

## CREATING A PDF FILE

### QUARKXPRESS 4.X • ADOBE ACROBAT 4.X • MAC OS 9.X

Group Riccobono uses a full Adobe Acrobat PDF traffic systems for its CTP (Computer to plate) and CTF (Computer to film) production. All PDF files, whether generated in house or supplied by our clients, are run through an Enfocus Pitstop Server to ensure the files are print-worthy.

We have produced this pamphlet in order to show you how to make a “Universal” PDF file; one that we know will rip correctly, or that will indicate potential errors either to us or to you.

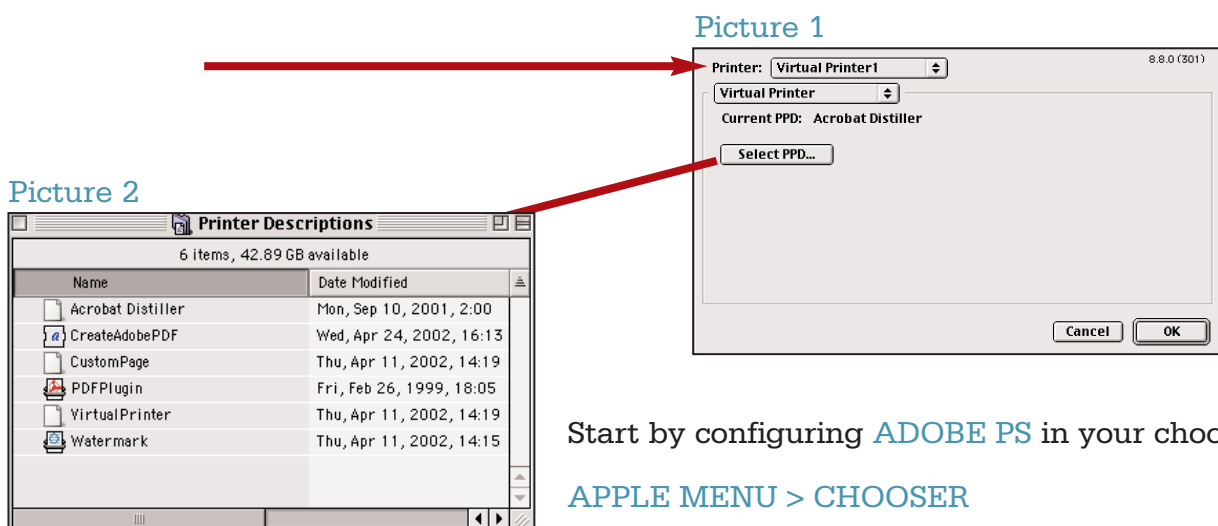
Today, there are a number of ways to create a PDF file, and Adobe Systems no longer have the monopoly on PDF producing software. However, our tests have shown that their system is by far the best, and coupled with Enfocus’ Pitstop Server 3.0 and Pitstop Professional 6.0, we can be certain that ripped files will be of print quality.

To cater for all our clients, we have produced guides using the following programmes:

- QuarkXpress 4.x or 5.x & Adobe Acrobat 4.x and 5.x (Mac OS 9.x)
- QuarkXpress 6.x & Adobe Acrobat 6.x (Mac OS 10.2 Jaguar and 10.3 Panther)
- Adobe Indesign 3.0 & Adobe Acrobat 6.x (Mac OS 10.2 Jaguar and 10.3 Panther)

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## SETTING UP ADOBE PS



Start by configuring **ADOBE PS** in your chooser:

**APPLE MENU > CHOOSER**

Click once on the **ADOBE PS** icon

Deselect any printer in the Postscript window to the left of the Adobe PS icon.

Close the Chooser.

Access the **FINDER** and select **FILE >PAGE SETUP**.

You should select **VIRTUAL PRINTER** from the printer pop-up menu (Picture 1).

By default the current PPD will be “Generic”. Click the **SELECT PPD** button and from the Printer Descriptions window that opens select **ACROBAT DISTILLER**.

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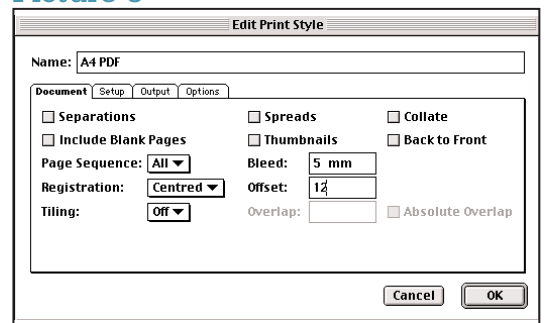
## SETTING UP QUARKXPRESS

We suggest that you create a **PRINT STYLE** from within QuarkXpress that pre-records all relevant page and bleed sizes for any A4 page you want to convert to PDF. By doing this once, you will be able to quickly produce other PDF files without having to repeat the same process several times.

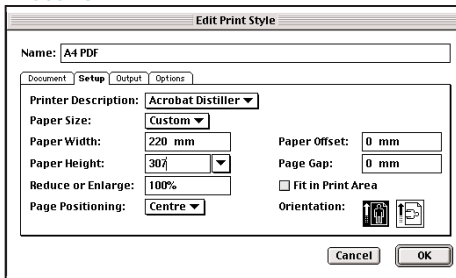
From within QuarkXpress go to > **EDIT** > **PRINT STYLES**.

Click **NEW** and fill in the relevant windows as shown in **PICTURES 3, 4, 5, and 6**. Name your Print Style **A4 PDF**.

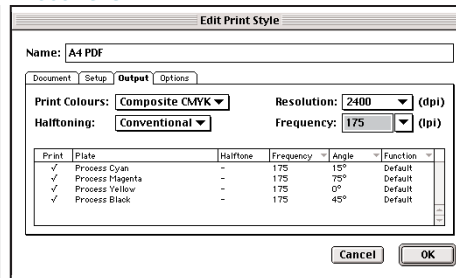
Picture 3



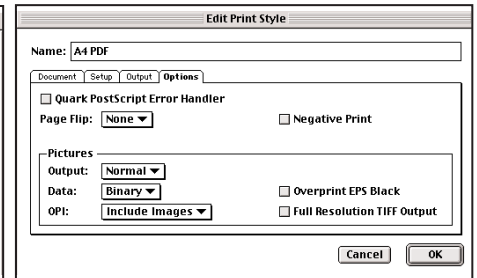
Picture 4



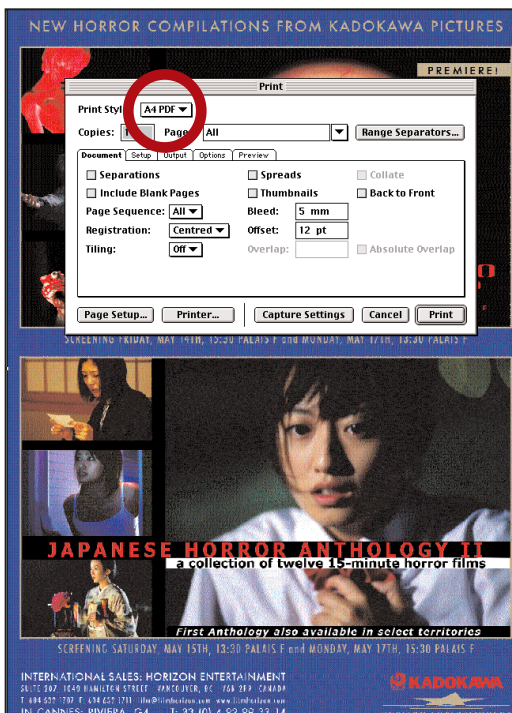
Picture 5



Picture 6



Picture 7



Once you have created your **PRINT STYLE**, you can now proceed with creating the **POSTSCRIPT** file from QuarkXpress.

This Postscript file will be converted to PDF using Acrobat Distiller.

From within QuarkXpress go to **FILE** > **PRINT**

From the Print Styles pop-up menu choose your newly created **A4 PDF** style.

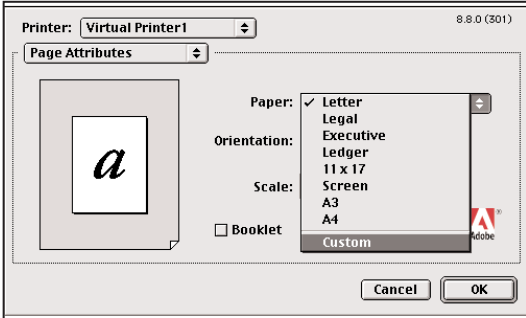
We shall now show you how to complete the **PAGE SETUP** and **PRINTER** sub menus. These need to be configured just once and saved as the default settings for Virtual Printer.

Firstly, click on **PAGE SETUP...** and then follow **PICTURES 8 to 13**.

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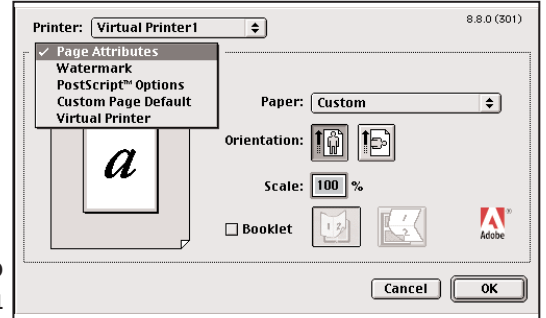
Picture 8



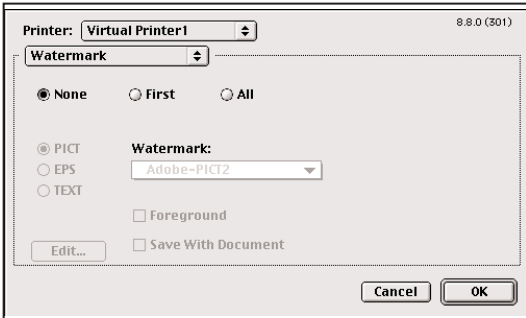
(8) Choose **CUSTOM** paper size.

(9) Open the sub menu

Picture 9



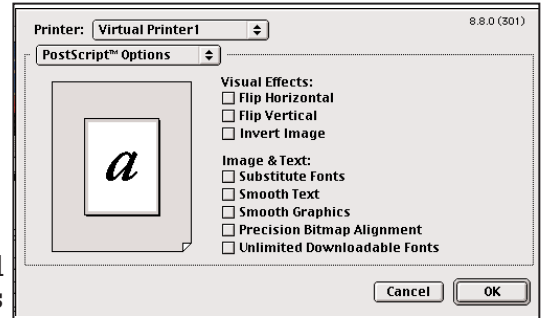
Picture 10



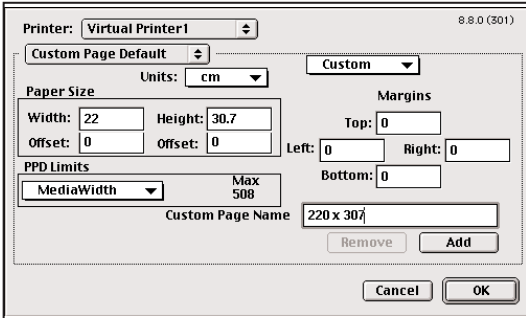
(10) No watermark

(11) Uncheck all checked boxes

Picture 11



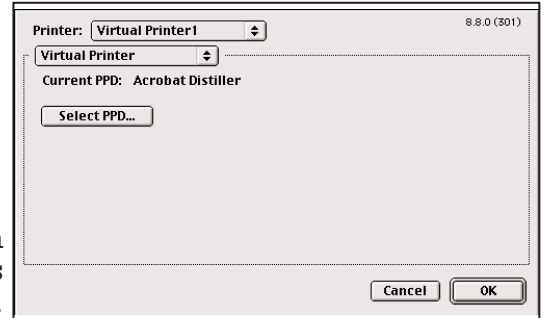
Picture 12



(12) Create a default page size of **220 x 307** (A4 plus bleed)

(13) Confirmation that your PPD is **Acrobat Distiller**.

Picture 13



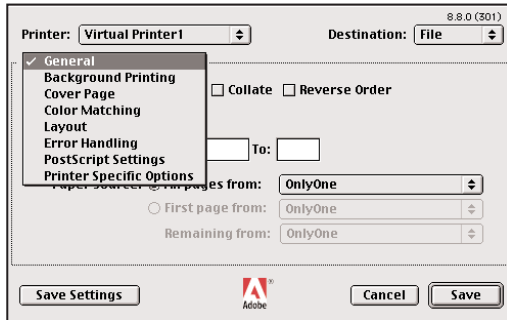
Click **OK** and you will go back to **PICTURE 7**.

Now click on **PRINTER...** and follow pictures numbered **14 - 21**

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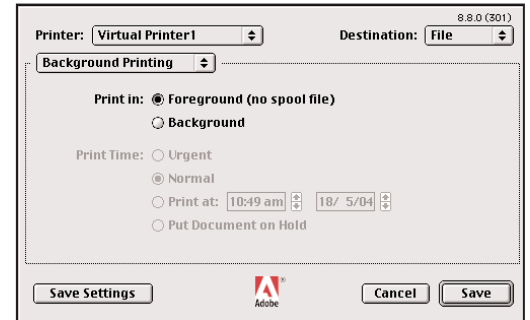
QUARKXPRESS 4.X • ADOBE ACROBAT 4.X • MAC OS 9.X

Picture 14



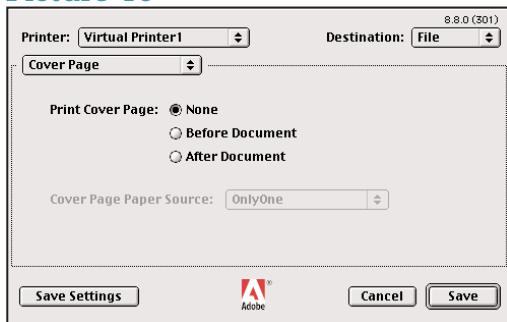
(14) Notice that the destination is **FILE** and not **PRINTER**

Picture 15



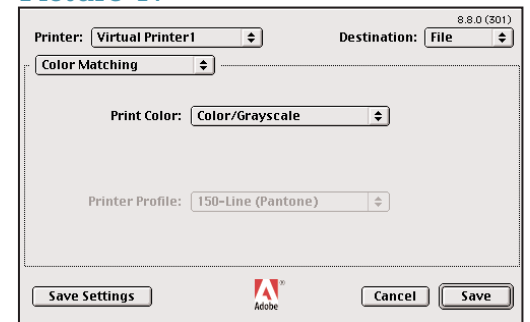
(15) Your choice for background printing.

Picture 16



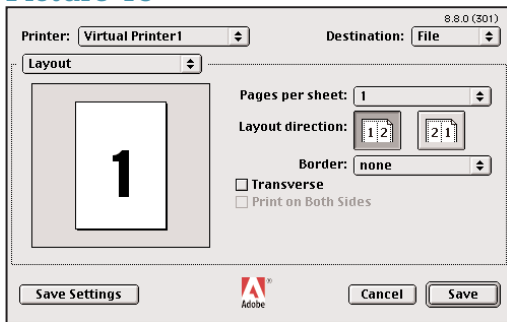
(14) No **COVER** page

Picture 17



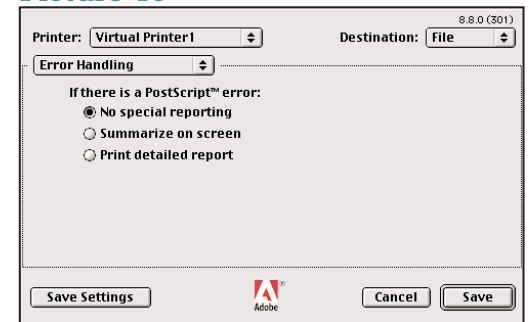
(15) Select **COLOUR/GREYSCALE**

Picture 18



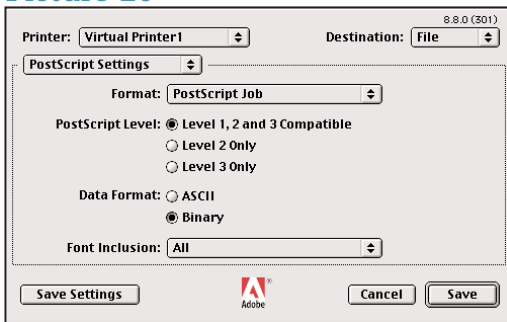
(14) **ONE PAGE** per sheet

Picture 19



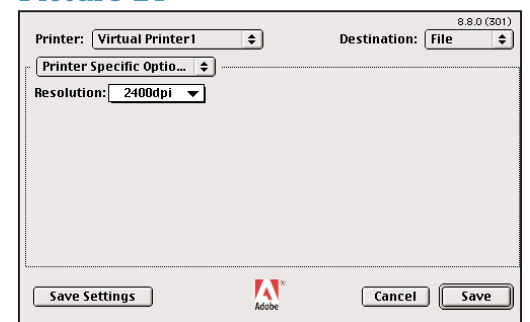
(15) Your choice for **ERROR HANDLING**

Picture 20



(20) This is very important: Make sure you opt for **LEVEL 1,2,3 compatibility** and that you include **ALL FONTS** within your postscript file.

Picture 21



(21) From the pop-up menu choose **2400 DPI** and then click the **SAVE SETTINGS** button.

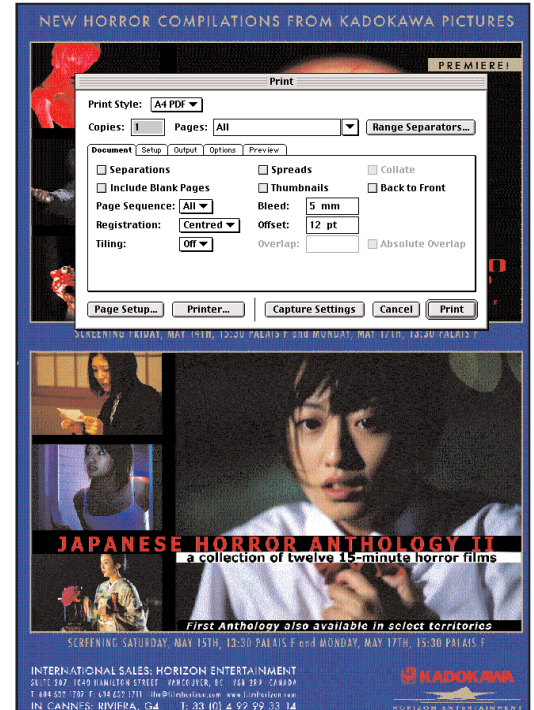
# CREATING A PDF FILE

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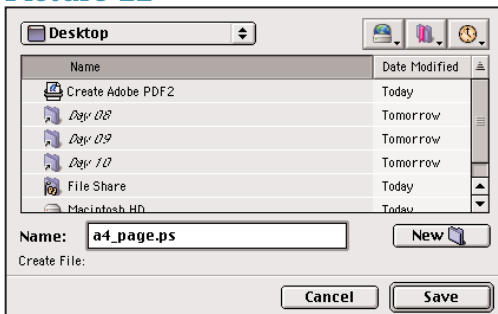
When you click the **SAVE** button you will revert back to **PICTURE 7**.

Click the **PRINT** button and you will be asked where you would like to save your **POSTSCRIPT** file: **Picture 22**. As a general rule, it is best to save your postscript files to your desktop. This makes them easier to find later when you are ready to convert them to PDF files using Adobe Acrobat Distiller.

Picture 7



Picture 22



A useful tip when saving PDF files: try to avoid using special characters, such as /()\*-><. Always use an underscore ( **\_** ) to separate words. Whilst we generate all our PDF files on a Macintosh platform, our Pitstop Servers run on Windows 2003 Server Edition, so special characters are actually a DOS command to do something, such as change a directory, or stop printing!

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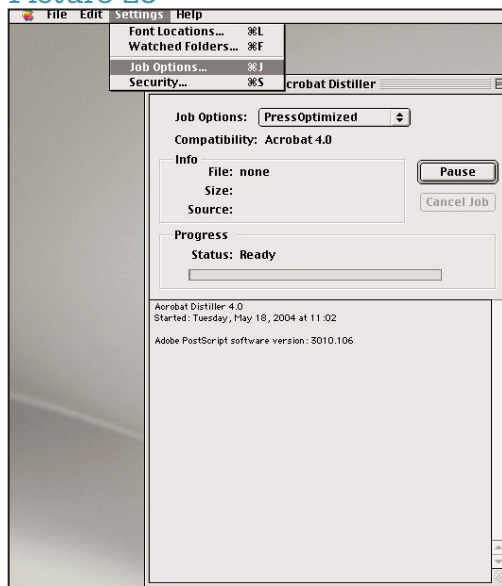
## SETTING UP ACROBAT DISTILLER

There is a reason why your “printer” is called Virtual Printer: Adobe Acrobat is a programme not a printer. Acrobat Distiller needs to be open to convert your Postscript files to PDF. You can choose to use **HOT FOLDERS** or not for converting your files (See Adobe Acrobat Help File); you can convert all your pages to postscript and then convert a batch of files to PDF; or you can convert pages one at a time. The important thing to remember is the naming of the files. Wherever possible use this method :

MyJob\_pages\_1\_16.pdf / MyJob\_page\_17.pdf / MyJob\_pages\_18\_23.pdf etc.

Although you have split your QuarkXpress file into several PDF files, we can easily identify the running order of pages.

Picture 23

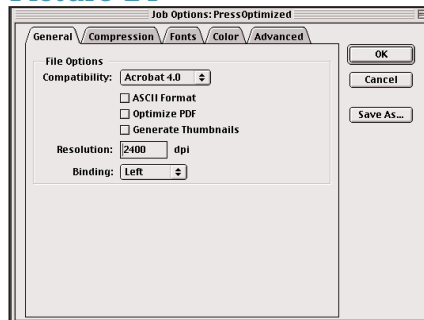


(23) When you install Adobe Acrobat Distiller 4.0 there are three pre-defined job options included. We need to modify the **PRESSOPTIMISED** settings and make one or two amendments.

Under the **SETTINGS** menu you will find a **FONT LOCATION** command. It is necessary that Adobe Acrobat Distiller knows where on your machine (or external hard drives) it can find the font families to incorporate the fonts into your PDF files. We have concluded that having one font folder housing all our fonts in A-Z folders make life easier. You simply need to **ADD** each relevant font folder into the Distiller preferences once. If, however, you rename or move a font folder once added into Distiller you will need to add it a second time.

Concerning **WATCHED FOLDERS**, refer to Adobe's help file.

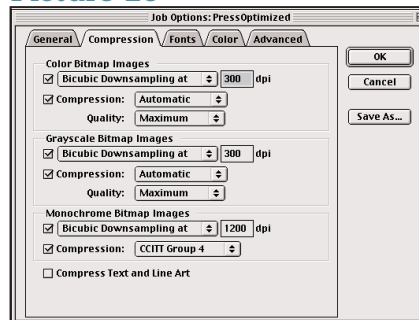
Picture 24



(24) Uncheck the **Optimise PDF** and **Generate Thumbnails** boxes checked by default. If you generate thumbnails, the PDF file is twice as large and takes twice as long to create since the postscript file is effectively distilled twice: once at A4 size and a second time for the thumbnail preview.

Add the correct resolution size : **2400 DPI**

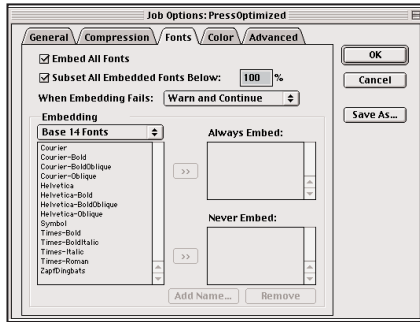
Picture 25



(25) Uncheck the **COMPRESS TEXT AND LINE ART** option at the bottom of this tab window.

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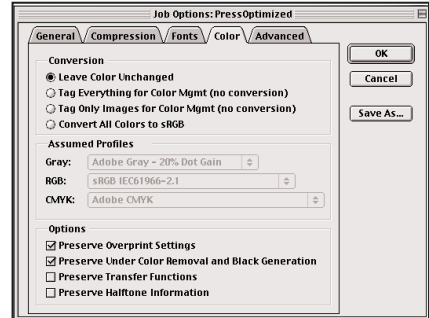
Picture 26



(26) From the pop-up menu, choose **WARN & CONTINUE** for font embedding failures. The reason for this is that should you have made a postscript file of, say, 10 pages and the font problem relates to page 7 only, you do not need to redo the other pages. Simply delete page 7 from you 10 page PDF file and reprint the offending page.

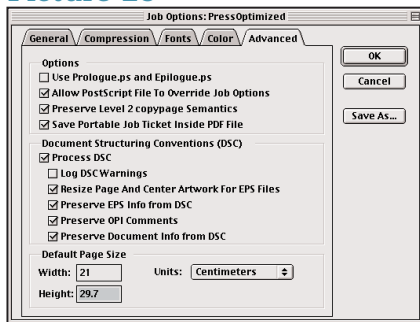
PDF file and reprint the offending page.

Picture 27



(27) Uncheck the **PRESERVE TRANSFER FUNCTIONS** option. This relates to Photoshop EPS files.

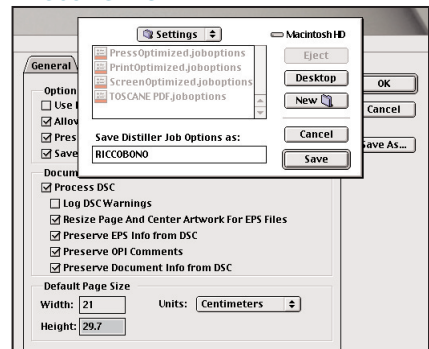
Picture 28



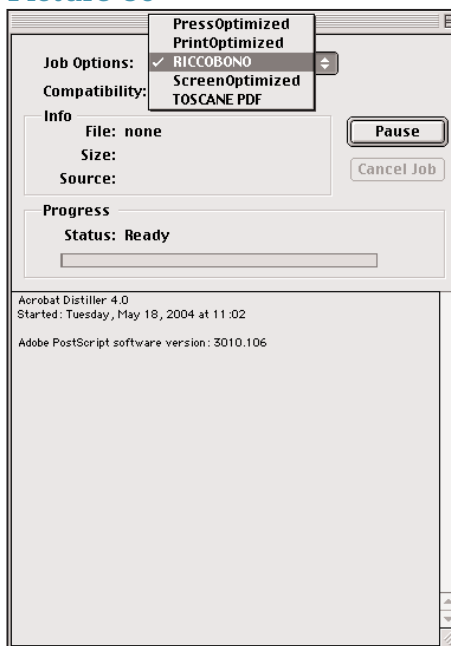
(28) Add in the trimmed page size: not the size including bleed.

(29) Save the job options as, for example, **RICCOBONO**.

Picture 29



Picture 30



(30) Finally, select the **RICCOBONO** job options from the pop-up menu and drag and drop your postscript file onto the Distiller window. Depending on the speed of your machine the PDF file will be produced and saved in the same place as the postscript file.

Finally, drag and drop your **POSTSCRIPT** file onto **ACOBAT DISTILLER'S** window. Your PDF file will be saved to the same location as your postscript file.

TIP: Open your **PDF** file at 400% in **ADOBE ACROBAT**. Given that your screens resolution is 72dpi and  $4 \times 72 = 288$ ; as close to 300dpi as possible.