CSUSM Case Study
Nurturing the Student Sustainability Advocate

Lucy HG Solomon, CSUSM School of Art, Media Design
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**SUSTAINABILITY AT CSUSM**
Greener Future Through Sustainable Practices

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**1 MILLION**
16oz. plastic bottles

By installing 23 water refill stations on campus since 2014, we have avoided using 1 million single-use 16oz. plastic water bottles.

**58%**
CSUSM reduced water usage by 58% and saved over 21 MILLION GAL.

That can fill the Las Vegas Bellagio Fountain 1,235 TIMES

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**126 MILES**

1 million plastic bottles saved = 126 miles in length. That equates to climbing Mt. Everest 2.5 times.

**17 MILLION**

Stretching 1 million plastic bottles can reach from our campus to the Hollywood sign.

Making bottles to meet America’s demand for bottled water uses more than 17 MILLION barrels of oil annually, enough to fuel 1.3 million cars for a year.
CSUSM Case Study
Addressing Sustainability in Interactive Art

Key Components

Tactical Media | Interacting with Communities
In what ways can you engage with or build communities online?

Data Visualization
How can you make complex information understandable?

Interactive Modeling
How can user interaction emphasize broader causal relationships?

Element of Play
How can you elicit delight while addressing a serious topic?
Playful Visualization

VSAR 404 Art & Web Design
Creative Visualization: Julian Bustamante
VSAR 404 Art & Web Design

Approach: *Coming up with a Tagline*

Interactive Games and Videos on Social Media
VSAR 404 Art & Web Design
Project by Courteney Frank
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Tactical Media as Art
VSAR 404 Art & Web Design
Project by Michael Berg

Tactical Media as Art
This is an application for smart watches to convey the statistic of how many bites are dependent upon bees: 1 in 3. The app counts our bites, and every third one is marked and numbered as a “Bee Bite.”
Students Offering Sustainable Solutions (SOSS) is a program geared to students who want to become innovators in sustainability. The program was developed to empower students to utilize the skills they are learning in the classroom and to develop solutions using those skills.
Interdisciplinary Approach: COBA and SofA
Spencer Aldrich-Stone, Logan Fidler, Erik De La Cruz, Katharine Kealing, Guillermo Hermo:
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VSAR 380 Data Visualization fulfills an upper division requirement and a GE elective in Art.

Can changes in the environment be seen or heard? How do you visualize imperceptible climate change? You don’t have to be an artist to make information lovely.

VSAR Data Visualization provides the technological tools for telling the story of information, using techniques and principles from art and design. The course examines how communicative strategies, such as flow charts, idea maps, graphics, animations, movies and performances, can convey complex subject-specific information.

Next Steps: Visualizing Sustainability at CSUSM
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