

CorelDRAW Graphics Suite supports landscape specialist Jirího Prouza in planning garden designs

Overview

Name: Jirího Prouza

Company: Prouza-zahrady

Location: Prague, Czech Republic

Industry: Gardening and landscape designs

Product: CorelDRAW[®] Graphics Suite

"I looked at the possible products in detail and, in the end, opted for CorelDRAW Graphics Suite because it is versatile and offers a comprehensive, functional range at a very attractive price" – Jirího Prouza

When it comes to professional gardening and landscape designs in the Czech Republic, Prouza-zahrady is the leading company. Since 1998, independent, Prague-based architect Jirího Prouza has created and implemented garden designs for his clients, and additionally has had his designs published in renowned lifestyle magazines.

The landscaping industry is nowadays placing increasing importance on graphically rendering designs, rather than drawing by hand. Any companies considering a computer-based solution need to find one that is flexible, versatile and easy to deploy. When making his transition, Mr. Prouza chose CorelDRAW[®] Graphics Suite as his computer graphics tool of choice.

"Up until now, most garden designs have been drawn manually. As I publish my designs regularly in architecture and landscaping magazines, I needed a professional graphics tool that would save me time, could be used for different purposes and was not only able to show details in high resolution, but was also capable of outputting in many printing formats," he explained.

"I am a long-standing user of Corel PHOTO-PAINT[®] and therefore it was obvious that CorelDRAW would make it into the shortlist, together with Adobe[®] Photoshop[®], Turbocad and 3DStudio. I looked at the possible products in detail and, in the end, opted for CorelDRAW Graphics Suite because it is versatile and offers a comprehensive, functional range at a very attractive price," he said. "Additionally, Corel PHOTO-PAINT (included in CorelDRAW Graphics Suite) includes camera raw support, which makes the suite even more interesting."

Another requirement was that his tool would need to let him easily create and manage a database of commonly used objects,



Fig. 1: Projection view of a garden design created in CorelDRAW

such as trees, shrubs and garden furniture. CorelDRAW Graphics Suite X4 integrates the desktop search capabilities of Windows Vista[®], making it easy to manage designs and objects. Its short learning curve also weighed in its favor.

"With the Welcome screen in CorelDRAW Graphics Suite, the comprehensive user manuals and the Insights from the Experts handbook, people can quickly learn the product instead of experimenting for hours, which will save them money and time," Mr. Prouza said.

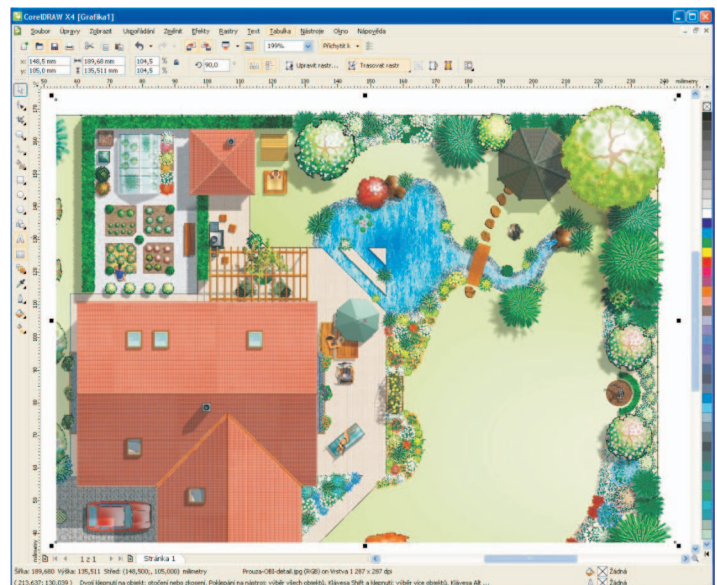


Fig. 2: Final design for the front page of the OBI catalogue.

Having used CorelDRAW since version 8, the garden professional impresses customers with his detailed and professional designs, which are often the deciding factor in him being commissioned work. The first big project for Prouza-zahrady with CorelDRAW Graphics Suite X4 was to create the front page of a spring catalogue

for home improvement store chain, OBI. With his sophisticated design skills, Mr. Prouza impressively illustrated a plan for an "ideal garden". This plan served as a template for a number of gardens for OBI customers.

Now, Mr. Prouza has 20 projects planned with OBI. As part of a large-scale campaign, he will use CorelDRAW to design gardens for customers to implement at home. CorelDRAW will make amateur gardeners aware of new ways and possibilities for planning gardens.

Mr. Prouza also has several large-scale projects for private gardens in the works. He has indicated he would like to use CorelDRAW Graphics Suite for all of his projects, and believes the suite could also be leveraged by civil engineering architects, who need to stage their designs in attractive ways.

In sharing his design methods with magazines and for company case studies, Mr. Prouza has made more people aware of how CorelDRAW Graphics Suite opens up many design possibilities around the home and in design-related professions.

To learn more about CorelDRAW Graphics Suite, visit www.corel.com/coreldraw

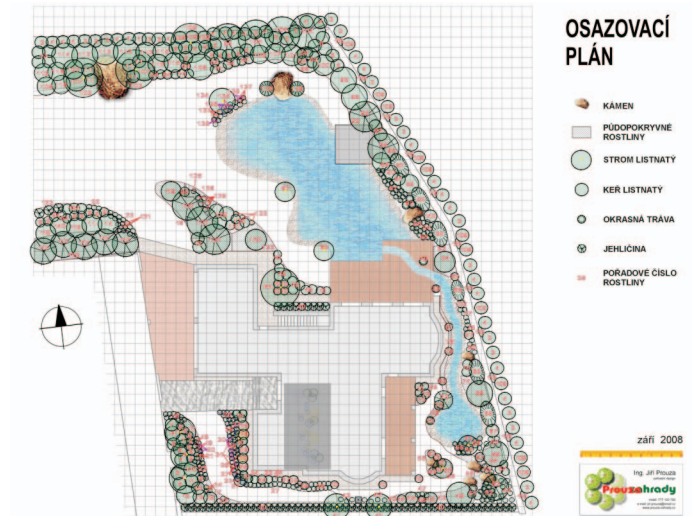


Fig. 3: Project based on technical drawings.