

Adobe InDesign - Exporting PDFs

InDesign has the ability to generate a PDF without the need of Acrobat Distiller. PDF files, if prepared correctly, can help streamline the printing process because they have the ability to contain the fonts, graphics, and images used.

At Hopkins Printing, we use Adobe's PDF Print Engine which allows PDF files to be rendered without the need for transparency flattening. This in combination with a properly constructed PDF file yields a more efficient workflow.

ICC Profile

Before you begin, you will need to download and unzip the **GRACoL2006_Coated1v2** ICC profile from our website and place it in the following location while InDesign is not running:

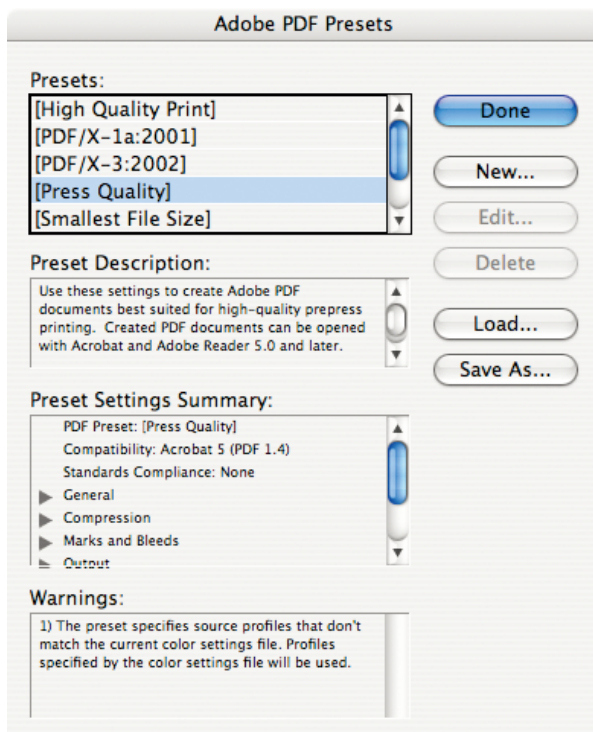
Mac OS X: *Hard Drive Name/Library/Application Support/Adobe/Color/Profiles/Recommended*
Windows: Right-click the ICC profile and choose *Install Profile*

InDesign PDF Presets

An InDesign PDF preset is a group of settings that affect the process of creating a PDF. Once created, the preset will be available for all future projects. Use of a preset will eliminate the need to configure individual settings each time you need to make a PDF.

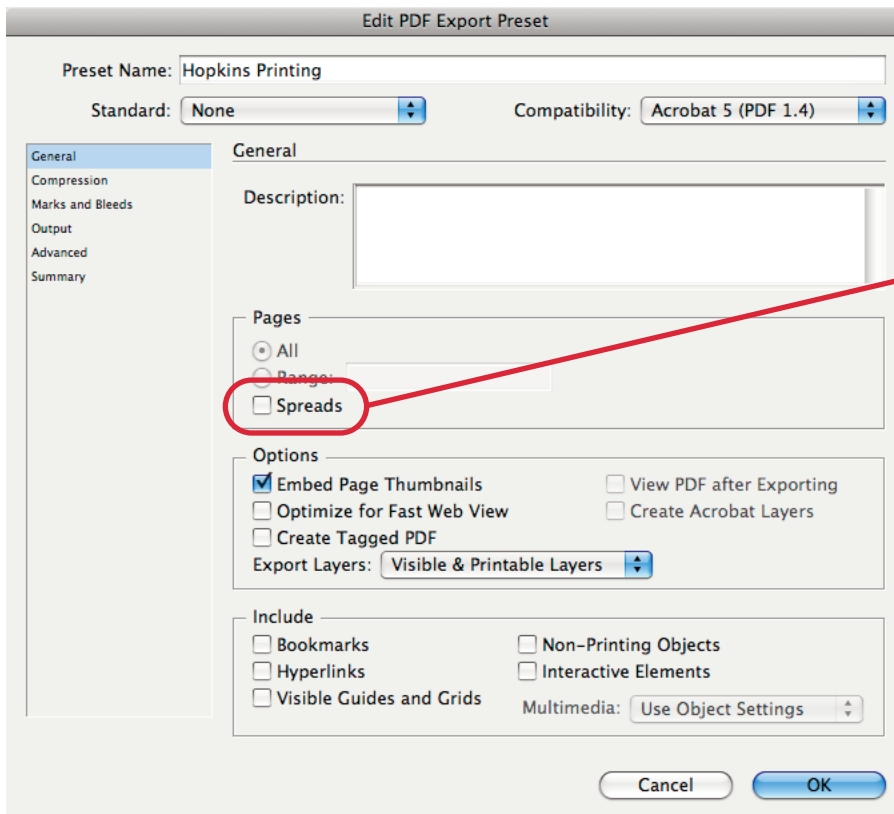
Creating a PDF Preset

1. Pull down the **File** menu and choose **Adobe PDF Presets > Define**.



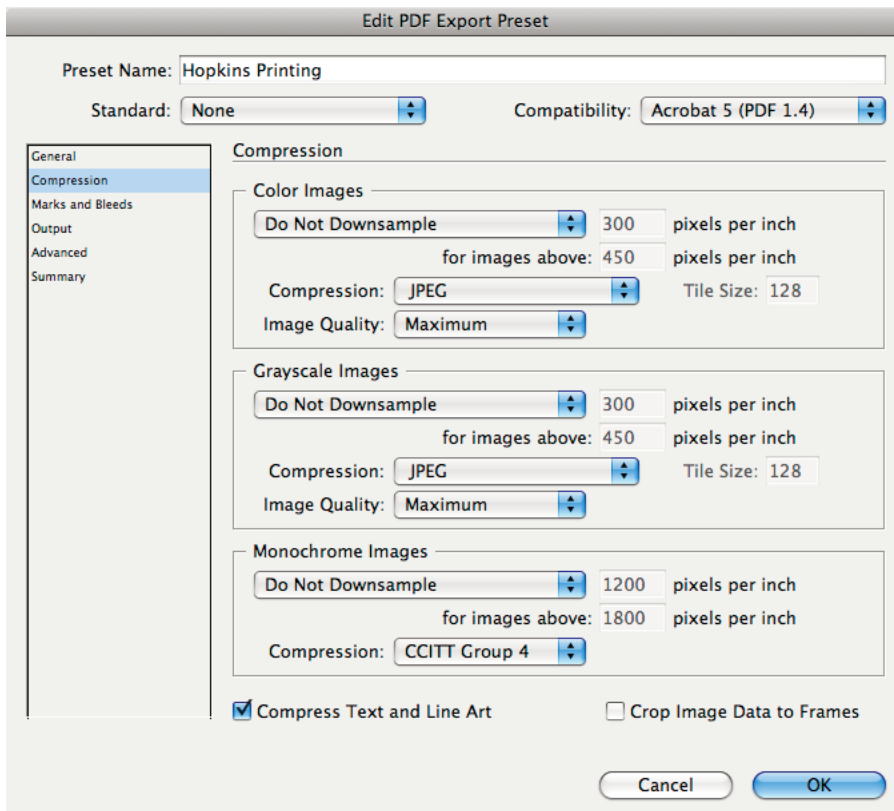
2. From the available default presets, click **[Press Quality]**, then click **New...**

3. Enter a name for the preset and match all settings as shown below:

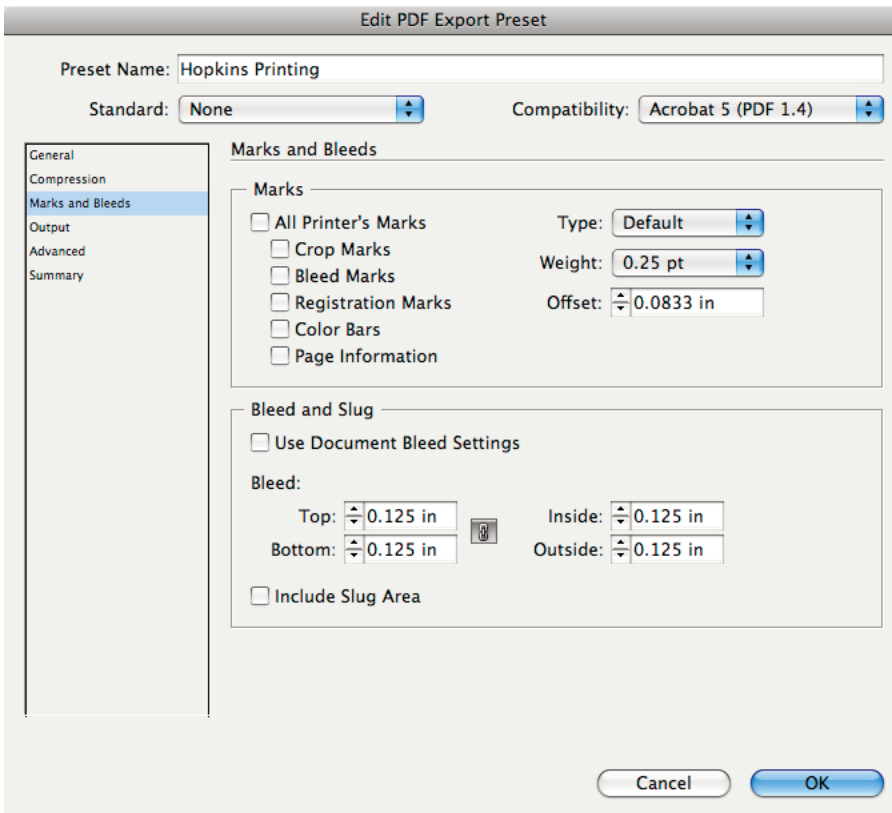


Generally speaking, **Spreads** should NOT be checked as we prefer single pages within PDF files. Our workflow and digital press systems offer complete imposition options so always save PDF files in a single page (non-spread) format.

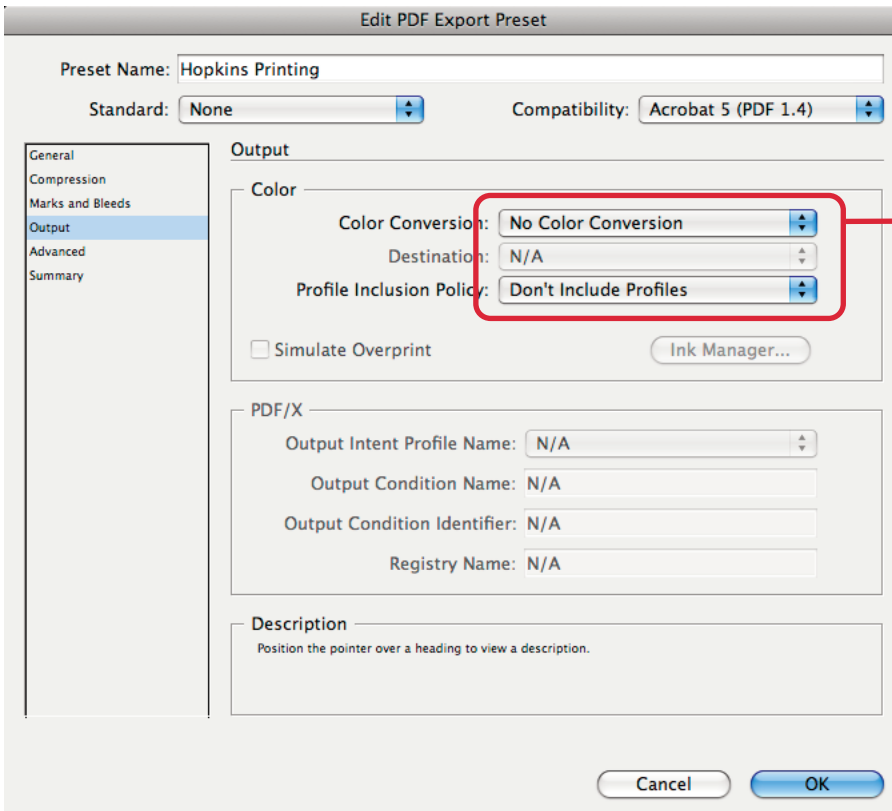
4. On the **Compression** panel, match the following settings:



5. On the **Marks and Bleeds** panel, match the settings shown below:

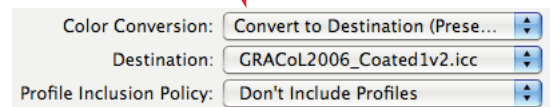


6. On the **Output** panel, match the settings shown below:

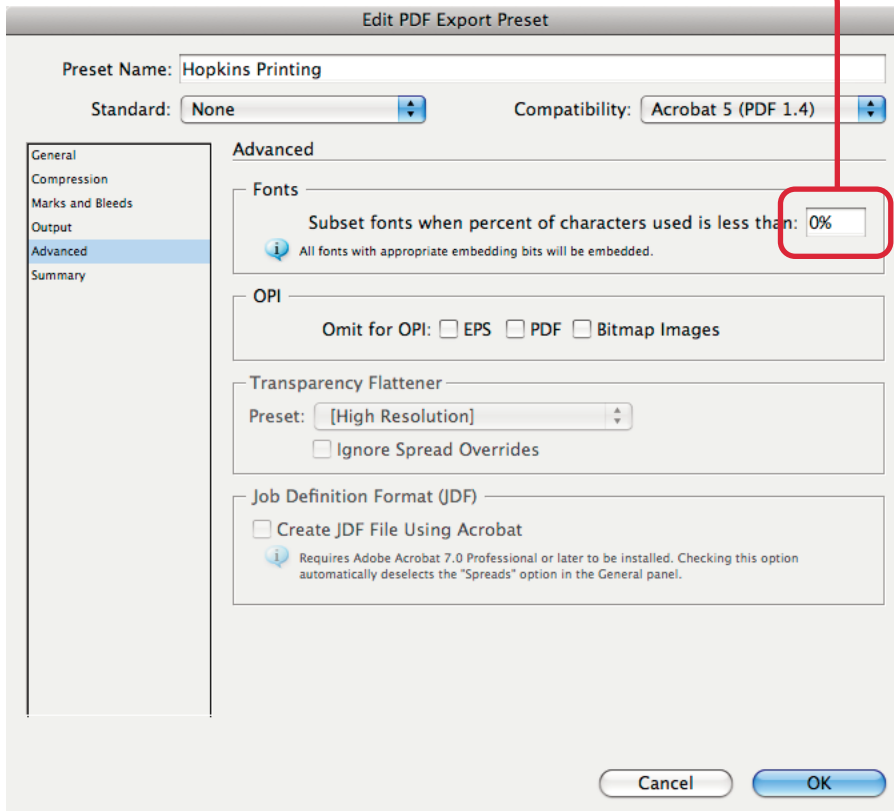


These settings assume that all page elements are CMYK, grayscale, and/or spot colors.

If your document contains RGB images/colors that cannot be converted to CMYK or grayscale prior to PDF output, then please use these settings.



7. On the **Advanced** panel, we would like all used fonts to be completely embedded. Please specify **0%** character usage:



8. Click **OK** to save the PDF Preset. With the preset now saved, you can choose it by pulling down the **File** menu and choosing **Adobe PDF Presets > Name of Preset** each time you need to make a PDF of your document.

TIP: if you occasionally use RGB color and cannot convert it to CMYK, you could create two different presets: one that does no color conversion and one that converts RGB color to CMYK (see step 6 on the previous page).

9. With the PDF made, remember to review the PDF with Adobe Acrobat.



HopkinsPrinting

For questions, feel free to contact:

Jon Morgan

614-509-1080

jmorgan@hopkinsprinting.com