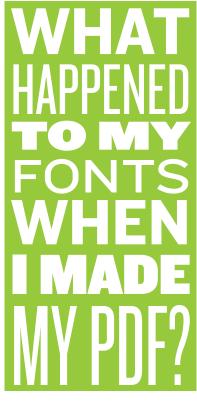


**PORTABLE DOCUMENT FORMAT** A file format better known as PDF, it is used to represent documents in a manner independent of application software, hardware, and operating systems. Basically a PDF is supposed to be a document that looks the same on any platform.

However for many designers (especially starting out) some very odd things can happen. Many of us need to get our stuff printed by print service bureaus sometimes in-house/on campus, or by the likes of Staples, Kinkos, Office Max, etc. The #1 issue with this is that depending on our settings the fonts may not embed.



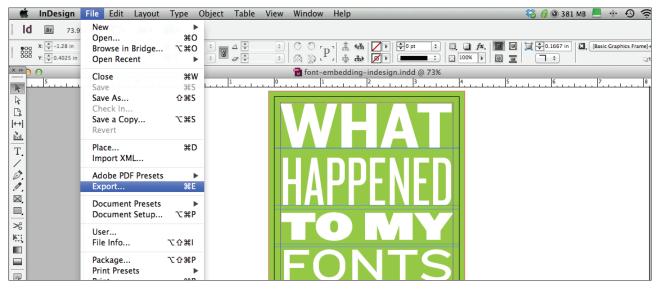




I got this, WTF?

#### **STEP 1: EXPORT**

Adobe programs like Illustrator and Photoshop let you "Save As" and choose PDF but in InDesign we need to Export. Go to File > Export or (ﷺ) and then choose Adobe PDF (Print).





### **STEP 2: PRESETS PRESCHMETS**

After choosing Adobe PDF (Print) the Export Adobe PDF dialog box pops up. Now there are a number of Adobe PDF Presets built in *(you can also make your own presets as well)*. Now several of the built in presets like [High Quality Print] and [Press Quality] sound great but often fail to embed our fonts (aka the #1 problem.)

	Export Adobe PDF	
dobe PDF Preset	✓ [High Quality Print]	¢
Standard	[PDF/X-1a:2001] [PDF/X-3:2002]	\$
General	[PDF/X-4:2008]	
Compression	[PDFX4 2007] [Press Quality]	
Marks and Bleeds	[Smallest File Size]	inv III
Output	High Quality – Email	
Advanced	High Screen Quality	
Security	SCADDY awards	
Summary	Pages	_

### STEP 3: CHOOSE WISELY

"...for while the true Preset will bring you life, the false Preset will take it from you." The wise route is in the presets whose names for most of us don't seem to make any sense the PDF/X.

The purpose of PDF/X is to facilitate graphics exchange, and it therefore has a series of printing related requirements which do not apply to standard PDF files. For example:

- PDF/X-1a: all fonts are embedded and all images are converted to CMYK or spot colors.
- PDF/X-3: accepts CMYK, spot colors, calibrated RGB and CIELAB colors.
- PDF/X-4: Color-managed, CMYK, gray, RGB or spot color data are supported, as are PDF transparency and optional content.

Since we want to create a basic print PDF the PDX/X-1a works best for our needs.

4		Export Adobe PDF	9. 3. Bac
	Adobe PDF Preset: Standard:		🛱 Pag 🐳 Lay
	Ceneral Compression Marks and Bleeds Output Advanced Security Summary	General         Description:       Use these settings to create Adobe PDF documents that are to be checked or must conform to PDF/X-1a:2001, an ISO standard for graphic content exchange. For more information on creating PDF/X-1a compliant PDF documents, please refer to the Acrobat User Guide. Created PDF documents can be onened         Pages       Image:         Image:       Image: <th><ul> <li>Cay</li> <li>Stru</li> <li>Stru</li> <li>Col</li> <li>Swa</li> <li>Ga</li> <li>G</li></ul></th>	<ul> <li>Cay</li> <li>Stru</li> <li>Stru</li> <li>Col</li> <li>Swa</li> <li>Ga</li> <li>G</li></ul>
		Hyperlinks Visible Guides and Grids	



#### STEP 4: COMPRESSION

Now a quick run down of the side options in the Export Adobe PDF dialog box. First we can check Compression but no worries here since this is set by the PDF/X-1a preset and is good to go.

5	· ·	Export Adobe PDF	• •	. 7	Background Tasks
		Export Adobe 1 Di			VIC DECKGIOUNE TESKS
	Adobe PDF Preset: [P	DF/X-1a:2001]	\$		Pages
	Standard: PE	DF/X-1a:2001   Compatibility: Ac	crobat 4 (PDF 1.3) \$		Sea Layers
	General	Compression			So Links
	Compression				
	Marks and Bleeds	Color Images			Stroke
	Output	Bicubic Downsampling to	pixels per inch		Color
	Advanced	for images above: 450	pixels per inch		_
	Security	Compression: Automatic (JPEG)	Size: 128		Swatches
	Summary	Image Quality: Maximum \$			Gradient
		Grayscale Images			fx Effects
		Bicubic Downsampling to	pixels per inch		Aa Glyphs
		for images above: 450	pixels per inch		
			Size: 128		A Character Styles
		Image Quality: Maximum \$			Paragraph Styles
					Align
		Monochrome Images			
		Bicubic Downsampling to	pixels per inch		Pathfinder
		for images above: 1800	pixels per inch		
		Compression: CCITT Group 4 \$			Screen Shot
		El como Tort and Line Ant			201358 AM
		Compress Text and Line Art	rop Image Data to Frames		
					Screen Shot
					201307 AM
	Cours Dourset		Consul Funct		Screen Shot 201326 AM
	Save Preset		Cancel Export		

### STEP 5: MARKS AND BLEEDS

Now this area is pretty important if you're making a print document that needs to be trimmed down (i.e. has bleeding objects/backgrounds, is not a usual size like 8.5" x 11" or 11" x 17"). We don't usually need all of them though so the few regularly in use are Crop Marks (to trim the work down), Registration Marks (if we are printing two-sided), Page Information (just keeps things clear as to what file this print is from and when the PDF was created). Lastly we need bleed which by industry standards is 0.125" on all sides.

1  5  4	· ·	Export Adobe PD	DF	. 7	Background Tasks
		PDF/X-1a:2001] (modified)		÷	Pages
	Standard: Pl	DF/X-1a:2001 \$	Compatibility: Acrobat 4 (PDF 1.3)	÷	🐳 Layers
	General Compression	Marks and Bleeds			So Links
	Marks and Bleeds	Marks			Stroke
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	Advanced	Crop Marks	Weight: 0.25 pt 🗘		Swatches
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	Summary	Registration Marks			Gradient
		Color Bars Page Information			fx Effects
		Page information			Aa Glyphs
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		Use Document Bleed Settings			Paragraph Styles
		Bleed:			Gill Paragraph Styles
		Top: 🔶 0.125 in	Left: 0.125 in		📕 Align
		Bottom: +0.125 in	Right: \$0.125 in		Pathfinder
			5		2013
		Include Slug Area			
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					Screen Shot 201307 AM
					Screen Shot
	Save Preset		Cancel Export		201326 AM



### Step 6: Output

Also something set by the PDF/X-1a preset (it's nice to have something that does most the work for you isn't it?)

1		Export Adobe PDF	. 7	Background Tasks
		PDF/X-1a:2001] (modified)         ↓           DF/X-1a:2001         ↓           Compatibility:         Acrobat 4 (PDF 1.3)         ↓		Pages
	General	Output		🐳 Layers 🎭 Links
	Compression Marks and Bleeds Outout	Color Color Conversion: Convert to Destination (Prese +		Stroke
	Advanced Security	Destination: Document CMYK - U.S. Web +  Profile Inclusion Policy: Don't Include Profiles +		Color E Swatches
	Summary	Simulate Overprint Ink Manager		Gradient
		PDF/X		Aa Glyphs
		Output Intent Profile Name: Document CMYK - U.S   Output Condition Name:		A Character Styles
		Output Condition Identifier: CGATS TR 001		Align
		Registry Name: http://www.color.org		Pathfinder
		Description A Position the pointer over a heading to view a description.		Screen Shot 201358 AM
				Screen Shot 201307 AM
				Screen Shot 201326 AM
	Save Preset	Cancel Export		Streen Shet

#### STEP 7: ADVANCED

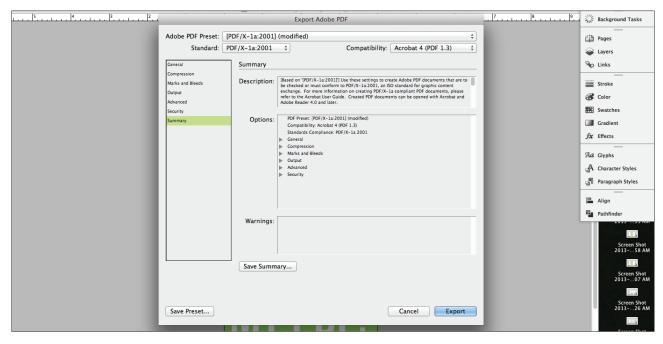
In this area the only thing we adjust is the Transparency Flattener. Set the Transparency Flattener to [High Resolution], this is a good safety catch and helps if you have ever run into a problem where there may be thin lined boxes around your text boxes especially if they were on top of a color box or image. It also helps with this occurrence with any drop shadows you may be using in your design. Overall it is just a good practice to get into and helps to smooth a lot of little things out.

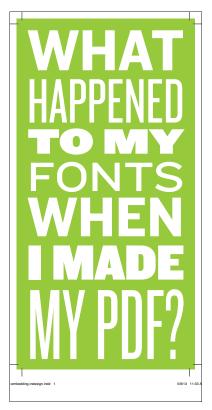
1  5  4	· ·	Export Adobe PDF	. 7	Background Tasks
		DF/X-1a:2001] (modified)         \$           F/X-1a:2001         \$           Compatibility:         Acrobat 4 (PDF 1.3)         \$		Pages
	General Compression Marks and Bleeds	Advanced		Stroke
	Output Advanced	Subset fonts when percent of characters used is less than: 100% All fonts with appropriate embedding bits will be embedded.		Color
	Security Summary	OPI Omit for OPI: EPS PDF Bitmap Images		Gradient
		Transparency Flattener Preset: [High Resolution] +		fx Effects Aa Glyphs
		Ignore Spread Overrides		A Character Styles
		Job Definition Format (JDF)     Create JDF File Using Acrobat     Requires Adobe Acrobat 7.0 Professional or later to be installed. Checking this option     automatically desirects are "Spread" option in the General panel.		Align Pathfinder
				Screen Shot 201358 AM Screen Shot 201307 AM
	Save Preset	Cancel Export		Screen Shot 201326 AM



### STEP 8: SUMMARY AND GO

This area just sums up all the settings we made if we want to double-check anything that we have done, but overall we are ready for launch so just hit Export. Note that if you are using CS6 there is now a Background Tasks palette (we can find it in under Window > Utilities) that lets you see the status of your export while it is running in the background. You can't close the InDesign file until the export is complete.





#### Finale

Now we have our PDF ready for print. The fonts have been embedded and we also have crop marks, bleed and page information for our file.



### ILLUSTRATOR (JUST IN CASE)

All the settings used here are available in the Save Adobe PDF dialog box that opens in Illustrator. Getting to it is a bit different than in InDesign. For Illustrator you go to File > Save As, and then choose Adobe PDF (pdf) from the drop down menu. The rest of the journey is the same as InDesign.

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Applications	iphone	4	
Books	ipi-ppi-dpi		
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	VG (svg)		