



Show PDF Who's Boss

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Before PDF Creation

- Preflight InDesign files
- Package files for transfer
- PDF Styles
 - Consistency
 - Reliability
 - Automation



Preflighting

- Very Important
- Built in to InDesign
- Garbage in / Garbage out
- Won't auto correct
- Saves time and money
- Applies to creating PDFs, too



PDF Styles: Print vs. Press

- Print- For desktop printers, digital copiers
 - Acrobat 4 Compatible
 - Crop image data to Frames - ON
 - Leave Color Unchanged – ON
 - Transparency Flattener – Medium
 - Simulate Overprint - ON
- Press- For imagesetters/plate setters
 - Acrobat 4 Compatible
 - Crop image data to Frames - OFF
 - Color converted – CMYK
 - Transparency Flattener – High Resolution
 - Simulate Overprint - OFF



Output Requirements

- Check which file type your SP wants
 - Native app / PDF / PostScript / multiple
- Image resolution
- Image/Graphics color space
 - RGB vs. CMYK
- Transparency settings
 - Transparency Flattener Styles
 - Transparency Blend Space



Preflight & Package

- What it can do-
 - Find problems
- What it can't do-
 - Fix problems
- Recommendations-
 - Always Preflight & Package
 - Add your PDF to Package folder
 - Use the Instructions form (later JDF?)



Preflight For Problems

- Fonts
 - Used / Missing /
 - Embedded / Incomplete / Protected
- Links and Images
 - Found / Modified / Missing / Embedded
 - Leaves Color Space unchanged (RGB stays RGB)
- Colors and Inks
 - Process / Spot / Color Management ON-OFF
- Print Settings
- External Plug-ins used
- Summary



Package For Transfer

- Preflights automatically
- Reports problems
- Packages all needed files
 - InDesign File
 - Printing Instructions
 - All Fonts and Linked Graphics
 - Update Graphic Links in Package
 - Document Hyphenation instructions
 - Hidden (non-printing) Layers content



PDF Styles

- Default
 - eBook / Screen / Print / Press
- Custom options
 - General tab
 - Compression tab
 - Marks & Bleeds tab
 - Advanced tab
 - Color (Leave Unchanged / RGB / CMYK)
 - Summary tab