



Zazo

Designer and Animator

Teaching an old comics business new tricks with CorelDRAW® Graphics Suite

Zazo explains how to do your best design work for less

An experienced designer and animator, Zazo typically used pencil to create characters and paid an inker to add the finishing color. He first encountered CorelDRAW Graphics Suite in 1996, when a friend scanned in artwork of his and created a beautiful, finished comic using the design software. The quality and the time it took to achieve a superior, professional-looking product convinced Zazo to automate his design process with CorelDRAW Graphics Suite.

In 2007, Zazo was hired by Mauricio de Sousa Produções, a 50-year veteran of the comics business in Brazil, to modernize and streamline the company's operations. The 500-person company employed a variety of artists, from designers and inkers, to writers and illustrators, who worked together to create animation for television, toys and licensing. More and more, the company was being challenged by increasingly tighter deadlines, limited production capacity, and the physical storage space required to store the finished pencil art and artwork.

Big design value

CorelDRAW Graphics Suite was the ideal solution to help Mauricio de Sousa Produções produce more and do it better, while reducing costs and overhead. "Moving to CorelDRAW was the best decision we could have made," says Zazo. "Leveraging digital technology allowed us to increase production and reduce costs, without having to hire more staff or acquire more physical space. Despite the operational cost to train employees in the new design technology, the superior quality of the artwork and the savings on paper costs are significant and a real economic advantage," adds Zazo.



OVERVIEW

NAME:

Zazo Aguiar

COMPANY:

Mauricio de Sousa Produções

LOCATION:

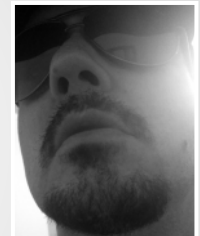
São Paulo, Brazil

INDUSTRY:

Comics and Animation

PRODUCT:

CorelDRAW® Graphics Suite



"Since we've made the switch to CorelDRAW, we've created a new line of action and espionage comics called Mônica + 18 that will be published online and in print," continues Zazo. "For a company that's been around as long as we have, that's real proof of the major commercial value this powerful technology provides."





Made for designers

In the animation industry, vector software like CorelDRAW is essential to the creation of high-quality, detailed artwork. "CorelDRAW's vectors are easily manipulated, which facilitates any fine-tuning or corrections you need to make. Plus, the vector file can also be resized for use on banners and outdoor panels, without any loss in quality," remarks Zazo. "For finishing work, I love the transparency and shadow effects. In fact, it was these features that convinced me to abandon the competitor's software once and for all. With CorelDRAW, I can get brilliant lighting effects without using any additional drawing software."

"CorelDRAW has been really beneficial for Mauricio de Sousa Produções," says Zazo. "It has offered great cost benefits and fulfilled the requirements I had expected, especially in terms of storage and quality of work. Its intuitive interface and usability make it a fun program to learn and use."

Amazing results in less time

In his current project, Zazo is still in the initial stage of designing the pages, but has already done the character design and model sheets using CorelDRAW. "The results have been great. Deadlines are still a challenge, but it would be much worse if I didn't use CorelDRAW," explains Zazo. "I have roughly three days to do each page, from research and design to finishing artwork and adjusting the right color using the software. This just wouldn't be possible if I was still using ink pen and pastels," adds the designer.

According to Zazo, "I am amazed at the final quality of my art when I use CorelDRAW. It makes me think of the time I wasted cleaning brushes and ink pens. I'm looking forward to what it will allow me to do on my latest personal project – my new Manga/Anime-style graphic novel."



A character named "Zero", created with CorelDRAW



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