Joint Aid Management

Cutting back on costly graphics designers has been a smart move for the South African charity Joint Aid Management (JAM). Thanks to CorelDRAW® Graphics Suite, JAM now produces its own newsletters, creates signs, designs logos and saves much-needed cash.

Founded in 1984, Joint Aid Management (JAM) is a non-profit humanitarian organisation providing relief and sustainable development in Africa. Based in Johannesburg, it operates in Angola, Mozambique, Rwanda, South Sudan and South Africa with offices in the USA and Europe.

Before implementing CorelDRAW Graphics Suite, JAM relied heavily on external graphic designers. While simple illustrated documents or presentations were produced in-house using Microsoft™ Word or PowerPoint, more complex tasks like newsletters, posters and logos were regularly outsourced.

"Somebody might donate a logo or a leaflet. More often they wouldn't and we had to pay," says Donor Host and PR Assistant Corné Engelbrecht. "The guys that worked here before me used Microsoft Word and PowerPoint which were limited and time consuming."

The outsourced jobs also took many days to complete which added to the frustration. When Engelbrecht joined the organisation he soon realised that CorelDRAW – an intuitive vector illustration and page-layout application - would help.

"I saw the challenges and I felt there were better solutions. I've been using CorelDRAW for many years and it's helped me a lot."

Convincing solution

A demonstration of a flyer design convinced his new colleagues that CorelDRAW made it easier to create illustrated portfolios, other documents, graphics and logos. There seemed no need to spend money on external designers to produce great results.

"I was extremely happy with CorelDRAW because it's very powerful and creative. I knew that it would save us time and money."

Location map designed in CorelDRAW

OVERVIEW

NAME/ORGANISATION:
Joint Aid Management (JAM)

LOCATION:
Johannesburg, South Africa

INDUSTRY:
Charity

PROJECT SUMMARY:
Joint Aid Management (JAM) needed to save time and money by bringing graphic design services back in-house. CorelDRAW now enables staff to produce logos, signs, documents and newsletters without external help.
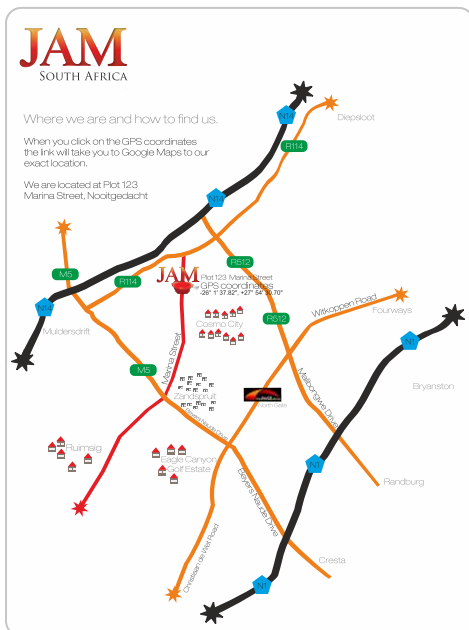
ISSUES:
Finding cost-effective alternatives to graphics design services

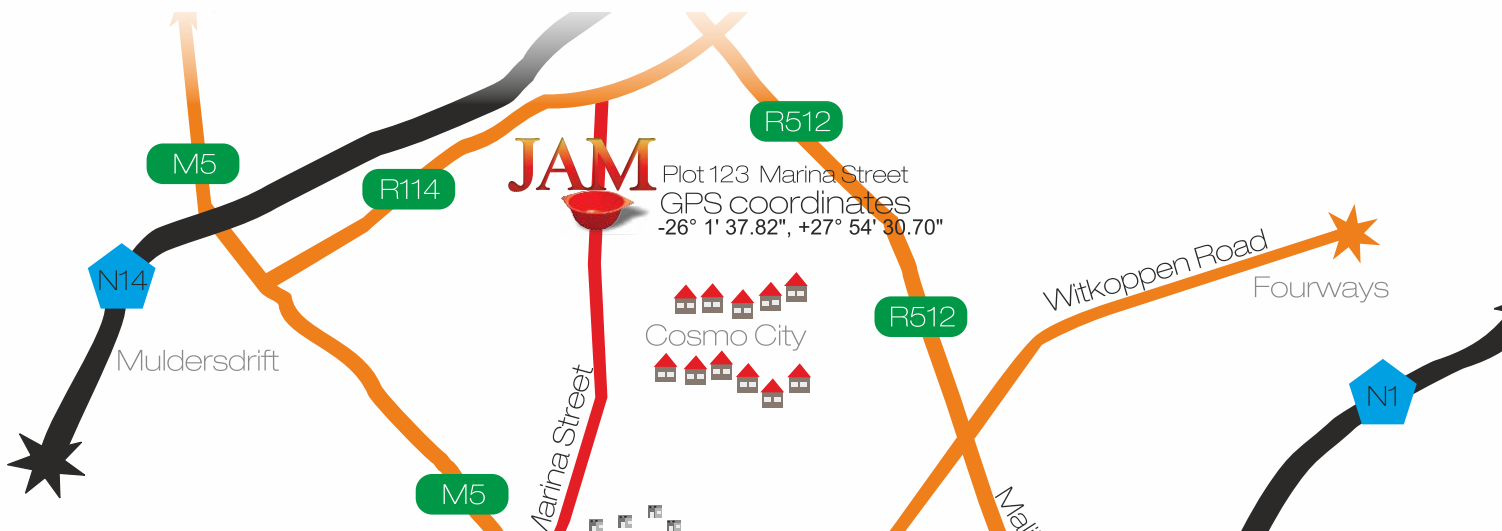**PRODUCT:**
CorelDRAW® Graphics Suite

The first step was to implement a virtual copy of Microsoft Windows on Engelbrecht's Apple® Macintosh® PC (JAM mostly uses Apple PCs) and install the latest CorelDRAW Graphics Suite. This includes built-in help, training videos and professionally-designed templates. It provided the right tools needed to tackle graphics work in-house.

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Corné Engelbrecht,
Donor Host and PR Assistant
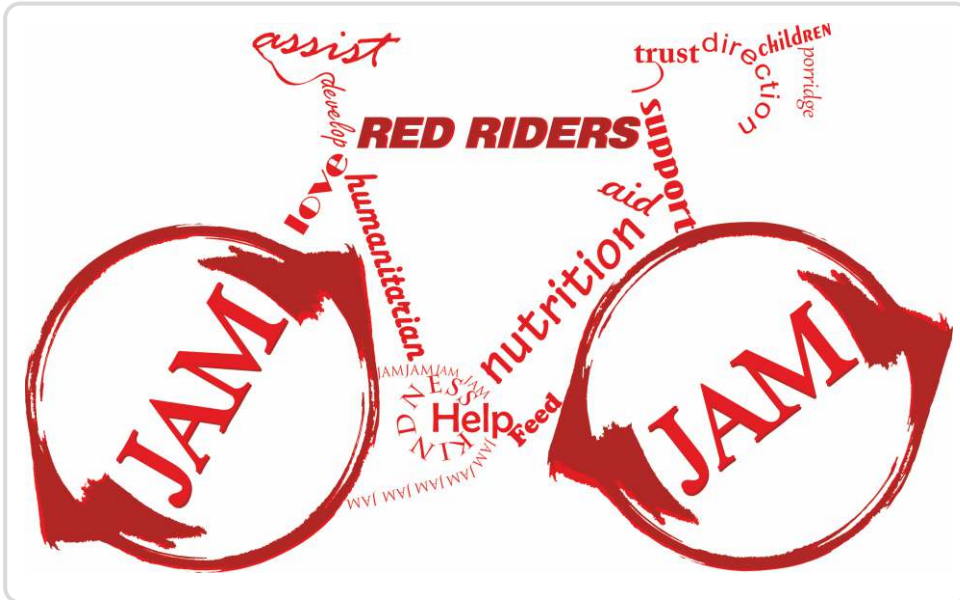Joint Aid Management (JAM)

The Red Riders logo was designed in CorelDRAW

"I believe that CorelDRAW is a must for any organisation."

Corné Engelbrecht,
Donor Host and PR Assistant
Joint Aid Management (JAM)

CorelDRAW soon proved ideal for basic vector imaging and attractive page layouts. One good example has been the charity's monthly newsletter. Another is the latest location map to guide visitors. This includes a link to Google Maps as well as GPS coordinates for satellite navigation.

New creativity

A particularly striking example of CorelDRAW's capabilities is an imaginative bicycle logo for a cycle challenge. This logo would have cost around 500 Rand ($50 US) per hour for a graphics designer to create. CorelDRAW now gives novice users everything needed to express their ideas with confidence. Jobs can be done in moments, rather than waiting for days on graphic designers.

"CorelDRAW has allowed us to do stuff that we normally wouldn't do. We are not using outside designers as much as we were. Corel opens new doors for our creativity."

More routine work has also benefitted greatly from the new technology. The in-house sign writer has enthusiastically adopted CorelDRAW to design attractive vinyl signs for projects such as childcare centre makeovers. Staff appreciate there's no need to struggle with Microsoft Word for tasks that CorelDRAW handles easily. New users quickly feel at home within the program thanks to its intuitive interface.

Good feedback

CorelDRAW has also proved inspirational to JAM's communications officer who has discovered a natural talent for design. She now writes copy and does any associated design in-house, saving more time and money. Seven people in JAM now create with CorelDRAW which has become a trusted graphic design software solution.

The organisation's growing enthusiasm for CorelDRAW has seen many favourable comments from donors and others. Its attractive newsletters, flyers and other documents also come with new online features. For example, clicking images in the newsletter leads readers to a donation page - anything that encourages more charitable giving has to be welcome.

"There's so much you can do with CorelDRAW. It's extremely professional and the possibilities are endless," says Engelbrecht.

An example of a newsletter designed using CorelDRAW