



PDF Tips

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What's in it for me?

- ◆ PDF Overview
- ◆ PDF Benefits
- ◆ Adobe Terminology
 - ❖ Reader, Writer, Distiller, PDFMaker
- ◆ Controlling PDF File Size
- ◆ Distiller Settings



What's in it for me?

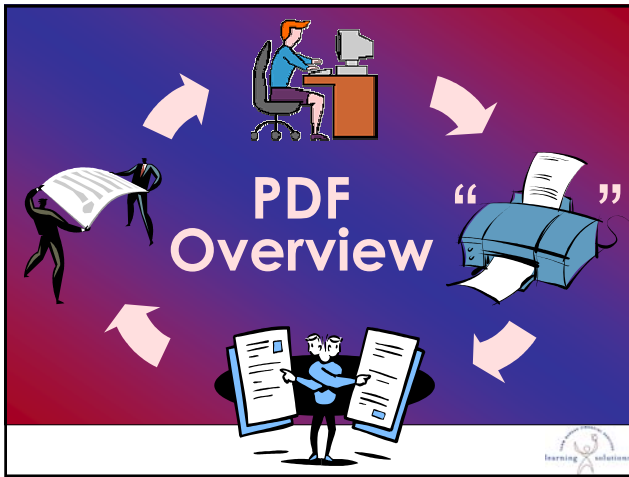
- ◆ Links and Bookmarks
- ◆ Acrobat Tools
 - ❖ TouchUp Text, Note, FreeText, Highlight
- ◆ Document Layout
 - ❖ Moving, inserting, deleting pages
- ◆ Fill-in Forms







What is a PDF?

- ◆ Portable Document Format
- ◆ Variety of file types to be viewed in original format and layout using Acrobat Reader





PDF Benefits

- Universal – anyone can view file..... 
- Retention of file format..... 
- Saves paper..... 
- Cost effective..... 

Acrobat Reader
Acrobat Writer
Acrobat Distiller
PDFMaker
PDFWriter

Acrobat Reader vs. Acrobat Writer


◆ FREE download	◆ License cost
◆ View PDF files	◆ View PDF files
◆ Print PDF files	◆ Print PDF files
◆ Cannot edit files	◆ Edit files (<i>minor</i>)
	◆ Navigation manipulation (<i>bookmarks, links</i>)

PDF Writer vs. Distiller

- ◆ Outdated technology (discontinued in 5.x)
- ◆ Printer driver – quickly converts files directly to Adobe PDF from other applications
- ◆ Most suitable for text documents
- ◆ Printer driver - converts print files to Adobe PDF
- ◆ Powerful set of customizable job options
- ◆ Suitable for text and graphics



So what's PDF Maker?

- ◆ Macro that creates PDF files quickly from within MS Office (using Distiller) 
- ◆ Installed automatically if you have MS Office on computer
- ◆ Preserves hyperlinks, styles, bookmarks
- ◆ Takes longer to convert and creates larger files than Distiller



Intelligent PDF

- ◆ Documents that use the sophisticated capabilities of PDF and XML
- ◆ Integrated with enterprise applications and business processes in the IT environment
- ◆ "Intelligent document platform" - server-driven system to manage flow of PDF forms throughout large enterprises



PDF File Size Control



- ◆ Embedding fonts
- ◆ Using various Job Options
- ◆ Changing Compression settings
- ◆ Other settings and options



Fonts - To Embed or Not to Embed

- | | |
|---|---|
| <ul style="list-style-type: none">◆ Stored within document◆ Independent of fonts on printer◆ Appearance of document like original◆ Minor text editing available◆ File size larger | <ul style="list-style-type: none">◆ Font substitution◆ Appearance of document could change◆ No text editing available◆ File size smaller |
|---|---|



Font Subsets

- ◆ Embeds only the characters used in the document
- ◆ Reduces file size
- ◆ Hinders text editing



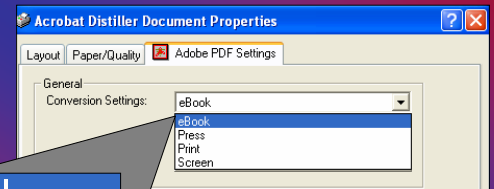
Hear Ye, Hear Ye – Font Licensing



Adobe TrueType
AGFA
Alpha Omega
Bigelow & Holmes
Fundicion Typografica Neufvile
International Typeface Corp
Linotype
Monotype Typography, Ltd.



Job Options



- ✓ eBook
- ✓ Press
- ✓ Print
- ✓ Screen



Downsampling

- ◆ Takes several pixels (dots), combines them into a single, larger pixel
- ◆ Reduces the number of pixels in the image
- ◆ Reduces file size
- ◆ Average, Bicubic, Subsampling



e-Book

- ◆ Files read on desktop or laptop PCs
- ◆ Balances file size against image resolution - small, self-contained file
- ◆ Uses compression, downsampling, and low resolution (600 dpi)
- ◆ Subsets of all fonts used in the file (except the Base 14) are embedded
- ◆ Compatible with Acrobat 4.0 (and later)



Screen

- ◆ Files displayed on the Internet/Intranet or on-screen viewing
- ◆ Uses compression, downsampling, and low resolution (600 dpi)
- ◆ Subsets of all fonts used in the file (except the Base 14) are embedded
- ◆ Compatible with Acrobat 3.0 (and later)
- ◆ Seems to create smallest PDF file



Print

- ◆ Files intended for desktop printers, digital copiers, publishing on CD-ROM, or to send as a publishing proof
- ◆ File size still important, but not the only objective
- ◆ Uses compression, downsampling, and a resolution of 1200 dpi
- ◆ Embeds all fonts



Press

- ◆ Files intended for high-quality final output to an imagesetter or platesetter
- ◆ File size is not a consideration
- ◆ Resolution at 2400 dpi
- ◆ Embeds all fonts used in the file
- ◆ Maintains all the information in a PDF file that a commercial printer/service bureau will need to print the document correctly



Rita's Test Results

Original Word File - 512 KB

Press*	241 KB	All Fonts - 2400 dpi
Press	116 KB	Subset Fonts - 2400 dpi
Print	220 KB	All Fonts - 1200 dpi
Print	95 KB	Subset Fonts - 1200 dpi
eBook	200 KB	All Fonts - 600 dpi
eBook	75 KB	Subset Fonts - 600 dpi
Screen	192 KB	All Fonts - 600 dpi
Screen**	67 KB	Subset Fonts - 600 dpi
Screen	91 KB	Subset Fonts - No downsampling
*Largest file size / **Smallest file size		



Compression Settings - JPEG

- ◆ Suitable for grayscale or color images, such as continuous-tone photographs that contain more detail than can be reproduced onscreen or in print
- ◆ Removes image data and may reduce image quality - attempts to reduce file size with minimum loss of information



Compression Settings – ZIP (Flate)

- ◆ Suitable for images with large areas of single colors or repeating patterns
 - ❖ Screen shots
 - ❖ Simple images
 - ❖ B/W images with repeating patterns
- ◆ 4-bit or 8-bit

Created with
Paint programs



Compression Settings – Automatic

- ◆ For color or grayscale bitmap images
- ◆ Distiller determines the proper handling of documents containing photographic and screen shot images



Optimize for Fast Web View

The screenshot shows the 'Print' dialog box with 'Acrobat Distiller' selected. The 'Acrobat Distiller Document Properties' window is open, showing 'Conversion Settings' set to 'eBook'. The 'eBook - Job Options' window is also open, with the 'Optimize for Fast Web View' checkbox checked. Other options like 'Embed Thumbnails' and 'Auto-Flotate Pages' are also visible.

- ◆ Reduces file size
- ◆ Allows page-at-a-time downloading



Optimize for Fast Web View

1. File
2. Document Properties
3. Summary

The 'Document Summary' dialog box displays document metadata. The 'Fast Web View' checkbox is checked and circled. Other fields include Title, Subject, Author, Keywords, Binding, Creator, Producer, Created, Modified, File Size, Security, PDF Version, Page Size, and Number of Pages.

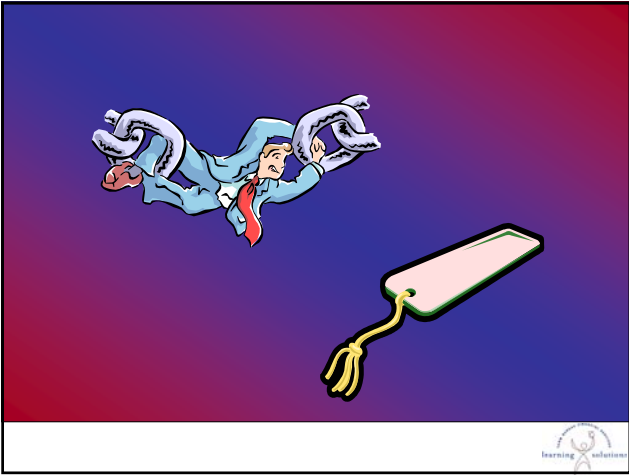


Optimize Space

- ◆ Decreases the PDF file by removing –
 - ❖ Invalid bookmarks
 - ❖ Invalid links
 - ❖ Unused named definitions
- ◆ Tools > PDF Consultant > Optimize Space

The 'Optimize Space' dialog box shows options to remove invalid bookmarks and links. The 'Remove Bookmarks with invalid destinations' and 'Remove Lnk- annotations with invalid destinations' checkboxes are checked. There are also options for 'Named Destinations' and 'Change Unused Named Destinations'.






Links

- ◆ Jump to other locations in the same document, to other documents, or to Web sites
- ◆ Ensure that your reader has immediate access to related information

Links - Creating

1. Navigate to where you want to create the link.
2. Select the Link tool. 
3. Drag the mouse around the text to create a "marquee."
4. In the Create Link dialog box, select the appropriate options.
5. Click on "Set Link" or OK.

Links – View Options

Fixed	Zoom in use when the link is set
Fit View	Visible portion of current page (varies with monitor resolution)
Fit in Window	The entire page
Fit Height	The height of current page in the destination window
Fit Width	The width of current page in the destination window
Fit Visible	The width of visible contents of current page in the destination window
Inherit Zoom*	Retains zoom level being used when the link is accessed



Bookmarks

- ◆ Easy navigation of a PDF document
- ◆ Jump to other locations in the same document
- ◆ Ensure that your reader has immediate access to related information
- ◆ Automatically created from TOC in Word using PDF Maker (macro)



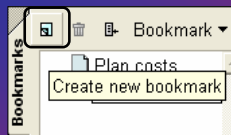
Bookmarks - Creating

1. Display the page/text you wish to go to when the bookmark is selected.
2. Set the appropriate zoom option.
3. Display the Bookmark navigation pane.
4. Select the "Text Select Tool" from the toolbar.



Bookmarks - Creating

5. Highlight the text you want for the bookmark.
6. Press CTRL+B and press ENTER, **or**
7. click on the "Create new bookmark" icon on the Bookmark toolbar and press ENTER.



Bookmarks - Changing

1. Click on the bookmark to go to its destination.
2. Change the zoom option.
3. Right click on the bookmark in the bookmark pane, and select "Set Destination."
4. Select "Yes."

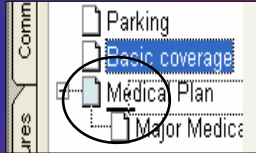
FYI ✓
 CTRL ++ = Zoom in
 CTRL +- = Zoom out
 CTRL + M = Zoom to ...





Bookmarks - Nesting

1. Click the bookmark you want to nest.
2. Drag the icon underneath the first letter in the parent bookmark; a black bar shows the position of the icon.
3. Click OK.
4. The bookmark is nested. The actual pages remain in their original location in the document.



Acrobat Tools



TouchUp Text Tool



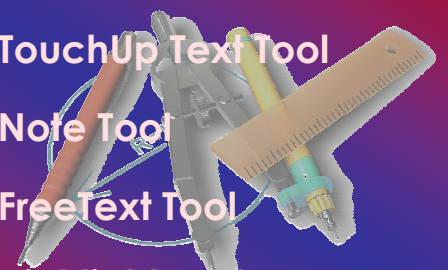
Note Tool



FreeText Tool



Highlight Tool



Document Layout

- ◆ Moving pages
- ◆ Inserting an entire file
- ◆ Inserting a page from another file
- ◆ Deleting vs. Extracting pages
- ◆ Replacing pages



Fill-in Forms

- | | |
|--|---|
| <ul style="list-style-type: none">◆ Create form fields◆ Fill out the form◆ Print the form◆ Save the form with data◆ Export data separately | <ul style="list-style-type: none">◆ Fill out the form◆ Print the form◆ CANNOT save form with data◆ Cannot export data separately |
|--|---|



Questions?????

