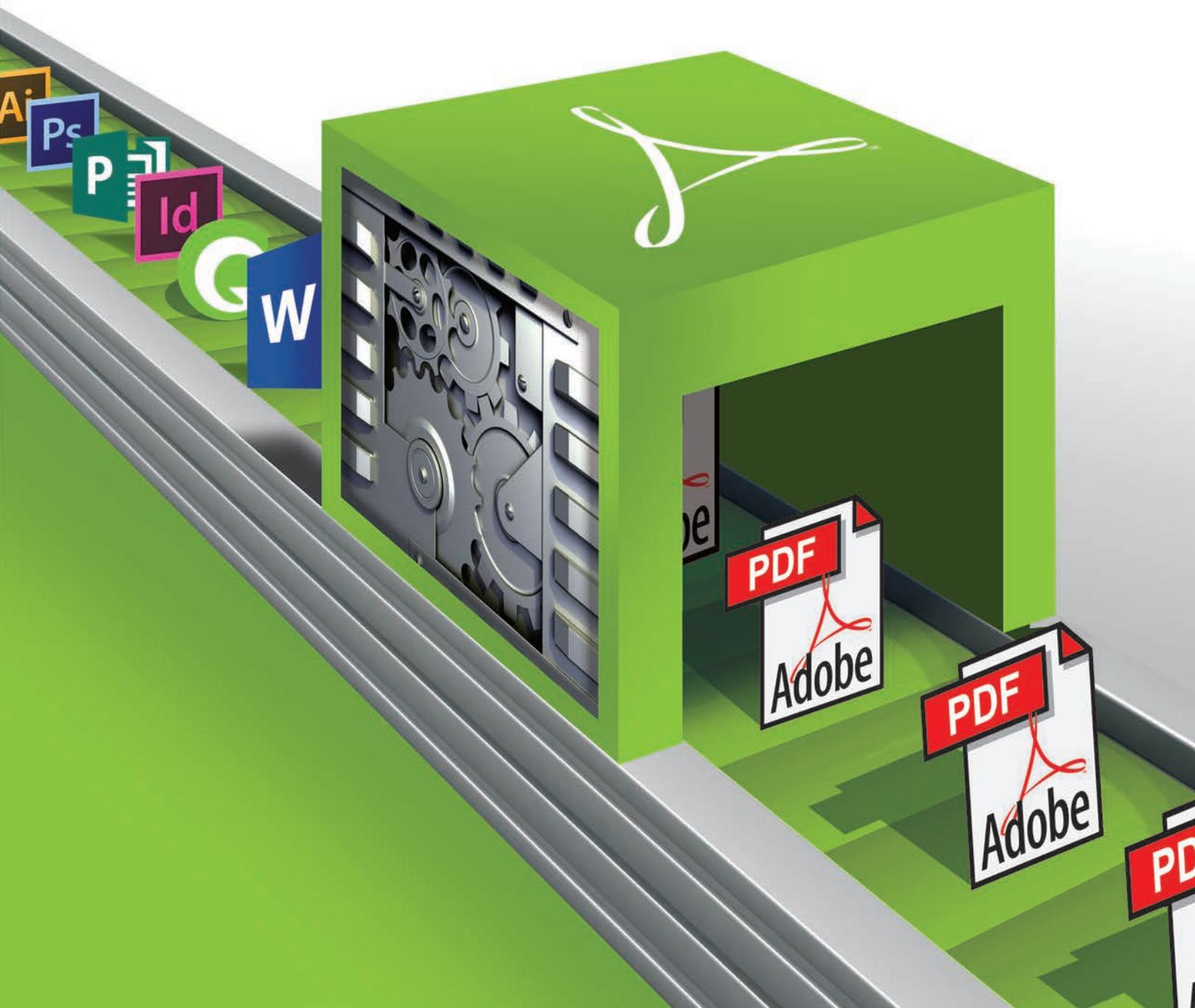




Step-by-Step Guide to
Creating High Resolution
Adobe Acrobat® PDFs
from your Desktop Applications



This guide has been created in-house at GAM to better help you, the client, with creating an easy to print; camera-ready file. A properly prepared camera-ready file ensures that your print will be a very close representation of what you originally envisioned when you designed your artwork on your desktop. Our commitment to quality and service begins before we receive your file for printing!

In addition to receiving a beautifully printed product you will also see savings on your cost if GAM does not need to typeset your files and prepare them for our presses. A happy client is a GAM client.

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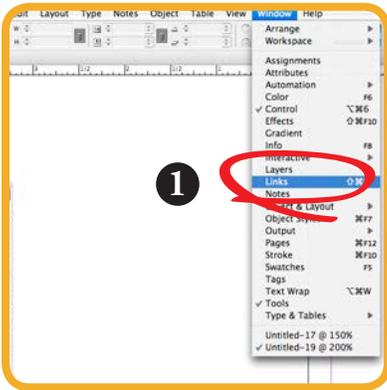


Creating a Hi-Res PDF from InDesign® for Print



Prior to creating your PDF you must first check that all the links and fonts used in your document are updated. The following simple steps will help in making the printing of your files easy and efficient.

Note: The following instructions require that you have Adobe Acrobat Professional® installed in your computer.

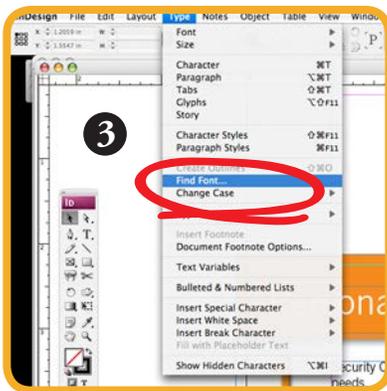


1 Check for updated links

- Go to Window pull down menu and select “**Links**” to open the **Links** palette in InDesign.
- A window with the **Links** palette will open.

2 Review and update all links

- Your **Links** palette will open with a list of all the links used in your document.
- A small “stop sign” icon will be visible for the corresponding missing link, and a small yellow “yield sign” will be visible if a link requires updating.
- Review the list and ensure that there are no links missing or links that require updating.

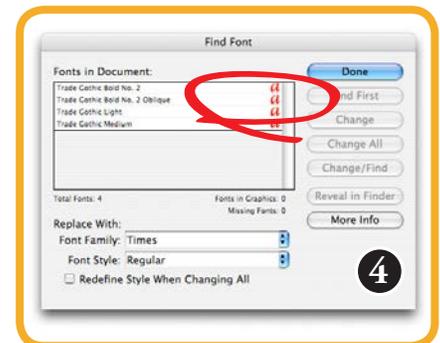


3 Check for updated fonts

- Go to Type pull down menu and select “**Find Font**” to open the **Find Fonts** palette in InDesign.
- A window with the **Find Fonts** palette will open.

4 Review and update all fonts

- Your **Find Fonts** palette will open with a list of all the fonts used in your document.
- A small “yield sign” will be visible if there are any font issues.
- If there are fonts that need to be updated, select the font and Replace with an active font from the menu at the bottom of the palette. Then click on the “Change” button on the right of the window. Do this for all missing fonts until they are all updated.



After updating all your fonts and links you can export your PDF in InDesign by following these steps:

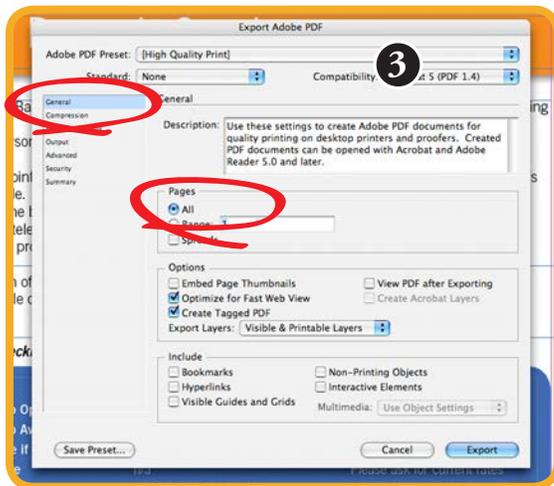
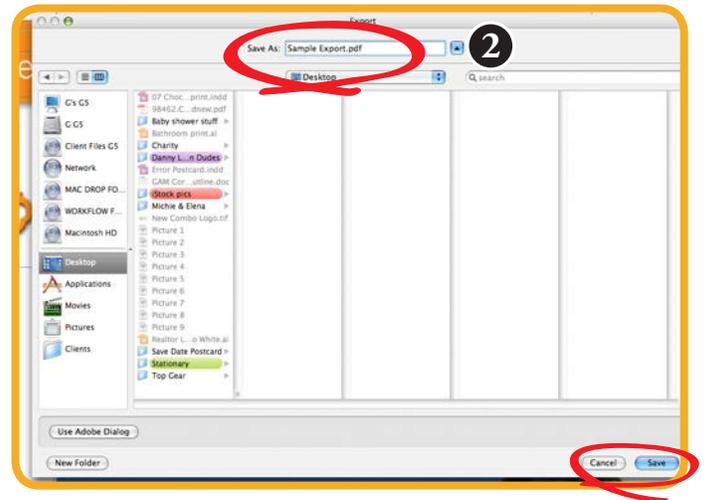


1 Exporting your file as a High Quality PDF

- Go to File pull down menu and select “**Adobe PDF Presets**” to open the **Export** palette in InDesign.
- An additional side menu will open, select “**High Quality Print**” from the menu.
- A window with the **Export** palette will open.

2 Saving your PDF

- The **Export** window will open and this is where you can name and choose the location for saving your PDF.
- After you have labeled your PDF click **Save** button at the bottom right of the window.
- A **Export Adobe PDF** window will open.

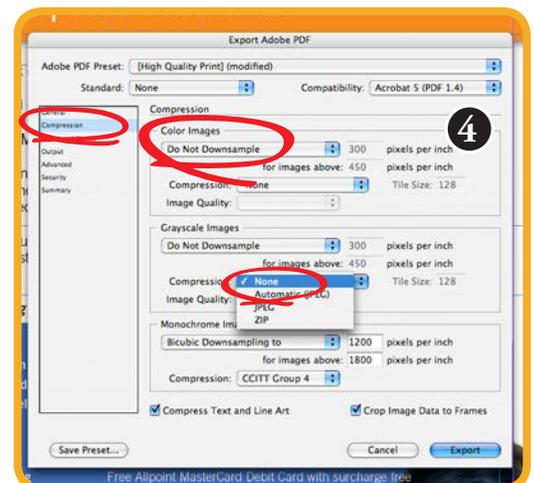


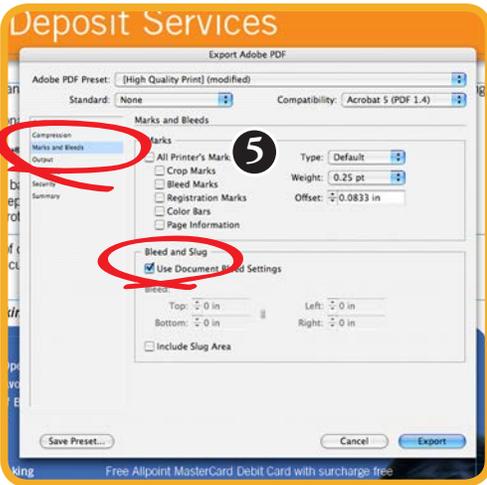
3 PDF exporting settings

- Here you can finalize the settings of your PDF.
- Starting with **General** settings on the left, you will export **ALL** or pages that will be printed from your document.
- Continue to the following item on the left menu, **Compression**.

4 Compressing your PDF

- Using your Adobe PDF Preset “High Quality Print” will ensure that your pdf is of good resolution for printing most single color prints.
- When printing on our Digital Press Full Color Press you must change **ALL** your Image settings to **Do Not Downsample** and **ALL** compression settings to “**None**” on the pull down menus for **Color Images**, **Grayscale Images** and **Monochrome Images**. Changing these settings will change the Adobe PDF Preset at the top to read “**High Quality Print (modified)**”.



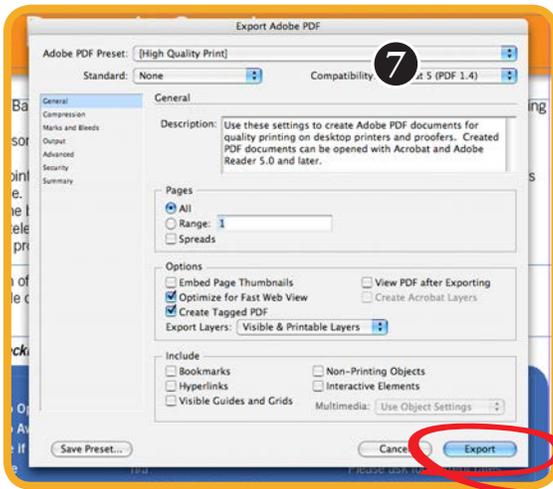
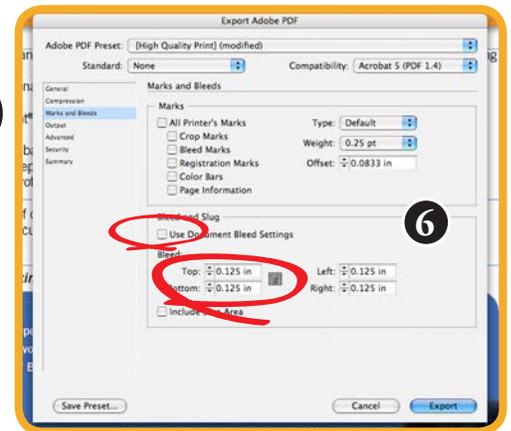


5 Document bleed settings (no bleed)

- If your document has no bleed on any of the edges check the box “**Use Document Bleed Settings**” since all the ink for your print falls within the print area.
- No marks are necessary as long as your document is centered.

6 Document bleed settings (bleed)

- If your document has bleed on any or all of the edges you must **un-check** “**Use Document Bleed Settings**” and change your bleed settings to **.125 inches** on all 4 sides.



7 Export your file

- You have verified links and fonts, converted all fonts to outlines, selected all the pages that are to be printed, checked the proper compression, reviewed your bleed settings, and now you are ready to export.
- Click on the **Export** button at the bottom of your window.
- Your file will save in the location that you specified in step 4 with the name that you gave your document.

8 Send to GAM for printing

- There are many ways for you to get us your finished PDF for printing. You can stop by our office in Sterling, e-mail us the file (as long as it is less than 10 mb), you can burn us a disc if it is bigger than 10 mb, or you can FTP your file over to us! (Need help with FTP? No problem, long on to www.graphicsandmarketing.com and follow the link to **RESOURCES > FILE UPLOADER**, its that easy!)

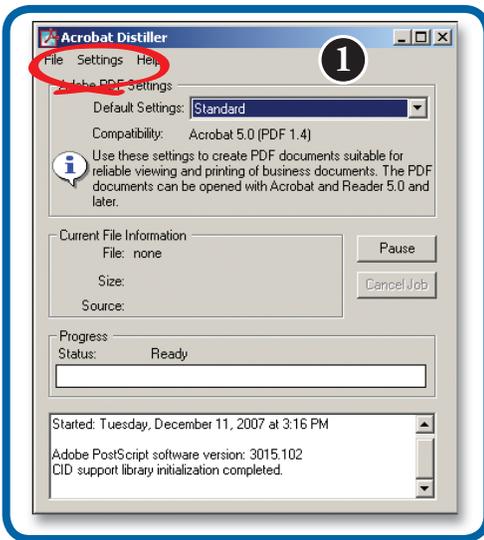


Creating a Hi-Res PDF from PageMaker® 7 for Print



Prior to creating your PDF you must first check that all the links and fonts used in your document are updated. The following simple steps will help in making the printing of your files easy and efficient.

Note: The following instructions require that you have **Adobe Acrobat Professional®** installed in your computer.

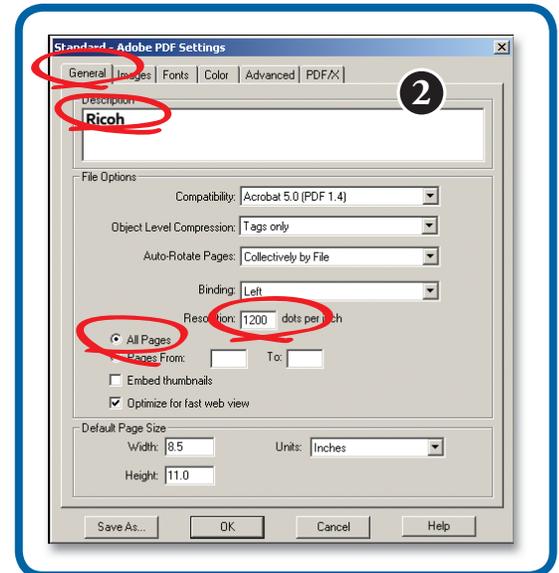


1 Creating a PDF setting in Acrobat Distiller

- Before we get started on your PageMaker file, we need to set up a **PDF** setting in **Acrobat Distiller** (included with Acrobat Professional).
- Launch Acrobat Distiller from your program files.
- Go to Settings and choose **Edit** Adobe PDF Settings. From here we are going to modify the current settings.

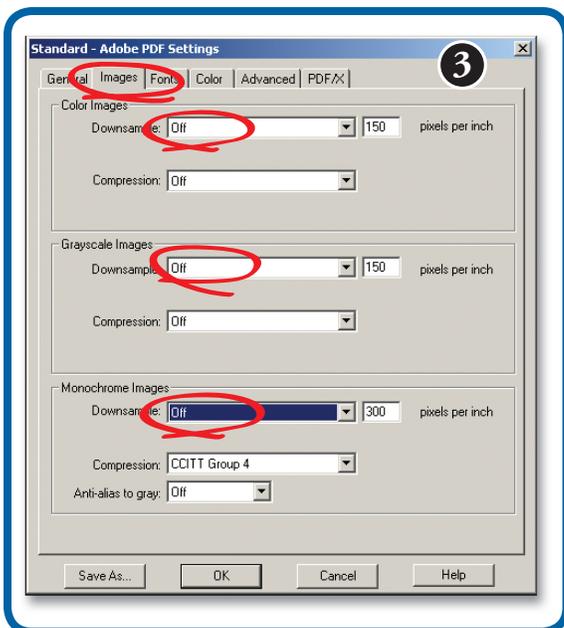
2 Renaming the new PDF setting

- In the **General** window change the description to say **GAM** since this will be the new setting name you will use for all future jobs.
- Next, change the **Resolution to 1200** dots per inch make sure **ALL** pages should be checked.



3 Correcting the Resolution settings

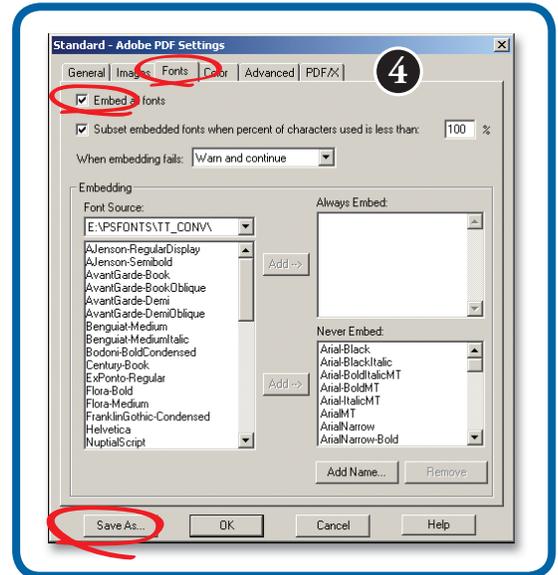
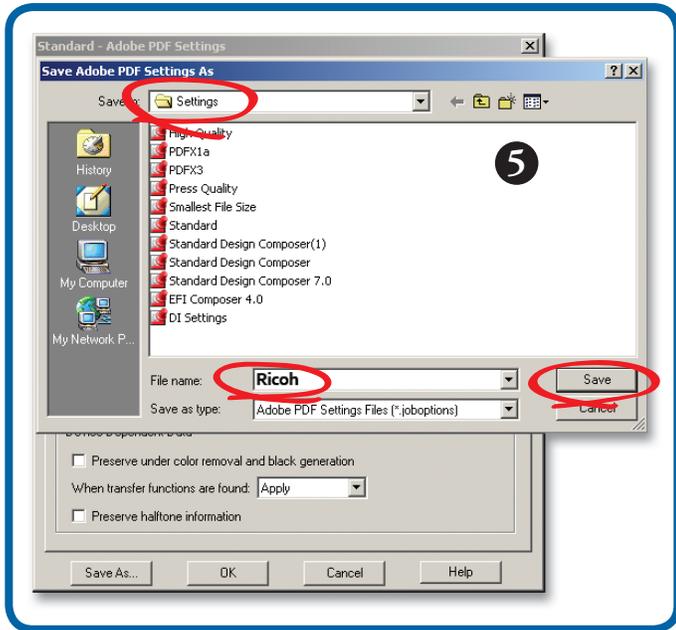
- Click on the **Images** tab and turn all Downsampling **Off**. Doing this removes any compression and allows for the highest possible resolution of your document.



Embedding all fonts

4

- Under the **Fonts** tab make sure **Embed all fonts** is checked.
- Once you do this click **Save As...** in the lower left corner.
- This will open a new dialog box.



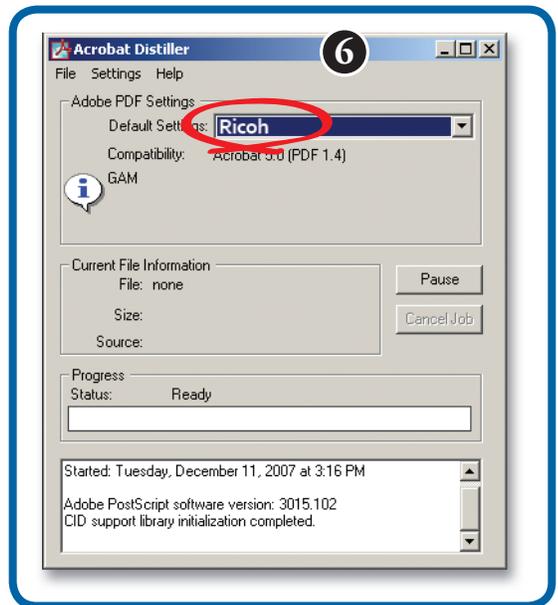
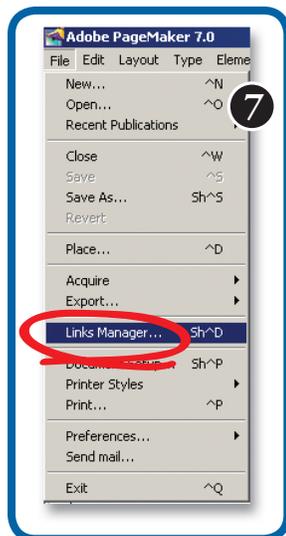
Saving the new PDF setting

- This new dialog box is where we are going to save our setting to the **Settings** folder.
- The file name is automatically named **GAM**.
- Click **Save**.

Keep the Distiller application open

6

- After these steps you will be brought back to the main **Distiller** window with **GAM** as the Default Setting.
- Leave Distiller open for the next steps.
- We are now ready to open our PageMaker file!

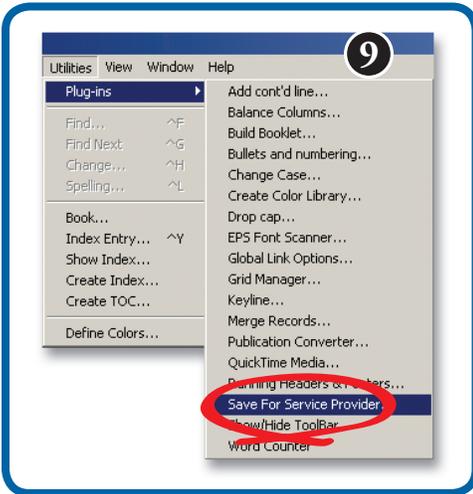
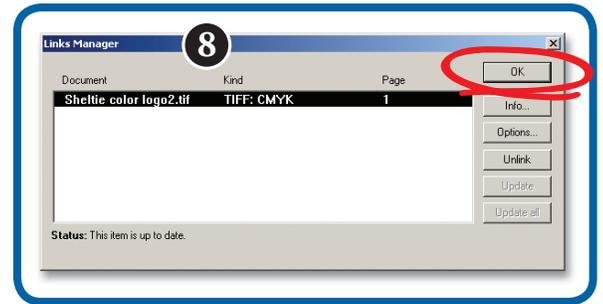


Open your PDF file

- Launch the PageMaker file you wish to convert to PDF.
- Once your document is open you want to choose **Links Manager** from your **File** menu.
- This will open a new dialog box.

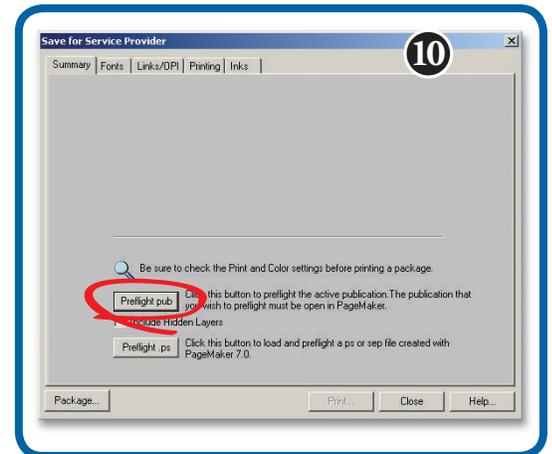
Correct any missing links 8

- The **Links Manager** dialog box displays all the linked graphics you have placed in your PageMaker file.
- If certain links have been modified or moved (usually indicated by a symbol to the left of the link's name), here is where you can update or relink them.
- Once this step has been completed, click **OK**.



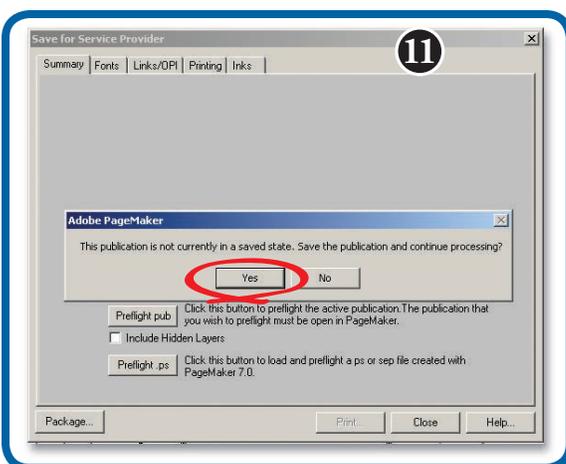
9 Exporting the PDF file

- Next, we want to go to the **Utilities** pull down menu, select **Plug-ins**, and then select **Save for Service Provider**.
- This will open a new dialog box.



Preflight your file 10

- The **Save for Service Provider** window will open, click on the **Preflight pub** button.
- You may be required to save your document if you have not done so already.

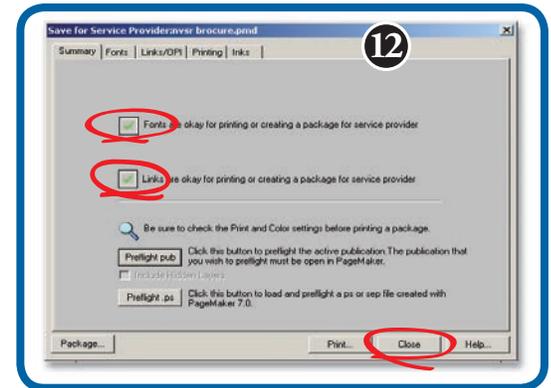


11 Saving your modified file

- If your file had not been saved a window will pop up that will ask you to save the file, click **Yes**.
- PageMaker is now scanning your PC and making sure all linked graphics and fonts used in this publication are where they should be.
- When scanning is complete a dialog box will appear. Our goal is to have **2 green check marks** next to the fonts and links boxes under the Summary tab indicating that they are okay for print.

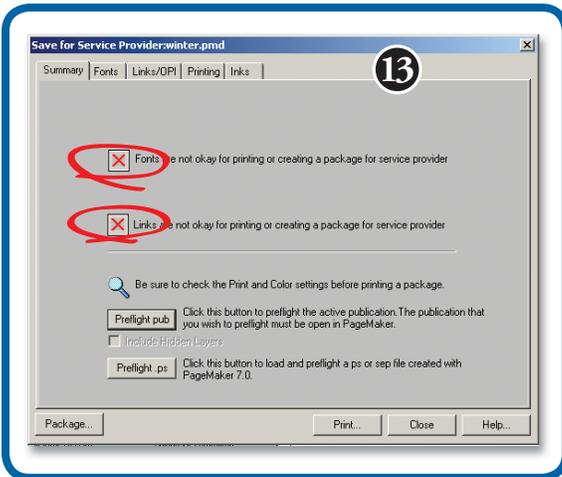
File is OK to save for printing 12

- Once you have 2 green check marks, click **Close**.



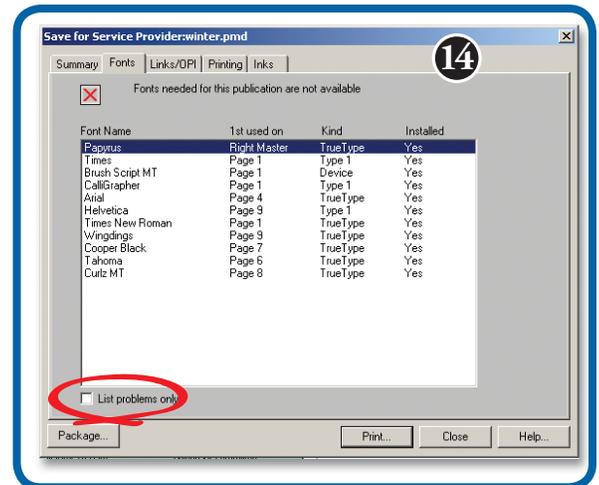
13 File is NOT OK to save for printing

- If have red "X's" under the **Summary** tab, we will need to fix the problem before we can proceed with printing the PDF.
- First, indentify if the problem lies under the fonts, links, or both.



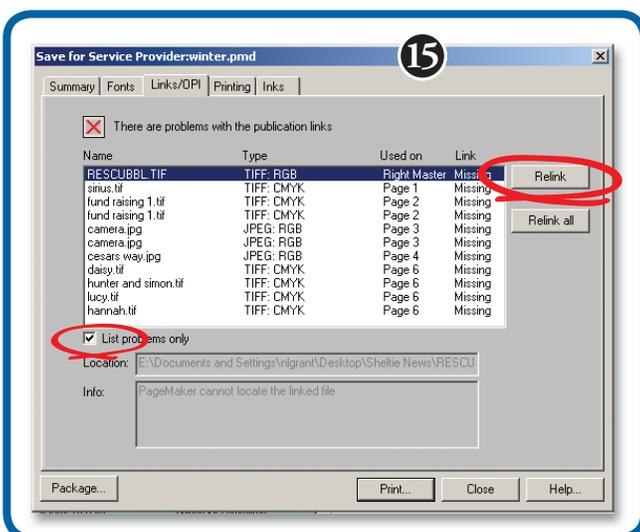
Find any missing fonts 14

- If the problem is with the fonts, click the **Fonts** tab.
- Check the box "**List problems only**".
- This will display the fonts that need to be fixed. If this happens, this can be solved through PageMaker by activating the font or re-installing the font on your computer.
- After you have done this, return to **step 9** and proceed until you get **2 green check marks**.



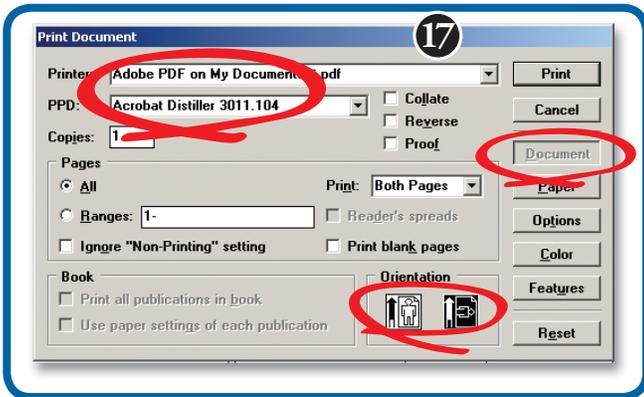
15 Find any missing links

- If the problem is with the links, click the **Links** tab.
- Check the box "**List problems only**".
- This will display the links that need to be relinked.
- To relink any missing files click the **Relink** button.
- Browse your PC and locate the missing links.
- After you have done this, return to **step 9** and proceed until you get **2 green check marks**.



Printing the document as a PDF 16

- Next, choose **Print** from the **File** pull down menu.
- This will open the print dialog box.

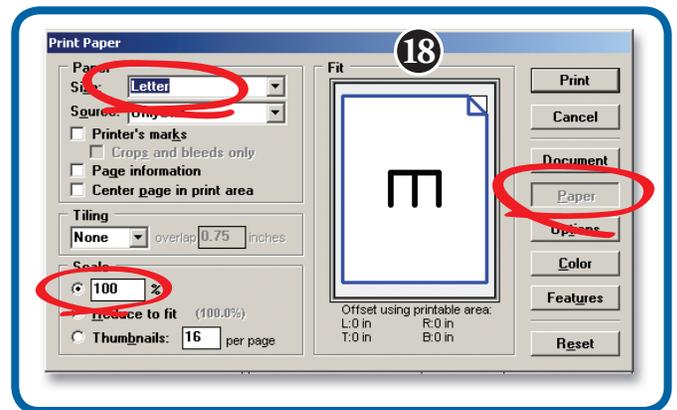


17 Select the printer and document orientation

- Select **Document** from the buttons on the right of the **Print Document** window, the **Printer:** should read **PDF**.
- The **PPD:** should read **Acrobat Distiller**
- Determine the **Orientation** of your document, whether it is Landscape or Portrait.

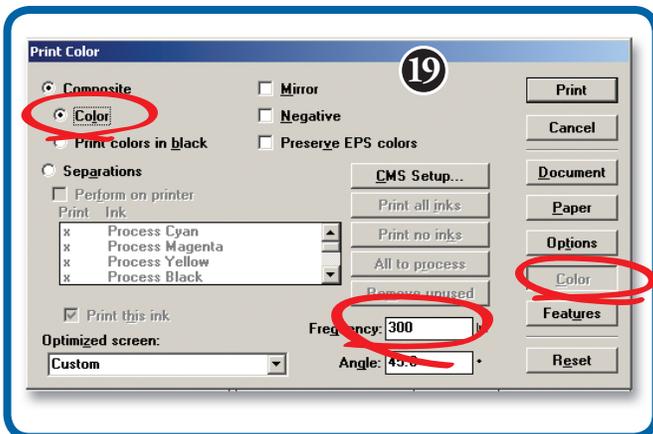
Select the Paper size 18

- Select **Paper** from the buttons on the right of the window, choose the paper size to match your finished document. If needed, you can choose **Custom** to customize the page size.
- Scale of the document must be set to **100%**.



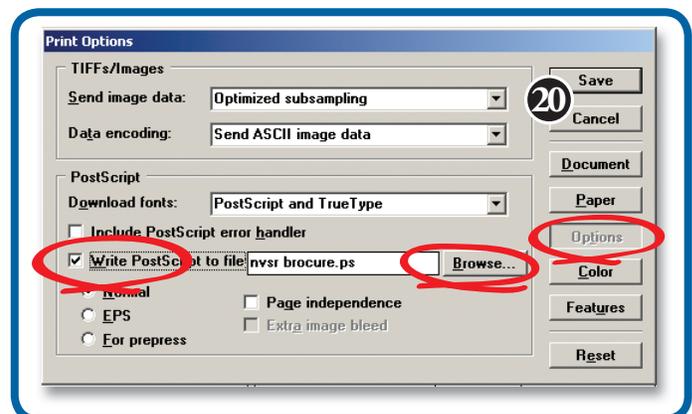
19 Select the color output

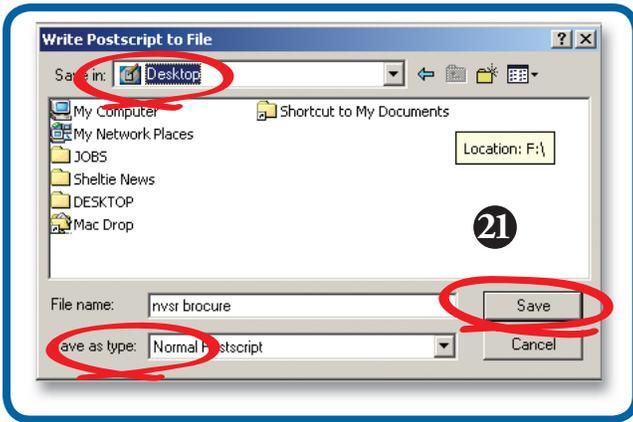
- Next, under the **Color** button located at the right of the window, determine if your document is to be printed in **Color** or **Black and White**.
- Your **Frequency** should be set to **300 lpi**.



Write the PostScript to file 20

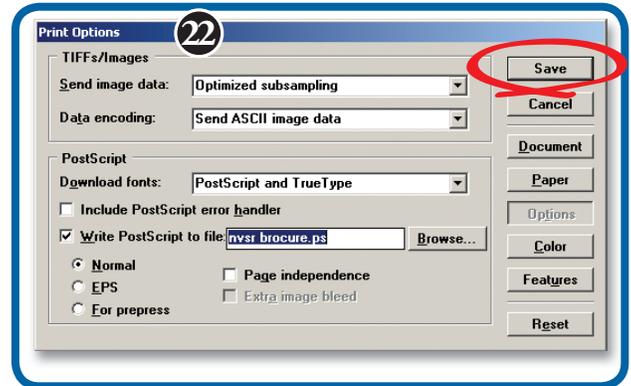
- Select the **Options** button from the right of the window, check the **Write Postscript to file** box then click the **Browse** button.
- This will open the "Write Postscript to file" dialog box.





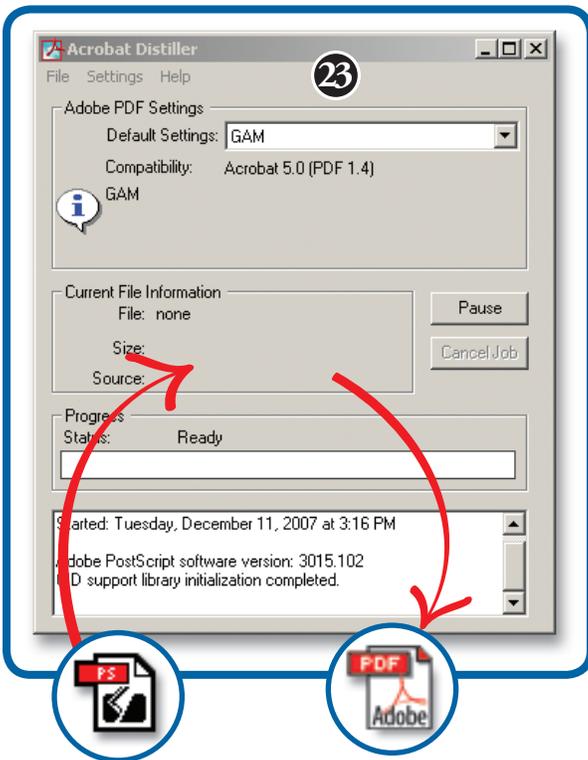
21 Select the location for the PostScript file

- This is where the PostScript is saved into your computer.
- **Save in** (at the top of the window): should be **Desktop**, **Save as type** should be **Normal Postscript** then click **Save**.
- After this step you will be brought back to the Options dialog box.



22 Save the PostScript file

- Click **Save** to finish the PostScript file process.



23 Using Distiller to convert your Postscript

- PageMaker is now creating a **Postscript** file to your Desktop.
- Once this is complete, minimize PageMaker and find the Postscript file on your Desktop.
- From your Desktop, simply drag the Postscript file into the **Distiller** window we set up previously. Distiller is now creating a Hi-Res PDF from the Postscript file we saved out of PageMaker to your Desktop.
- The Progress Status should say Ready when complete.
- Now that you have your PDF, open in Acrobat Reader to make sure everything looks correct.

24 Send to GAM for printing

- There are many ways for you to get us your finished PDF for printing. You can stop by our office in Sterling, e-mail us the file (as long as it is less than 10 mb), you can burn us a disc if it is bigger than 10 mb, or you can FTP your file over to us!
(Need help with FTP? No problem, long on to www.graphicsandmarketing.com and follow the link to **RESOURCES > FILE UPLOADER**, its that easy!)

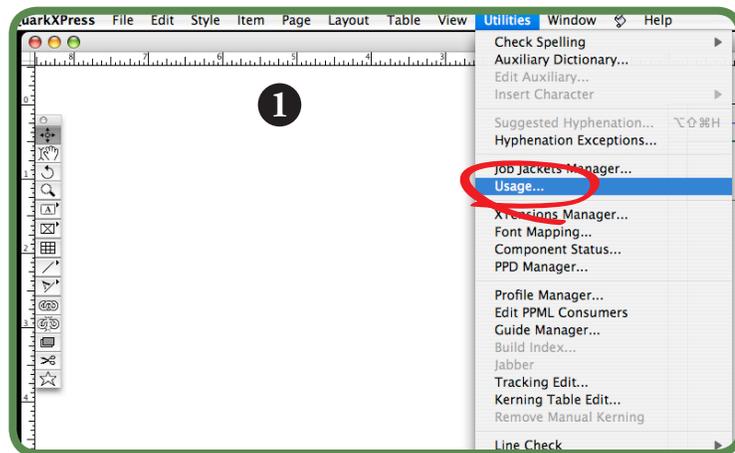


Creating a Hi-Res PDF from QuarkXPress® for Print



Prior to creating your PDF you must first check that all the links and fonts used in your document are updated. The following simple steps will help in making the printing of your files easy and efficient.

Note: The following instructions require that you have **Adobe Acrobat Professional®** installed in your computer.

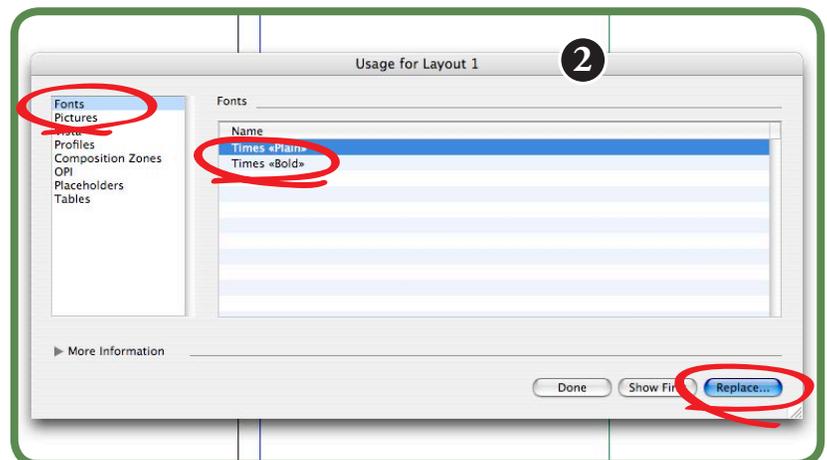


1 Checking for updated links and fonts

- Before we get started on your QuarkXpress file, we'll need to verify that all your fonts and links are up to date in your document.
- First go to the **Utilities** pull down menu and scroll to **Usage**.
- A new window will open.

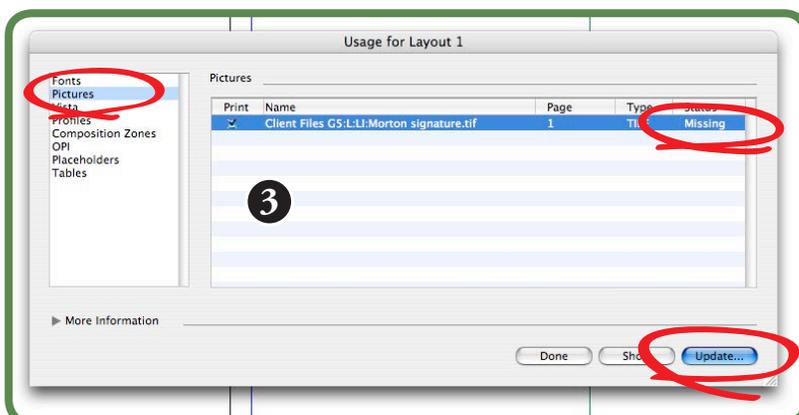
2 Check all fonts

- The **Usage** window allows you to check that all your fonts and pictures used in your document are good for exporting.
- First, select **Fonts** from the menu on the left, all the fonts used will be listed, any missing fonts will be labeled as missing and you can select any font and replace it with an active font by clicking the **Replace** button on the bottom right.



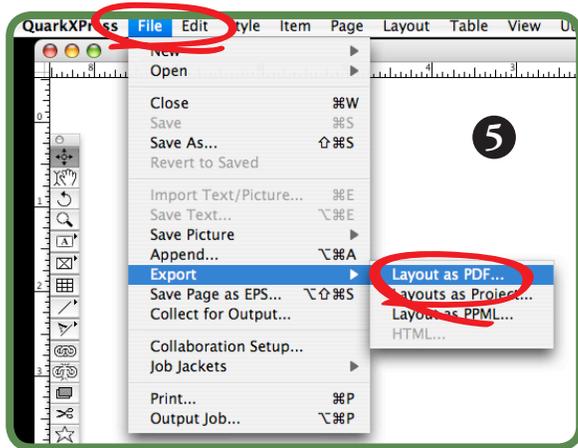
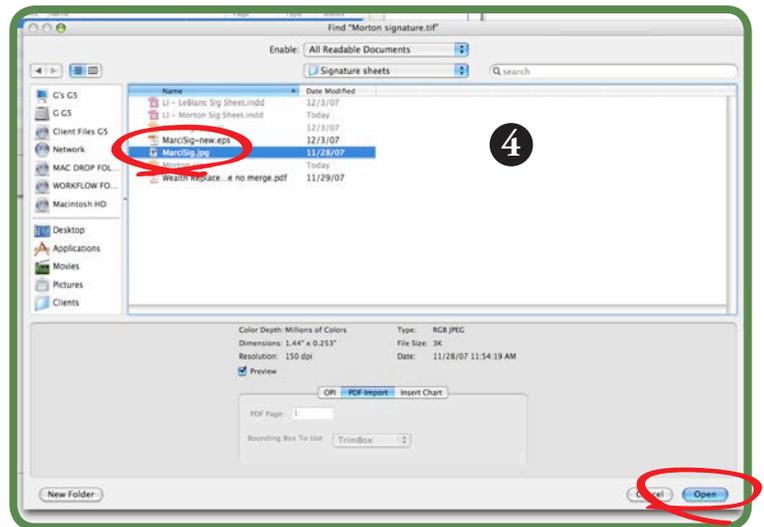
3 Verify if you are missing any links

- Now you need to check that all links/pictures you used in your document are **OK**.
- Select **Pictures** from the left menu and a list of all pictures used in you document will be displayed. The **Status** of your pictures should read **OK**, if it reads **Missing** or **Modified** then you will need to update them.
- Click on the **Update** button on the bottom right and QuarkXPress will ask you to locate the correct file on your computer, a new window will pop up.



Find any missing links 4

- The Find window will ask you to locate the missing picture/link.
- Go through your computer and locate the file, once found, click on Open at the bottom right. If there are other missing links continue step 3 and 4.

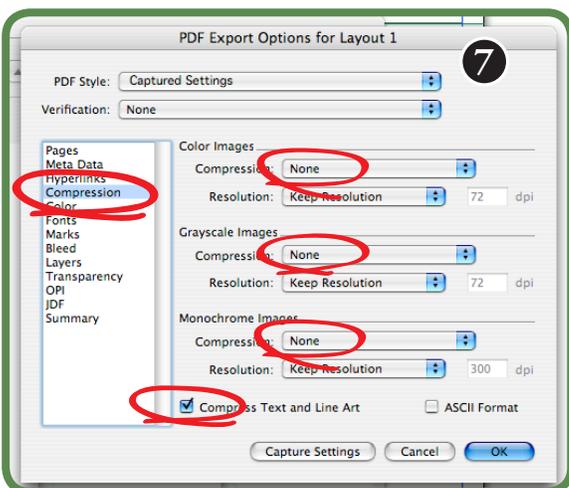
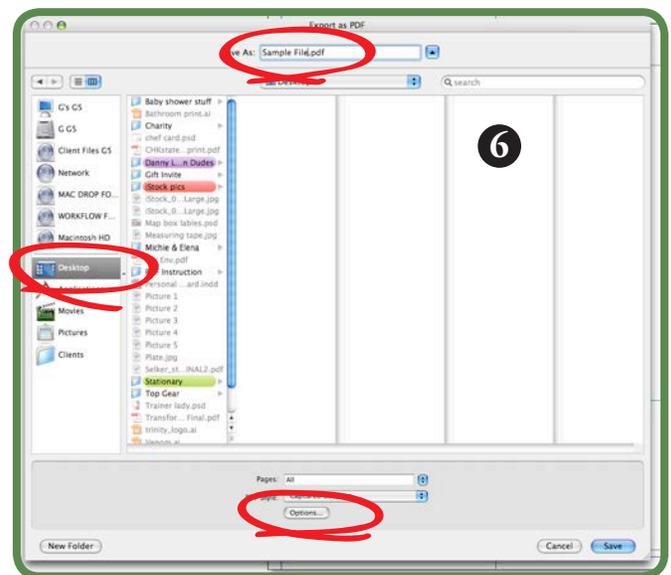


5 Exporting your PDF

- Once all pictures/links and fonts are updated you can continue in exporting your PDF.
- Go to the **File** pull down menu and select **Export**, a side menu will show up, select **Layout as PDF**.
- A PDF export window will pop up.

Select a location and name for your PDF 6

- The **Export as PDF** window will pop up.
- Type in the name you will be giving your PDF at the top of the window and select the location where you will be saving it.
- Once you are ready click on the **Options** button at the bottom center of the window, this will direct you to the **PDF Export Options** window.

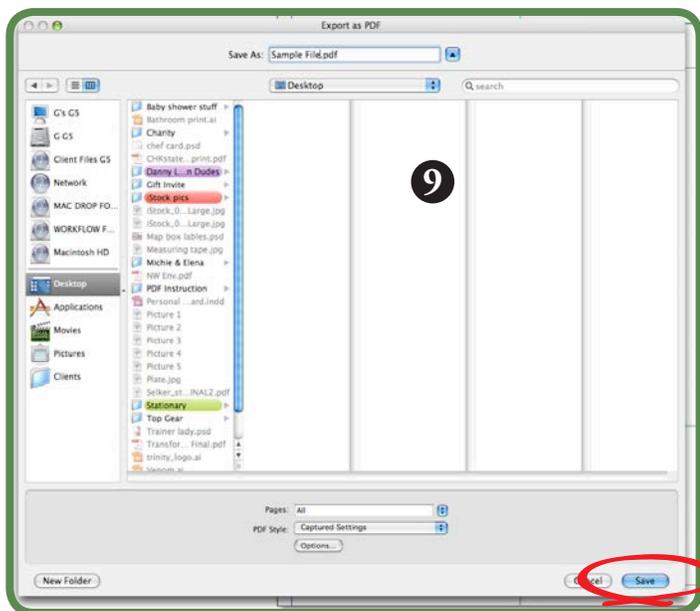
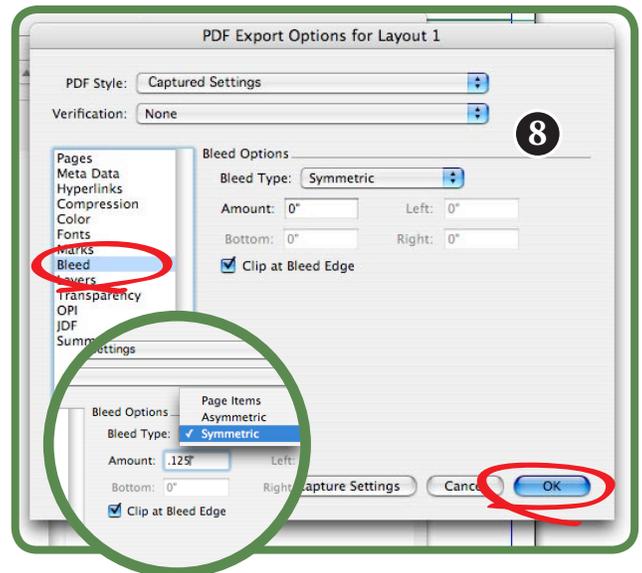


7 PDF compression

- The **PDF Export Options** window will allow you to change the compression settings for your PDF.
- Select **Compression** from the left menu.
- Change all compression settings to **None**.
- **Compress Text and Line Art** can be checked.

Document bleed 8

- Select **Bleed** on the left menu to set the bleed for your document. If all the artwork on your document does not bleed then you can leave the bleed amount at the default **0"**.
- If any ink on your document runs off the paper edge then you have bleed. Change the Bleed Type to **Symmetric** and change the Amount to **.125"** (see insert).
- Press **OK** when finished



9 Save the PDF

- Once you have pressed **OK** you will return to the **Export as PDF** window from step 6.
- Here you can simply click on the **Save** button at the bottom right.
- That's it, you are finished exporting your PDF!

Send to GAM for printing 10

- There are many ways for you to get us your finished PDF for printing. You can stop by our office in Sterling, e-mail us the file (as long as it is less than 10 mb), you can burn us a disc if it is bigger than 10 mb, or you can FTP your file over to us!
(Need help with FTP? No problem, long on to www.graphicsandmarketing.com and follow the link to **RESOURCES** > **FILE UPLOADER**, its that easy!)

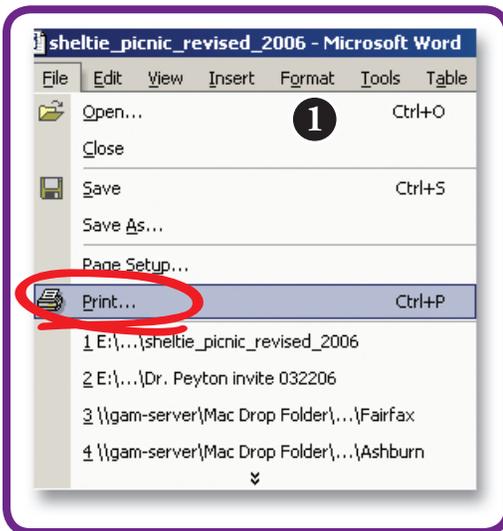


Creating a Hi-Res PDF from Microsoft® Word for Print



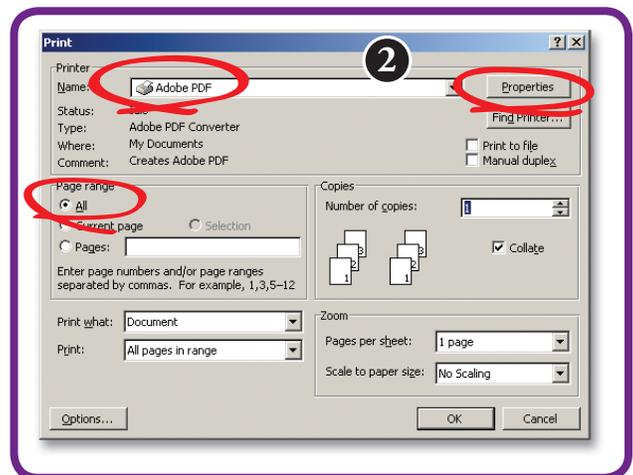
Prior to creating your PDF you must first check that all the links and fonts used in your document are updated. The following simple steps will help in making the printing of your files easy and efficient.

Note: The following instructions require that you have **Adobe Acrobat Professional®** installed in your computer.



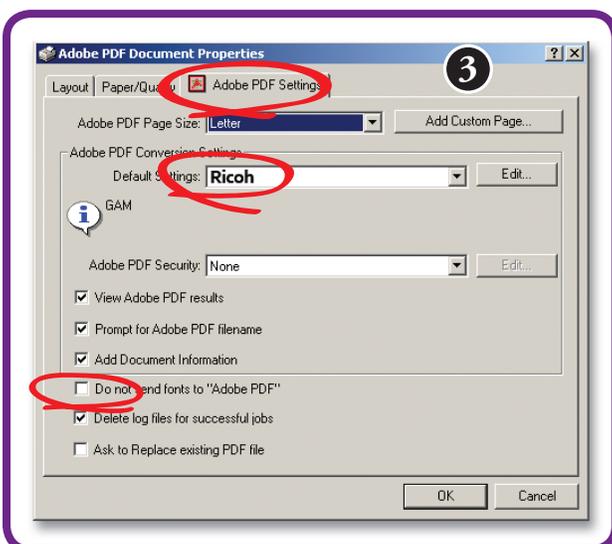
1 Open the Word document for PDF

- Launch the Word file you wish to convert to PDF.
- Once your document is open choose **Print** from the **File** pull down menu.
- This will open up a Print dialog box.



PDF Settings 2

- In the Print dialog box, select **Adobe PDF** from the **Printer Name**.
- Choose **All** from the Page range and click the **Properties** button located at the top right corner of the dialog box.
- This will open the Adobe PDF Document Properties dialog box.

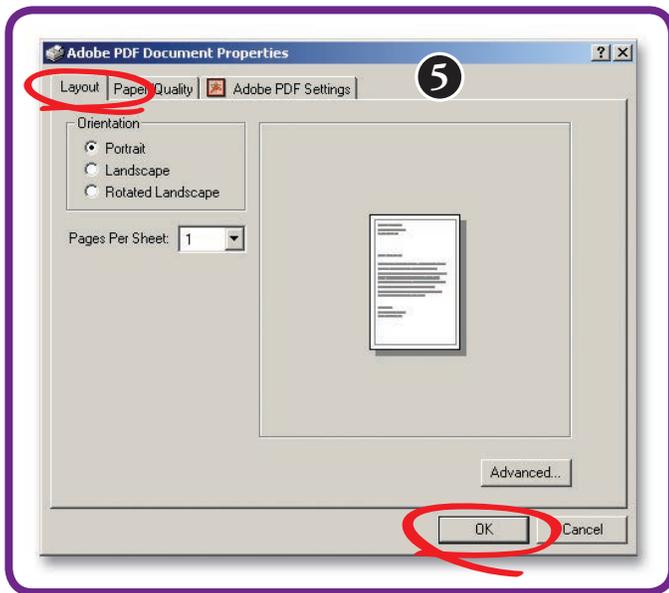
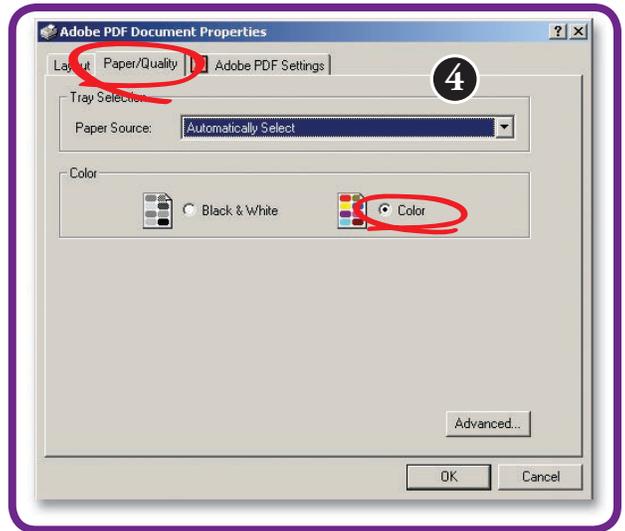


3 PDF Settings (part 2)

- Under the **Adobe PDF Settings** tab choose the correct **Adobe PDF Page Size** to match the document that is being sent for printing (if the document is not a standard size, create a custom size by clicking Add Custom Page).
- Next, the **Default Settings**: should be **GAM** that (this was previously set up in Distiller).
- The **Do not send fonts to "Adobe PDF"** button must **NOT** be checked.

Select the color settings for the PDF 4

- Continue to the next step by clicking on the **Paper/Quality** tab and determine whether this document will be printed in **Color** (4 color process) or **Black and White**.

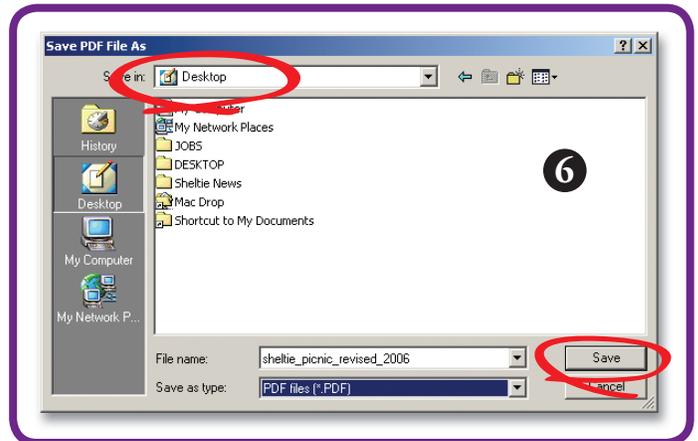


5 PDF Orientation

- Click on the **Layout** tab and choose the correct **Orientation** of your document (Portrait or Landscape) and click **OK**.
- This will close the Adobe PDF Document Properties dialog box and open the “Save PDF File As” window.

Naming and Saving the PDF 6

- Select the location for the PDF file to be saved to the **Desktop**, re-name your file if desired and click **Save**.
- Word is now creating the new PDF file for printing.
- Once this process is complete, open the PDF and check that all links, fonts and layout are correct.



7 Send to GAM for printing

- There are many ways for you to get your finished PDF for printing. You can stop by our office in Sterling, e-mail us the file (as long as it is less than 10 mb), you can burn us a disc if it is bigger than 10 mb, or you can FTP your file over to us! (Need help with FTP? No problem, long on to www.graphicsandmarketing.com and follow the link to **RESOURCES > FILE UPLOADER**, its that easy!)

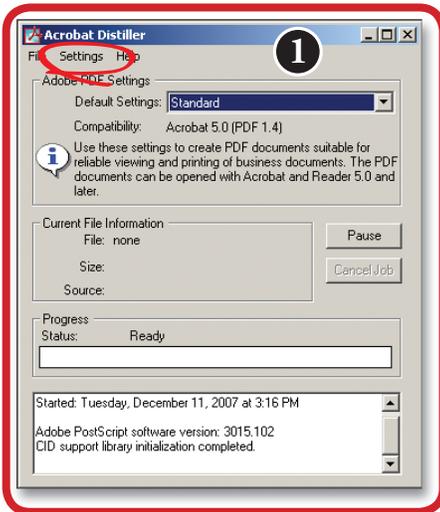


Creating a Hi-Res PDF from Microsoft® Publisher for Print



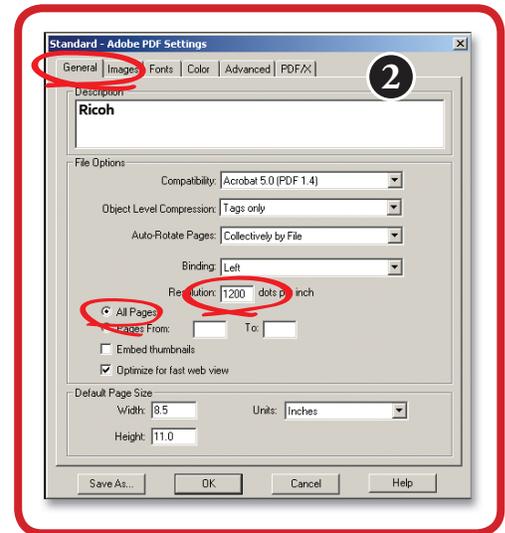
Prior to creating your PDF you must first check that all the links and fonts used in your document are updated. The following simple steps will help in making the printing of your files easy and efficient.

Note: The following instructions require that you have **Adobe Acrobat Professional®** installed in your computer.



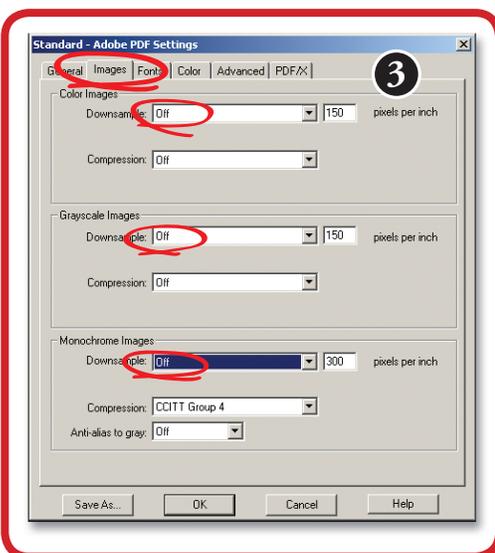
1 Setting Acrobat Distiller® for a High Quality PDF

- Before we get started on your Publisher file, we need to set up a PDF setting in **Acrobat Distiller** (included with Acrobat Professional).
- Launch Acrobat Distiller from your program files.
- Next you will go to **Settings** and choose **Edit Adobe PDF Settings**. From here we are going to modify the current settings.



2 Setting the PDF description and Resolution

- In the General window, change the description to say **GAM** since this will be the new setting name you will use for all future jobs.
- Next, change the Resolution to 1200 dots per inch make sure .
- Be sure to have All Pages selected so this step applies to all pages in your document.

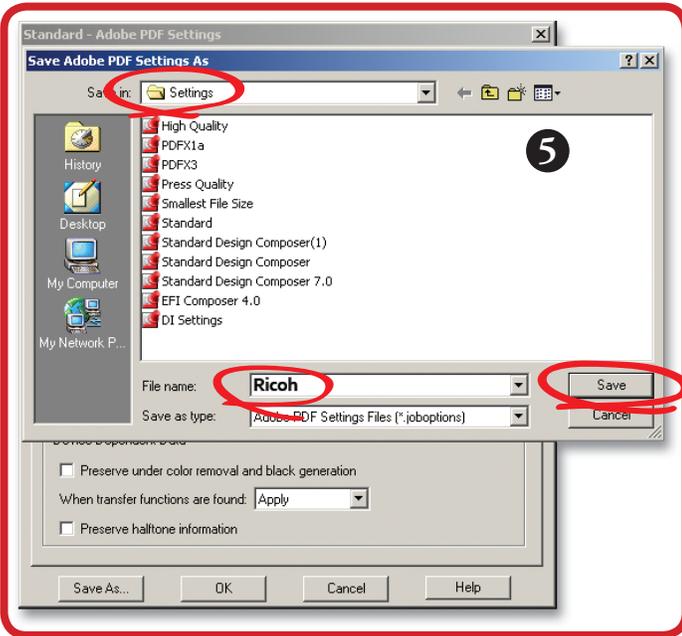
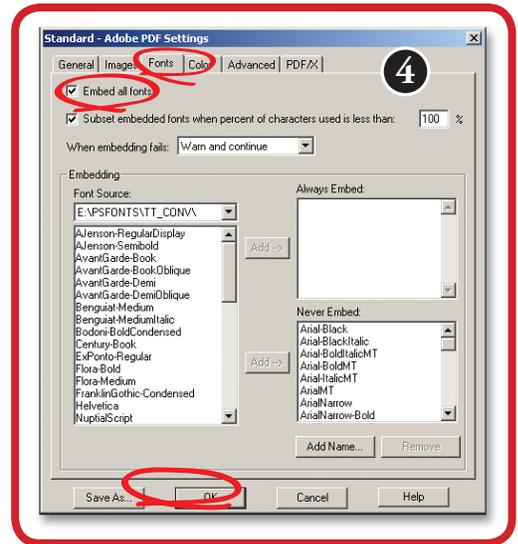


3 Removing all image compression

- Click on the **Images** tab and turn all **Downsampling Off**. Doing this removes any compression and ensures your document will be high resolution for the best print quality.

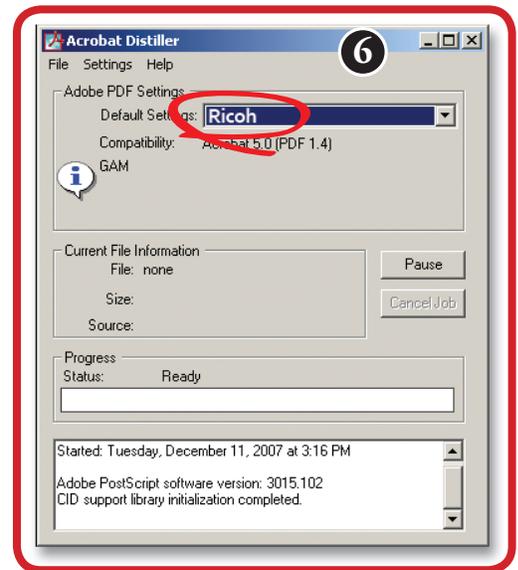
Embedding all fonts 4

- Under the **Fonts** tab make sure **Embed all fonts** is checked. Once you do this click **Save As**, located in the lower left corner.
- This will open up a new dialog box, where we are going to save our settings to the Settings folder.



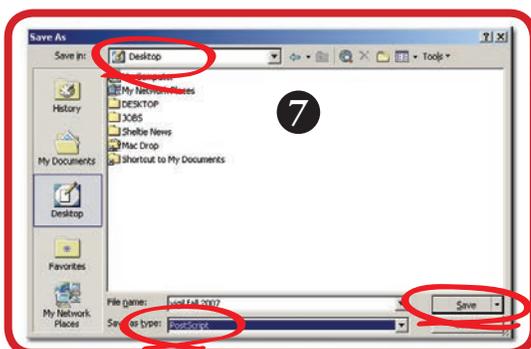
5 Saving the PDF settings

- The “**Save Adobe PDF Setting As**” dialog box is where we are going to save our PDF setting to the Settings folder.
- The file name is automatically named GAM.
- Click the Save button.



Moving on to exporting your PDF 6

- After these steps you will be brought back to the main Distiller window with **GAM** as the Default Setting.
- Leave Distiller open for the next steps. We are now ready to open our Publisher file!



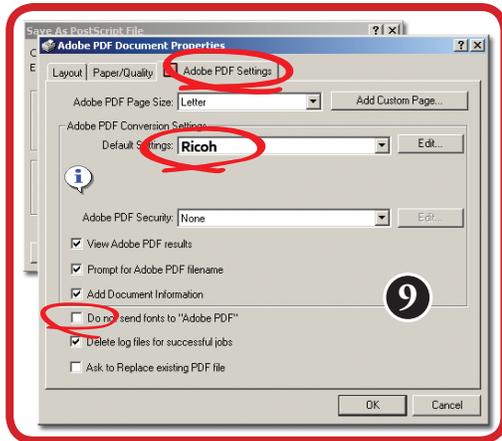
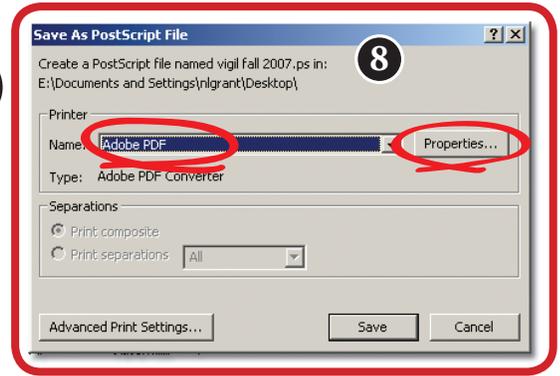
7 Exporting your file as a High Quality PDF

- Launch the Publisher file you wish to convert to PDF.
- Once your document is open you want to choose **Save As** from your File menu. This will open a dialog box. Destination of your file will be on the Desktop.
- **Save as type**: should be postscript from these options then click the **Save** button.

Saving a Postscript File (part 1)

8

- A new window named **Save As Postscript File** will open. The **Printer Name** should be **Adobe PDF** from the pull down menu. Once that is selected click on the button named **Properties** at the right of the window.



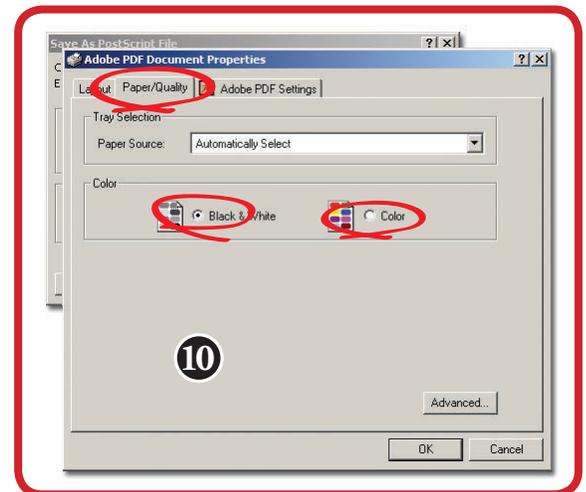
Saving a Postscript File (part 2)

- In the **Properties** window under the **Adobe PDF Settings** tab choose the correct page size to fit your document. Your default Setting from the pull down menu should be **GAM** that we created in Distiller earlier. Next, be sure the **Do not send fonts to "Adobe PDF"** button is **NOT** checked (this embeds the fonts used in the Publisher file).

PDF color settings

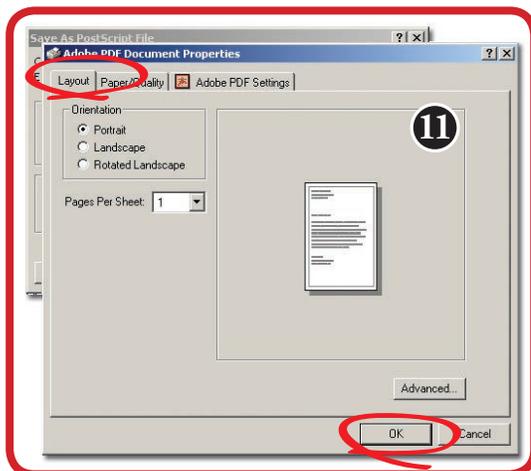
10

- Next you need to determine if this document is going to be printed in **Black & White** or **Color** under the Paper/Quality tab.



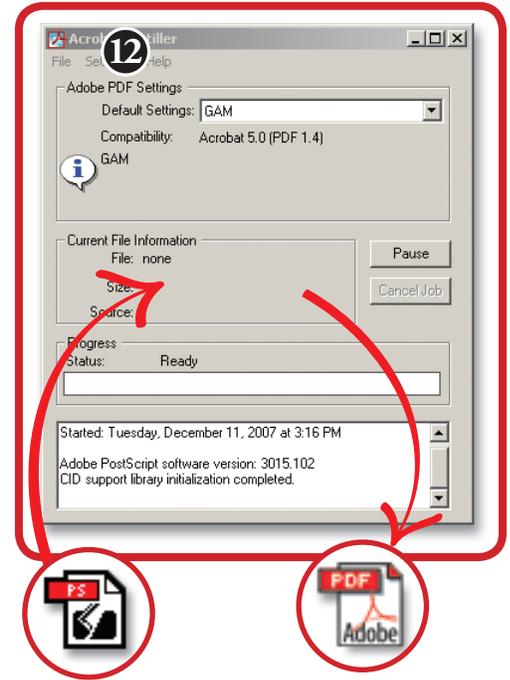
Document orientation

- Click on the next tab named **Layout**. From here choose if your document has **Landscape** or **Portrait** Orientation and click the **OK** button.



Using Distiller to convert your Postscript 12

- Publisher is now creating a **Postscript** file to your Desktop.
- Once this is complete, minimize Publisher and find the Postscript file on your Desktop.
- From your Desktop, simply drag the Postscript file into the **Distiller** window we set up previously. Distiller is now creating a Hi-Res PDF from the Postscript file we saved out of Publisher to your Desktop.
- The Progress Status should say Ready when complete.
- Now that you have your PDF, open in Acrobat Reader to make sure everything looks correct.



13 Send to GAM for printing

- There are many ways for you to get us your finished PDF for printing. You can stop by our office in Sterling, e-mail us the file (as long as it is less than 10 mb), you can burn us a disc if it is bigger than 10 mb, or you can FTP your file over to us! (Need help with FTP? No problem, long on to www.graphicsandmarketing.com and follow the link to **RESOURCES > FILE UPLOADER**, its that easy!)





Microsoft[®] PowerPoint Users:

Microsoft PowerPoint was designed for presentations straight from the user's computer, therefore we do not accept these type of files for printing purposes. Please use publishing software to design your projects.