


**Creating**



*PDF's*

**for profit and pleasure...**

**An on-line guide to producing documents in Adobe's PDF format.**

# Contents

- What is PDF? ..... 3**
- How do you create a PDF? ..... 4**
- Distiller Options Intro ..... 5**
- General Options ..... 6**
- Compression ..... 7**
- Font Embedding ..... 8**
- Advanced Options ..... 9**
- PDF's from PageMaker ..... 10**
- PageMaker Export Plug-in Versions ..... 11**
- PageMaker's Export Options (v.2) ..... 12**
  - Export Options 2 (v.2) ..... 13
- PageMaker's Export Options (v.3) ..... 14**
  - Fonts ..... 15
  - Compression ..... 16
  - Document Information ..... 17
  - Hyperlinks ..... 18
  - Notes ..... 19
- Index ..... 20**
- About this document ..... 21**

Click on a content title to go to that section...

# What is PDF?

PDF is an abbreviation of "Portable Document Format". PDF is designed as a way of sharing formatted documents across platforms and on machines which may or may not have the originating package or document fonts installed.

When a PDF file is produced using the Adobe Acrobat distiller, it will incorporate all graphics in the document, compressing them if requested, and can include any font information required to read the document.

PDF documents can be viewed using the freely available Acrobat reader or using a plug-in for a web browser. If any fonts used in the document were not included when the PDF was created, the Acrobat reader will substitute fonts available on the local machine, attempting as far as possible to maintain the layout of the original document.

- **PDF documents are cross platform**
- **PDF documents retain format.**
- **PDF documents can be distributed electronically.**

**Click here to go to Adobe's Web Site for more info on Acrobat.**

# How do you create a PDF?

Creating a PDF is a two-stage process.

- *Create a Postscript file*  
The document to be converted to PDF must be output as a Postscript file.  
Typically this can be done using a Macintosh or Windows print driver and choosing to save to a Postscript file rather than send the out put to the printer.
- *The Postscript output file is converted to PDF using the Adobe Acrobat Distiller*  
As well as performing the conversion, the Acrobat Distiller allows various options to be set. The bulk of the rest of this document describes the various options available in Distiller.

Some packages — notably later versions of PageMaker — allow documents to be exported as PDF's.

## To create a PDF...

- **Create a PostScript output file.**
- **Convert this to PDF format using the Acrobat Distiller.**

# Distiller Options Intro

Options are set using the *Job Options...* command in the *Distiller* menu.

There are four panels on the options dialogue box, controlling

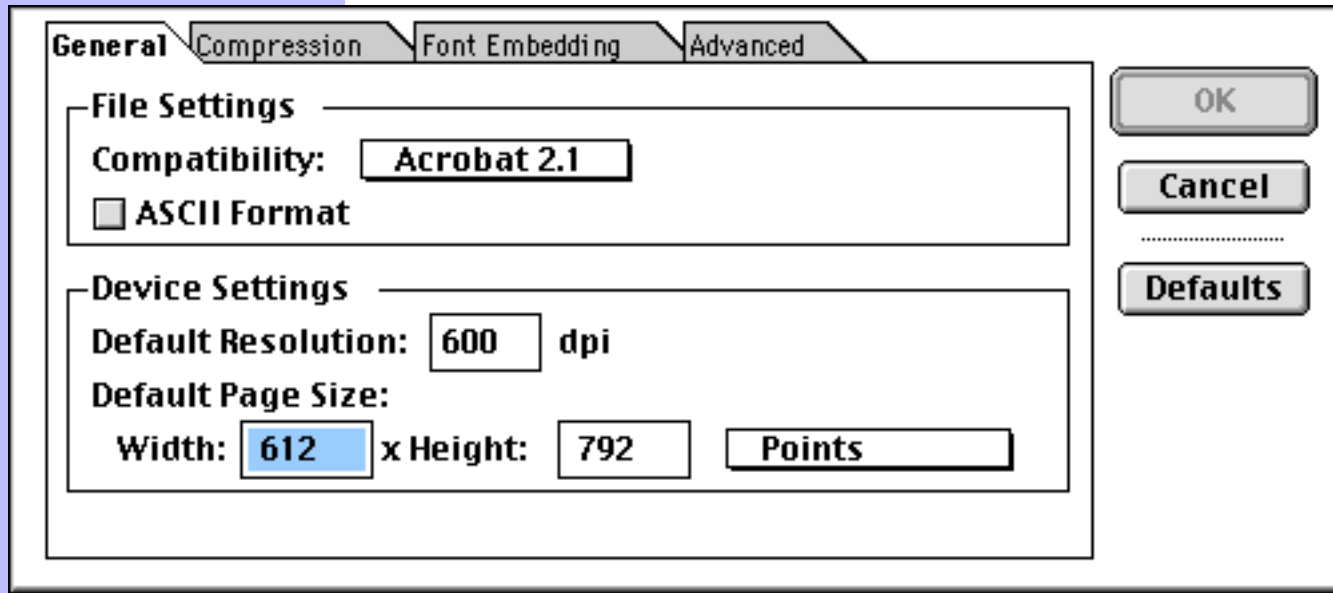
- *General*  
For selecting whether the final PDF will be viewable using earlier versions of the Acrobat browser, and the dimensions of the output file.
- *Compression*  
For setting whether fonts and image information in the document will be compressed.
- *Font Embedding*  
To control which fonts are embedded within the PDF document.
- *Advanced*  
Well, you've guessed it by now.

Click on a title to go to that section.

# General Options

Use the General Settings to...

- *Control which versions of the Acrobat Reader are required for reading the PDF.*
- *Set the page size*  
In general, page size will be determined by the PostScript file and should be left as is.



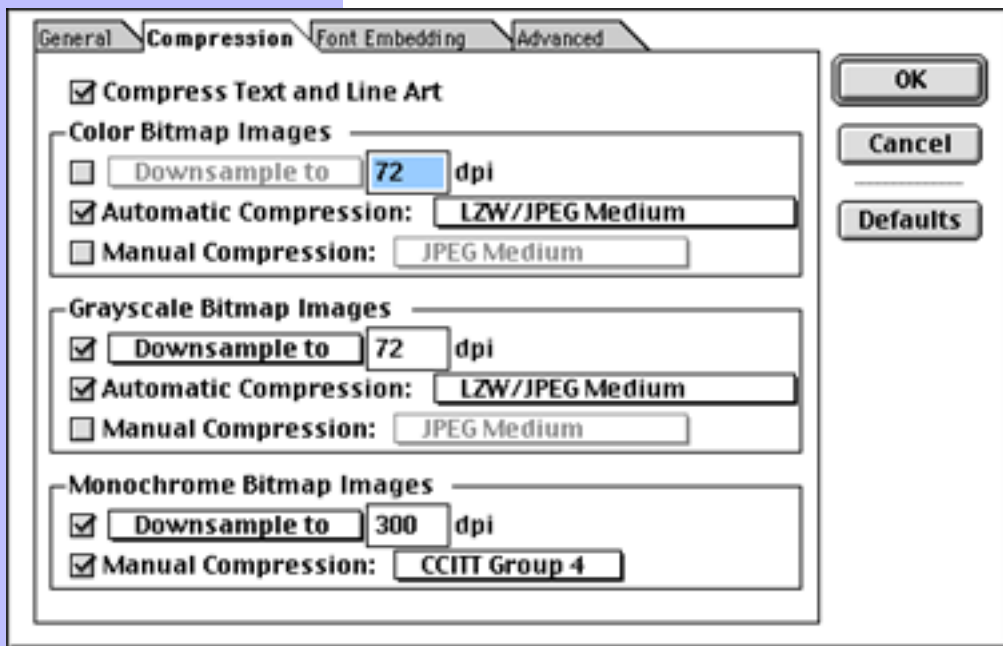
- **Setting compatibility to version 3 will produce a smaller PDF, but users will need the latest version of the Acrobat Reader to view the file.**
- **External links only work with version 3 of the reader.**

# Compression

Use this panel to set compression options for the PDF.

In addition to setting whether text and line-art is compressed (normally desirable), you can also set whether different types of bitmapped images (photos or screenshots) are compressed or downsampled.

- *Downsampling an image in general means that it is converted from a resolution suitable for printing to a resolution suitable for viewing on screen.*



## In general...

- **Leave text and line-art compression on.**
- **Leave compression for bitmap images turned on.**
- **Remember that downsampling a bitmap may result in a considerable loss of image quality.**
- **If the document is likely to be viewed mainly on screen, downsampling should not cause a problem.**

Click here to link to Adobe's Acrobat technical support web pages

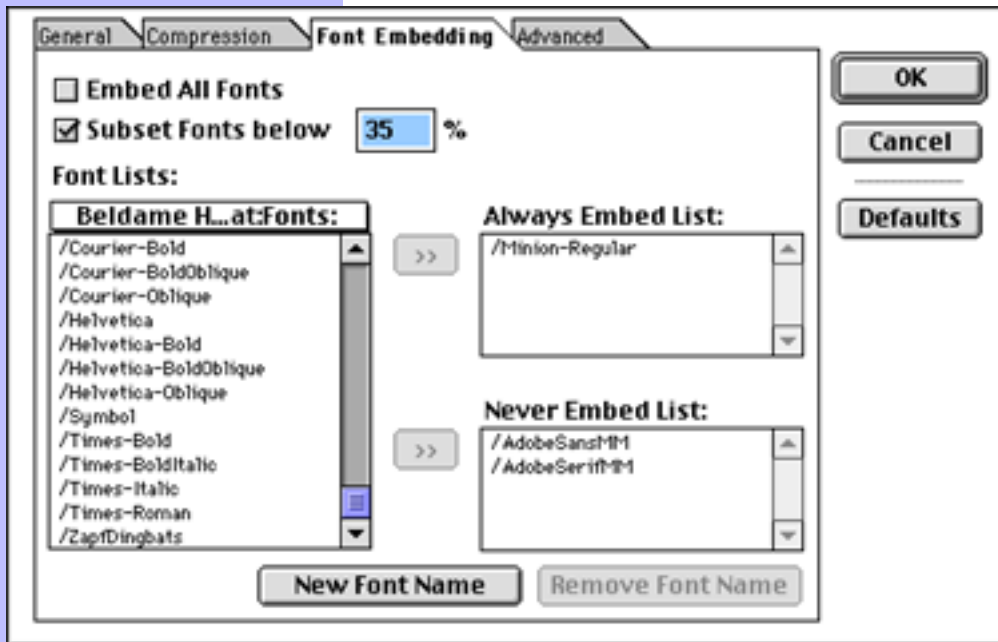
# Font Embedding

Embedding font information within a PDF document means it will display properly on a machine which does not have the fonts installed.

You can choose to embed all the fonts used in an original document or choose lists of fonts which will either always be embedded in a document or never embedded.

Lastly, you can choose to subset fonts. In the example below, if the document does not use 35% of the characters in a particular typeface, only the characters that are actually in the document

will be embedded.

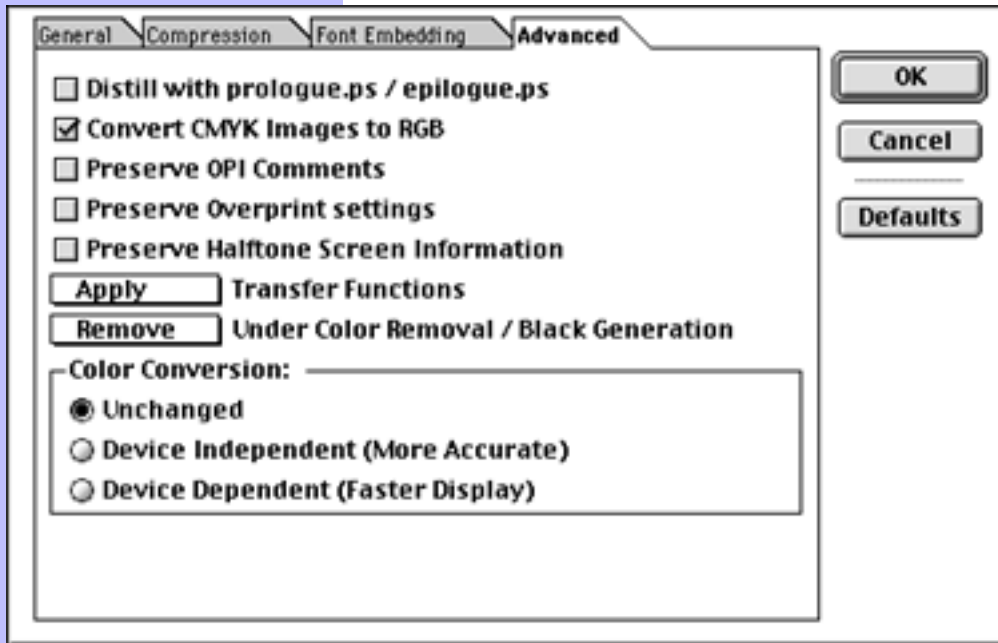


- **Choosing to embed all the fonts may considerably increase the size of the final document.**
- **In general the default settings will serve for most documents.**

# Advanced Options

In general the advanced settings are best left on the default values. However, two are worth noting.

- *Convert CMYK images to RGB*  
Should be turned off if the PDF is likely to be printed on a colour printer.
- *Preserve Halftone screen information*  
If a photo in the document has been screened to improve print quality, this box should be checked.



# PDF's from PageMaker

From version 6 onwards, PageMaker has the ability to export documents as PDF files (in truth this involves the Acrobat Distiller but does simplify the process). As of version 6.5 of PageMaker, you can create hyperlinks — which may be links to internet URL's — which will be preserved in the PDF. In addition, PageMaker's table of content and index information is preserved within the PDF document.

To export the PageMaker document as a PDF,

- *Setup any hyperlinks you wish to have in the final document*
- *Choose Adobe PDF... from the Export... submenu in the File menu.*
- *PageMaker will ask you if you wish to save the document before creating the PDF.*
- *A dialogue box (shown on the next page) will appear.*

Other packages, such as FrameMaker and Quark Xpress also allow direct exporting of PDF files.

**See Ch. 13 of the PageMaker 6.5 manual for more information.**

# PageMaker Export Plug-in Versions

There are two versions of the Export PDF plug-in for PageMaker in common use.

## *Version 2*

Which shipped with version 6.5 of PageMaker on CD.

## *Version 3.0.1*

Which can be downloaded from Adobe's web site.

Both allow PDF files to be created from PageMaker, but version 3.0.1's interface has been significantly improved.

[Click here to download the version 3 plug in from Adobe's web site.](#)

# PageMaker's Export Options (v.2)

You can use the dialogue box shown below to choose whether to create a PostScript file for later distillation, or create a PDF file immediately. If you choose the latter, the Acrobat Distiller must be installed on the machine you're using.

PageMaker allows you to set most of the Distiller options from this dialogue box (via the button marked *Override Distiller's Options*).

When you click *Export...* PageMaker will ask where you want to save the file.

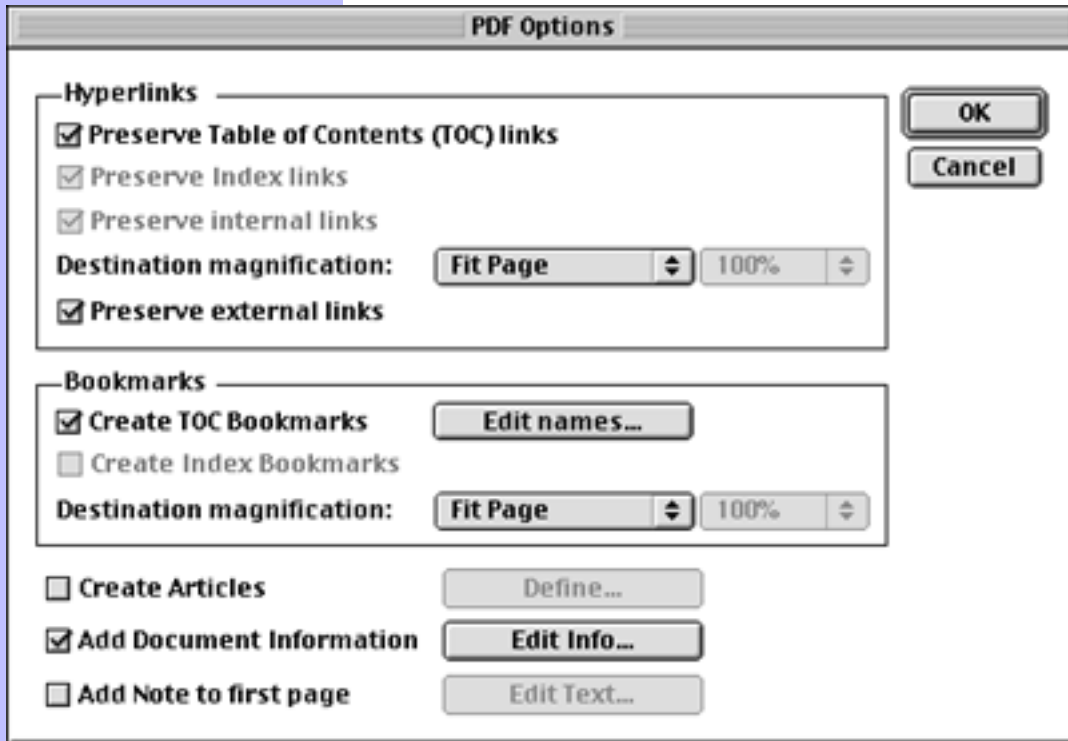


- Check that PageMaker's print style is set to "Acrobat"
- You can save settings for later use if you have a number of documents to export.

# PageMaker's Export Options 2 (v.2)

The dialogue box below — accessed by clicking the PDF Options... button in the preceding dialogue allows you to...

- *Set whether hyperlinks in the PageMaker document are preserved in the PDF.*
- *Add information (such as copyright & author info) to the PDF.*
- *Add a note that appears on the first page.*

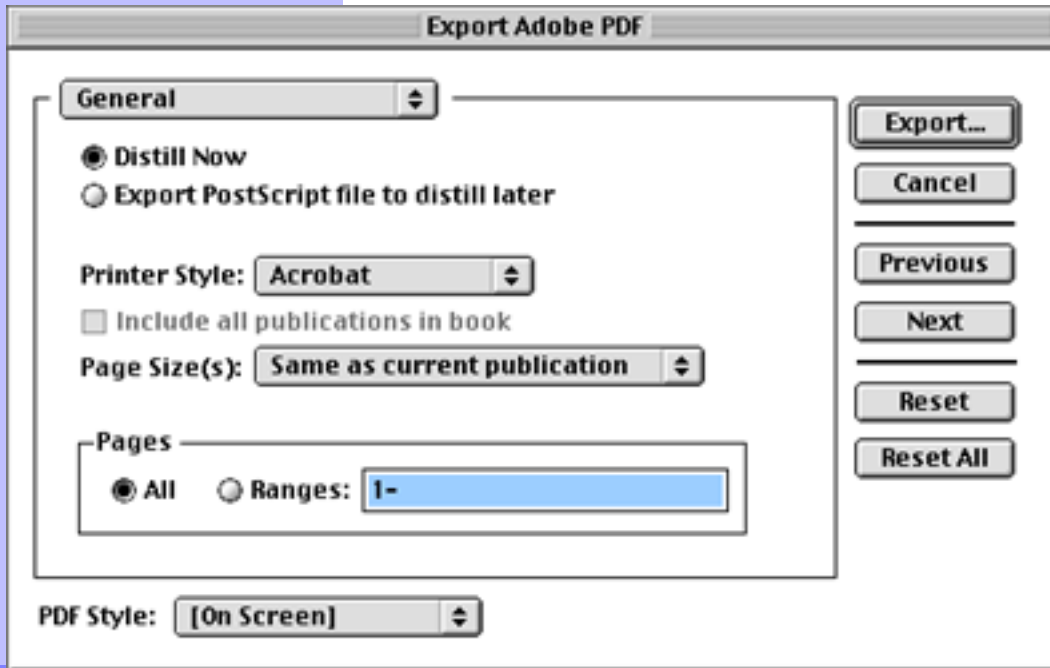


- **If you're interested in creating "articles" in the PDF file — "articles" are a linked series of text blocks — consult the PageMaker documentation.**

# PageMaker's Export Options (v.3)

If you're using the most recent version of the PDF export plug-in (version 3), PageMaker presents a series of dialogue boxes that can be used to set the options for the exported PDF. The most important panels are discussed on the next 5 pages.

- *The General panel allows you to specify which pages will be exported — only visible layers on these pages will be exported.*
- *The plug-in comes with default styles based on whether the final PDF is intended for use on screen, or for printing.*

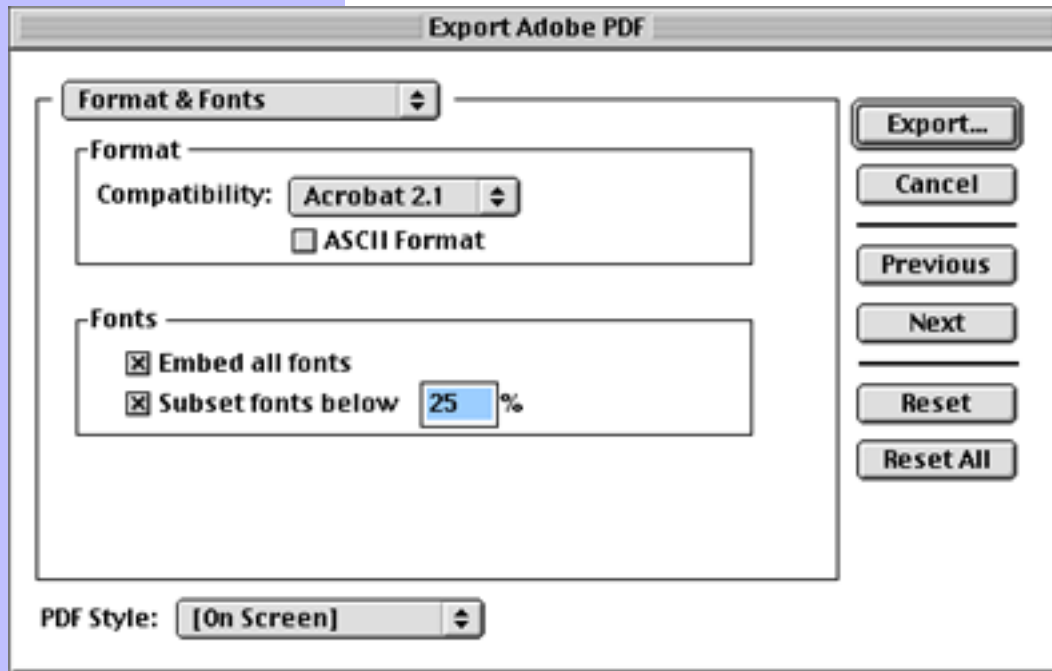


## PDF Style...

- **Can be used to save a particular group of settings for later use.**

# PageMaker's Export Options (v.3) Fonts

If you think it is likely that some of the audience for your PDF might not be using the most recent version of the Acrobat Reader, choose Acrobat 2.1 from the Compatibility pop-up menu.



## Font embedding...

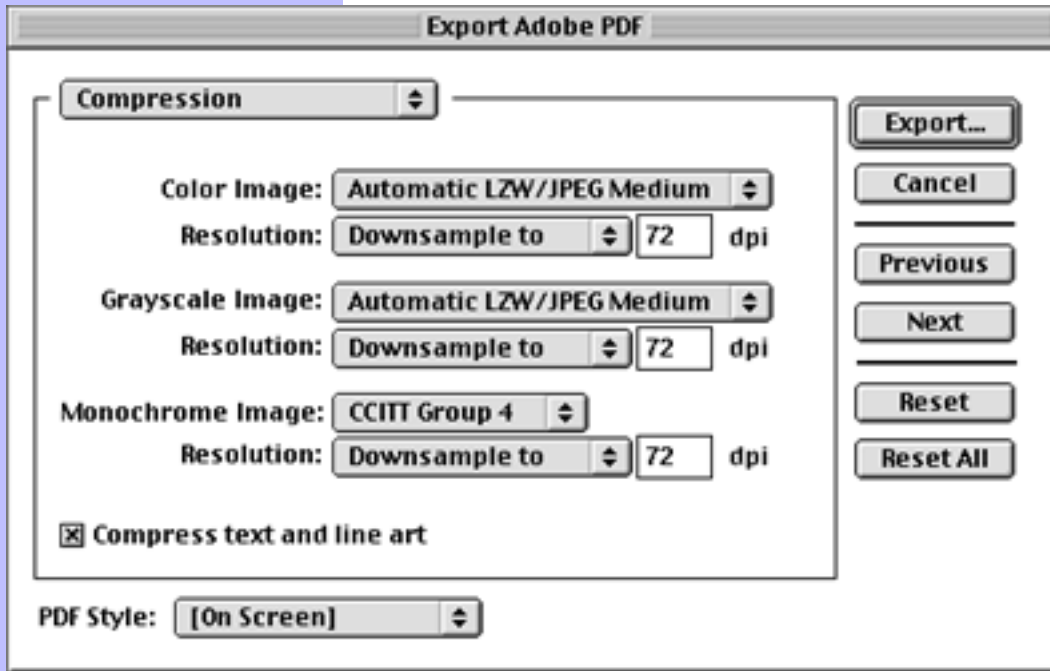
- For more information, see page 8.

# PageMaker's Export Options (v.3) Compression

The compression panel allows you to specify how different types of images should be compressed in the exported PDF.

Text and line art can normally be compressed without loss of quality. You have the choice of specifying how other types of images should be compressed and downsampled.

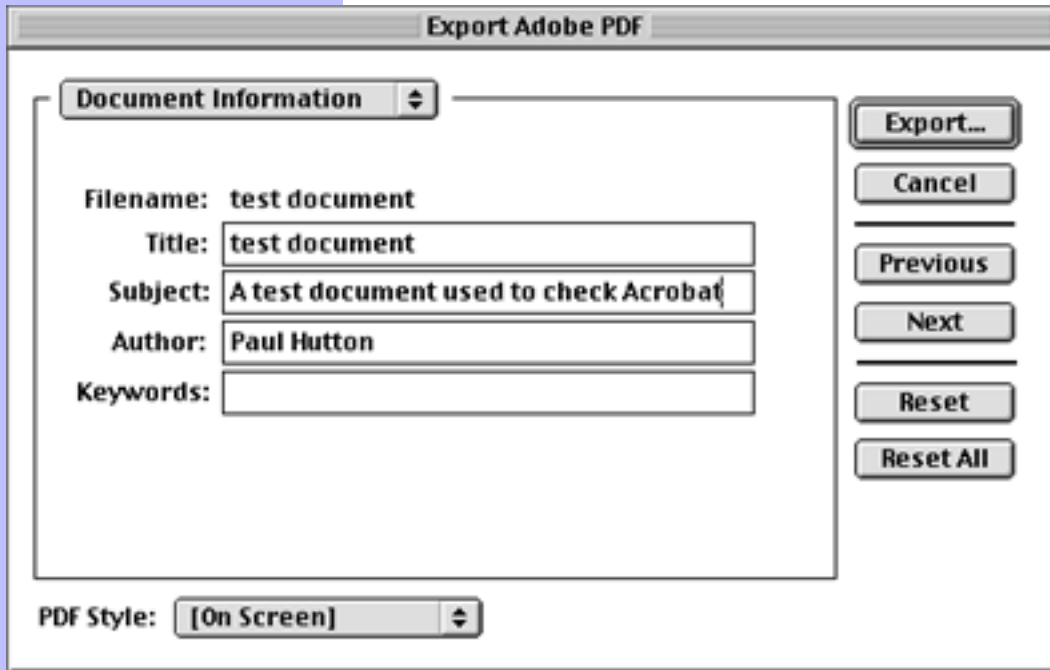
- *If the PDF is intended for printing, it may be best to turn off downsampling, though this will increase the final size of the document.*



**This document has been designed for use on screen. As a result, images have been downsampled. It makes for a smaller document, but it won't print well.**

# PageMaker's Export Options (v.3) Document Information

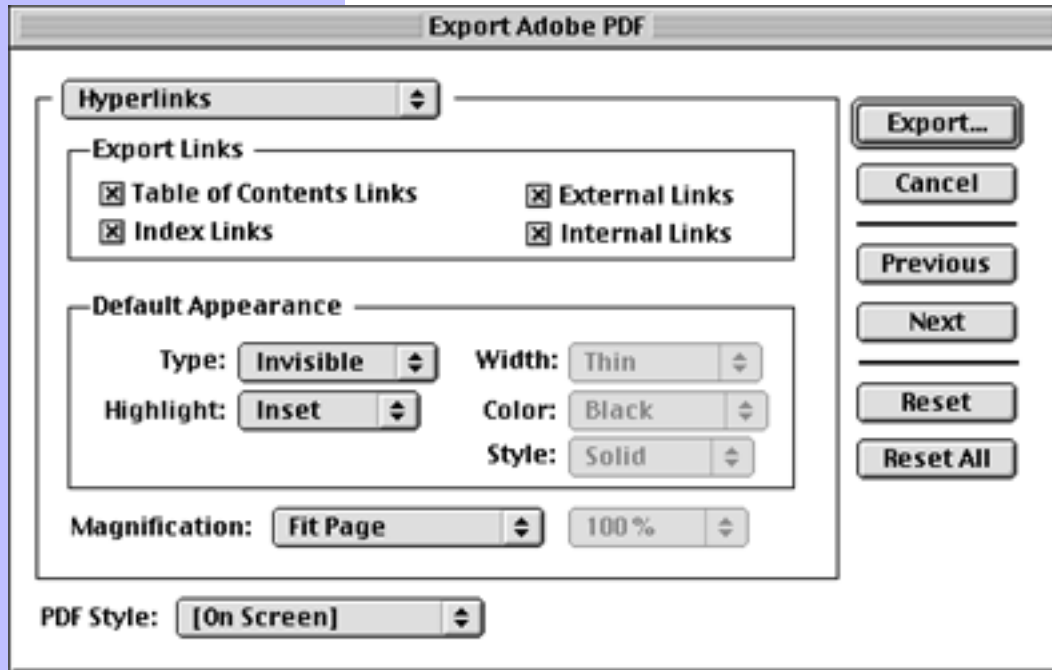
The document information panel allows you to add meta-information to the PDF. This information isn't used by Acrobat's search facility (at the moment), but it at least allows you to stamp your name on the exported PDF.



# PageMaker's Export Options (v.3) Hyperlinks

If you're using PageMaker 6.5, you can insert hyperlinks (either to other points in your document or to web documents). In addition, table of contents and index entries in PageMaker act as hyperlinks.

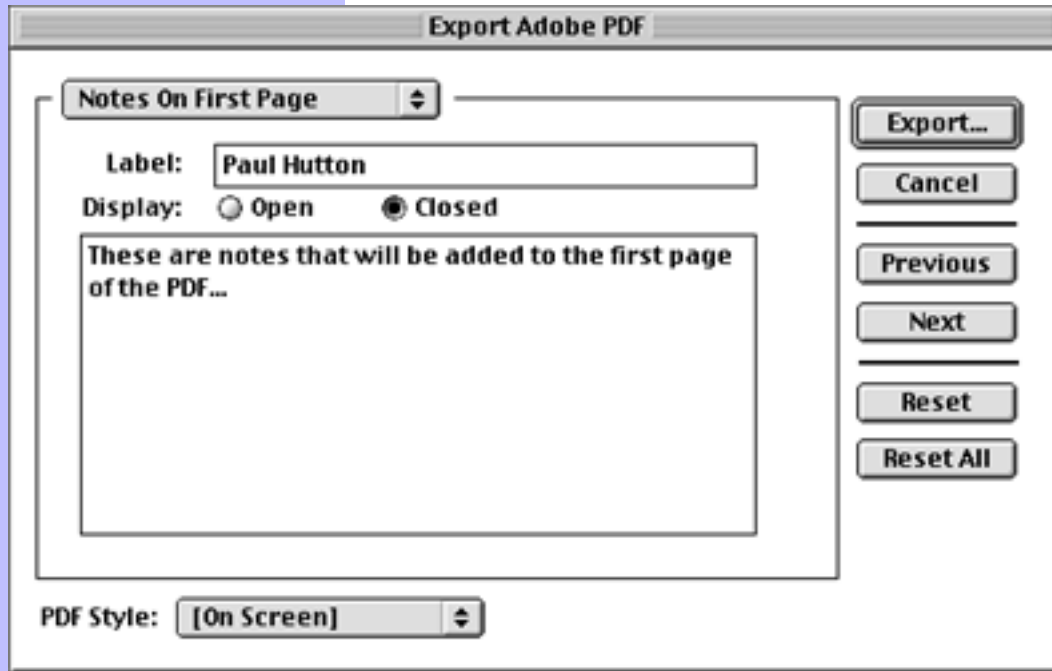
When you export the document to PDF, these links can be preserved. The Hyperlinks palette allows you to specify which links are exported, and how they should appear.



The options under **Default Appearance** allow you to specify whether hyperlinks should have a border added to them when the PDF is exported...

# PageMaker's Export Options (v.3) Notes

PDF documents can be made to display a Post-It© style note on the first page. This can be used to give the reader information about the document, or instructions on how to navigate through it. The Notes On First Page palette allows you to specify the contents of this note, and whether the note will be open or closed when the PDF is opened.



**If you don't want a  
note...  
Just leave the fields  
empty...**

# Index

## A

Acrobat Reader  
version 6, 15

## B

bitmapped images  
compressing 7  
Downsampling 7

## C

CMYK images 9  
Compression 16  
  Bitmapped Images 7  
  Line-art 7  
  Text 7

## Creating

  PDF 4  
  PostScript file 4

## D

### Distiller

  Job Options... 5

### Distiller Options

  Advanced 5  
  Compression 5, 7  
  Font Embedding 5  
  General 5

### Downsampling

  Bitmapped Images 7, 16

## L

### line-art

  compression 7. *See also* Compression

## P

page size 6

### PageMaker 10

  hyperlinks 10, 18  
  PDF Export Plug-in 11  
  PDF Export Styles 14  
  Plug-in Versions 11

### PDF

  Defined 3

# About this document

- *This document was written by Paul Hutton for internal use within the ISS section of Edinburgh University's Computing Services.*
- *It was produced using Adobe PageMaker 6.5 before being distilled using Acrobat Distiller.*
- *It uses the typefaces Shelley Andante Script and several multiple master instances of Myriad.*
- *The author is aware of the irony of producing this document for on-screen reading.*