

Intro to DynaSCAPE Design video script

1. Introducing DS Design

If you've been searching for a CAD-based drawing tool for your landscape design business, you're probably wondering if you'll ever find software that can truly speed up your design process without sacrificing any of the hand-drawn look and feel that make your own drawings look so good.

That's what we wondered too, back in 1993, when we first went looking for the same thing for our own landscape design business. Unfortunately, we never found it. The only choices we did find were either landscaping programs whose output was frankly too primitive to consider using professionally, or complex CAD programs that were ill-equipped to help us generate landscape drawings quickly.

We didn't think that **producing top quality drawings** and **saving time** should be an "either-or" proposition, so we decided to make our own software. We found partners with the programming expertise to match our own landscaping expertise, and set out to build a first class software tool designed BY landscaping professionals, FOR landscaping professionals. That's how DynaSCAPE started, and that's still very much who we are today.

The good news for your search is that the CAD-based software we developed, DynaSCAPE Design, is meant specifically for use in landscaping, and it generates drawings with a level of design quality that remains unequalled in our industry. There's no longer any need to sacrifice any of the hand-drawn look you're used to. And once you've invested a bit of time in learning all of its capabilities, DynaSCAPE Design will help you produce these top quality designs in a fraction of the time that it used to take you to produce similar drawings by hand.

2. That hand-drawn look

As a landscape professional, the last thing you want is for your drawings to look computer-generated. Maybe that's why you haven't switched to a CAD-based program yet. If that's the case, you really owe it to yourself to take a good close look at the output from any DynaSCAPE Design drawing. With its fine line weights, smooth curves, skillfully drawn shapes and close attention to detail, DynaSCAPE Design's output demonstrates a level of quality that holds its own next to any hand-drawn design – so much so that your clients won't know the difference. And the only difference you'll notice is how much time you just saved using DynaSCAPE Design to achieve that hand-drawn look and feel.

3. By and for landscape pros

What makes DynaSCAPE Design unique among CAD-based programs is that we designed it specifically for the landscape industry – that is, for our industry. That means two things: first, that you won't be wasting a lot of time learning CAD commands and tools that you'll never need or use in your business. And second, that you'll find all kinds of custom landscape-related features in DynaSCAPE Design that other CAD-based programs just don't have. That includes:

- over 1200 pre-drawn plant, paving and pond symbols;
- colour photographs and data on over 5000 plant species;
- the ability to add plant care information to your plans; and
- extensive capabilities to label all design elements and calculate areas and quantities.

4. Automate what's tedious

Even those who pride themselves on their artistic skills will admit that some aspects of landscape design preparation are just plain tedious. Preparing the basemaps, filling in all the textured areas, repeating every element in every cluster of items, labeling each item, redrawing everything each time revisions are made – all of these things consume time that you could be spending on more creative and productive tasks. The nice thing about using DynaSCAPE Design to create your drawings is that you gain the freedom to choose exactly how you want to prepare your drawings. You can either design everything with DynaSCAPE, or just use it to speed up the most tedious tasks so that you can focus on the parts of the design process that truly require your expertise. Either way, the results will be spectacular and the time-savings significant.

5. Over 12,000 symbols

DynaSCAPE Design comes loaded with over 12,000 pre-drawn, landscape-specific figures that you can use to drag and drop almost every conceivable item right onto your design. There's no quicker way to add attractively-drawn landscape symbols to your design, including identifiable plants, natural stones, paving stones, flagstones, mulch, pools, ponds, irrigation, outdoor lighting and woodworking. All symbols are drawn to scale, identified by size and type, and organized by type and sub-type, making them easy to find and use. You can also create your own new symbols and add them to your library.

6. Pre-set templates

Another way that DynaSCAPE Design saves you time is by eliminating all of the repetitive setup work at the beginning of each new project. All you need to do is select the pre-set template, sheet size and scale that best suits your needs and start designing. Line colors, weights and styles are also pre-set to industry standards for your convenience. Even layers are already built right into each template. Of course, you're also free to customize any or all of these settings to suit your personal preferences, and then save your modified template for future time savings.

7. Quick labeling

Once your design elements are in place, DynaSCAPE Design makes labeling them quick and easy to do. Its fast labeling routines apply intelligent labels to every piece of your design, using fine lines and fonts that add to, rather than detract from, the overall aesthetic appeal of the drawing.

8. Plant encyclopedia

In addition to equipping you with all of the basic tools you need to create outstanding renderings, DynaSCAPE Design also connects you to an online encyclopedia where you can look up details and photographs for over 5000 plant species. Not only is this a handy way to browse for design ideas and options, but once you select all the plants, you can also enhance your drawings with colour photographs and complete descriptions of each of the actual species selected.

9. Plant Care Packages

What's more, you can then use the material from the Plant Encyclopedia to prepare impressive Plant Care Packages that you can print and hand out to your clients along with your design. Not just general plant care advice, but specific instructions on each of the exact species that you've chosen for their garden. It's enhancements like these that make your designs stand out from the crowd and demonstrate your willingness to go the extra mile for your customers.

10. Collaborate with ease

Another advantage of automating with DynaSCAPE Design is that it increases your options for communicating your ideas. Not only can you print out the full-sized renderings that your clients and crew will expect, but you can also easily print as many reduced-size copies as you'd like, share your designs in a variety of digital file formats, create layouts and staking plans for your crew, and share any of this output with others by email.

DynaSCAPE Design makes collaboration in the other direction just as easy – you can import both existing CAD drawings and scanned plans straight into the program and start adding your ideas to them immediately.

11. Get up to speed

Any new tool takes some time to learn, and DynaSCAPE Design is no exception. To make sure that the time you invest in learning DynaSCAPE is well spent, we offer a variety of learning options to match both your current level of expertise and your preferred learning style. From our comprehensive user's manual and self-paced video tutorials, to our online user forums, special training sessions and responsive Help desk, we've got lots of ways to help you get up to speed and comfortable with the program.

Through our new expanded Learning Centre web pages, you can also sign up for your choice of special instructor-led training classes, one-hour web-based sessions, or custom on-site classes tailored to your firm's specific needs.

12. Communicate your professionalism

The designs that you show your clients are your best demonstration, and their best evidence, that you're great at what you do, and that you're proud of what you do. In other words, that you're a professional. DynaSCAPE Design produces the highest quality landscape design output available on the market, so you can confidently use it to gain a significant amount of time in your work day without sacrificing any of the hand-drawn look and feel that you're so proud of today.

13. The program with a future

Your interest in DynaSCAPE may start with Design, but unlike other CAD-based programs, it doesn't have to end there. DynaSCAPE Design is part of a full Suite of design and business management tools for landscape professionals. When you're ready for more benefits, you can also use your Design drawings to instantly generate full and accurate quotes using DynaSCAPE Quote, and then gain new insight and control into your business' bottom line using DynaSCAPE Manage.

DynaSCAPE Design also dovetails perfectly with DynaSCAPE Color, the new module that adds high-quality coloring, shadings and opacities to your designs. And if you're already using another CAD program, you may also benefit from DynaSCAPE for AutoCAD, the module that makes it easy for you to port your landscape designs to and from AutoCAD software.

14. Grow your business

Let's face it: there are only a few good reasons to change the way that you do business: either to be able to do more, to do it faster, or to do it better. Unless you'll see gains in either time, money or quality, it's tough to make the case that automation is worth the investment.

With DynaSCAPE, making that case becomes easy. If you're interested in growing your landscape design company, the DynaSCAPE Suite of software tools offers some very compelling reasons to automate every aspect of your business. DynaSCAPE Design will

improve the way you create your drawings, and the other parts of the Suite will improve the way you prepare your quotes and manage your business. Used together, the DynaSCAPE Suite of software tools – Design, Quote and Manage – can help you to see gains in all areas: you'll do more business, in less time, more professionally. That's time, money, and quality.