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***ART INSIGHTS* : MAGGIE MACNAB IS AUTHOR OF THIS YEAR'S HOTTEST GRAPHIC DESIGN BOOK**

(Southern Utah University, Cedar City, Utah) SUU Department of Art and Design's weekly *Art Insights* program will feature graphic design guru and author Maggie Macnab on Thursday, September 17, at 7:00 p.m. in the Centrum Arena, Section K. Macnab is the author of "Decoding Design: Understanding and Using Symbols in Visual Communication," which has been called this year's hottest graphic design book.

Macnab has been in the graphic design business for nearly 30 years and has her own design firm, Macnab Design Visual Communications. In her book, Macnab stresses the importance of creative and critical thinking in the graphic design process. She highlights the similarities in all symbols, whether they are used as art, marketing pieces or religious imagery. Macnab believes that understanding the universal language of symbols is imperative for graphic designers in order to communicate effectively with logos and commercial marketing pieces.

*Art Insights* is a weekly program hosted during the fall and spring semesters by SUU's Art and Design faculty. Students and community members meet weekly to attend gallery openings and experience presentations and discussions by visiting artists and art educators from around the nation who share their work and insights. Admission is free, and the general public is invited to attend. For more information on the SUU College of Performing and Visual Arts events, please call the Arts Hotline at (435) 865-8800, or visit [www.suu.edu/arts](http://www.suu.edu/arts).

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## **ABOUT THE COLLEGE**

The Southern Utah University College of Performing and Visual Arts is comprised of nationally accredited departments of Art and Design, Music, Theatre Arts and Dance, as well as a graduate program in Arts Administration. The College offers 16 different degree areas, 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 a Master of Fine Arts in Arts Administration degree.

More than 60 full- and part-time faculty and staff are engaged in teaching and mentoring over 550 majors in the College. Over 1100 students enroll each year in over 195 arts classes on the SUU campus. The College presents 100 performances, lectures, presentations, and exhibitions each year.

The College's affiliate organizations include the Braithwaite Fine Arts Gallery, American Folk Ballet, Utah Shakespearean Festival, the performance group Acclamation, and the SUU Ballroom Dance Company. For more information about the College of Performing and Visual Arts, contact the Office of the Dean at (435) 865-8561, or by e-mail at [cpvamktg@suu.edu](mailto:cpvamktg@suu.edu).

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