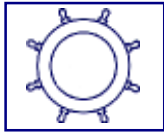


A photograph of a person in a white shirt and dark cap sailing a small white boat with a tall mast and a white sail. The boat is on a blue body of water with other boats visible in the distance under a clear blue sky. The text is overlaid on the right side of the image.

Portable Document Format

*Navigating From
PageMaker to PDF*

By Joy Holster
English 6715



About This Manual

What?

This manual was designed to help you navigate through the process of creating a Portable Document Format (PDF). You may use the contents of this manual to translate a PageMaker file including text, photographs, and other graphics. The PDF file is an excellent format to use for a class project, on a web page, or for distribution by e-mail.

Why?

When you create a PDF with your Macintosh, you no longer have to worry about whether it will display differently on another person's PC. The PDF file keeps all your graphics and fonts, and displays them identically on both Windows and Macintosh platforms. Your font, your photos, and your layout remain unchanged. The PDF also compresses data by as much as 10%, making a smaller file which is easier to download off the Web or to send by e-mail.

When?

If this is the first time you have created a PDF, you should be inspecting a finished product in just under an hour. Although it may seem complicated at first, once you become familiar with the process, you can create a PDF in less than 5 minutes. If you are a first-time user, it may help to download and print this manual. Keep it beside you as you follow the step-by-step guidelines.

Where?

The manual is written for a Macintosh computer with PageMaker installed. If you are running a Windows-based program, you may find that, with minor adjustments, the instruc-

tions work for you as well, but it is written for the Macintosh.

How?

You will do most of your work in PageMaker as you move from screen to screen, indicating your preferences for the document you are creating. After you have set preferences, you will use PageMaker to complete a postscript file, and then use Acrobat Distiller to translate that file into a PDF. With Acrobat Reader, you view the completed PDF file. This manual follows that same process, with sequentially-ordered chapters in PageMaker, Distiller and Reader activities.

Who?

Whether you are just beginning or an old hand with PageMaker, you can follow the processes in this manual. The numbered steps in each chapter take you through the process. More experienced users may want to study the elaborations offered in "Tips," highlighted by a picture of a lighthouse. Even more advanced tips are included in the Appendix.

What if?

The manual addresses many "what if" scenarios. Help is available in Chapter 5 - Troubleshooting, which contains commonly asked questions and answers. A Glossary is included for unfamiliar terms, and an Index lists topics of interest. (If you are viewing the document online, you may discover that both the Table of Contents and the Index contain hyperlinks to take you directly to the topic you are seeking.) If you cannot find answers to your questions here, utilize the Help Menu in the PageMaker software.



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Getting Started

1. Check Your Software

Software Required: Mac OS, PageMaker, Acrobat Distiller, and Acrobat Reader



2. Determine Report Parameters

Decide your paper size. Decide your design, will your PDF read like a book with facing pages, or like a standard report?



3. Select a Postscript Printer

Go to the Apple Menu, and scroll down to Chooser. Select PSP – Virtual Postscript Printer.

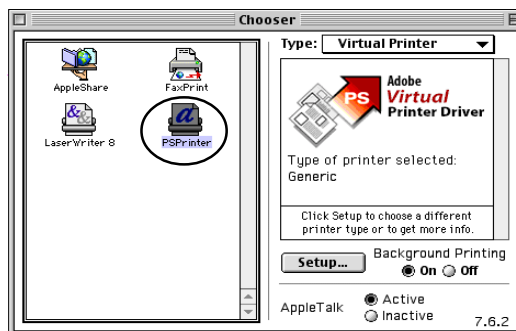


Figure 1-1: Chooser

4. Open Your PageMaker File

Open the PageMaker File you wish to use to create your PDF.



Working with PageMaker

When you create a PDF from PageMaker, you control the final appearance of your project by working with screens to select your preferences. In this section, you may choose a number of options such as paper size, project format, and orientation.

Defining Printer Styles

1. Under the File menu in PageMaker, scroll down to Printer Style, and to Define. The Define Printer Styles Box will open.
2. Click on New to create a printer style for your document.

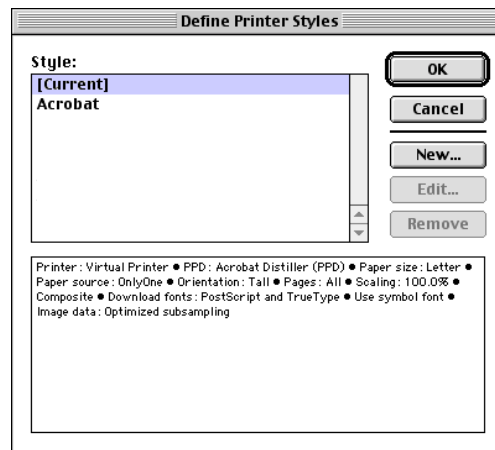


Figure 2-1: Define Printer Styles



TIP: Once you have created your printer style, you do not have to create a new style each time you create a new pdf. Simply select the name of the Style in the list and click O.K.

3. Give your printer style a name and click ok.

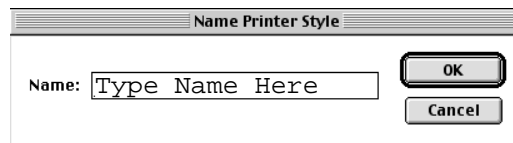


Figure 2-2: Name Printer Style

4. This will return you to the Define Printer Styles Box.



Working with PageMaker

Defining Printer Styles

5. Click on Edit. This will bring up the next screen, the Print Document screen.

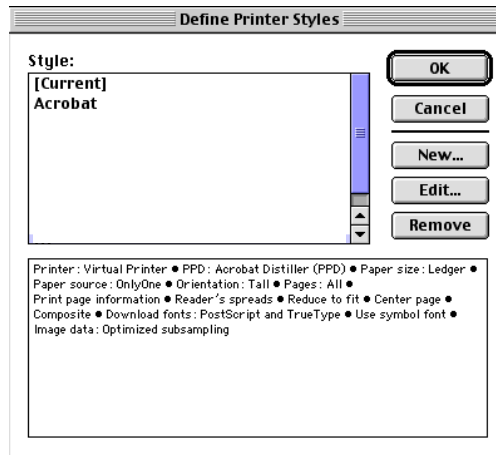


Figure 2-3: Click on Edit

Selecting Document Styles

1. Standard settings should read as follows – Printer: Virtual Printer; PPD: Acrobat Distiller (PPD); Copies, 1.
2. In the section marked Pages, select All and Print Both pages to print all pages in your PDF.

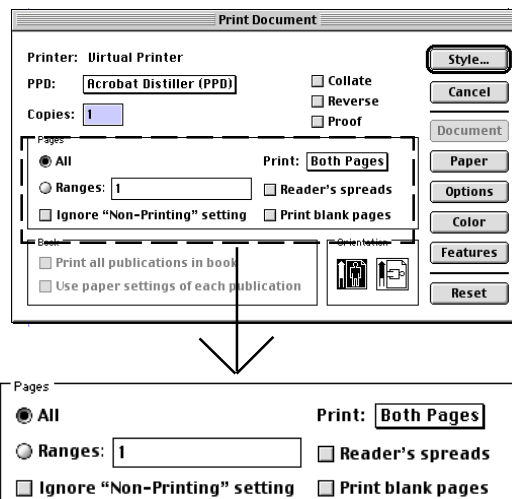


Figure 2-4: Select Pages



Working with PageMaker

Selecting Document Styles



Tip: The Both Pages box allows the option of printing all pages or selecting even or odd pages only. You may also choose to print only selected pages, by entering those page numbers in the Ranges box.

You may create a PDF of only selected page numbers.

Options:

You can choose to create a PDF of only the even or the odd pages in your report.

Pages
 All
 Ranges: 2-3
 Ignore "Non-Printing" setting
Print: Even Pages
 Reader's spreads
 Print blank pages

Figure 2-5: Page Options

3. For a file that reads like a book, with facing pages, select Reader's Spreads. For a standard report, deselect Reader's Spreads.

Reader's spreads

Select Reader's Spreads for a book format.

Reader's spreads

Deselect Reader's Spreads for a report format.

Figure 2-6: Reader's Spreads

4. Select print blank pages only if you want any blank pages in your document to appear in your PDF.

Pages
 All
 Ranges: 1
 Ignore "Non-Printing" setting
Print: Both Pages
 Reader's spreads
 Print blank pages



Figure 2-7: Print Blank Pages



Working with PageMaker

Selecting Document Styles

5. Select the orientation of your report – horizontal or vertical. For most reports, select vertical.

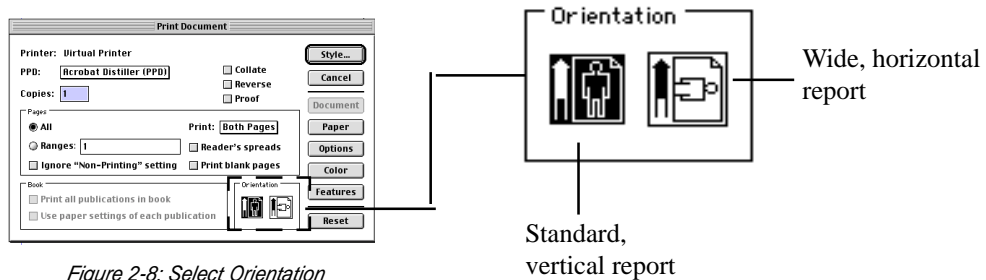


Figure 2-8: Select Orientation

6. In the menu on the right, select Paper. This will bring up the next screen, the Print Paper Screen.

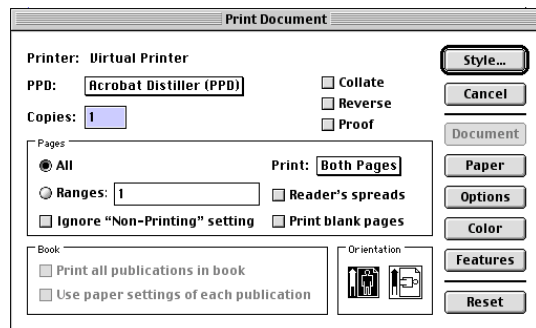


Figure 2-9: Select Paper

Choosing Paper Styles

1. Select your paper size. Options include letter, legal and more.

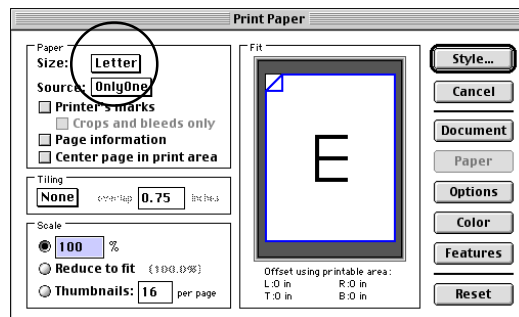


Figure 2-10: Select Paper Size



Working with PageMaker

Choosing Paper Styles



Tip: You may customize the size of your PDF by selecting Custom in the Size box. When you select Custom, an options screen will open to allow you to enter page dimensions. The graphic on the right will help you determine how the finished product will fit on the page.

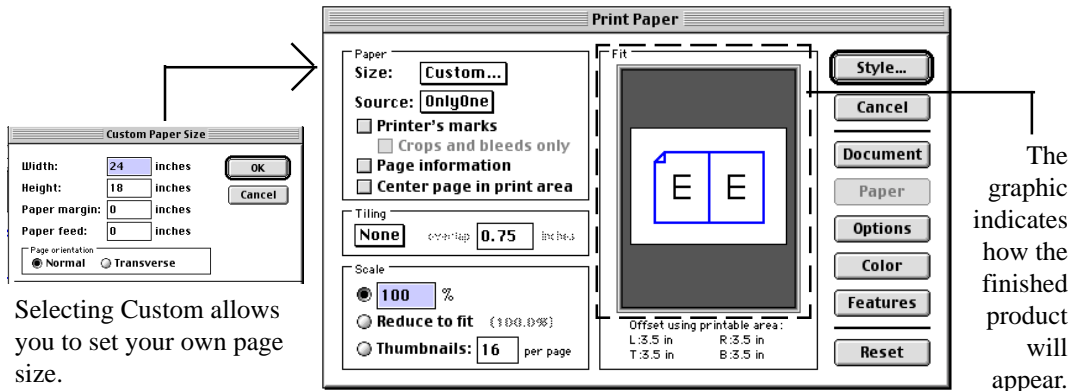
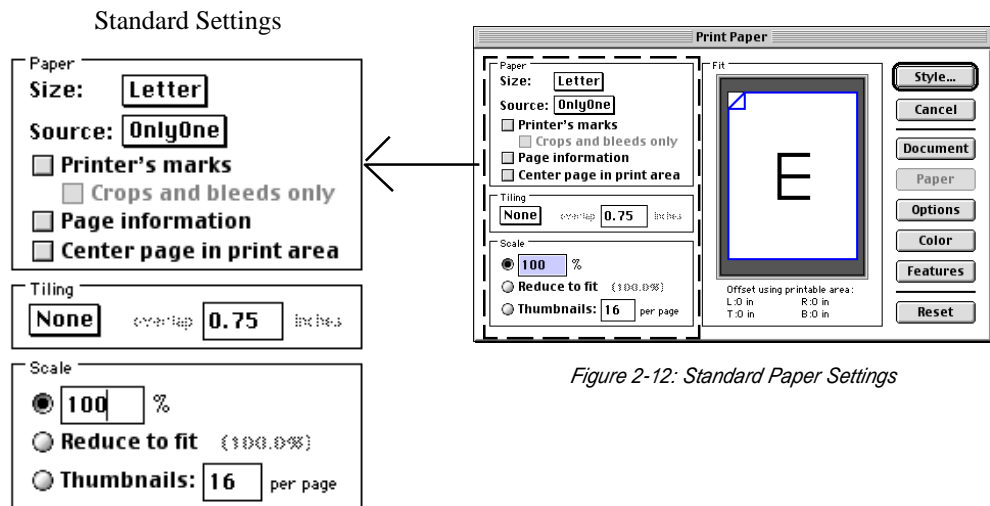


Figure 2-11: Select Custom Size

2. For a standard report or class assignment, use the following settings: Set Source to Only One; Deselect Printer's Marks and Page Information. Tiling should be set at None; and Scale should be set at 100%.





Working with PageMaker

Choosing Paper Styles



Tip: If you are preparing a PDF for production on a commercial press, you may want to select Printer's Marks and Page Information. Before beginning a PDF for a printer, you should contact the vendor for details on page size and additional options.

You may adjust the size of your publication slightly by selecting Reduce to Fit instead of 100%. You may also create thumbnails by selecting the Thumbnail option and indicating how many thumbnails you would like on each page.

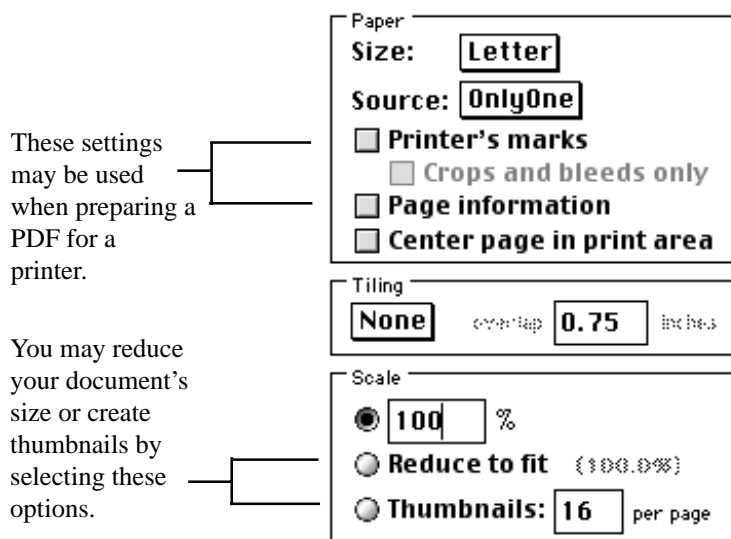


Figure 2-13: Additional Options

3. Select Options. This will bring you to the next screen, the Print Options Screen.

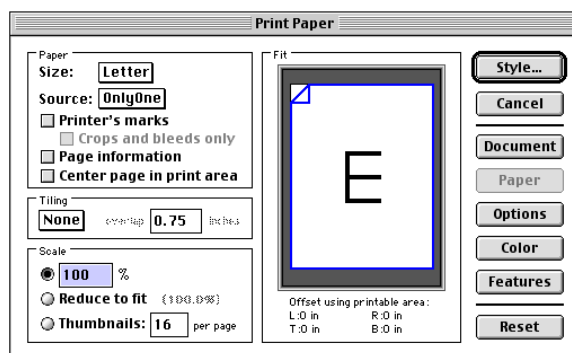


Figure 2-14: Select Options



Working with PageMaker

Selecting Print Options

1. For a standard assignment, the entries should read as follows - Send image data: Optimized subsampling; Data encoding: Send binary image data; Download fonts: PostScript and TrueType.
2. Select Write PostScript to File. In the rectangular box, type in the name of your PDF. Click on Save As... to indicate where you want to save the PDF.

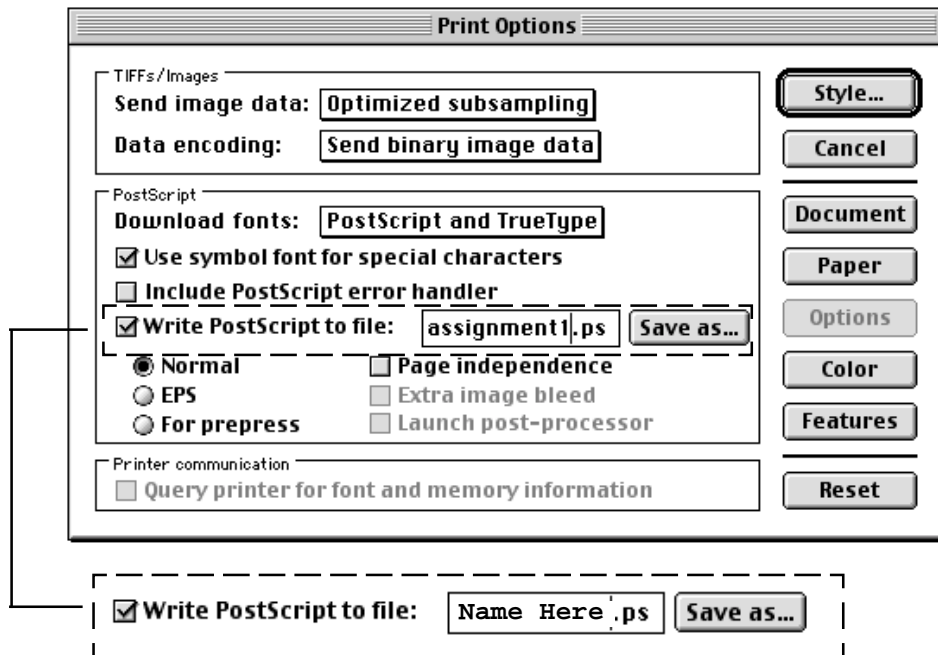


Figure 2-15: Write PostScript to File

3. Click on the Color button on the list. This will bring you to the next screen, the Print Color Screen.

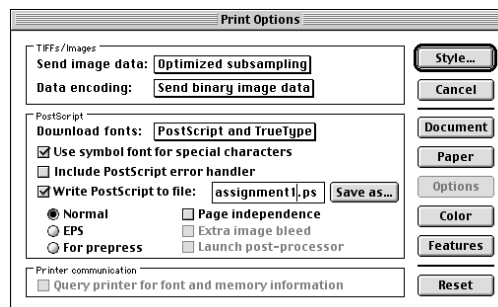


Figure 2-16: Click on Color



Working with PageMaker

Choosing Color Options

1. Select Composite and Color.

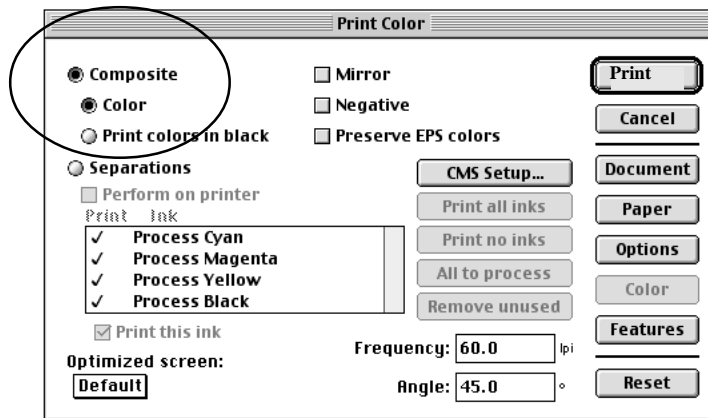


Figure 2-17: Select Composite and Color



Tip: If you are preparing a PDF for use by a vendor (commercial press), you may want to select Separations instead of Composite. Check with the vendor beforehand to determine the settings required.

If preparing a PDF for a commercial press:

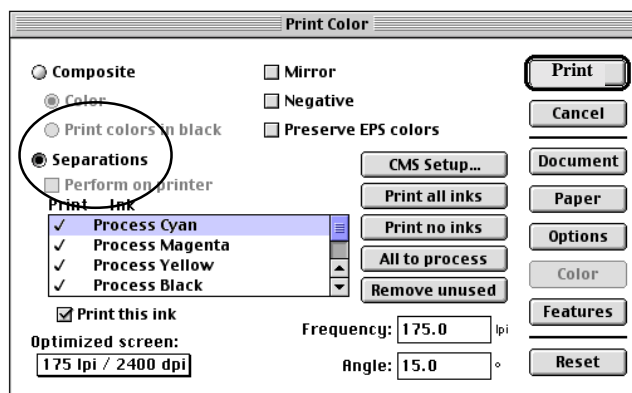


Figure 2-18: For Commercial Press



Working with PageMaker

Choosing Color Options

2. Click on Print.
3. This completes options selections and brings you back to your PageMaker File.

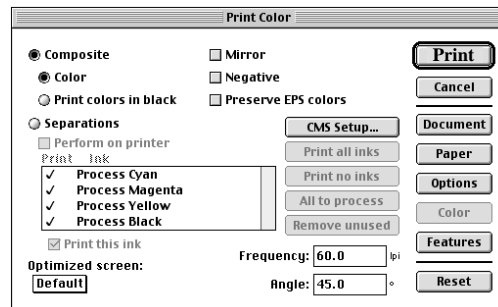


Figure 2-19: Complete Options Selections

Exporting the PDF

Now that you have indicated preferences for your project, you are ready to export the PDF. When you complete the following steps, PageMaker will create a postscript file incorporating the preferences you selected. You will then use Acrobat Distiller to translate the postscript file into a PDF.

1. Under the File Menu in PageMaker, select Export Adobe PDF. This will bring up the Export Adobe PDF screen.
2. Select Distill Now.

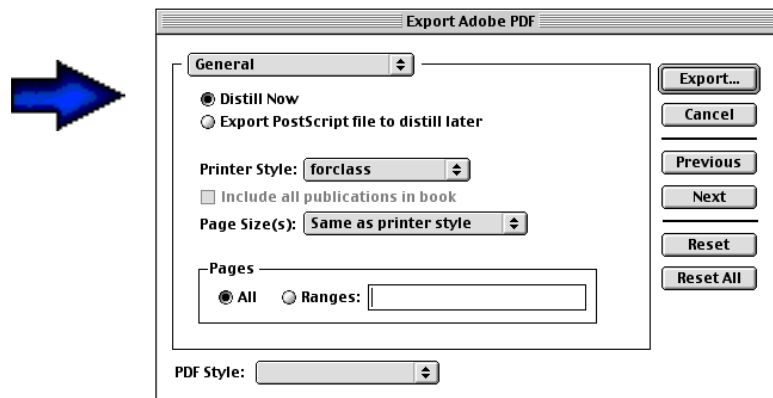


Figure 2-20: Distill Now



Working with PageMaker

Exporting the PDF

3. Under Printer Style, the drop-down menu lists a selection of styles. Choose the style you created earlier (Pages 5-6 of this manual, Defining Printer Styles).
4. Under page size, select same as printer style.

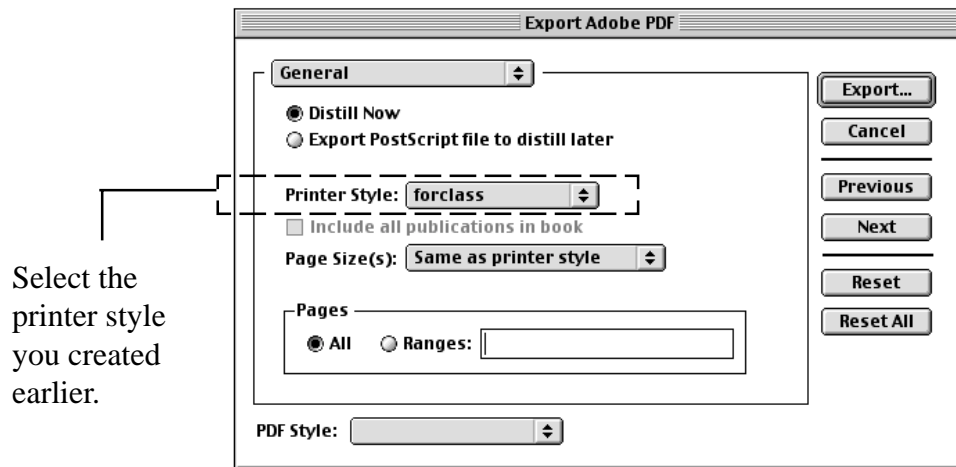


Figure 2-21: Select Printer Style

5. Under pages, select all. (You may select ranges if you want to create PDFs of selected pages only).

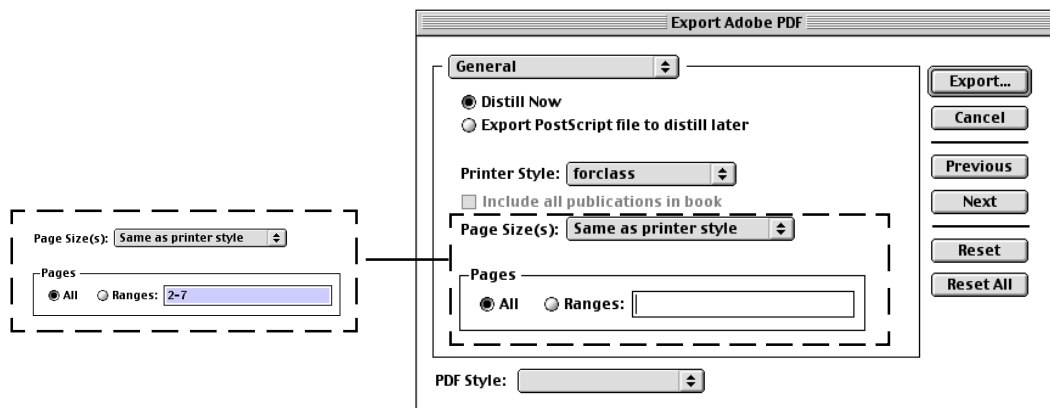


Figure 2-22: Select Pages or Ranges



Working with PageMaker

Exporting the PDF

6. Click on Export.

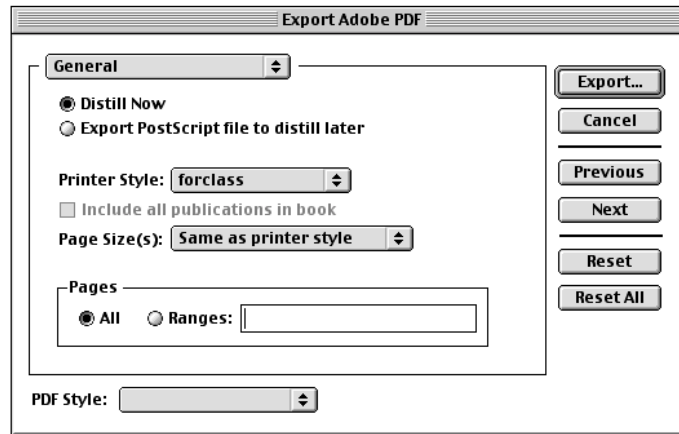


Figure 2-23: Export



Tip: A number of options in exporting the PDF can be found by selecting Next in the Exporting PDF menu, or by using the drop-down menu at the upper left. Among these options are requesting embedded fonts, changing graphics resolution, selecting color model, and preferences for Adobe Distiller.

For Additional Options:

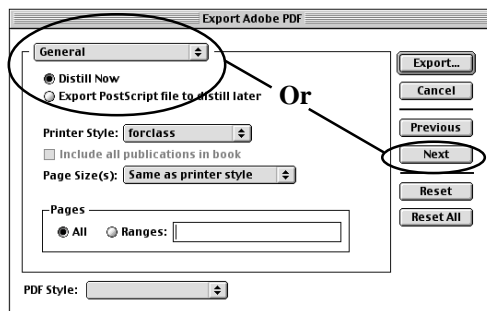


Figure 2-24: Exporting Options

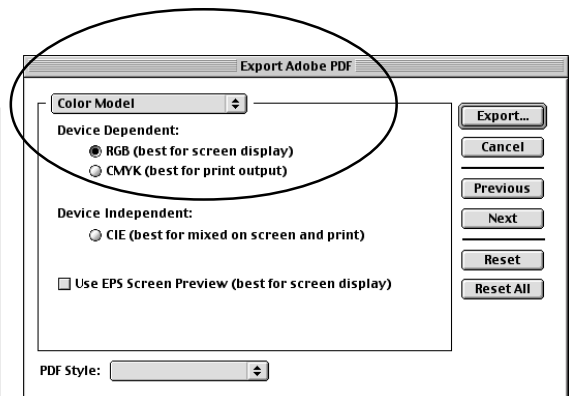


Figure 2-25: Color Model



Tip: In selecting additional options for the Color Model, choose RGB display for a document to be viewed on the web. CMYK is best used when a document is to be sent for production by a commercial press.



Working with PageMaker

Exporting the PDF

7. A Printer Style Conflicts Menu will pop up. Click O.K.

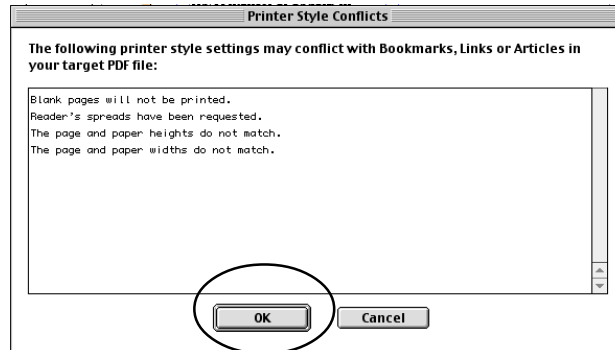


Figure 2-26: Printer Styles Conflicts Menu

8. A Save Menu will pop up. Name your PDF in the box provided and click Save.

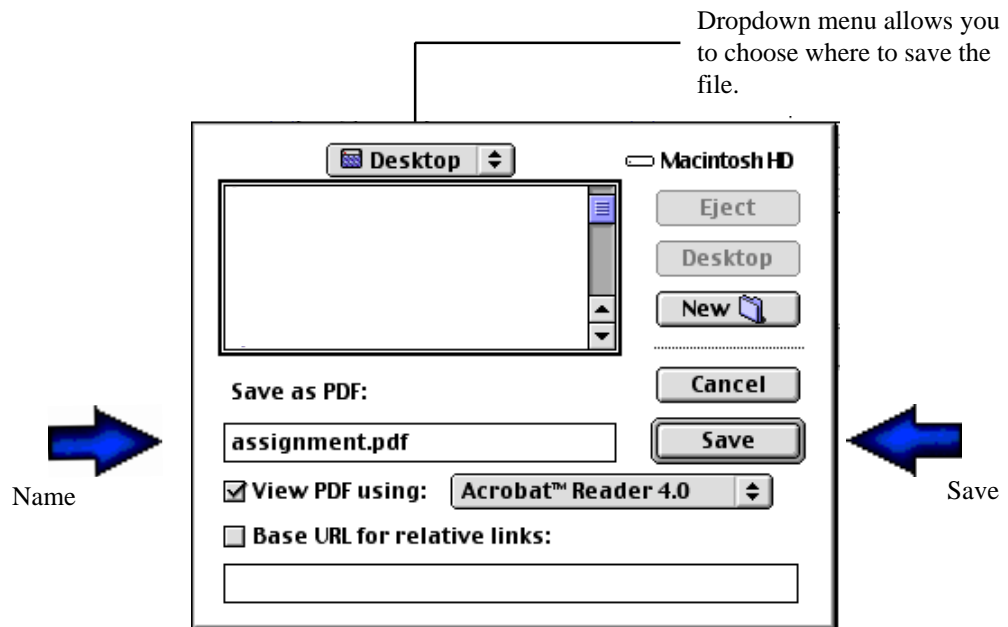


Figure 2-27: Naming the PDF



Tip: The drop-menu at the top of the screen allows you to choose where to save the file. Note where you are saving the file. For easy retrieval, save to Desktop. You can move the file later into the appropriate folder.



Working with PageMaker

Exporting the PDF

9. PageMaker will begin creating a postscript file. A screen will appear indicating the progress as the file is created.

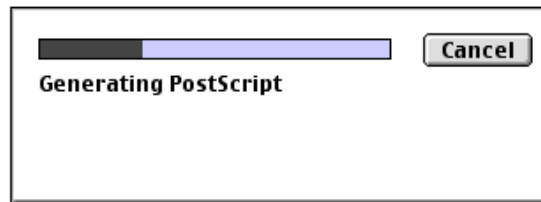


Figure 2-28: Generating Postscript File

10. You are ready to begin distilling the file using Adobe Acrobat Distiller.



Working with Acrobat Distiller

Distilling the PDF

Depending on the preferences when the software was installed, Acrobat Distiller may automatically open and begin creating the PDF as soon as the postscript file is complete. If this does not occur, follow the steps below.

1. Open Acrobat Distiller.
2. In the Distiller File Menu, highlight your postscript file and then select Open.
3. Distiller will begin creating the PDF from the postscript file.

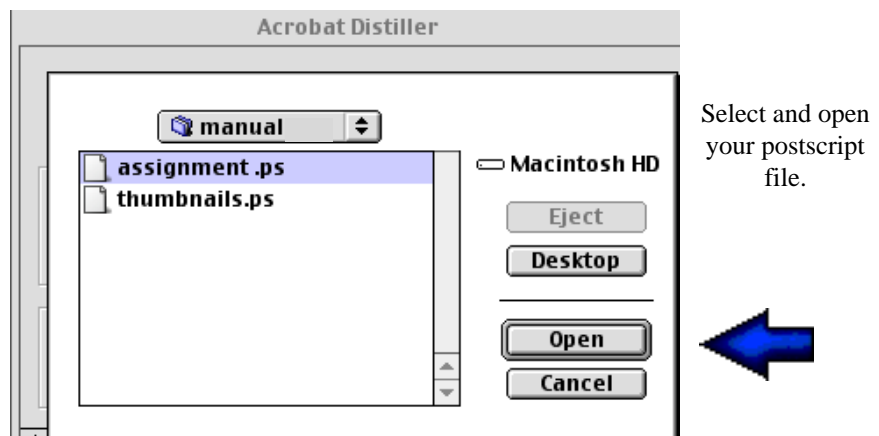


Figure 3-1: Open Postscript file

4. A box will appear indicating that distillation is taking place. You may pause or cancel the job.

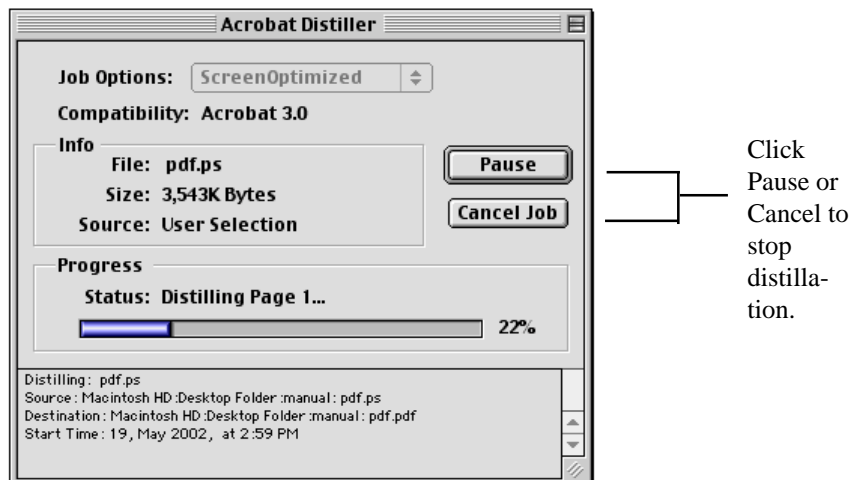


Figure 3-2: Pause or Cancel



Working with Acrobat Reader

Viewing the PDF

Your PDF is now complete and ready for viewing. You can view your PDF using Acrobat Reader. If you find mistakes in your PDF, return to PageMaker and make corrections, then create a new postscript file and repeat the distillation process.

1. When distillation is complete, the PDF icon for your file will appear. You can find the PDF on the desktop, or in the folder where you saved the postscript file.
2. Open Acrobat Reader, select your PDF and click on Open.

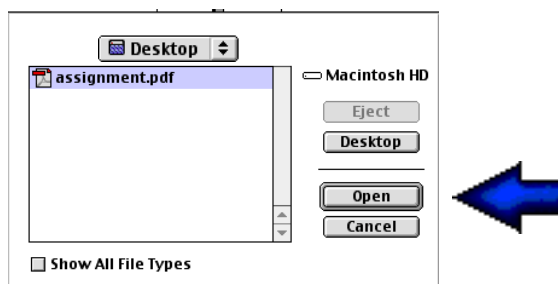


Figure 4-1: Open the PDF



Tip: You may also open your PDF by double-clicking on its icon.



Double-click the PDF icon to open.

Figure 4-2: PDF Icon



Working with Acrobat Reader

Viewing the PDF

2. In the Acrobat Reader menu, select View to adjust the size of your page on the screen to your preference.



Tip: The Fit in Window option shows the entire page at a glance. Actual size will preview your document as it would be printed, and Fit Width will provide a larger screen view. You may zoom in or out of various locations on the page, and view the report as either consecutive single pages, or as one continuous document.

View	Window	Help
Full Screen		⌘L
Zoom In		⌘+
Zoom Out		⌘-
Zoom To...		⌘M
Fit in Window		⌘0
Actual Size		⌘1
✓ Fit Width		⌘2
Fit Visible		⌘3
Rotate View 90° CW		⇧⌘+
Rotate View 90° CCW		⇧⌘-
Single Page		
Continuous		
✓ Continuous - Facing		

Figure 4-3: View Options



Troubleshooting

Creating a PDF can be a complicated process and sometimes the end result is not exactly what you had in mind. The following questions and answers address common difficulties encountered with creating a PDF. In most cases, you will have to return to PageMaker to correct the difficulties and then create a new PDF.

Q: Why does my report exceed the margins on my page?

A: You may have selected an inappropriate paper size. Go to the section on choosing paper styles (page 8), and check your paper size. You may customize your size to create the page size you prefer, or select reduce to fit, so that your document will fit the page.

Q: Why did it change some of my fonts to a different typeface?

A: Go to the Print Options menu (see page 11), and check to see that Download Fonts: PostScript and TrueType is selected. If it is not selected, PageMaker may make its own substitutions for fonts you use that it does not recognize.

Q: Why do the photographs in my report look so fuzzy?

A: If you place photographs in a PageMaker document and then resize them, they may show up fuzzy in your PDF. Determine the size you need for your photograph and resize it using Adobe Photoshop, or other appropriate software. Then place the properly sized photograph into your document. Also, check your resolution in the Export Adobe PDF options by choosing Compression on the dropdown menu (see page 15). Under Compression, check to see that your resolution is set to “Same as Original.”



Resolution should be set to Same as Original.

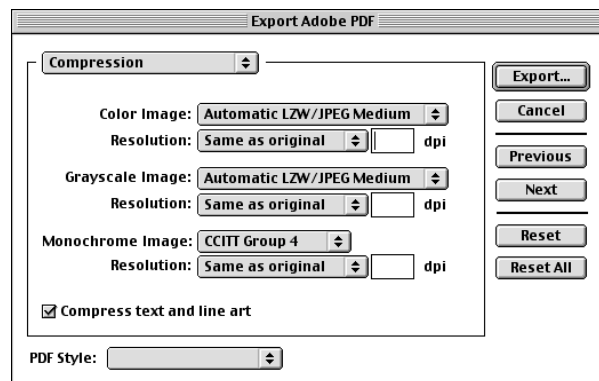


Figure 5-1: Compression



Troubleshooting

Q: I have completed distillation but cannot find the PDF. Where can I find the file?

A: If you did not indicate that Acrobat should save the PDF to the desktop (see page 16), then it most likely saved the file in the folder where you saved the PageMaker document used to create the PDF. Look in that folder for the PDF icon. Sometimes it takes a moment after distillation is complete for the PDF icon to appear.

Q: I wanted to create my report in book format, with pages 1 and 2 facing each other. The PDF placed page one on the front page, and put pages 2 and 3 as facing pages. How can I correct this?

A: Return to PageMaker and Insert a Blank Page at the beginning of your document. This will align pages 1 and 2 as facing pages. You may choose not to include the blank page in your PDF. (see page 7).

Q: When I preview my PDF with Acrobat Reader, I can only see part of the page. How can I see the entire page at once?

A: In the Acrobat Reader menu, choose View and select Fit in Window (see page 20).

Q: How do I make corrections in the PDF?

A: In many cases, you cannot edit the PDF once it is created. You will have to return to PageMaker to edit, then create a new PDF. Some expanded versions of Acrobat Reader may allow you to edit the PDF.



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Glossary

ASCII - a format used to save graphics in postscript files, used on Windows platform.

Binary image data - a format used to save graphics in postscript files, use with Macintosh.

Book Format - a document with facing pages that reads like a book.

CMYK - a type of color image best suited for production by a commercial press.

Commercial press - a vendor who prints publications on large printing equipment.

Composite - Color option which prints all colors at once on the publication.

Data encoding: a format used to save graphics in postscript files - binary image data is used on the Macintosh, and ASCII is used on Windows.

Distillation - the processing of translating a postscript file into a PDF.

Downsampling and subsampling - reduces the size of images by reducing the resolution to a specific setting. Some quality may be lost.

Dropdown menu - a menu with other options shown by clicking on an arrow, the menu will then expand (drop down) to show the other options.

Embedded fonts - an option to include the fonts you use in your PDF, if not embedded, PageMaker may make substitutions for fonts a reader doesn't have, which may affect your layout.

PDF - Portable Document Format.

PostScript Fonts - standard fonts included in

Postscript printer descriptions.

Postscript printer - the printer used by PageMaker to create the postscript file.

Printer's Marks - crop and bleed marks used by printers with a commercial press.

Ranges - an option to select only certain pages, for example Ranges 2 - 4, would print pages 2, 3, and 4.

Reader's Spreads - a report format with facing pages that reads like a book.

Resolution - refers to number of dots per inch in a graphics file - higher resolution is a larger file with better quality.

RGB - a type of color image best suited for viewing on the web.

Scale - reduces a large publication to fit on a page.

Separations - Color option which prints selected colors on a separate film for each color.

Thumbnails - samples, a selection of sample pages in a small size, usually several on a page.

Tiling - when a publication is too large to print on a standard printer, PageMaker will Tile the pages, creating several pages that can be fitted together.

TrueType fonts - non-postscript fonts, descriptions not included on a standard postscript printer.

Virtual Printer - a postscript printer used by PageMaker to create the postscript file.

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Appendix 2: Advanced Tips

Bookmarks for online use: If you create an index in PageMaker using the Index Entry option (under the Utilities menu), PageMaker can create a hyperlink marker in front of the index topic. When the PDF is viewed online, the marker should allow readers to click to the subject. You can set options in the Export Adobe PDF menu options by selecting the Bookmarks section. For table of contents bookmarks, select Create TOC Bookmarks. For index bookmarks, select Create Index Bookmarks. In the Hyperlinks section, select preserve table of contents links, and/or preserve index links. You can also preserve internal links to include hyperlinks you specified as anchors within the text of the publication.

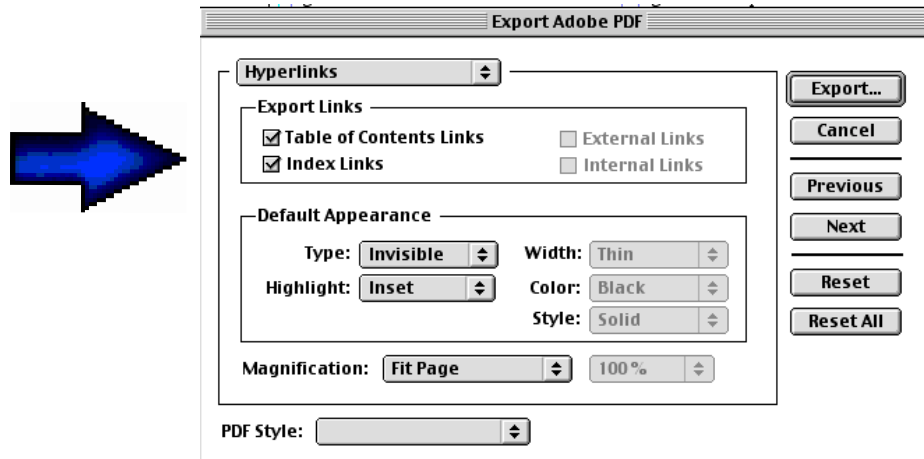


Figure 6-1: Export Links

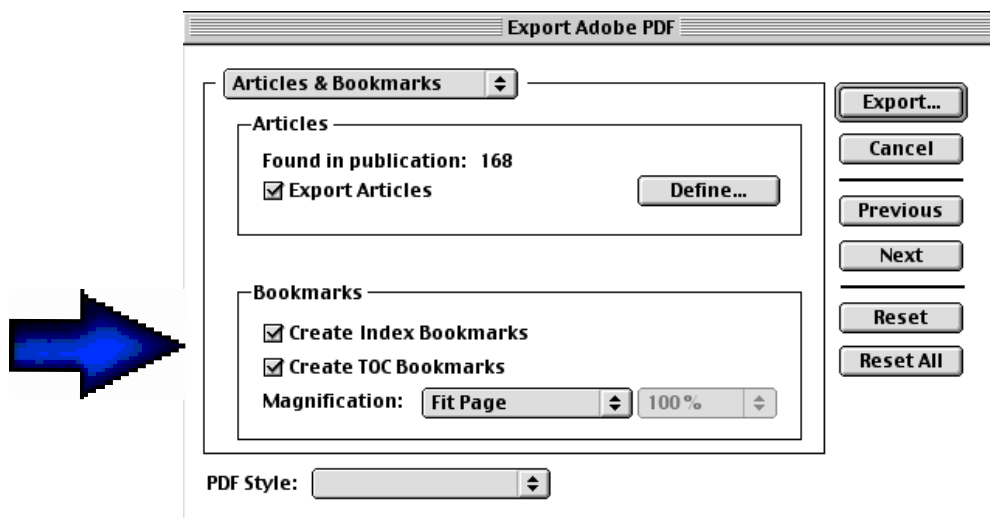


Figure 6-2: Bookmarks

Appendices

Appendix 2: Advanced Tips

Fonts and Subsets: Including downloadable fonts insures that any reader regardless of platform will see your document as you intended. If fonts are not embedded (See Export Adobe PDF options), PageMaker may substitute an approximation of the font you selected, which could create problems in your layout. If embedding fonts creates an unnecessarily large file, you may choose to embed a subset of the font you are using, and PageMaker will embed only those characters used in the publication (for example, Normal, Bold and Italic).

Numbering pages: Page numbers may not translate properly from PageMaker to PDF if you use Roman Numerals for beginning pages. The PDF will view your cover page as page one, and all other pages sequentially, disregarding the Roman Numerals. This could cause difficulty with index and table of contents information.

Online Color: For consistent color online, choose from the Online Colors available in PageMaker. These colors will be consistent in all browsers. To choose online colors, choose Utilities, Define Color, and click New. Then choose Online Colors. Shift to select multiple colors.

Saving Adobe Export Options: You may save option selections made in the Adobe Export menu to avoid having to repeat them. To save options you selected in the Export Adobe PDF menu box:

1. Select File, Export, Adobe PDF.
2. Set the options you prefer.
3. Click on Save Settings.

To recall these settings:

1. Select File, Export, Adobe PDF.
2. Select Load Settings.

This will reinstate the options you chose in the Export Adobe PDF menu box.

Compiling Several PageMaker files into One PDF: You can compile several files into one, to make it easier for online access, by selecting Utilities, Book, and choosing the files you want to add. You can determine the order in which files will appear with the Move Up or Move Down option. To combine the files into one PDF, select Export Adobe PDF, and choose Same as Current Publication under Page Size. Choose Apply Settings of Each Publication if documents are different sizes.

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