

Kerr-McGee relies on CorelDRAW® to create geological maps

We design our corporate brochures, posters, packages, logos, flyers, etc., in DRAW

Anthony Mata
Graphics Supervisor
Kerr-McGee

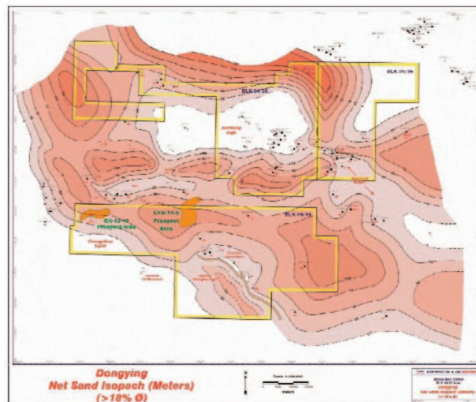


Kerr-McGee Corporation is an independent energy and chemical company based in Oklahoma City. The \$14 billion company is a recognized leader in oil and natural gas exploration, with major production facilities in the US, Mexico, UK and China. The engineers at Kerr-McGee receive large amounts of geological data on an ongoing basis from surveys around the world. It's up to graphics supervisor Anthony Mata and his team of designers to create useful and precise maps based on the incoming data. They have chosen CorelDRAW Graphics Suite 12 for the job.

Kerr-McGee is a truly global company with operations on six continents and customers in over 100 countries around the world. In addition to the oil & gas operations, the company is the third largest producer of titanium dioxide pigment, the preferred whitener for consumer products worldwide.

Anthony Mata and the rest of the Kerr-McGee corporate design team are located in Houston, TX. The company has a network license for 100 CorelDRAW users. He explains how he and his colleagues use the application:

"We create technical maps such as structure & isopach maps, cross sections, type logs, seismic interpretations and lease history map displays. We have big UNIX servers that process incoming geological data. These data files are exported as CGM or DXF files. Both are AutoCAD file formats. We import these into CorelDRAW and go to work on them by tracing contours, cleaning up curves, adding text and symbols to create easy-to-read maps."



CorelDRAW has a well-deserved reputation for being extremely flexible with regards to file formats. CorelDRAW can import some 75 different file formats and export to over 50. And its robust print engine makes it very easy to print the maps directly to large-format 36" and 60" plotters.

In addition to using CorelDRAW for the very technical side of creating geological maps, Anthony Mata and his team use the application in a more mainstream fashion as well.

"We design our corporate brochures, posters, packages, logos, flyers, etc., in DRAW. Kerr-McGee has a large presence in many industry conventions, and we design booths, displays and graphic panels in DRAW as well. It works really well for us."

Most designers at Kerr-McGee have access to the Adobe graphic design applications as well, but according to Anthony Mata, most people in their offices prefer to work with CorelDRAW.

"I think CorelDRAW is a step above Illustrator," he says.

One of the key benefits of using the same application for technical, creative and business-related graphics, is that it makes it easy to create a consistent look.

"We are often asked to create images and maps for corporate PowerPoint presentations and I've come to rely heavily on the PowerClip feature in DRAW.

I simply use a pre-formatted rectangle that fits perfectly in the standard slide format, and insert big maps into my document. It's very easy to reposition,

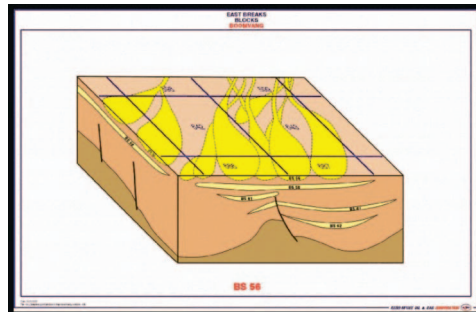
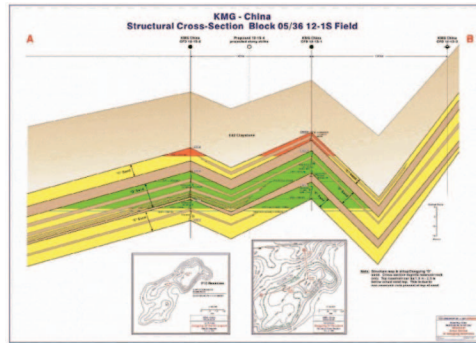
CorelDRAW Case Study – Anthony Mata, Graphics Supervisor, Kerr-McGee,

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resize and adjust the big map in the rectangle until I'm satisfied. When I click OK I have exactly the map I was looking for. I then export the object as a JPG and import it into PowerPoint.”

When people at Kerr-McGee need to distribute documents to external partners, they can easily convert the CorelDRAW files to PDF using its internal

PDF engine. This powerful feature gives designers full control over every aspect of the document. The program offers several presets, such as PDF for Prepress, Web, PDF/X-1, Editing or Document distribution, and users can even save their own settings as a new preset – a great time saver.



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