

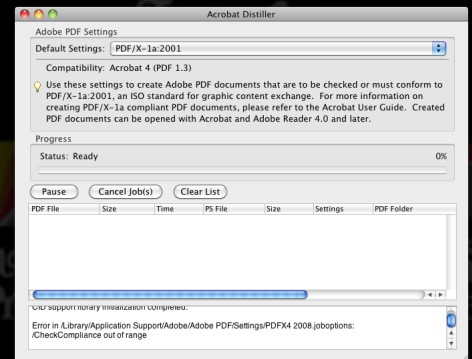
PDF Creation

Creating a PDF file from your document can be accomplished a number of different ways. However, it is important to make sure the PDF is created properly for the printing process. Many design programs will allow you to create a PDF directly from your native files. If you do not have this feature in your design program, you can create a postscript file from your document and use a program like Adobe's Acrobat Distiller to create a PDF file. The following tutorial takes you through the steps of converting a postscript file to PDF using Distiller, but the same principles can be applied to other methods of creating a PDF file.

The first step is creating a postscript file that includes fonts, full resolution images, and bleed amount of 0.125 inches if you have elements that need to go to the edge of your final piece.

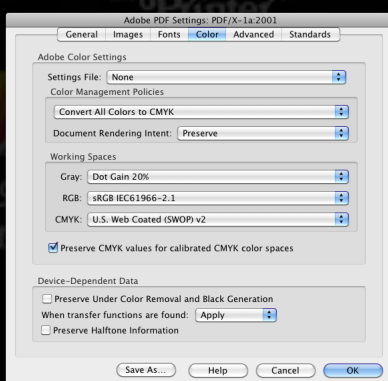
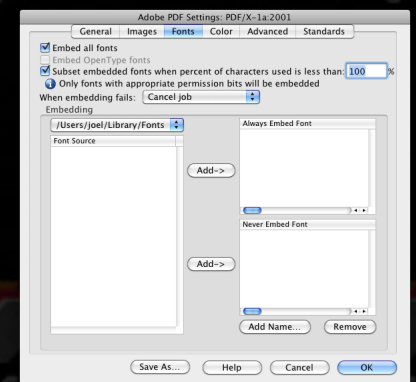
After loading Distiller, make sure the Default Settings are set at "PDF/X-1a:2001". This is the most important step to insuring that you create a PDF file that works properly with the printing process. Once this is set, drag the postscript file into the Distiller window to create the PDF file. The PDF file will be saved into the same location as your postscript file.

To better understand what happens when you choose "PDF/X-1a:2001", here is a brief overview of some of the important options that are selected for the creation of the PDF.



The first set of options that is important deals with your images. The settings on the left show us that any color or grayscale images that are too high of a resolution (450 ppi) will be saved into a smaller resolution of 300 ppi, which is all that is needed to print good quality images. Distiller will also reduce the resolution of any images saved in monochromatic mode to 1200 ppi if their original resolution is set above 1800 ppi. Although JPEG compression is used on the images, the quality is set to maximum to keep your images from degrading.

The next tab ensures that the fonts are embedded in the document. You may want to consider turning off the "Subset embedded fonts" in order for us to be able to make simple type corrections to your PDF file. Turning this feature off will embed all the characters of a font including characters that are not used. Also, some fonts will not allow you to embed them into a PDF file and the creation of the PDF will fail with an error regarding that font. If this occurs and you want to still use that font in you document, you will need to go back to your native file and convert all text that uses that font to outlines.



The last tab we will address controls the color settings of your PDF file. Any colors in your document that are in RGB format will be converted to CMYK. Also, the following color profiles should be applied to the PDF; for grayscale the profile should be "Dot Gain 20%" and the CMYK profile should be "U.S. Web Coated (SWOP) v2". We suggest that any images you use in your document are also saved with these profiles. This will help to eliminate problems of the ink concentration being to great in the dark black areas, which would make it difficult for the ink to dry on the paper.