*Level One*

*Level Two*

*Level Three*

DIGITAL ARTS & DESIGN

\_\_\_\_\_\_\_\_\_\_

Arts, A/V Technology, & Communications

\_\_\_\_\_\_\_\_\_\_

*Level Four*

**ABOUT THE PROGRAM OF STUDY**

**Dual credit/ dual enrollment options include:**

Course A

Course B

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 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. 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.

This is not an exhaustive list of all of the opportunities available in Tennessee.

**CAREER OPPORTUNITIES**

In Tennessee, employment of graphic designers is projected to grow by 1.6 percent between 2014 and 2022. Annual average openings are projected at 115. Job opportunities for graphic designers, photographers, multi-media artists, and animators are strongest in urban and surrounding areas in Tennessee.1 Nationally, employment of graphic designers in newspaper, 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 2024.2

|  |  |  |
| --- | --- | --- |
| Occupation | Total Percent Change | Annual Avg. Openings |
| Graphic Designers | 1.6% | 115 |
| Photographers | 14.3% | 65 |
| Art Directors | -0.6% | 15 |
| Multimedia Artists and Animators | 8.1% | 15 |
| Commercial and Industrial Designers | 2.7% | 15 |
| Set and Exhibit Designers | 9.1% | 15 |

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

**Annual Average Openings for Graphic Designers in Tennessee (2014-2022)**



Students in this program of study will be eligible to join SkillsUSA. In addition to school events, students will be able to compete at the regional, state, and national level. Through SkillsUSA, students not only learn about digital arts and design, but also professionalism, leadership, and workplace skills. Walk away from your high school career with experience in competing, networking, applying course content, and more!

1TN Department of Labor and Workforce Development. (2015). Employment Security Division, Labor Market Information Section, on the internet at https://www.jobs4tn.gov/

2Bureau of Labor Statistics, U.S. Department of Labor, *Occupational Outlook Handbook, 2016-17 Edition*, Graphic Designers, on the Internet at http://www.bls.gov/ooh/arts-and-design/graphic-designers.htm

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See your teacher to learn more about SkillsUSA or visit <http://tnskillsusa.com/>.

Have you registered for the Tennessee Promise? Seniors enrolled in this program have the chance to attend a two-year program at a Tennessee College of Applied Technology (TCAT), community college, or

**POSTSECONDARY OPTIONS**

**For more information, contact:**

**School High School**

**County Name Schools**

**CTE Director: Name**

**Email**

**Instructor: Name**

**Email**

some 2-year university programs for free! To learn more, please see your school counselor or visit <http://www.tennesseepromise.gov>.

|  |  |
| --- | --- |
| School | Degree Program |
| Chattanooga State | Digital Media Design and Production |
| Nashville State | 3D Design and Graphics |
| Nashville State | Photography |
| TCAT Crump | Computer Based Graphic Design |

For more college and career planning resources, visit <http://collegefortn.org>.