

Ferris State University saves time and reduces costs by creating graphics projects in-house

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Craig E. Westman, Ph.D.
Associate Dean of Enrollment Services,
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SCHOOL

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CHALLENGE

To save time and money by creating appealing graphics for campus-wide projects

SOLUTION

CorelDRAW® Graphics Suite

BENEFITS

CorelDRAW Graphics Suite offers large cost savings, exceptional ease of use and professional-quality results.

The Story

Ferris State University (FSU) is in its second century as a top technical and professional university. Founded in 1884, it now offers more than 150 educational programs—including doctorates, master's, bachelor's and associate degrees—to more than 11,000 students on and off campus.

FSU is located in the recreation country of Big Rapids, Michigan, offering courses through the colleges of Arts and Sciences, Business, Education and Human Services, Technology and others. The largest employer in Mecosta County, the university has 510 faculty members and 1,295 staff members. In addition, approximately 3,200 students are employed on campus during the academic year.

The Center for Student Services at FSU offers a range of programs and resources that promote the academic, community and recreational aspects of its students. It produces a variety of educational material that's distributed campus-wide, including course catalogs, class schedule books, recruitment posters, campus maps, directional signs and calendars. Used by students, faculty, visitors and administration, these pieces rely on high-quality, accurate graphics to display important information. To save time and reduce the costs of outsourcing these projects, the Center creates and prints them in-house using CorelDRAW® Graphics Suite.

The Challenge

Craig E. Westman, Ph.D., Associate Dean of Enrollment Services and Director of Admissions and Records at FSU, works at the Center for Student Services and has been using CorelDRAW for more than 10 years. Initially, he was looking for ways to save and make money on the creation of class schedule books. He needed the covers to be more visually appealing in order to attract potential advertisers. After testing other products, such as Adobe® Photoshop® and Adobe® Illustrator®, Dr. Westman determined that CorelDRAW Graphics Suite was easier to use and offered more creative flexibility. “Unlike Illustrator, CorelDRAW is very intuitive,” says Dr. Westman. “It's the easiest to learn and has the most features.”

Dr. Westman needed a software application that enabled users to get up to speed quickly and produced professional-quality results—all while realizing significant cost savings. Easy training on CorelDRAW Graphics Suite allowed him to enroll three staff members in his design projects, making use of FSU's resources to output more jobs faster, and at a much lower cost.

In addition, the software had to provide output options that allowed the Center to send projects to service bureaus or print them on site. “CorelDRAW has excellent export capabilities,” says Dr. Westman. The ability to export to virtually all industry-standard formats, including PDF, TIFF, AutoCAD®, GIF, PNG and JPEG, lets his team create, update, print and distribute publications efficiently and cost-effectively.



Sample of a campus map designed with CorelDRAW

“Corel’s always been ahead of the curve. Computers are finally catching up to what CorelDRAW® allows you to do with graphics.”

The Solution

“Corel was very helpful in terms of walking me through the installation or other issues when I first started using CorelDRAW,” remarks Dr. Westman. Today, he uses CorelDRAW Graphics Suite, which includes CorelDRAW for illustration and page layout, Corel PHOTO-PAINT® for bitmap editing and Corel R.A.V.E.™ for vector animation. By using one comprehensive graphics package, he’s able to access all the tools he needs in one place and work within his budget. Easy-to-use customization features help each user set up a personalized workspace, which enhances the team’s overall productivity.

One of the features Dr. Westman appreciates most is the ability to create multiple layers with the Object Manager in CorelDRAW. This allows the Center to reuse content for multiple pieces, which ultimately results in more cost savings. CorelDRAW also offers unique interactive tools that make it easy to experiment while creating dynamic effects. These are especially useful when Dr. Westman and his staff members are designing campus maps, the most complex documents

they produce. With Interactive Fill tools, for example, they can add realistic surfaces and drop shadows to a building, such as a library. The Interactive Transparency tool creates the effect of being able to see inside the library.

New support for Symbols is instrumental in adding visual effects, such as trees, while keeping file sizes down. Users can quickly add presets or modify them for a more customized look. In Corel PHOTO-PAINT, Dr. Westman takes advantage of cropping and masking tools to manipulate photos and combine bitmap images. “Corel keeps adding to the ability to edit bitmaps in each version. There always seems to be a solution for what I need to do, and it keeps improving!”

The Benefits

Dr. Westman realized the largest cost savings when he started using CorelDRAW Graphics Suite straight through from the initial creative concept to the final printed piece. He estimates the cost of a 3D map at \$30,000 when it’s produced by a private design agency. His cost: only \$4,000, including production time and printing charges. For the roughly 570 posters he prints each year, he estimates \$170,000 in savings. According to Dr. Westman, the average price at a service bureau is \$300 per poster, while his cost is only \$2.78. “CorelDRAW is great in terms of cost and everything it comes bundled with,” says Dr. Westman.

CorelDRAW Graphics Suite offers exceptional ease of use and tight integration between applications, speeding the entire design process and allowing more room for creativity. The Center for Student Services at FSU has produced 160 different types of print jobs over the past couple of years, and the ability to bring these projects in-house has paid large dividends. “CorelDRAW Graphics Suite saves me and the people I work with at least four to five hours a day, because of its flexibility and the ability to reuse the same file multiple ways,” says Dr. Westman. For Ferris State University, CorelDRAW Graphics Suite is the only tool for creating visually impressive and informative designs.

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