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Media Advisory



Student Designed Logo Selected for *Art = Opportunity* Region-Wide Campaign

It seems fitting that the logo design for an initiative focusing on arts literacy and education should be designed by an art student. That is why students in James Miller's Graphic Design class at CSUSM School of Art were engaged to help create an identity and logo for the recently launched **ART=OPPORTUNITY** campaign.

Twenty-one students participated in the contest with a prize of \$250 for the winning selection. "I like to engage my students as often as I can in real world experiences," explained Miller. "In this case, students were challenged to create an identity that promotes the concept that an education in art leads to greater scholastic and career opportunities."

The winning design was created by Isobel Lawrence, an exchange student from Sydney, Australia. Her graffiti inspired design was the unanimous choice and will soon appear on printed materials, t-shirts, hats, signage and online platforms promoting the campaign.

Lawrence is studying visual arts while at CSUSM and graduates in 2017 with a degree in Visual Communication Design from the University of Newcastle, in Australia. "I came to California because it was a creative place and it has given me a chance to further develop my art skills," she said. "For this project, I was inspired by a program at the University of Newcastle called 'Make Newcastle Beautiful' which uses graffiti as a way to improve blighted areas," she added.

ART=OPPORTUNITY, funded by a Stuart Foundation grant to California State University San Marcos (CSUSM), is a San Diego county-wide campaign focused on providing access to all children to a better education by improving literacy through the arts; including technical assistance to implement arts plans, professional development, and mentoring. It is being implemented by Merryl Goldberg, Executive Director, Center ARTES and a leadership team of arts educators, professionals and area nonprofits including the California Center for the Arts, Escondido.

If you are interested in getting involved, please email artopp@csusm.edu or visit Center ARTES Website for more information and upcoming events: <https://www.csusm.edu/centerartes>
Visit us on Facebook at <https://www.facebook.com/artopportunity/>

About California State University San Marcos

Building on an innovative 25-year history, California State University San Marcos is a forward-focused institution, dedicated to preparing future leaders, building great communities and solving critical issues. Located on a 304-acre hillside overlooking the City of San Marcos, it is the only public four-year comprehensive university serving North San Diego, Southwest Riverside and South Orange Counties.

The University enrolls over 14,000 students. With approximately 2,000 employees, the institution is a Great College to Work For® (The Chronicle of Higher Education). As a recipient of the annual HEED Award since 2014—a national honor recognizing U.S. colleges and universities that demonstrate an outstanding commitment to diversity and inclusion—CSUSM is committed to creating a diverse and inclusive environment.

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