



Making Print-ready Documents

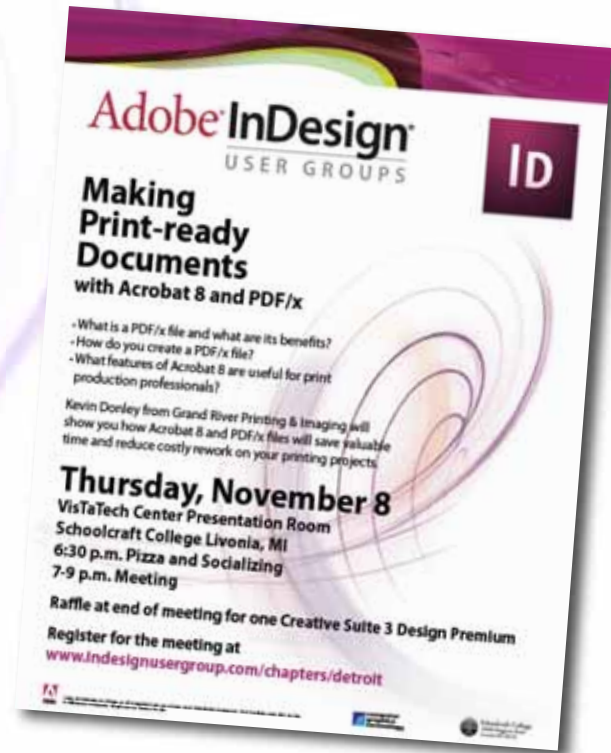
With Acrobat 8 and PDF/x

A presentation by

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Tonight's program

- Presentation
 - The big picture
 - Define PDF/x, its significance
- Software demonstration
 - Creating PDF/x-1a files
 - Print production features of Acrobat 8



About Grand River

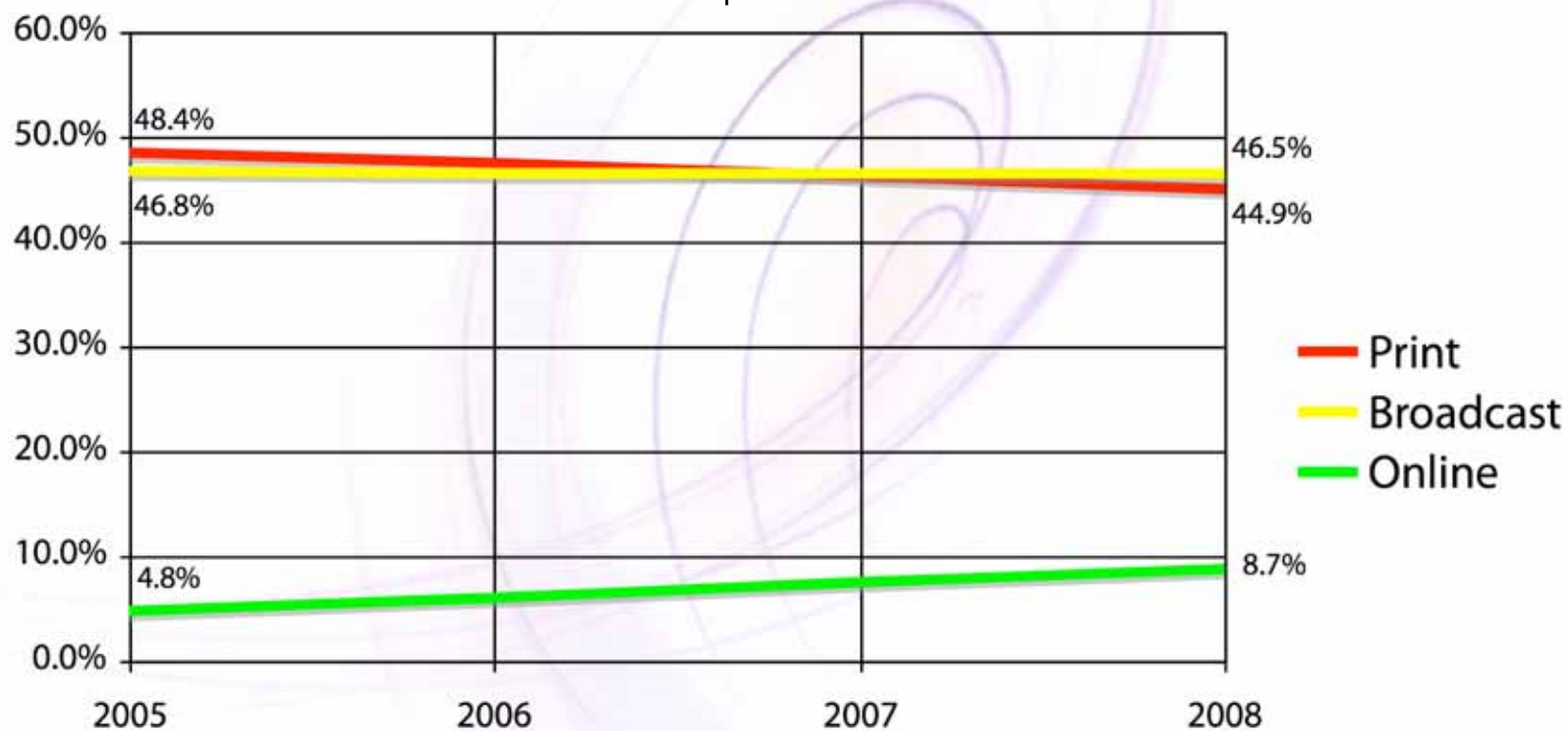
- Web offset print service provider
- Founded in 1978 in Southfield
- State-of-the-art plant in Belleville, MI opened in 2004
- High-volume products & services
 - Publications
 - Catalogs
 - Direct mail



The market context

Percent of ad spend by media

Source: ZenithOptimedia





The challenges facing print media

- Faster turnaround
- Improved quality
- Reduced cost
- Seamless integration with other media
- Automation
- From a craft to modern manufacturing



The multimedia context

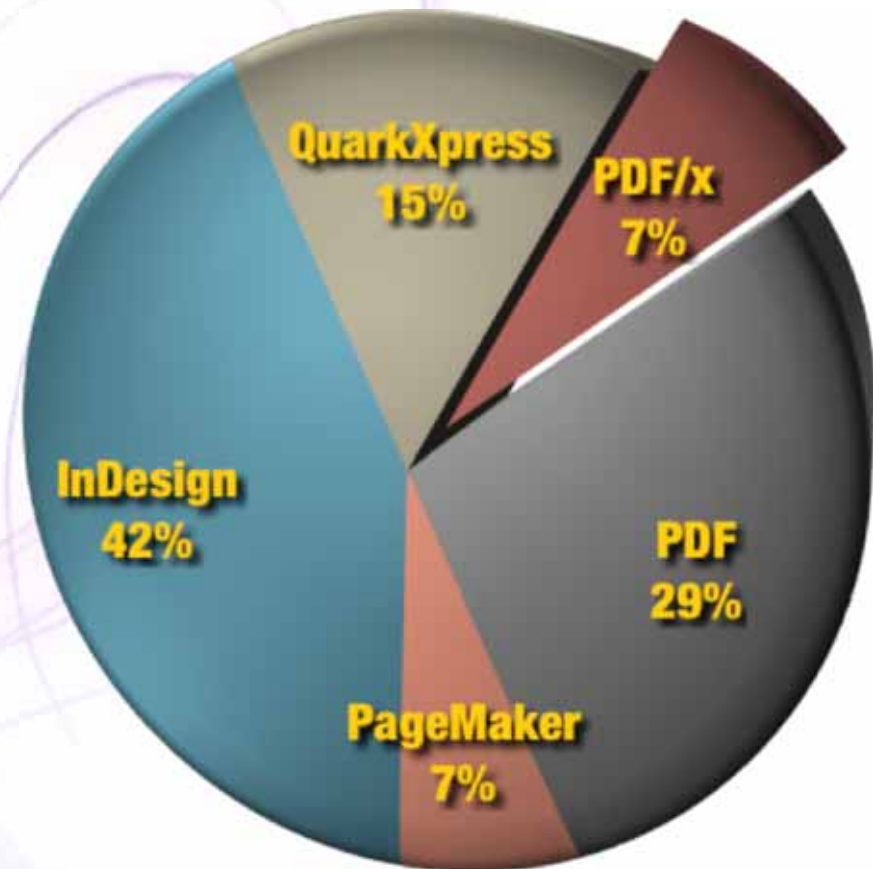
- Are you a media-neutral content creator?
 - Platform
 - Application
 - File format
 - Color
 - Resolution
 - Final output

Informal User Group survey

- Who is currently sending PDF files for final output?
- Who is sending native files?
- QuarkXPress users?
- PageMaker users?
- Microsoft Publisher users?

Survey: Grand River customer files

- Jobs submitted in 2006
- Two-thirds native
- One-third PDF
- Less than one-tenth PDF/x compliant



What do we want?

- Streamlined process
- No missing elements
- One compressed file
- Automated preflight
- No prepress problems
- Standards

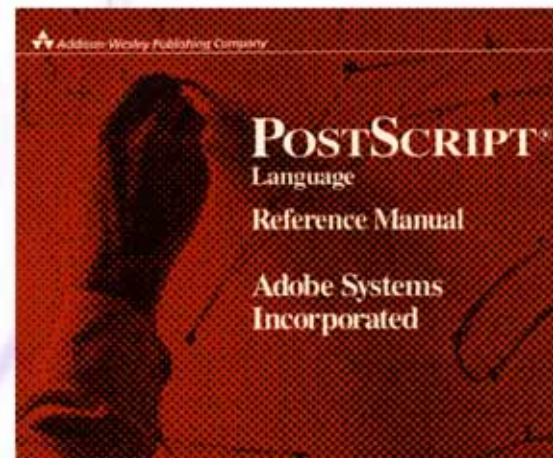


Standards & Specifications

- **Standards:** Published specifications that have been adopted by a recognized standards body such as ANSI or ISO.
- **Specifications:** Published technical criteria that have been adopted by industry groups or associations such as SWOP or GRACoL.

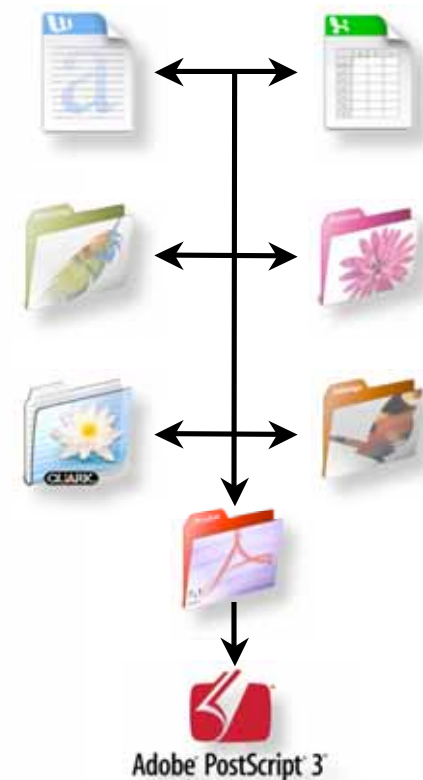
Where did the PDF come from?

- Geschke & Warnock
- 1984: PostScript
- Device independent page description language
- First time graphic content became detached from a proprietary output system



How did we get here?

- 1985: Desktop publishing
- 1993: CREF Guidelines
- 1993: Quark Collect for Output
- 1993: Adobe Acrobat 1.0
- 1996: GRACoL Guidelines
- 2001: PDF/X developed



What is PDF/x?

- ISO standard, specific to high res print media
- **PDF for Exchange** is a subset of PDF options
- Variety of PDF/x formats
 - PDF/x-1a: 2001: SWOP-based advertising community
 - PDF/x-3: 2002: RGB workflows
 - PDF/x-4: 2007: Adobe PDF Print Engine workflows
- Other ISO PDF standards
 - PDF for Archive=PDF/A
 - PDF for Engineering=PDF/E (proposed)
 - PDF for Universal Access=PDF/UA (proposed)



What are the benefits of PDF/x-1a?

- Eliminates many of the color, font and trapping variables that can cause printing problems
- Does not support RGB color; converts to CMYK
- Supports spot colors
- Compressed files; can be transmitted over broadband Internet
- Bullet-proof preflight
- Workflow allows for page independent edits

What are the limitations of PDF/x-1a?

- Does not specify image resolution
- Does not support live transparency; transparency must be flattened before or during PDF file creation
 - PDF/x-1a: 2001 is based on PDF 1.3 (Acrobat 4)
- Does not support security features
- PDF/x-1a assumes SWOP color space; web offset on #5 coated groundwood

How do you create a PDF/x-1a file?

- InDesign CS, CS2, CS3 have direct export
- QuarkXPress 7.0 has direct export
- Acrobat Professional (7 & 8) installs drivers for printing directly to PDF/x
- Almost any source application file can be made into a PDF/x
- In some cases, PostScript & Distiller needed

Where are we going?

- Adobe PDF Print Engine
 - Prepress workflow to process native PDF files
 - JDF information separate from graphic content
 - ICC color for soft-proofing
 - PDF/x-4: Supports live transparency natively

Software demonstration

- Creating PDF/X-1a files
 - From InDesign CS3
 - From Photoshop CS3
 - From QuarkXPress 7
 - From Microsoft Word 2004 (ugh!!)
- Print production features of Acrobat 8
 - Preflight
 - PDF/x conformance
 - Converting to PDF/x
 - Output preview
 - Simulation profile
 - Separations & color warnings
 - Crop pages
 - Printer marks
 - Annotation

Resources

- kdonley@grpinc.com • www.grpinc.com
- Ghent PDF Workgroup: www.gwg.org
- Adobe White Papers
 - Adobe PDF Print Engine:
www.adobe.com/products/pdfprintengine/pdfs/pdf_print_whitepaper.pdf
 - Designer's Guide to Transparency:
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