



Creating Optimized PDF

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Agenda

- **Creating Optimized PDF**
- **Adobe Acrobat 5 overview**
- **Demonstration**

How to Create Optimized PDF?

Lydia's Top Ten List

10. Use the correct colorspace

- **Ensure PDF files are at the targeted colorspace**
 - CMYK for Commercial Printing
 - CMYK + ICC for OnDemand Printing
 - RGB for Web distribution
 - RGB for eBooks

9. Remove unused colors

- May result in the imaging of additional color separations
- Delete unused color from your page layout application
- Can be achieved using Adobe Acrobat InProduction
 - Separation tool — convert custom colors to process color or map colors

8. Use the Acrobat Distiller PPD

- **Acrobat Distiller PPD**
 - Included with Adobe Acrobat
 - Creates optimized PostScript files
- **Print Production PPD**
 - Included with Adobe Acrobat InProduction
 - Supports settings for high-resolution imaging

7. Share your Job Option Settings

- It's OK to share
- Job Option Settings
 - Small files that are easily distributed
 - Located in Acrobat X/Distiller/Settings/
- Establish a standard Job Option setting for PDF creation
 - Web, Print OnDemand, Press
- Distribute throughout your workgroup
 - Customers
 - Print Service Providers

6. Check your compression settings

- Too little or too much compression can result in poor quality PDF files
- Press Settings
 - “Maximum” quality
 - 300 ppi
- Screen Settings
 - “Medium” quality
 - 72 ppi

5. Make fat PDF

- Resolve image replacement prior to PDF creation
- High-resolution images are embedded in the PDF file
- Adobe Acrobat Distiller supports
 - OPI 1.0
 - OPI 2.0
- Don't leave this to chance

4. Avoid using TrueType fonts

- When ever possible use Adobe Type 1 technology
- “Friends don’t let friends use TrueType”

3. Include Printer's Marks

- **QuarkXPress**
 - Print with crop marks
- **Adobe InDesign**
 - Included with the Export PDF feature
- **Adobe Acrobat InProduction**
 - Add using the Trim/Bleed Tool

2. Embed your fonts

- Use a font management program
 - Adobe Type Manager
- Ensure that your PostScript file includes the fonts
 - Specify in the page layout application
- Set Acrobat Distiller “Fail” if fonts are not embedded
 - “Press” Job Option Setting

1. Use Adobe PDF creation technology

- **Adobe Acrobat Distiller 5.0**
 - Adobe Acrobat Distiller Server
 - Adobe Normalizer
- **Adobe InDesign 1.5.2**
- **Adobe Illustrator 9.0.2**
- **Adobe Photoshop 6.0.1**
- **Create Adobe PDF Online**
 - <http://createpdf.adobe.com>

Adobe Acrobat 5.0



What's new for Professional Publishing

- **Transparency support**
 - Display transparent objects from Illustrator 9.0 and Photoshop 6.0 in Adobe PDF
 - Preview overprint settings on-screen and in print
- **Consistent Color Management**
 - Shares support for Adobe color engine with Illustrator 9.0 and Photoshop 6.0
- **Enhanced printing controls**
 - Tile areas of a page for output

New Version: Adobe Portable Document Format (PDF) 1.4

- **Includes document structure and metadata**
 - Bind presentation information with document structure
 - Enables re-purposing of content
- **Describes transparent objects**
 - Created from Illustrator 9.0 and Photoshop 6.0
 - Enhances graphic arts workflows
- **Improved font support**
 - Consistent font descriptions and expanded double-byte character sets
 - Enhances accessibility and re-purposing of content

Summary

- Microsoft Windows 95 OSR 2.0, 98, NT 4.0 with service pack 5 or 6, ME, 2000; Macintosh OS 8.6*, 9.0.4, or 9.1
- ESP \$249 US
Upgrade \$99 US
- NDA end date: March 12, 2001

* Web-based capabilities are not available due to Apple OS limitation