

# Media



## Lasalle boost admissions drive through ZoCards

by Kenny Lim 17-Apr-09, 16:05

**SINGAPORE - Singapore-based tertiary education institution, Lasalle College of the Arts, has launched a series of ZoCards to boost admissions.**

Featuring the tagline, “Get your creative juices flowing”, the round of 30,000 cards were created by “The Gang” and depicts photographs of a head being immersed in colourful liquid - so as to look like creative juices flowing out of them.

Founded in 1984, the college is a specialist tertiary institution leading contemporary arts education in fine art, design, media and performing arts in the Asia-Pacific and currently offers 26 diploma and degree awards.