percent growth is projected for merchandise displayers and window trimmers between 2014 and 2022 with a total of 2,520 employed in the group by 2022. An additional 85 total annual average openings are projected for wholesale and retail buyers.

Candidates with experience in fashion design and merchandising may find work as retail sales workers due to the many opportunities predicted to be available. Between 2014 and 2022, 3,585 annual average opening are projected.

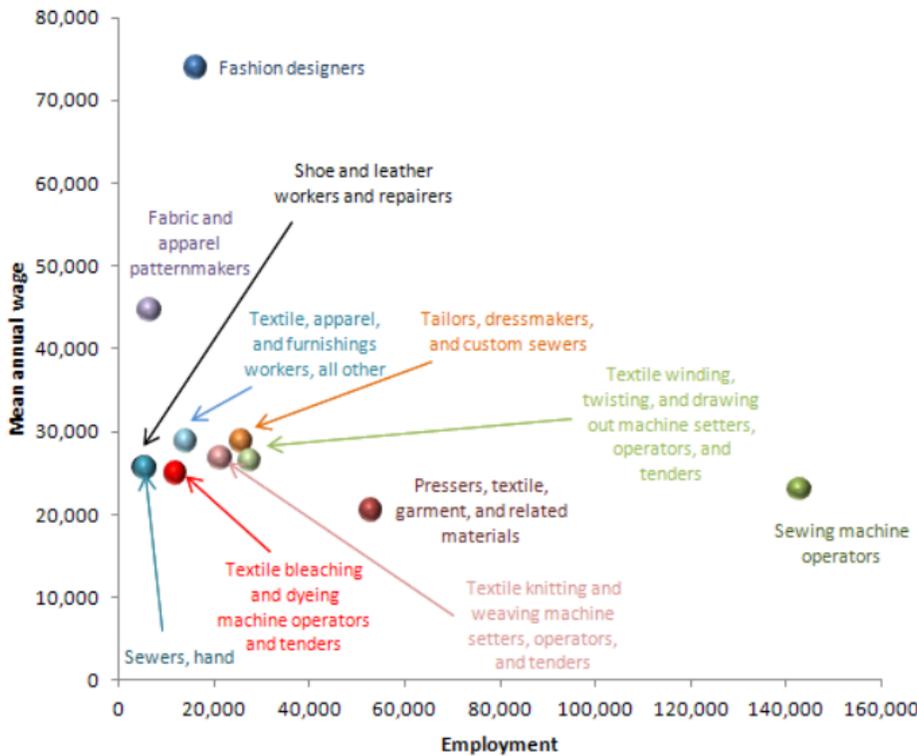
Occupation	Total Percent Change	Annual Avg. Openings
Retail Salespersons	5.1%	3,585
First-Line Supervisors of Retail Sales Workers	1.5%	845
Laundry and Dry-Cleaning Workers	1.2%	135
Wholesale and Retail Buyers, Except Farm Products	3.2%	85
Merchandise Displayers and Window Trimmers	9.1%	85
Sewing Machine Operators	-6.3%	25
Textile Knitting and Weaving Machine Setters, Operators, and Tenders	8.9%	15
Tailors, Dressmakers, and Custom Sewers	-8.9%	15
Textile Bleaching and Dyeing Machine Operators and Tenders	5.9%	10
Fashion Designers	**	**

**Figure 1.** Fashion design related occupations with most annual average openings in Tennessee (2014-2022). \*\*Data not available.

**Figure 2.** Fashion design related occupations with positive and negative growth projected in Tennessee (2014-2022).

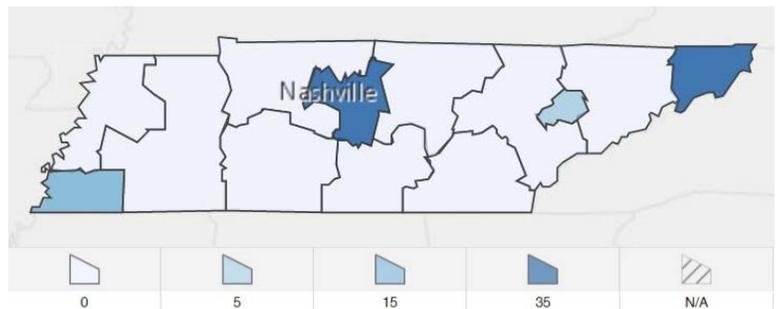


**Figure 3.** Employment and wages for selected fashion related occupations in U.S. in May 2011.<sup>15</sup>



**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.”<sup>16</sup> Currently, Nashville is home to over 150 fashion brands.<sup>17</sup> The Nashville Fashion Alliance was established in 2015 to support local fashion companies and focus on education, training, and job creation. The group has noted that a key ingredient to



**Figure 4.** Annual Average Openings for Merchandise Displayers and Window Trimmers in Tennessee (2014-2022)

<sup>15</sup> 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](http://www.bls.gov/spotlight/2012/fashion/pdf/fashion_bls_spotlight.pdf).

<sup>16</sup> 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/>.

<sup>17</sup> 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>.

nurturing the local fashion industry is the availability of production facilities and skilled workers for those production facilities.<sup>18</sup> Most of the apparel sold in the U.S. is currently made internationally.<sup>19</sup>

### ***Current Secondary Landscape***

As a brand new program of study, 37 schools offered courses in Fashion Design in the 2014-15 school year and 1,979 students were enrolled in a fashion design course. Of that group, only 149 students were enrolled in *Advanced Fashion Design*, the Level 4 course. The number of students enrolled in a fashion design course has declined in the past three years from 2,296 students in the 2012-13 school year and 2,162 students in the 2013-14 school year.

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

### ***Postsecondary Pathways***

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.<sup>20</sup> The chart below outlines training opportunities in fashion design.

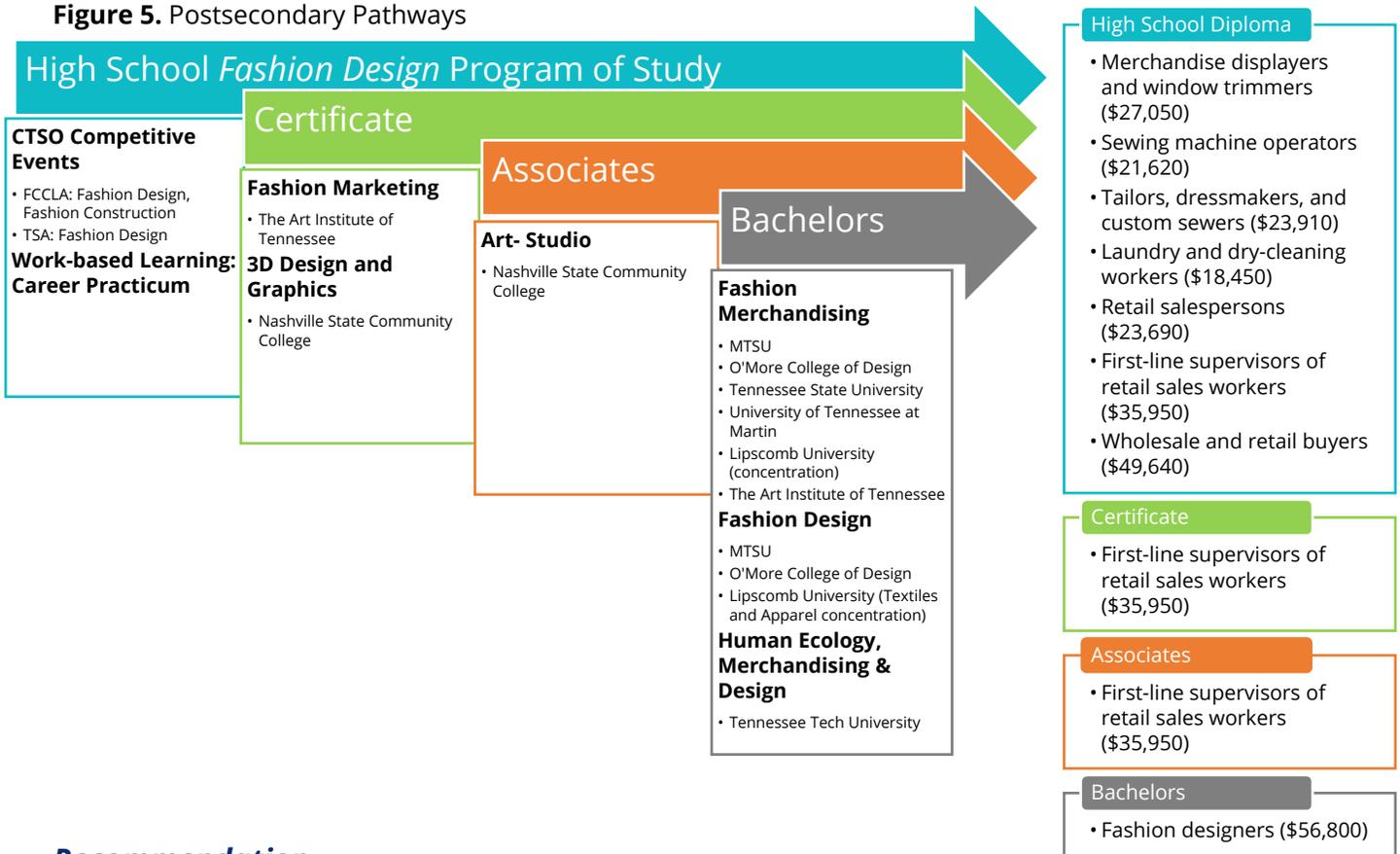
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<sup>18</sup> White, Abby (2015, April 2). "In a Smithville uniform factory, has Nashville found the missing threads for its local fashion industry?" *A Stitch in Time*. Retrieved from <http://www.nashvillescene.com/nashville/in-a-smithville-uniform-factory-has-nashville-found-the-missing-threads-for-its-local-fashion-industry/Content?oid=4992947>.

<sup>19</sup> Alfs, Lizzy (4 April 2015). Nashville's Fashion Industry Grows Despite Hurdles. *The Tennessean*. Retrieved from <http://www.tennessean.com/story/life/shopping/2015/04/03/nashvilles-fashion-industry-grows-despite-hurdles/25278257/>.

<sup>20</sup> 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>.

**Figure 5.** Postsecondary Pathways



**Recommendation**

No changes are recommended at this time. Over the next couple of years, it will be important to continue monitoring the number of students completing the advanced levels of this program of study.

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

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