# PDF Creation Guidelines From InDesign

	Export Adobe PDF
Adobe PDF Preset: (	Web Only Publications
Standard:	None Compatibility: Acrobat 5 (PDF 1.4)
General	General
Compression Marks and Bleeds Output Advanced Security	Description: [Based on 'Web Only Publications'] [Based on 'Web Only Publications'] [Based on '[Smallest File Size]'] Use these settings to create Adobe PDF documents best suited for on-screen display, e-mail, and the Internet. Created PDF
Summary	Pages  All  Range: 1  Spreads  Options  Embed Page Thumbnails  View PDF after Exporting
	Optimize for Fast Web View Create Acrobat Layers
	Include Bookmarks Hyperlinks Visible Guides and Grids Multimedia: Use Object Settings

	Export Adobe PDF
Adobe PDF Preset:	Web Only Publications
Standard:	None Compatibility: Acrobat 5 (PDF 1.4)
General Compression Marks and Bleeds Output Advanced Security Summary	Compression Color Images Bicubic Downsampling to for images above: 120 pixels per inch Compression: Automatic (IPEG) Image Quality: Medium Grayscale Images Bicubic Downsampling to for images above: 120 pixels per inch for images above: 120 pixels per inch Compression: Automatic (IPEC) Image Quality: Medium Monochrome Images Bicubic Downsampling to Bicubic Dow
	for images above: 350 pixels per inch Compression: CCITT Group 4
	Compress Text and Line Art Crop Image Data to Frames
(Save Preset)	Cancel Export

#### **General Tab**

*Compatibility* should be set to Acrobat 5. This gives us the smallest file sizes while still allowing us to use some transparency.

Select the pages you wish to export to PDF

Select Optimize for Fast Web View

If you built bookmarks, added hyperlinks (URLs), or other interactive elements, check the appropriate box in the Include area.

#### **Compression Tab**

#### **Color Images**

Use 120 pixels per inch for images because the default line screen for a 300 dpi laser printer is 60 lines per inch. Multiply this by 2 to get the optimal image resolution of 120 ppi. Users viewing PDF files on screen can't tell the difference between high- and medium-quality JPEG compression. Print output quality follows suit.

#### **Grayscale Images**

Use the same specifications as **Color Images**.

#### **Monochrome Images**

Choose 300 pixels per inch. CCITT Group 4 is the best, general-purpose compression technique for monochrome images. Most Fax machines use Group 3.

*Compress Text and Line Art* and *Crop Image Data to Frames* should be checked.

	Export Adobe PDF
Adobe PDF Preset:	Web Only Publications
Standard:	None Compatibility: Acrobat 5 (PDF 1.4)
General Compression Marks and Bleeds Output Advanced Security Summary	Marks and Bleeds         Marks         All Printer's Marks         Crop Marks         Bleed Marks         Bleed Marks         Offset:         Page Information         Bleed and Slug         Use Document Bleed Settings         Bleed:         Top:           Top:           Image: Top:           Image: Top:           Image: Top:           Image: Top:           Top:           Image: Top:
(Save Preset)	Cancel Export

#### **Marks and Bleeds Tab**

Unless you are sending this PDF off to be printed at a commercial printer, you can leave this page blank with no changes.

	Export Adobe	PDF		
Adobe PDF Preset: (	Web Only Publications			;
Standard: (	None	Compatibility:	Acrobat 5 (PDF 1.4)	+
General Compression Marks and Bleeds Output	Output Color Conversion:	No Color Conv	ersion 🛟	
Advanced Security Summary	Destination: Profile Inclusion Policy:	N/A Don't Include F	Profiles 🛟	
	Simulate Overprint		(Ink Manager)	
	PDF/X			
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	Output Condition Nam	e: N/A		
	Output Condition Identifie	er: N/A		
	Registry Nam	e: N/A		
	Position the pointer over a heading to view	w a description.		

#### **Output Tab**

#### Color

*Color Conversion* is not really needed except for specific cases such as a commercial printer.

*Don't Include Profiles* should be selected except for specific cases such as going to a commercial printer and you know what profile to include for all images.



#### **Advanced Tab**

Embed all fonts for best results and future manipulation by us if needed.

OPI can be ignored as it refers to prepress functions at a commercial printer and generally will never be used.

Everything else can be left blank/unchecked.

Export Adob	e PDF		
Publications			•
•	Compatibility:	Acrobat 5 (PDF 1.4	)
ty htion Level: High (128-b nument Open Password lequire a password to op Document Open Passw	it RC4) - Compatib een the document ord:	ole with Acrobat 5 an	d Later
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#### **Security Tab**

Set the settings here as needed based on usage and client specification. Remember that there are programs that can bypass the security settings in a PDF file so absolute security does not exist.

#### **Save Preset**

Save the settings with a name like what appears in the Adobe PDF Preset box at the top left. You will not have to adjust the settings every time you make a file that way. There will be times when you can adjust a setting such as when you know the only place these files will be used is on a CD. Then you could increase the compression to 170 pixels per inch. (This is the setting for 600 dpi printers)

# Setting to Adjust in Adobe Acrobat

Document Properties							
Description	Security	Fonts	Initial View	Custom	Advanced		
Description							
File: Introduction	.pdf						
Title: Hardwood L	umber of the	Central I	Midwest – Intro	duction			
Author: Purdue Univ	ersity Agricul	ltural Cor	nmunication				
Subject: Hardwood L	umber						
Keywords: hardwood, h veneer, pulp	umber, midw 9, paper, mill	est, cass	ens, purdue, ex	dension, wo	ood, forest, forestry,		
Created: 10/11/06 7:	57 AM			E	Additional Metadata		
Modified: 12/20/06 10	0:05 AM						
Application: Adobe InDes	ign CS2 (4.0.	3)					
Advanced							
PDF Producer: Adobe PD	OF Library 7.0	)					
PDF Version: 1.6 (Acrob	at 7.x)						
Location: Macintosh	HD:Finished	Jobs:CD	FNR_5_Midwes	tern_Woods	:Wood_CD:PDF:		
File Size: 346.57 KB	(354,888 Byt	tes)					
Page Size: 8.50 x 11.	00 in			Number of F	Pages: 2		
Tagged PDF: No				Fast Web	View: Yes		
Help					Cancel OK		

		(	Documer	nt Properties		
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Document Res	strictions Sum	imary				
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C	hanging the I	Document:	Allowed			
	Document	Assembly:	Allowed			
Conten	t Copying or I	Extraction:	Allowed			
Content Extr	raction for Ac	cessibility:	Allowed			
	Cor	nmenting:	Allowed			
	Filling of fe	orm fields:	Allowed			
		Signing:	Allowed			

#### **Description Tab**

#### Title

The title is important.

#### Author

Enter the publication's author here.

#### Subject

This can be the same as the title if no other information is available. It is the descriptive summary of the publication.

#### Keywords

Keywords should be specific and descriptive. Use lower case. Separate words with commas but no spaces (e.g: pesticides, chemicals,methods,study). Phrases (Purdue University Agricultural Communication) can be used as one keyword. There is a maximum of 255 characters that can be used. Several search engines look at the *Keywords* field so it is important.

#### **Security Tab**

Normally, no changes are necessary here. You can password protect the document to restrict modifying, copying, or printing. Like most security, it can be broken so it is not fail-safe.



#### **Fonts Tab**

This shows what fonts are actually embedded in the document. The more fonts listed here, the larger the file size. Sometimes InDesign includes fonts not actually used in the publication so you will have to remove them. This can be accomplished by using PDF Optimizer and selecting what fonts to remove.

		[	Docume	nt Properties			
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Document Optio	ns						
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Page layout.	Single Pa	ige	÷				
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	O Last-v	lewed page					
Window Options	>						
User Interface Op Hide menu b	ent Title otions ar rs	9					
Help						Cancel Ok	(

#### **Initial View Tab**

#### **Document Options**

*Show:* Decide wether to show the Bookmark panel or other panels automatically when the PDF is opened.

*Page Layout:* Decide weather a PDF document should open as a single page or continuous, running pages. Set as **Single**.

Magnification: Set to Fit Width.

#### **Window Options**

Show: Set to **Document Title**. That is why setting the title under *Description* is so important. If this was set to File Name, then the PDF would get a title that looked like *FNR\_277\_Prices.indd*. This is not very descriptive or professional looking.

			Documer	nt Properties		
	Description	Security	Fonts	Initial View	Custom	Advanced
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You Uni Dod	u can add custor que name, whicl rument Propertin	n properties h must be di es panels.	to this do	ocument. Each om the standar	custom pro d property r	perty requires a names found on other

#### **Custom Tab**

For Web PDF files, there is not any reason to add anything here.

You can add custom document properties to store specific types of metadata, such as the Extension number, in a PDF document. Properties you create appear in the Document Properties dialog box. Properties you make must have unique names that do not appear on the other tabs in the Document Properties dialog box.

		0	ocume	nt Properties			
De	scription	Security	Fonts	Initial View	Custom	Advanced	
PDF Settings							
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Reading Options							
Binding	g: Left E	dge :					
Help						Cancel	ОК

#### **Advanced Tab**

The only setting that might be changed here is if you are adding a *Search Index*. This is typically only used for CDs or if you have a database of pdf files set up online. If the publications are online, this should not be needed based on the fact that most search engines can search inside PDF files.



PDF Optimizer

Optimize compression of page regions based on color content

Θ

Deskew: Automatic

Descreen: Automatic Halo Removal: On

Background removal: Low

Edge shadow removal: Cautious Despeckle: Low

Make compatible with: Acrobat 5.0 and later

-

+ -

1 4

101

High Quality

🗈 🎁 Delete 💾 Save

Scanned Page Settings

Small Size

Filters

Current PDF Version: 1.4 (Acrobat 5.x)

Preset: Custom

Preset Settings

Images

Fonts

Scanned Pages

Transparency Discard Objects

Clean Up

(Audit space usage...)

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#### **PDF Optimizer Images Tab**

Most of the time, the PDF is already optimized when you do a Save As.

These are the same settings used when you make a PDF out of InDesign. Doing this again will not effect the images.

### **PDF Optimizer Scanned Pages Tab**

These settings usually will not have to be adjusted unless you have an entirely scanned page. A PDF with entirely scanned pages will be large in file size.

	PD	F Optimizer		
et: Custom	Delete		Au	dit space usag
Current PDF	Version: 1.6 (Acrobat 7.x)	Make compatible with:	Acrobat 5.0 and later	•
	Font Settings			
Images Scanned Pages Fonts Transparency Discard Objects Clean Up	The following fonts can be unembedd Embedded fonts: ArialNarrow-Bold (Subset) Formata-Condensed (Subset) Impact (Subset) MinionPro-Bold (Subset) MinionPro-Regular (Subset) Myriad-Roman (Subset) MyriadPro-Cond (Subset)	ed by the PDF Optimizer: Fonts to un Unembed >> << Retain	nembed:	

#### **PDF Optimizer Fonts Tab**

You can select fonts to Unembed if necessary. Make sure they are not used in the document or there will be future font compatibility issues.



#### **PDF Optimizer** E Save Preset: Custom Delete Audit space usage... Preset Settings Current PDF Version: 1.6 (Acrobat 7.x) Make compatible with: Acrobat 5.0 and later . **Discard Objects Settings** Images Discard all comments and form widgets Scanned Pages Discard all form submission, import and reset actions Fonts Discard all JavaScript actions Transparency Discard all external cross references Discard Objects Discard all alternate images Clean Up Discard embedded thumbnails Discard private data of other applications Discard document structure Discard hidden laver content and flatten visible lavers Convert smooth lines to curves Detect and merge image fragments

#### PDF Optimizer Transparency Tab

No changes need to be made here. Do not flatten transparency.

#### PDF Optimizer Discard Objects Tab

The safest options to select here are indicated in the picture to the left. This has typically been done behind the scenes in InDesign when the PDF was made but if it was manipulated in Acrobat, there might be a small amount of data that has been added that can be removed.

					PDF Optimizer	
eset:	Custom	•	Delete	Save	e	Audit space usage
Preset	Settings					
	Current PDF	Version:	1.6 (Acrobat 7	(x.)	Make compatible with:	Acrobat 5.0 and later
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#### **PDF Optimizer Clean Up Tab**

The safest options to select here are indicated in the picture to the left. This has typically been done behind the scenes in InDesign when the PDF was made but if it was manipulated in Acrobat, there might be a small amount of data that has been added that can be removed.

#### **Save Settings**

You can save the setting for PDF Optimizer to make future optimizations faster by clicking on the Save icon near the top of the window.

## PDF Creation Guidelines Web Links



#### Web links guidelines

The Purdue University logo is linked to the Purdue University Home Page. The Purdue Extension mark is linked to the Purdue Extension Home Page. The KTG logo links the Knowledge to Go Education Store page. The KTG store ad on the back all links to the Education Store page.

In general, all URLs in the body of a document are to be blue.

Always do a *Save As* before you send the PDF to be posted online. If you save a PDF multiple times, the files size can be bloated by several hundred percent.