



# BUZZ PRINTS GUIDE TO CREATING PDF'S

## INTRODUCTION

BUZZ PRINTS GUIDE ON CREATING PDF'S guides you through the basic steps of producing PDF files from applications for high-quality output used for printing.

In conjunction with using the information in this document, it's important to discuss print issues with your print service provider throughout the preparation, creation, and delivery phases of the PDF print workflow. A strong partnership with your printer can yield valuable information about the capabilities of the printing environment, as well as appropriate settings and defaults that can prevent costly errors.

The processes described in this guide require the use of one or more illustration or page-layout applications including Adobe Illustrator®, Adobe InDesign®, For non-Adobe applications, this guide provides instructions for creating PDF files using Acrobat Distiller®.

## WHY USE PDF'S?

- All elements of a document are within a single, self-contained file. This means that all the fonts, images, and graphics are included automatically when proofed or printed.
- Adobe PDF documents can be viewed exactly as they are intended to print. You can view with magnification power up to 6400% to see the details in illustrations.
- Device-specific decisions can be made by BUZZ PRINT, rather than early in the process by the designer.
- PDF files are generally smaller than their original formats.
- At the appropriate time in the workflow, your service provider can either output the Adobe PDF file directly, or process it using tools from various sources for such post-processing tasks as preflight checks, trapping, imposition, and color separation.
- At print time, an Adobe PDF file can be repurposed to suit the mechanical requirements of different devices, such as page size adjustments, color reproduction characteristics, or page orientation and imposition.

## ABOUT PDF VERSIONS

When you create PDF files, you need to decide which PDF version to use. Generally speaking, you should use the most recent version.



# PREPARING CONTENT FOR PDF CREATION

## PREPARING FOR HIGH END PRINTING

Before creating an Adobe PDF file to send to Buzz Print, make sure that the document meets our specifications. The following list offers some recommendations:

- Download our PDF template tailored to the print job. You may be able to use the default Adobe PDF preset, called "Press," when you export your document.
- Use only high-resolution images in your document, or make sure that your printer has access to the original high-resolution images.
- Ensure that the images used in the authoring application are in the same color space, and prepared for the same printing condition. In most cases, the preferred color space is CMYK.
- Check the document for structural integrity using a good preflighting tool. Both InDesign and Acrobat support preflighting. ( See Preflighting documents in your InDesign help menu or Preflighting documents in your Acrobat help menu )
- Embed fonts when creating PDF documents from Illustrator, InDesign, or Distiller. (See "Managing fonts in your Indesign help menu" )
- To prevent unnecessary separations from being printed, review the spot colors in your ink list. You may want to convert some spot colors to process equivalents, or map them to other spot colors, if that functionality is available in your authoring application.

### NOTE:

- Remember that, like monitors, color printers vary greatly in color reproduction quality; thus, proofs from your printer are the best way to verify how the finished piece will look.

## EMBEDDING FONTS

- Embedding Fonts ensures that all fonts used in the file are displayed and printed correctly.
- Use Outlines for Text saves text as paths. ( Text saved as outlines is not searchable or selectable in a PDF viewer. You can, however, edit the text when you reopen the file in Photoshop.)



# SAVING AND EXPORTING DOCUMENTS AS A PDF FOR PRINT

## To save a file in Photoshop PDF format:

1. Choose File > Save As, type a filename, choose a file location, and choose Photoshop PDF from the Format menu.
2. You can select a Color option if you want to embed a color profile or use the profile specified with the Proof Setup command. Click Save.
3. In the PDF Options dialog box, select the options you want, and click OK.

## Saving PDF files from Illustrator CS

Saving directly to PDF from Illustrator gives you more control over the resulting file, because you have the option of preserving Illustrator editing capabilities as well as maintaining live transparency effects and overprint settings.

## To save Illustrator artwork as Adobe PDF:

1. In an open document, choose File > Save As.
2. Type a filename, and choose a location for the file.
3. Choose Adobe PDF (\*.PDF) as the file format, and then click Save.
4. Choose the PDF preset you want to use from the Preset pop-up menu in the Adobe PDF Options dialog box.

## Exporting PDF files from InDesign

When you export Adobe PDF files from InDesign, you can either use default PDF presets, or create and apply your own custom PDF presets.

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