Photos Matter: PaintShop Pro at Work

Scrapbook Campus teaches scrapbooking enthusiasts the hobby of digital scrapbooking using PaintShop Pro.

Digital Scrapbooking is a computer-based hobby of combining photos with graphic elements into professional-looking layouts to document special events. Carole Asselin (known online as "Cassel"), owner of _Scrapbook Campus_, trains her students from all over the world to capture the important moments in their lives, and turn them into beautiful digital compositions with PaintShop Pro.

Carol tells Corel how PaintShop Pro powers her digital scrapbooking business.

Scrapbook Campus

NAME:
Carole Asselin (Cassel)

ORGANIZATION:
Scrapbook Campus

TITLE:
Owner and Instructor

LOCATION:
Canada

INDUSTRY:
Hobby/Craft

PRODUCT:
Corel® PaintShop® Pro X9

PROJECT SUMMARY:
Scrapbook Campus uses PaintShop Pro to teach a new online form of traditional print scrapbooking – known as 'digital scrapbooking'.

Carole also develops and sells digital creative content compatible with PaintShop Pro - such as scripts, fonts, brushes and embellishments - to inspire her digital scrapbooking community.

Interview with Scrapbook Campus:
PaintShop Pro's role in digital content creation

Q: What are the objectives of your business?
A: I want to give people the skills to document their stories and memories in a creative way, without the limitations of and costs associated with traditional paper scrapbooking. I want to help a new mom capture her baby's first year, a retiree reflect on their dream vacation, and a photographer offer a unique type of wedding album to their client.

Since PaintShop Pro is very affordable and a reasonably easy program to use, I strongly encourage my students and my customers to adopt it as their main photo-editor.

Q: How did you learn to use PaintShop Pro?
A: I found an online course, back in 2004 which taught me the basics. After that, I learned by trial and error, exploring all the tools and commands of the program, as my passion for PaintShop Pro developed. I really did get hooked quite quickly!

Q: What do you use PaintShop Pro for at work?
A: I use PaintShop Pro to teach live digital scrapbooking classes online. I also use it to create video tutorials for digital scrapbooking, and for coding and testing scripts to sell in my online store.

> **PaintShop Pro is the key driver behind my teaching business and my digital content sales. Without it, I wouldn't be in business at all.**

Q: How have you benefited from using PaintShop Pro at work?
A: PaintShop Pro is the key driver behind my teaching business and my digital content sales. Without it, I wouldn't be in business at all. Sure, there are other photo and graphics software out there, but PaintShop Pro is comprehensive enough to meet all my digital content needs. I also like that my students can get comfortable using PaintShop Pro with a free trial, and then purchase it without being locked into an annual subscription.

Q: What are the most valuable tools you use in PaintShop Pro?
A: I love a lot of the tools as they serve many different purposes. I enjoy the scripting capabilities as I can create tools to help others work faster and more efficiently. I'm also appreciative of the various selection tools because I can then target elements and areas to edit in varied ways.

Scripts bring automation to photo editing, reducing repetition and accelerating common or complex photo-editing actions.

You can use scripting to quickly apply a series of effects to one photo or many photos.

Q: What do you like most about PaintShop Pro?
A: I like it's affordability and ease of use. As new features and tools are added in new versions of PaintShop Pro, I enjoy helping my scrapbooking community make the most of them.

Q: Have you used Adobe Photoshop for your work before? If so, how do you feel PaintShop Pro compares?
A: I have had the opportunity to use Photoshop on my husband's computer, and although many tools have similar names, they work differently. As I'm very comfortable with PaintShop Pro, I thought it would be easy to use Photoshop but I still cringe when I have to use it, which is only a couple of times a year. In fact, I've even published an article on my blog to help my community see the advantages of PaintShop Pro over Photoshop and Photoshop Elements.

Q: How do you feel about PaintShop Pro's value for money?
A: PaintShop Pro is affordable, and the fact that one can purchase it to own, instead of having to enter a subscription is a big plus for me. Subscriptions add up, and what happens if you want to cancel? You won't be able to open and edit your working files!

Q: Would you recommend PaintShop Pro to other businesses? If so, why?
A: Yes, I would--and through my business I recommend PaintShop Pro regularly. It can do everything you need for digital scrapbooking, from the basic to the more advanced techniques.

Put your photos and creativity to work for your business
PaintShop Pro is affordable, subscription-free and easy to deploy across your business, whether you are running an SMB or a large corporation. Comprehensive photo-editing, graphic design, screen capture and annotation tools makes PaintShop Pro the perfect fit for any organization.

Try a risk-free trial today
Visit paintshoppro.com/business
and call **1-877-682-6735** for a quote.