

Careline Print Media

Joey Du Plessis
& René Lehmkuhl

Skills training gives hope to people in crisis

A skills development initiative run by South African charity Careline Crisis and Trauma Centre is offering recovering addicts and trauma victims a new lease on life. Based in Durban, the Careline Halfway House provides a refuge for substance abusers – who come here after having completed a three-week detox programme – and people who need a safe haven to recover from trauma. Several of the residents who have undergone training at the Careline Print Media centre have launched successful new careers in graphic design and printing.

The centre offers training on CorelDRAW Graphics Suite and produces all the charity's stationery and marketing material, in addition to providing a service to external customers requiring business cards, posters, trophies, vehicle and outdoor signage, banners or branded corporate gifts. It is an important revenue stream to fund the full-time staff employed at Careline Print Media and it also assists the charity to continue providing crucial trauma response and support services.

Using the graphic design skills learned as part of their recovery programme, residents at the Careline Crisis and Trauma Centre provide design agency services to a wide variety of customers on any scale, from business cards to outdoor signage.



CorelDRAW®
Graphics Suite



Case Study



OVERVIEW

NAME:

Joey Du Plessis & René Lehmkuhl

ORGANISATION:

Careline Print Media

LOCATION:

Durban, South Africa

INDUSTRY:

Charity

PRODUCT:

CorelDRAW® Graphics Suite

PROJECT SUMMARY

Supporting the community in its darkest hour is the mission of South African charity, Careline Crisis and Trauma Centre. A life skills training programme run by Careline Print Media helps residents to develop new career opportunities by teaching them how to produce a broad array of marketing material using CorelDRAW Graphics Suite.

Aiding the recovery process

"Many of the people who come here are battling to cope with their lives and have developed drug or alcohol dependency, eating disorders or gambling addictions. Others have suffered traumas such as rape, violence or divorce. Careline Halfway House's counselling services help them get back on their feet and our skills development programme prepares them for the workplace so they can regain self-confidence and become independent," explains Careline Print Media Director, Joey Du Plessis.

In addition to providing full-time employment for six residents, the print centre offers graphic design training, which has proved to be a vital part of the recovery process.

SUGAR CONES

| | |
|-----------------------|--------|
| Single Cone | R16.00 |
| Double Cone | R25.00 |
| Single Choc Cone..... | R18.00 |
| Double Choc Cone..... | R27.00 |



Produced by CorelDRAW X7



Auto-Impi

Intelligent Motor-Vehicle Protection Installations
Fitment Centre



A versatile, teach-yourself creative package

René Lehmkuhl had basic design training at college and managed to teach herself how to use CorelDRAW. This secured her the position as Careline Print Media's in-house graphic designer. "A lot of graphic design software is prohibitively expensive. CorelDRAW is extremely versatile and allows you to do so many different things, all in a single software package. It's also user-friendly, which isn't the case with other graphics programmes," she comments.

"For example, the PowerClip tool allows you to place an image into an object easily, even if that image is not the same shape as the object into which you're inserting it. This is really handy for pamphlets, signage and canvases. Tables are easier to draw as you can insert and delete lines as you go along. You can also make calendars simply and quickly using the Calendar Macro. All you have to do is type in the year, choose your font, size and layout – you don't even have to align the dates: CorelDRAW creates it all for you."

"CorelDRAW is extremely versatile and allows you to do so many different things, all in a single software package."

René Lehmkuhl

According to René, once you've mastered the Pen and Bézier tools, you're ready to design virtually anything. These tools can be used to draw lines one segment at a time by placing each node with precision and controlling the shape of each curved segment, resulting in a more professional look that is tricky to achieve freehand.



Careline Print Media has a wide customer base including manufacturing companies, food retailers and beauty salons.

Endless variety and quick turnaround

Coasters, trophies and calendars are produced by Careline Print Media to commemorate their residents' recovery process and they also use CorelDRAW to design posters for educational campaigns.

"There are just so many things you can create, we really couldn't operate without it."

Joey Du Plessis



Printing on edible paper, they have reproduced company logos on pieces of fudge and developed a range of gifts for events such as wedding anniversaries, Valentine's day and Easter.

"We needed a room divider for the print centre and were able to design that on CorelDRAW too! There are just so many things you can create, we really couldn't operate without it," adds Joey.

The ability to produce all this material in-house has enabled Careline Print Media to save money and turn jobs around very

quickly, which has given them a unique and competitive edge. As their slogan declares, it's all about "good service and good quality, for a good cause".

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