

PDF



FAR WESTERN GRAPHICS

PDF CREATION

The quality of the PDF file will only be as good as the quality of its source components. Ensure that the original source file contains the correct content and form, including proper image resolution, and linked fonts and images. Good vector-based clip art, high-quality images, and fonts from reliable, reputable foundries will yield higher quality output.

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To insure PDF files process efficiently through Far Western Graphics workflow, all pdf files should have the following.

Offset Settings

- 1) All Fonts embedded
- 2) Compression removed and images not down sampled lower than 300 ppi
- 3) Crop marks Included (.125" or 12pt OFFSET from artwork)
- 4) Bleed .125

Large Format Settings

- 1) All Fonts embedded
- 2) For optimal quality on most **posters/smaller prints**, compression should be removed and images not down sampled lower than 150 ppi

For most **extra large banners & signs**, images should not be down sampled lower than 72 ppi
- 3) For **posters/smaller prints**: Crop marks Included (.125" or 12pt OFFSET from artwork)

For **extra large banners & signs**: Crop marks Included (.25" or 24pt OFFSET from artwork)
- 4) Bleed For **posters/smaller prints**: .125
Bleed for **extra large banners & signs**: .25

There are multiple methods for generating PDF files.

Export to PDF:

If you're using Adobe Creative Suite, direct export (*File > Export, and choose Adobe PDF as the export format*)

or Save AS (*File > Save AS, and choose Adobe PDF as the file format*) is the preferred method of creating PDF's .

Print to Adobe PDF:

By default, this approach uses Distiller as the target printer, following the PDF job options last used by Distiller.

However, you can change those settings by clicking the Printer button at the bottom of the Print dialog. In the dialog that follows, change Printer to Adobe PDF, and then click the Copies & Pages list and select PDF Options. Then you'll be able to choose from the full range of Distiller job options from the Adobe PDF Settings list.

Generate PostScript by selecting File > Print, and then selecting PostScript File for the printer. For PPD (PostScript Printer Definition), choose Adobe PDF. Use Acrobat Distiller to convert the PostScript to PDF. Whereas this long-winded approach was previously recommended to minimize CID (Character ID) font encoding, you'll achieve equivalent results with a simple Export or Save As.

Save As PDF:

The Macintosh operating system offers a built-in approach to creating PDF files. You'll encounter a Save As PDF option in Print dialog boxes in OS X 10.3.9 and below. In 10.4 and above, you'll see just a PDF button. While this method is acceptable for PDF files intended for a quick-and-dirty e-mail attachment, it does not offer appropriate controls for making a print-ready PDF file.

Adobe Creative Suite Applications

(Photoshop, Illustrator, or InDesign)

You can access all of the PDF settings within the application's interface. This is the fastest and most efficient way to create a PDF file (Save as or Export). Far Western Graphics has defined a PDF Preset to use with these applications, you are encouraged to download this file and add it to your existing PDF presets, (File Menu > PDF Presets > Define > Load)

QuarkXpress

The Export function under the file menu is recommended.

- 1) Open Quarkxpress document
- 2) File Menu / Export / Layout as PDF
- 3) Select the options button at the bottom of the dialog window
- 4) Select the job options tab and Embedd all fonts, Subset fonts below 100 percent.

- 5) Set compression to NONE and Resolution to "Keep Resolution"
- 6) Select the ouput tab
- 7) Set Color Output type to Composite and Print Colors (AS Is)
- 8) Set Registration to Centered with an Offset of 12pt
- 9) Set Bleed type Symetric .125"

WINDOWS PC

PDFs made from Microsoft Office or other Windows Applications

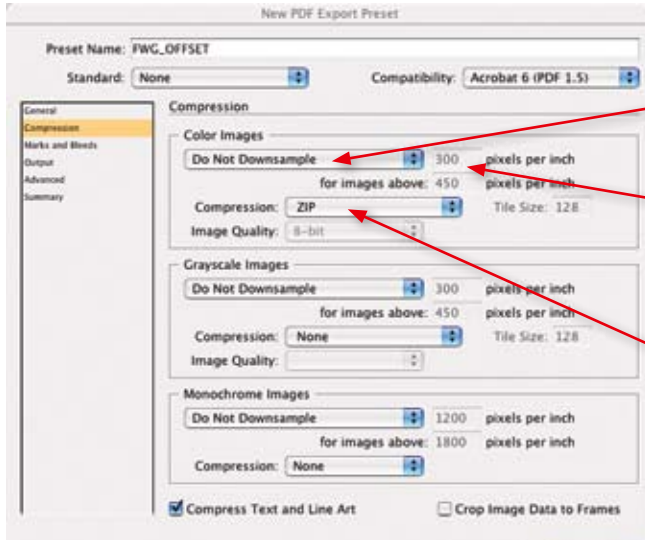
When you install Adobe Acrobat in Windows, the installer automatically adds a PDF Maker for any Microsoft Office application. Be sure to use the setting appropriate for high-quality printing. To change the settings, choose Adobe PDF > Change Conversion Settings.

For all other applications that do not have a PDF interface in the application, Print Direct to PDF using the correct PDF Presets (see page 7)

Adobe Creative Suite	Export PDF or Save As PDF
QuarkXpress	Export PDF
Microsoft Office for MAC OS	Save As PDF
Microsoft Office for Windows	Use Print to Adobe PDF or PDF Maker
Other Applications	Use the Print Command to the Adobe PDF Printer

CREATING PDF'S FROM SPECIFIC APPLICATIONS

Adobe Indesign



Compression Dialog Box

Images for Offset:

Do Not Downsample

Images for Large Format:

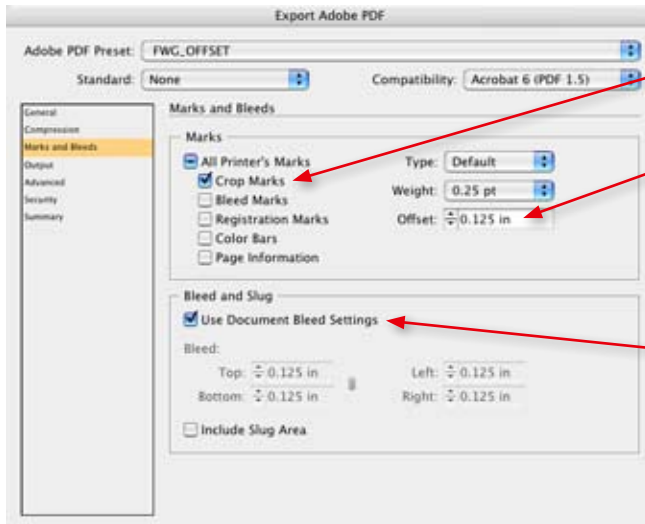
Posters/smaller prints:

Bicubic Downsampling: 150

Extra large banners/signs:

Bicubic Downsampling: 72

Marks and Bleeds



Crops: **Checked**

Offset for Offset: **.125 inch**

Offset for Large Format:

Posters/smaller prints: .125 or 12pt

Extra large banners/signs: .25 or 24pt

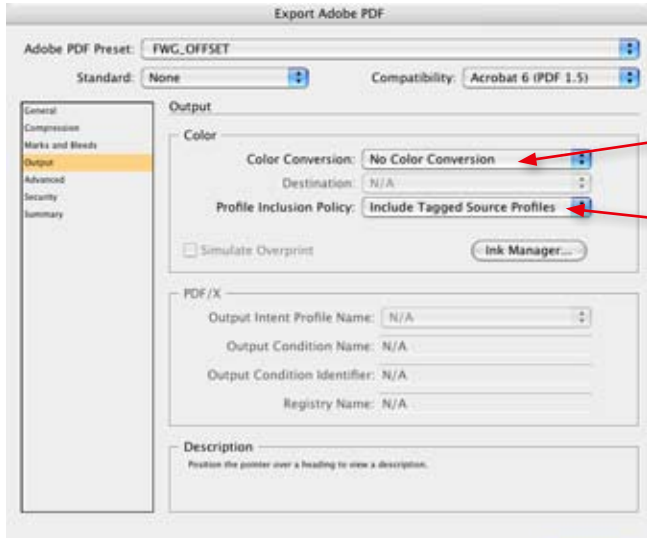
Bleed for Offset: **.125 inch**

Bleed for Large Format:

Posters/smaller prints: .125 or 12pt

Extra large banners/signs: .25 or 24pt

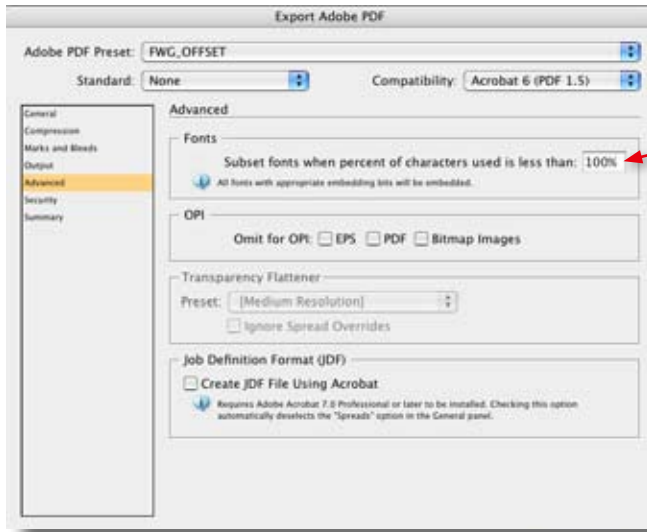
CREATING PDF'S FROM SPECIFIC APPLICATIONS



Color

Color Conversion: **No Color Conversion**

Profile: **Include Tagged Source Profiles**

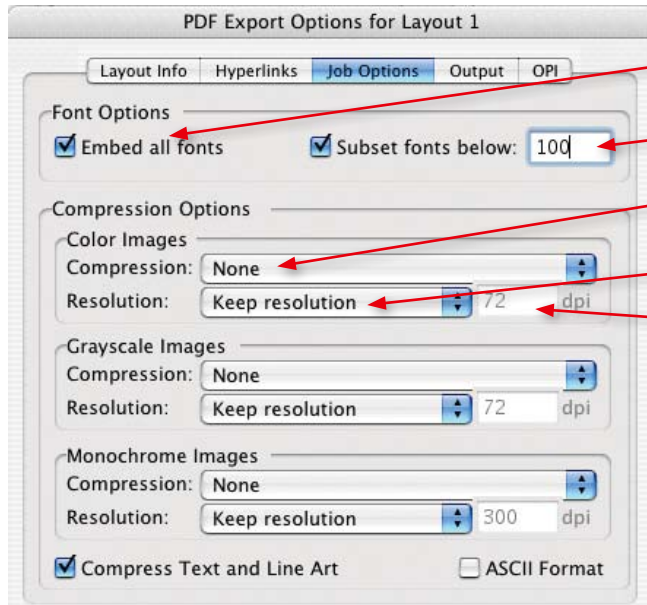


Fonts

Subset Fonts: **100%**

CREATING PDF'S FROM SPECIFIC APPLICATIONS

QuarkXpress



Job Options

Embed all fonts: **Checked**

Subset fonts below: **100 Percent**

Compression: **None**

Offset Resolution: **Keep Resolution**

Large Format Resolution:

**Posters/smaller prints: Downsample 150
Extra large banners/signs: Downsample 72**

Output

Type: **Composite**

Print Colors: **As Is**

Registration: **Centered**

Offset for Offset: **12 pt**

Offset for Large Format:

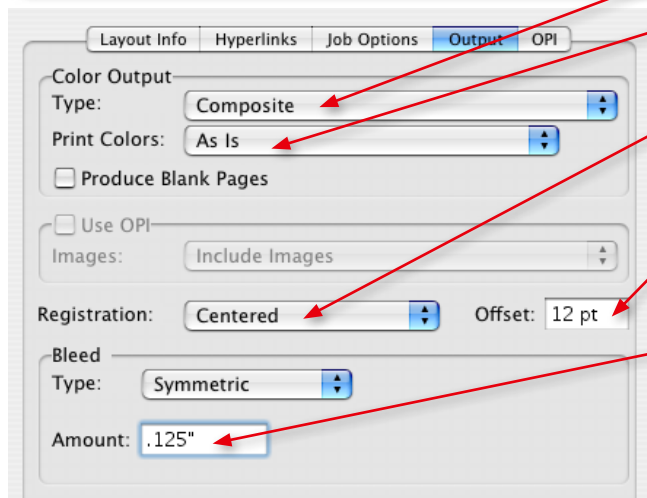
**Posters/smaller prints: .125 or 12pt
Extra large banners/signs: .25 or 24pt**

Bleed for Offset:

Symmetric, .125 inch

Bleed for Large Format:

**Posters/smaller prints: .125 or 12pt
Extra large banners/signs: .25 or 24pt**



CREATING PDF'S FROM SPECIFIC APPLICATIONS

Microsoft Office

It is recommended that the Adobe PDF printer is used to convert to PDF. The first thing we want to do is configure the PDF printer.

In Windows XP or 2000:

1. Choose Start > Settings > Printers and Faxes (Windows XP or Start > Settings > Printers (Windows 2000).
2. Right-click Adobe PDF, and then choose Properties from the pop-up menu.
3. Click the General tab, click Printing Preferences, click the Layout tab, and then click Advanced.
4. Click the plus sign next to PostScript Options.
5. Select the TrueType Font Download Option, and then choose Native TrueType from the pop-up menu.
6. Click the Adobe PDF Settings tab
7. For Default Setting, Select Press Quality then select the Edit tab to the right.
8. Select the General Tab, set Compapability to Acrobat 7 (1.6)
9. Select the Images Tab, turn ALL Compression to OFF
10. Select the Fonts Tab and insure Embedd all fonts is selected and Subset embedded fonts is at 100 percent
11. Select the Color Tab, Set Adobe Color Settings to None and Color management Policies to "Leave Color Unchanged"
12. Select the "Save As" Tab and save the New PDF Settings

If the document uses a custom page size, add the custom page size to the Adobe PDF printer properties.

To add a custom page size to the Adobe PDF printer properties:

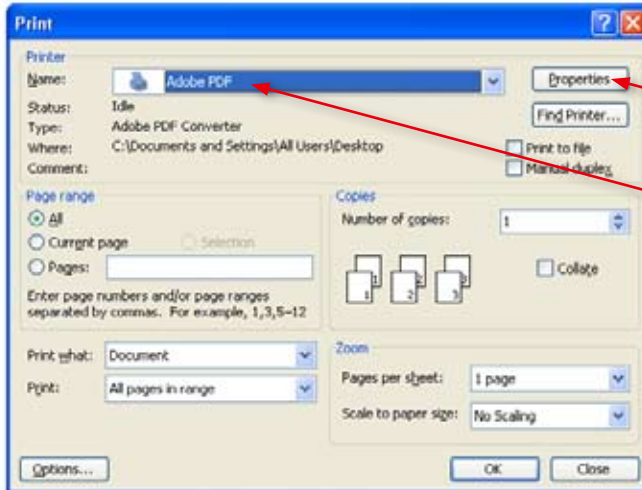
1. Choose File > Print.
2. Choose Adobe PDF as the printer, and then click Properties.
3. Click the Adobe PDF Settings tab, and then click Add Custom Page.
4. Specify the page height and width, name the custom page size, and then click Add/Modify.
5. Click OK. The custom page size appears in the Adobe PDF Page Size list.

To specify printing options in Word:

1. Choose Tools > Options.
2. Click the Print tab.
3. Deselect Reverse Print Order to make sure that pages in the PDF file appear in the correct sequence. If the document contains line graphics (for example, arrows or flow charts),select Drawing Objects.
4. Select any other appropriate settings, and then click Print.

CREATING PDF'S FROM SPECIFIC APPLICATIONS

Microsoft Office

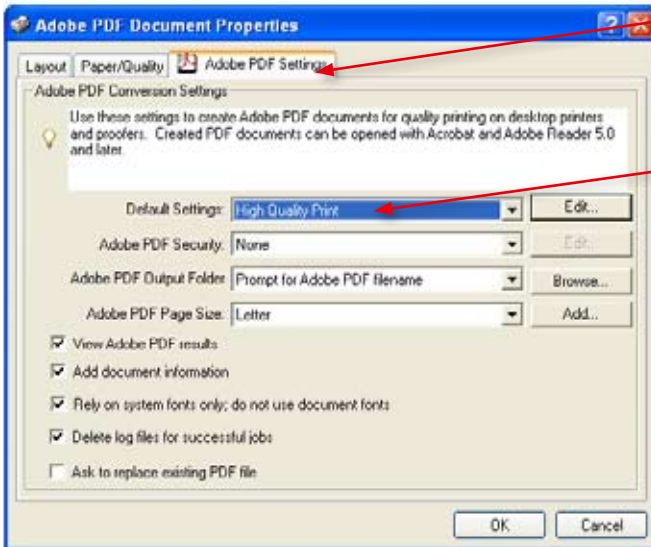


Print Dialog Box

Select Properties

Printer: **Adobe PDF**

Adobe PDF Document Properties



Select Adobe PDF Settings Tab

Default Settings:

Select The PDF Profile you created earlier

Printing from Microsoft Word:

1. In Word, choose File > Print.
2. Choose Adobe PDF from the Printer Name pop-up menu.
3. Click Advanced and make sure you have the NEW PDF Settings selected
4. Click OK, and specify a filename and location for the PDF file, and then click Save.

fwg | print solutions

1105 Kern Avenue
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408.481.9780 Fax
www.fwgprinting.com