

Creative Professional

The beauty of Oregon captured through CorelDRAW® Graphics Suite

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Mary Breannan
Graphic Artist
Umpqua National Forest



SPOTLIGHT

Umpqua National Forest
www.fs.fed.us/r6/umpqua
Bureau of Land Management
www.blm.gov

SOLUTION

CorelDRAW® Graphics Suite

BENEFITS

- Interactive design tools that make creating and editing graphics easier than ever
- Virtually limitless freedom to experiment
- The ability to quickly revise work
- The ability to share files between applications

The Story

The Bureau of Land Management (BLM), an agency of the US Department of the Interior, and the US Department of Agriculture Forest Service administer millions of acres of America's public lands. It is the mission of both agencies to sustain the health, diversity, and productivity of public lands for the use and enjoyment of present and future generations through balanced use, conservation, environmental management, recreation opportunities and tourism.

Increasingly, public lands are viewed from the perspective of the recreational opportunities they offer, their cultural resources and their abundant beauty. The BLM and USDA Forest Service must recognize the demands of public land users while continuing to address the issues of land conservation.

The Challenge

The Roseburg District BLM and Umpqua National Forest border one another, thereby providing opportunities to collaborate in the development of brochures and other interpretive projects to showcase the vast recreational, scenic and tourist attractions of the region. A team effort with content contributors from both agencies create collateral pieces on a variety of subjects and recreational opportunities, including boating, camping, fishing, hiking, hunting, mountain biking, site-seeing, and visiting cultural or heritage sites.

The area managed by both agencies contains dense forest heavily populated with cedar, Douglas-fir and hemlock. From the snow of the High Cascades to whitewater rapids and thundering waterfalls, dramatic scenery abounds. A wealth of rivers and streams weave through these forests, supporting sport fishing and contributing to commercial fish stocks. In addition, hundreds of miles of trails frequented by hikers, equestrians, and mountain bikers traverse the forests.

One of those trails, The North Umpqua Trail, is managed by both the Roseburg District BLM and Umpqua National Forest. The trail closely follows the North Umpqua River as it winds through dense old-growth forests, along volcanic outcrops, and past tumbling waterfalls.

The Solution

To promote the 70-mile Nolrth Umpqua Trail, recreation planners for the Roseburg District BLM and Umpqua National Forest collaborated with Mary Breannan, graphic artist for the Umpqua NF. A long-time CorelDRAW aficionado, Brennan knew just the tool for the job. "I've used other graphics tools," she explains, "but I always go back to CorelDRAW. It makes sense to me."

COREL™
Case Study



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After developing the brochure's messaging, members of the group went out to the field to take photographs. Captured digitally and later touched up in Corel PHOTO-PAINT, scenic photography takes a prominent role in the 20-page double folded brochure. While she appreciates and often takes advantage of the ability Corel PHOTO-PAINT provides to manipulate images, Brennan also enjoys creating new graphics for such projects. "I'm comfortable enough with CorelDRAW to experiment," she explains. "I've been using it for 10 years now, way back since version 3."

For the North Umpqua Trail brochure, they decided to include educational information on the fish stocks that populate the river. To achieve this, Brennan combined informative text with illustrations created with CorelDRAW. "Each page is a complete design," says Brennan. "I can have fun choosing different color schemes, adding text or other images. And I never have to do the same thing twice."

The Benefits

Using CorelDRAW Graphics Suite to create promotional materials provides many benefits to the Forest Service and Bureau of Land Management. Brennan's level of familiarity with the application provides time- and cost-saving opportunities. "It's just so friendly," she explains, "and I'm so comfortable with it, it's an extension of my hand." Brennan also lists PDF publishing, import and export filters, and the ability to share files with applications like Microsoft® Word as invaluable to her workflow.

To gauge the success of a project like the North Umpqua Trail brochure, they usually rely on public feedback or the occasional award from the local chamber of commerce. "These brochures are used nation-wide and we get lots of 'Wow's!'," explains Brennan. "Sometimes people who've seen a brochure will call to say 'Thank you' after they've visited the area."

Citing the joy of discovery as another benefit to using the application, Brennan likes finding new things that the application can do. "I just stumbled upon the new Pen tool the other day," she explains, "Now I'm using it all the time."

"I'd recommend CorelDRAW to anyone, especially if they're starting from scratch," Brennan says. "You can see what you're doing the whole time and it's just so easy-to-use."

photo by Gregg Morgan

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