



**COLLEGE OF
PERFORMING & VISUAL ARTS**
SOUTHERN UTAH UNIVERSITY

FOR IMMEDIATE RELEASE: 1/3/2018

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Be Great with Becca Clason

Written by Tracy Solimeno

Southern Utah University, Cedar City, Utah: SUU's Department of Art & Design welcomes lettering artist and stop-motion animator, Becca Clason as an Art Insights speaker Thursday, January 11, 2018 at 7:00 p.m. at Southern Utah Museum of Art (SUMA). Clason will share how she found her niche, pursued what she really loved, was able to get her work noticed in a saturated industry, and why she thinks passion projects are essential to staying inspired and being successful. Admission is free and open to the public.

Clason is based in Salt Lake City, Utah and founded the Salt Lake Lettering Club, and Letter West an annual retreat in Bear Lake, Utah. She studied advertising and graphic design at Brigham Young University. She utilizes a keen eye for design, color, and placement to create mouthwatering stop motion animation, time lapse videography, and lettering design for organizations like Disney, Sabra, General Mills, Starbucks, and American Express.

Clason began as an advertising director and graphic designer in New York before establishing her freelance design firm. Her work is hands on rather than computer based and everything from peppers and lentils, to lipstick and nail polish serve as both the inspiration and the medium for her delightful creations.

In an interview with Kara Cutruzzula, Clason related that, "Much of my inspiration comes from music, mixed-media art, and the desire to make something beautiful with layers and flow... I want my tactile designs to be a piece of art as well as advertising, so I always visualize how the colors and textures of the lettering materials, backgrounds, and props will look together as a finished piece."

Art Insights is hosted during the fall and spring semesters by SUU's Art & Design faculty. Students and community members meet to learn from presentations and discussions from visiting artists and art educators located throughout the nation who share their work and insights.

See how professional freelance designers continue to hone their craft, build client relationships, and find motivation and inspiration for the future. For more information, please visit www.suu.edu/pva.

About the College of Performing and Visual Arts

The Southern Utah University College of Performing and Visual Arts is comprised of nationally accredited programs in Art & Design, Music, and Dance. The College also offers programs in Theatre Arts, graduate programs in Arts Administration and Music, as well as a Center for Shakespeare Studies. The College offers 26 academic programs, including liberal arts Bachelor of Arts and Bachelor of Science degrees; professional Bachelor of Music and Bachelor of Fine Arts in art and theatre degrees; and Master of Fine Arts in Arts Administration, Master of Arts in Arts Administration, Master of Music Education and Master of Music in Music Technology graduate degrees. More than 60 full- and part-time faculty and staff are engaged in teaching and mentoring over 600 majors in the College. The College presents over 100 performances, lectures, presentations, and exhibitions each year. The College's affiliate organizations include the Southern Utah Museum of Art (SUMA), Utah Shakespeare Festival and SUU's Ballroom Dance Company. For more information about the College of Performing and Visual Arts, visit www.suu.edu/pva.

For Calendar Editors: Be Great with Becca Clason

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Who: Art Insights, Southern Utah University, Department of Art & Design

When: Thursday, January 11, 2018

Time: 7:00 p.m.

Where: Southern Utah Museum of Art, 13 S 300 W, Cedar City, Utah

Tickets: Free admission, General Public invited to attend

Info: For more information, please visit www.suu.edu/pva.

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