

# PDF Integration Guide

## for Adobe Creative Suite 2

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### Executive Summary

In the years since its development and initial release by Adobe® Systems Incorporated, Portable Document Format (PDF) has become a key technology in both print and web publishing. During that time, Adobe graphics applications have helped designers, publishers, and printers integrate Adobe PDF into their workflows and streamline production by providing increasingly more versatile and more powerful tools for creating and working with Adobe PDF files.

The evolution of Adobe PDF continues with the release of Adobe Creative Suite 2 software, which has several new PDF integration enhancements that make it easier than ever to incorporate Adobe PDF in your workflow.

### New PDF integration features in Adobe Creative Suite 2 include:

- More consistent Adobe PDF creation across applications
- Shared PDF preset files for consistent use of PDF creation settings across all applications
- A common PDF preset file location that makes it easy to share and manage PDF preset files
- A common user interface for creating Adobe PDF documents

Whether you've been using Adobe PDF for years or are thinking about getting started, you'll find that the improved PDF integration features in Adobe Creative Suite 2 enable you to quickly create Adobe PDF files for a variety of uses:

- Posting to the Internet
- Distributing files electronically
- Reviewing files electronically with colleagues, clients, and vendors
- Printing proofs with desktop printers
- Preparing high-resolution files for output based on Graphic Arts Industry standards, like PDF/X
- Archiving and retrieving documents

## New PDF features in Adobe Creative Suite 2

### Shared PDF presets

As was the case with the initial release of Adobe Creative Suite Premium Version, you can use Adobe Photoshop® CS2, Adobe Illustrator® CS2, Adobe InDesign® CS2, Adobe GoLive® CS2, and Acrobat® 7 Professional software to create Adobe PDF documents. Each of these components includes a set of built-in PDF export presets or job options files. Each PDF preset is a predefined collection of settings that balances file size with quality and creates a PDF file for a specific intent (on-screen display, high-quality desktop printing, or press-quality printing).

In the past, each Adobe application used its own set of PDF presets, and while they were similar across applications, they weren't exchangeable among the applications. PDF integration is improved in Adobe Creative Suite 2 with the addition of shared PDF presets. All of the components in Adobe Creative Suite 2 can use the same set of PDF presets, which helps ensure consistency when you create and exchange PDF files using Photoshop, Illustrator, InDesign, and Acrobat.

PDF preset files use the Acrobat Distiller® software-based .joboptions file format, the preferred format for PDF settings and creation. The joboptions settings are shared among all of the Adobe Creative Suite 2 components. You can create a PDF preset once and then use it in all of the Adobe Creative Suite 2 components.

The PDF preset you choose when you create a PDF document depends on how you intend to use the document. Here's a brief description of each of the five default-installed PDF presets available in Adobe Creative Suite 2:

- **Smallest File Size.joboptions.** This preset is for PDF documents that will be electronically distributed, posted to the Internet, and displayed on a computer monitor. Keeping the file size small minimizes upload and download times and speeds up display; however, image resolution is not sufficient for high-resolution output. All colors are converted to sRGB.
- **High Quality Print.joboptions.** This preset is ideal for creating PDF documents for a wide variety of uses, including printing proofs to desktop output devices, such as color inkjet and laser printers. You can also use this preset to create accessible PDF files from InDesign and GoLive. Color is not converted using this preset.
- **Press Quality.joboptions.** This preset is for PDF documents that will be output to high-resolution color separations, to digital printing, or for use through a prepress workflow. This preset creates PDF 1.4 files, which contain live (editable) transparency, in contrast to the PDF/X presets, which contain flattened (uneditable) transparency. Colors are converted to CMYK or spot colors.

*Note: Adobe provides the three previously-mentioned PDF presets as best practices for output of PDF files. These presets create PDF 1.4 or later files, which means all transparency effects are live (that is, transparency effects are not flattened). Printer service providers typically handle the flattening of transparency. If your workflow or your printer requires flattened transparency, you may want to consider using PDF/X. PDF/X files are PDF 1.3, which requires flattened transparency. For more information about transparency, refer to:*

*Getting Started with Transparency Using Adobe® Creative Suite 2 Software*  
([studio.adobe.com/us/print/main.jsp](http://studio.adobe.com/us/print/main.jsp))

*A Designer's Guide to Transparency for Print Output Using Adobe® Creative Suite 2 Software*  
([studio.adobe.com/us/print/main.jsp](http://studio.adobe.com/us/print/main.jsp))

- **PDFX1a 2001.joboptions.** Designed for high-end output, this preset creates PDF/X-1a compliant files, which means that all fonts required to print the document are embedded, color is either CMYK or spot color, and page boundaries and trap intents are defined.
- **PDFX3 2002.joboptions.** Designed for high-end output, this preset creates PDF/X-3 compliant files. Like PDF/X-1a, PDF/X-3 is a standard for graphic content exchange. The main difference is that PDF/X-3 supports color management through the use of an output intent.

(To download a white paper about support of the PDF/X format in Adobe applications, go to [www.adobe.com:80/products/acrobat/pdfs/pdfx\\_faq.pdf](http://www.adobe.com:80/products/acrobat/pdfs/pdfx_faq.pdf).)



Smallest File Size.joboptions



High Quality Print.joboptions



Press Quality.joboptions



PDFX1a 2001.joboptions



PDFX3 2002.joboptions

## Extra PDF presets

In addition to the five previously-mentioned built-in PDF presets, Adobe Creative Suite 2 includes seven additional presets that you can use as needed.

To use any of the extra PDF presets, double-click the file. Double-clicking a PDF preset file automatically places a copy of the file in the common directory. You can also drag and drop a PDF preset file to the common directory. (See page 5 for information about the shared PDF presets folder.) Here's a brief description of each of the extra PDF presets:

- **PDFX1a 2003.** This preset creates Adobe PDF documents that conform to PDF/X-1a 2003, which is an update to the PDF/X-1a 2001 specification. PDF documents created using this preset can be opened with Acrobat and Adobe Reader® 4.0 and later.
- **PDFX3 2003.** This preset creates Adobe PDF documents that conform to PDF/X-3 2003, which is an update to the PDF/X-3 2002 specification. PDF documents created using this preset can be opened with Acrobat and Adobe Reader 5.0 and later.
- **PDFX1a 2001 JPN.** This is the Japanese version of the PDFX1a 2001 preset. It creates Adobe PDF documents that conform to PDF/X-1a 2001. This preset uses appropriate Japanese settings.
- **PDFX1a 2003 JPN.** This is the Japanese version of the PDFX1a 2003 preset (listed above), which is an update to the PDF/X-1a 2001 specification. This preset uses appropriate Japanese settings.
- **PDFX3 2002 JPN.** This is the Japanese version of the PDFX3 2002 preset. It creates Adobe PDF documents that conform to PDF/X-3 2002. This preset uses appropriate Japanese settings, including a standard Japanese output intent.
- **PDFX3 2003 JPN.** This is the Japanese version of the PDFX3 2003 preset (listed above). It creates Adobe PDF documents that conform to PDF/X-3 2003, which is an update to the PDF/X-3 2002 specification. This preset uses appropriate Japanese settings, including a standard Japanese output intent.
- **Rich Content.** This preset creates accessible Adobe PDF documents that include tags, hyperlinks, bookmarks, interactive elements, and layers. Created PDF documents can be opened with Acrobat and Adobe Reader 7.0 and later.

## Creating custom PDF presets

While the installed-default PDF presets are based on best practices, you may discover that your workflow—or perhaps your printer's workflow—requires specialized PDF export settings that aren't available via any of the built-in presets. If this is the case, you or your service provider can create custom presets, and you and your colleagues can share them among all of the Adobe Creative Suite 2 components.

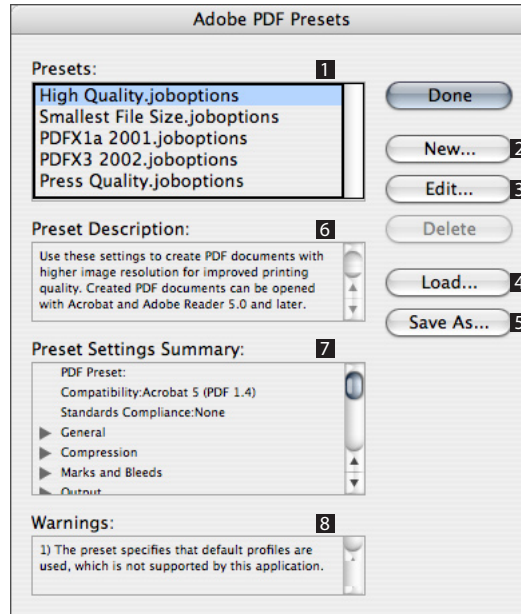
The ability to save custom PDF presets and share them with colleagues and clients provides an easy, yet powerful, option for consistent, reliable PDF creation. Using custom PDF presets provided to you by your printer helps ensure compatibility with their equipment. By combining custom PDF presets with the ability to create custom PDF preflight profiles in Acrobat 7 Professional, you can build a reliable and consistent PDF workflow from creation through output.

If you need custom PDF presets, it's easy to create variations based on any of the built-in presets, or you can start from scratch. You can also include a description with your custom preset so that coworkers, clients, and printers know their intended use.

## Common user interface for Adobe PDF creation

In the past, each Adobe application had its own user interface and offered similar controls for Adobe PDF creation; however, there were also numerous differences among the applications. These differences have been greatly reduced in Adobe Creative Suite 2. All of the Adobe Creative Suite 2 components share common PDF settings and a more consistent user interface, which simplifies the process of PDF creation across the suite and makes training and use easier and more consistent.

The Adobe PDF Presets dialog box lets you create, modify, import, and export, load, and save PDF presets.



(1) Displays a list of PDF presets currently in the shared directory.

(2) Creates a new preset based on the selected preset.

(3) Edits a custom preset. (You cannot modify the Adobe default presets.)

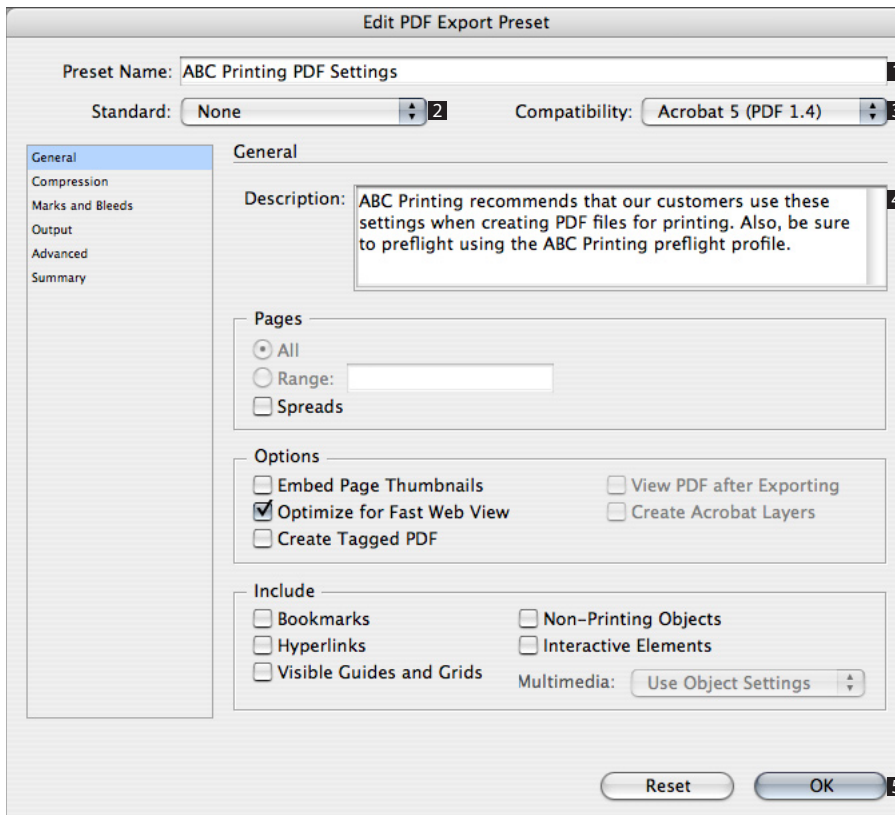
(4) Loads custom PDF presets. This also converts legacy presets from Distiller, InDesign, and Illustrator into the new shareable PDF preset format.

(5) Saves custom PDF presets.

(6) Explains important characteristics of the selected PDF preset. (You can customize the Preset Description when you create a custom PDF preset.)

(7) Displays a summary of the settings for the selected PDF preset.

(8) Displays additional information about the selected PDF preset.



(1) In addition to using any of the five presets included with Adobe Creative Suite 2, you can define and name your own custom presets and share them among your colleagues, clients, and output providers.

(2) Select the Acrobat version for a custom PDF preset. (Note: Transparency is live in PDF 1.4 files and later; transparency is flattened in PDF 1.3 files.)

(3) Select a standard PDF/X preset or None. (Note: Choosing a PDF standard automatically selects the correct compatibility.)

(4) Add a description to a custom PDF preset that explains key characteristics.

(5) After you've specified the appropriate settings in the General pane, choose all your specific PDF creation settings in the other panes. Your settings will be saved into your custom PDF preset.

You can create custom PDF export presets and share them among colleagues, clients, and output providers so everyone creates Adobe PDF files using the same settings.

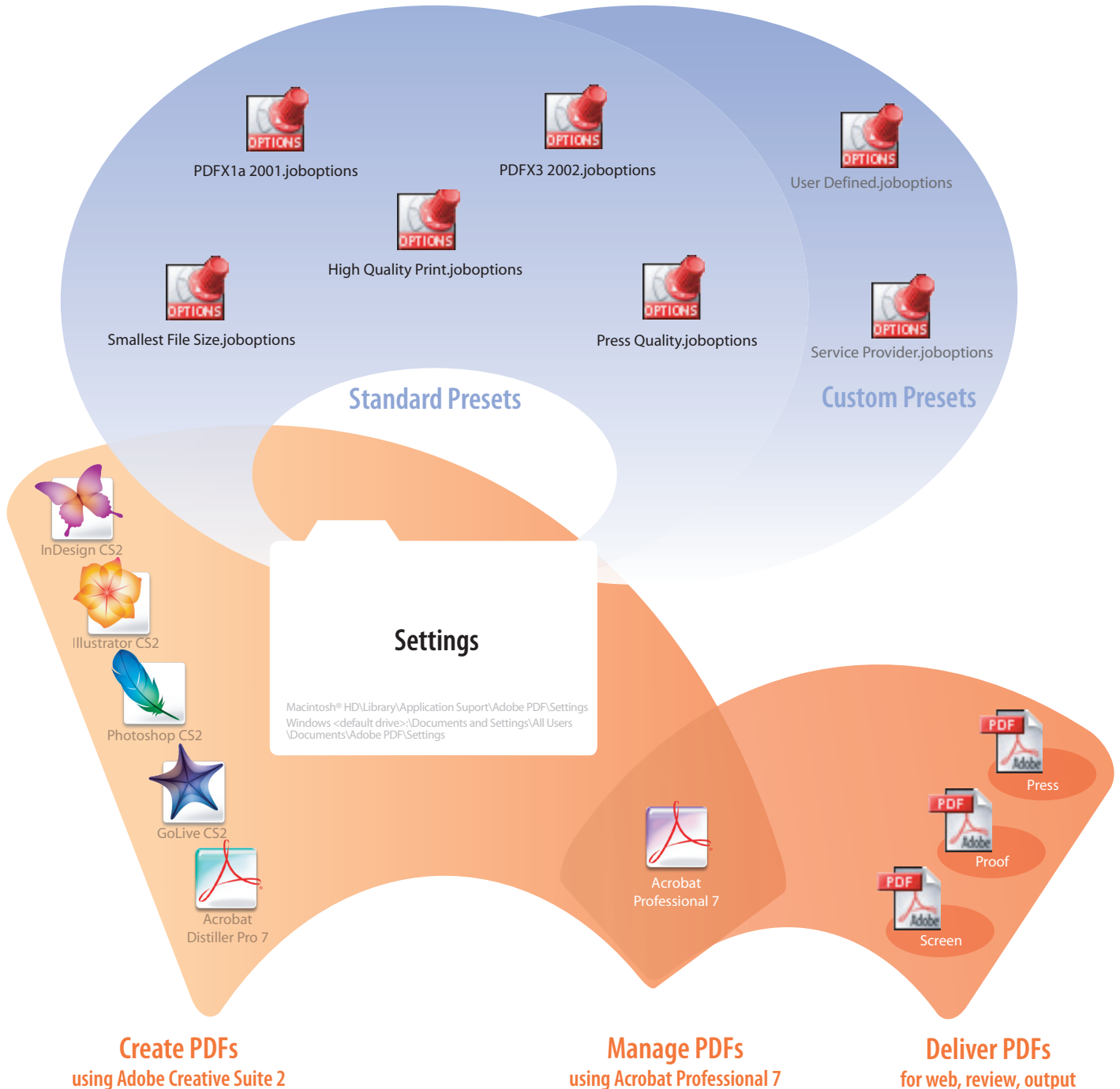
### Shared PDF presets storage location

The PDF preset files shared by all of the Adobe Creative Suite 2 components are stored in a common directory, which greatly simplifies the process of managing PDF preset files.

Under Mac OS X, the file path to the shared PDF presets folder is: \Library\Application Support\Adobe PDF\Settings. On a Windows computer, the file path is: <default drive>\Documents and Settings\All Users\Documents\Adobe PDF\Settings.

Under Mac OS® X, the file path to the extra PDF presets folder is: \Library\Application Support\Adobe PDF\Extras. On a Windows® computer, the file path is: <default drive>\Documents and Settings\All Users\Documents\Adobe PDF\Extras.

In addition to manually placing PDF preset files into the shared folder, you can double-click a PDF preset file to automatically move it to the shared folder. You can also load PDF preset files into the shared folder from within any of the Adobe Creative Suite 2 components.



PDF workflow diagram: create, manage, and deliver Adobe PDF documents.

## Working with PDF/X presets

Among the built-in PDF export presets are two that support PDF/X, a format that is quickly becoming a standard for delivering ads and other final documents that require high-resolution print output.

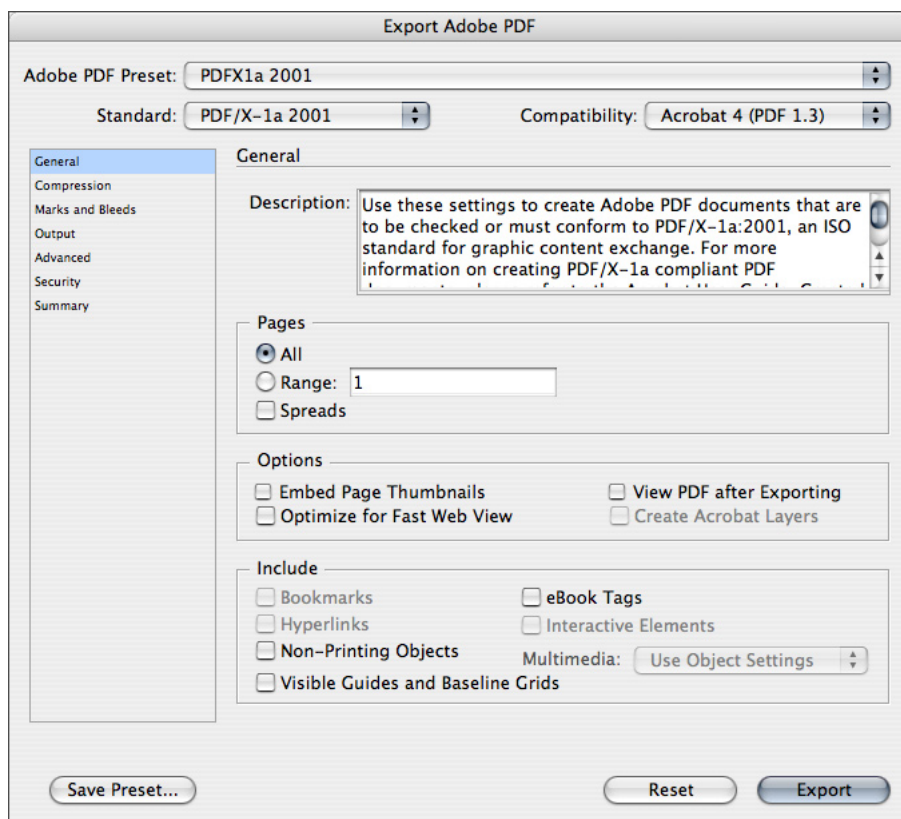
PDF/X was developed by the Committee for Graphic Arts Technologies Standards (CGATS) according to requirements established by the Digital Distribution of Advertising for Publications Association (DDAP). The PDF/X format was designed to enable reliable exchange and output of graphics files and to eliminate many of the incorrect color, missing font, and various file problems that can lead to inconsistent and unreliable output. PDF/X is based on the Adobe PDF specification and consists of recommendations and additional notations for facilitating the reliable delivery of press-ready, high-end color Adobe PDF files.

Adobe endorses PDF/X and continues to address the needs of the creative professional by delivering powerful software tools and robust technologies. Adobe Creative Suite 2 includes built-in presets for creating PDF/X-1a and PDF/X-3 files.

*Note that while the PDF/X standards specify best practices for print output, the standard does not have any minimum image resolution requirements. For example, a 72-dpi screenshot can be included in a valid PDF/X file. For this reason, Adobe has added PDF preflight checks in Acrobat 7 to check for image resolution. Acrobat Distiller also includes options for checking image resolution during PDF conversion.*

## Creating PDF/X files with Adobe applications

You can use InDesign CS2, Illustrator CS2, Photoshop CS2, and Acrobat Distiller to create PDF/X files. When you create PDF/X files from InDesign CS2, for example, all content in the InDesign layout is analyzed and then converted to meet the requirements of the selected PDF standard, PDF/X. If the layout includes RGB elements, the PDF/X file will be correct because the conversion manages all content and ensures that the file is a valid PDF/X file. Similarly, Acrobat Distiller and other Adobe Creative Suite 2 components create valid PDF/X files.



When you use InDesign CS2, Illustrator CS2, Photoshop CS2, or Acrobat Distiller to create a PDF document, you have the option to create PDF/X-1a and PDF/X-3 files.

## Best practices for creating Adobe PDF documents

Even if you've never created or worked with Adobe PDF files before, you'll discover that it's easy to add Adobe PDF to your workflow. Integrated PDF creation features across the Adobe Creative Suite 2 components help you achieve consistent, reliable results when creating Adobe PDF files. For optimal results, you should follow these best practices:

- If you intend to provide Adobe PDF files to your printer, ask if your printer has a preferred PDF export preset. If so, use it when you create Adobe PDF files for final output. If your printer's equipment requires a custom preset, ask for and use their preset. Your printer can easily send you the preset file as an e-mail attachment. With Adobe PDF JobReady™, your printer may have already posted this on their website.
- The same goes for preflight profiles. Ask your printer to provide you with any profiles they use to preflight Adobe PDF documents with Acrobat, and then use the appropriate profile to preflight your Adobe PDF documents before sending them to your printer for final output.
- Use presets to save time and improve consistency. This includes print presets, PDF export presets, and transparency flattening presets. For most situations, you can use one of the five built-in PDF export presets included with Adobe Creative Suite 2.
- You can load legacy PDF export presets, including custom presets, from within InDesign and Illustrator and .joboptions files from Acrobat Distiller. When you load legacy presets/joboptions, the files are converted into the Adobe Creative Suite 2 .joboptions format and can be shared among all of the components in the Adobe Creative Suite.
- When appropriate, use PDF standards like PDF/X. For example, if you're asked to provide a PDF file for ad placement, ask if the publication accepts PDF/X files and, if so, which version is preferred (PDF/X-1a or PDF/X-3).
- If you create multicolor Adobe PDF documents, check to make sure that all colors are correct. For example, if you create four-color publications, verify that your Adobe PDF files don't contain any unwanted RGB or spot colors.
- Embed all fonts (provided your license allows you to do so). By embedding fonts in your Adobe PDF files, you help ensure that the text will print properly regardless of the fonts available on the host computer when the PDF file is printed. By default, the Adobe Creative Suite 2 components, with the exception of Acrobat Distiller, embed fonts in Adobe PDF documents. Acrobat Distiller provides the option to embed or not embed fonts.
- Preflight and preview. Before you create an Adobe PDF document, preflight the source file within the originating application (for example, preflight the InDesign file within InDesign). You may also want to preflight the final Adobe PDF file you are sending for final output. In addition to preflighting before you export an Adobe PDF document, you can use the Separations Preview palette, the Flattener Preview palette, and the Overprint Preview display option to visually proof the document on-screen.
- You can create a custom Acrobat PDF/X preflight profile based on a default PDF/X profile included with Adobe Creative Suite 2, and then use it with the Acrobat preflight feature to check your PDF/X files before sending them for final output. Add custom preflight information to your profile, such as resolution checks and other criteria, to perform a more complete preflight check.

## Adobe PDF-related resources

### Adobe PDF resources online

Additional information about how to create Adobe PDF documents and use them to streamline your workflow is available at the Adobe website ([www.adobe.com](http://www.adobe.com)), including:

- How to Create Adobe PDF for Print and Press. This comprehensive PDF document guides you through the basic steps of producing PDF files from applications for high-quality output. It focuses mainly on the composite PDF workflow, but it also provides some basic information about the pros and cons of a pre-separated PostScript® workflow. This document also explains the importance of producing good PostScript files for distilling and describes the processes for getting there. ([partners.adobe.com/public/asn/en/print\\_resource\\_center/Acrobat6PrintPress.pdf](http://partners.adobe.com/public/asn/en/print_resource_center/Acrobat6PrintPress.pdf))
- Adobe and PDF/X White Paper. This document contains information about the PDF/X format and the support of PDF/X in Adobe applications. ([www.adobe.com:80/products/acrobat/pdfs/pdfx\\_faq.pdf](http://www.adobe.com:80/products/acrobat/pdfs/pdfx_faq.pdf))
- The Adobe Solutions Network web page. You can use this web page to search for an Adobe Solutions Network print service provider. ([partners.adobe.com/public/partnerfinder/psp/show\\_find.do](http://partners.adobe.com/public/partnerfinder/psp/show_find.do))

### Adobe print-related resources online

- The Adobe Solutions Network (ASN) Partners web page. The Adobe Partner Finder offers a complete directory of Adobe Solutions Network members. You can search for ASN Developers, ASN Print Service Providers, ASN Training Providers, and ASN Resellers. ([partners.adobe.com/public/main.html](http://partners.adobe.com/public/main.html))

### Adobe product support resources online

- The Adobe Support Knowledgebase. This is a good place to start if you're looking for information about any Adobe product. The Support main page includes links to support pages for individual products, user-to-user forums, free downloads (updates, plug-ins, filters, and other files), and professional associations. ([www.adobe.com/support/main.html](http://www.adobe.com/support/main.html))

### Education and training

- Adobe Acrobat Family. This web page includes links to Acrobat solutions by job function (business professionals, engineering professionals, IT professionals, and creative professionals) and industry (architecture, engineering and construction; government, and manufacturing), as well as several other links to web pages with detailed information about the Acrobat family of products. ([www.adobe.com/products/acrobat/main.html](http://www.adobe.com/products/acrobat/main.html))
- Adobe.com: Events of Interest. This page includes links to Adobe-sponsored events and seminars, and you can search for events and seminars featuring specific Adobe products. ([www.adobe.com/events/main.jsp?productID=1](http://www.adobe.com/events/main.jsp?productID=1))
- Training. Adobe product training is available from a wide variety of sources to suit individual learning styles and needs. Be sure to start with the learning materials you received with your Adobe software, including the comprehensive Help system. This web page includes links to a broad range of training resources for Adobe products, including books, videos, instructor-led training, and custom training. ([www.adobe.com/support/training.html](http://www.adobe.com/support/training.html))

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