

## Report2

Some of the basic information that we have learned is to make print and interactive PDF files to industry standards while having all the necessary information in place.

One of the first things we learned was to make sure we were using fond codes because when we do that, it allows us to be able to edit the type in Acrobat Pro. Another thing we learned was that for correct raster image we would need 2X the value of one line screen. Also when compressing an image, it would be best to not have compression for best image quality. When saving, don't forget about compatibility at acrobat 4 (PDF 1.3) and at PDF/X-1a: 2001.

Open type and True type also play an important role. It is better to use Open type because of its flexibility in usage. Open Type unlike True type offers more supportability from other platforms. It also allows other functions like small caps and other functions not possible in True type. Open type also has fond for both online and offline printing. But when you save to a PDFX1a file, you should first outline the fonts to eliminate the fond code.

Also be wary of the reader's rule. It states that no line should exceed 1.5 times the native language alphabet. In English, which is based on 26 letters, the maximum target is 39 character units.

When making a document, it is also important to make bleed, trim and safety marks. These 3 marks will help you make sure you don't cut off anything you want on the printed piece. It is also useful for making sure you are able to cut the parts you want only.

The image on the right shows us that for image compression we should use for InDesign. "Bicubic Downsampling to" for all three-image options with no compression with the exception of Monochrome images at CCITT Group 4. But also if you look at the pixels per inch part we can also see that the values entered are both the same values to insure the best quality for raster images.

As a bonus the next image below provided will show how your specifications will look like on illustrator.

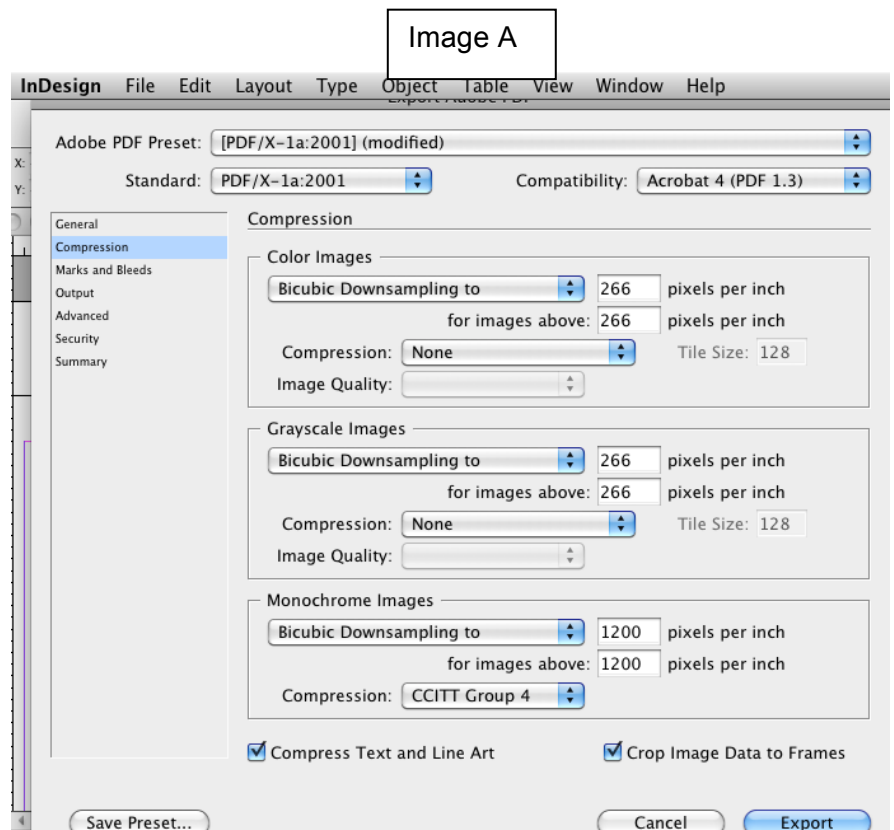
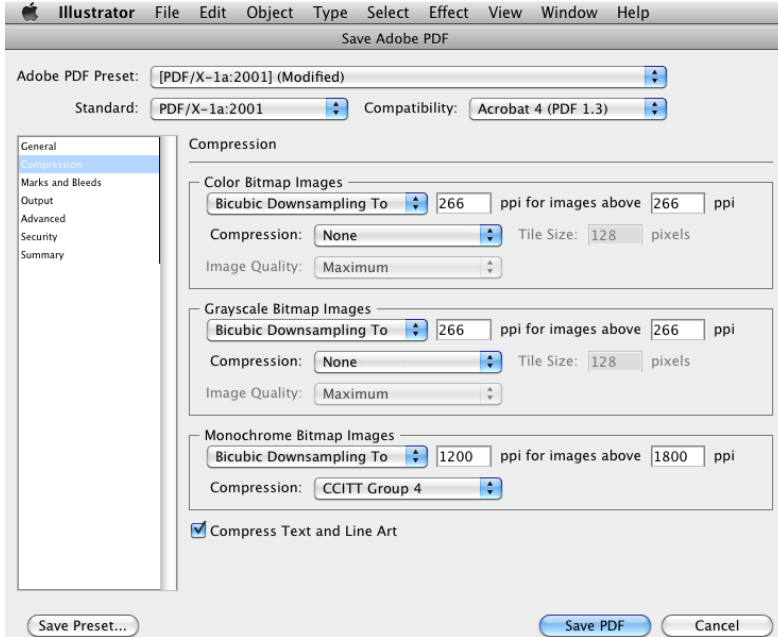


Image B



As you can see the Illustrator specifications are very similar to the ones in InDesign with a few differences. For one, the images are called Bitmap images instead and the "pixels per inch" are replaced with ppi. But this small difference doesn't affect the overall goal to ensure proper specifications.

For the second part of our report, we will now talk about adding tags, addition metadata and saving for fast web view. This is done in Acrobat Pro.

After you are finished with editing your template, you should tag your work. It would normally be on your left hand side of the screen but if you can't see it then follow the next steps. In order to find your tags, you must first open your saved file in Acrobat Pro. Then you go under the view tab > show/hide tab > Navigation panes > Tags.

Adding tags is as simple as 1, 2, and 3. After you hit the tags button all you have to do is go to the "add tags to document" and click it. The computer will do the rest and scan your PDF. From there you would be able to view everything the computer has tagged.

Image C

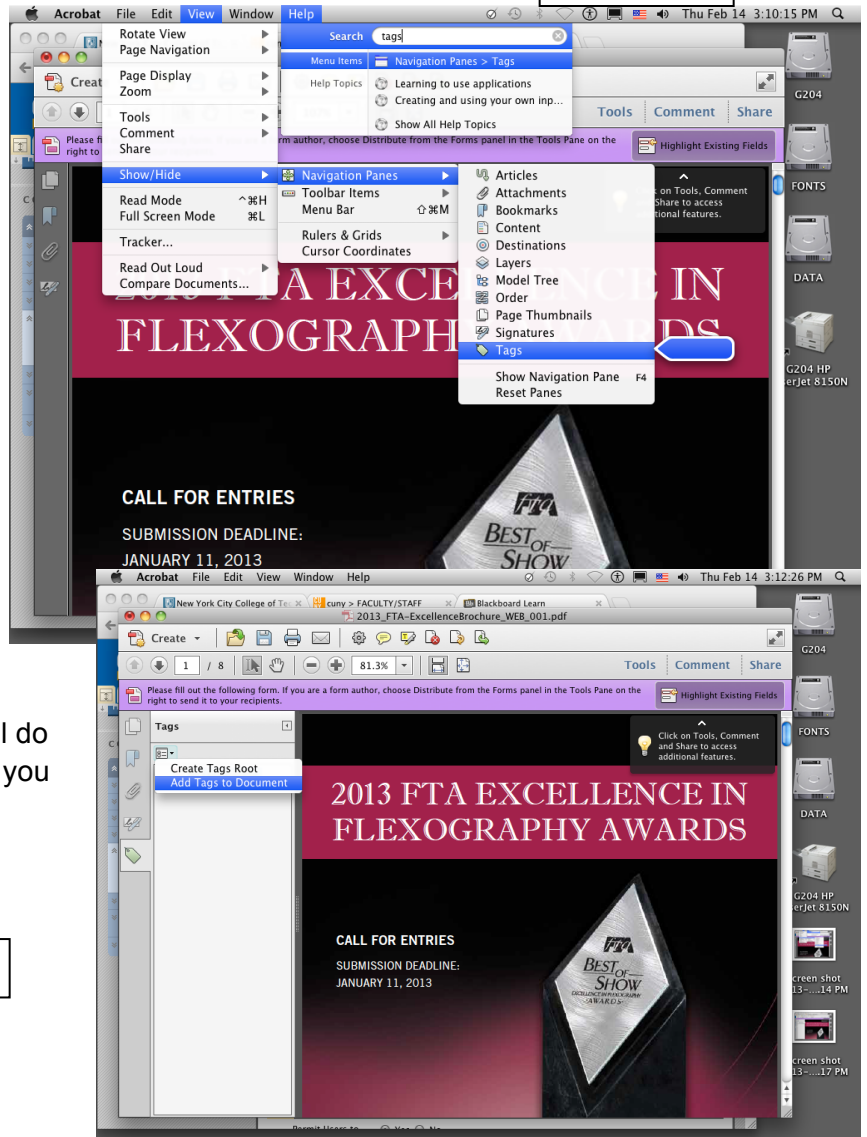
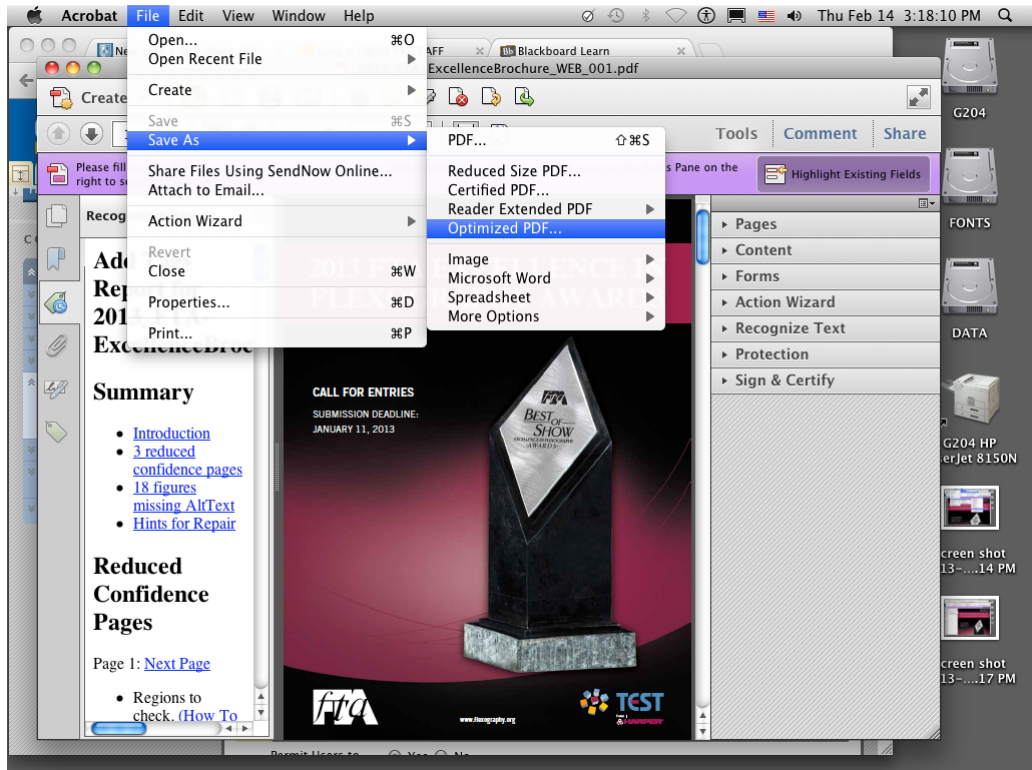


Image D

For the metadata and fast web view part of this report, they mostly go hand in hand with each other.

Image E

The two images provided on the right show how to enable your PDF for fast web view. Simply go to file > Save As > Optimized PDF.



From there you make sure your acrobat is 4.0 and later and that you make sure to leave only the “discard unreferenced name destinations” unchecked.

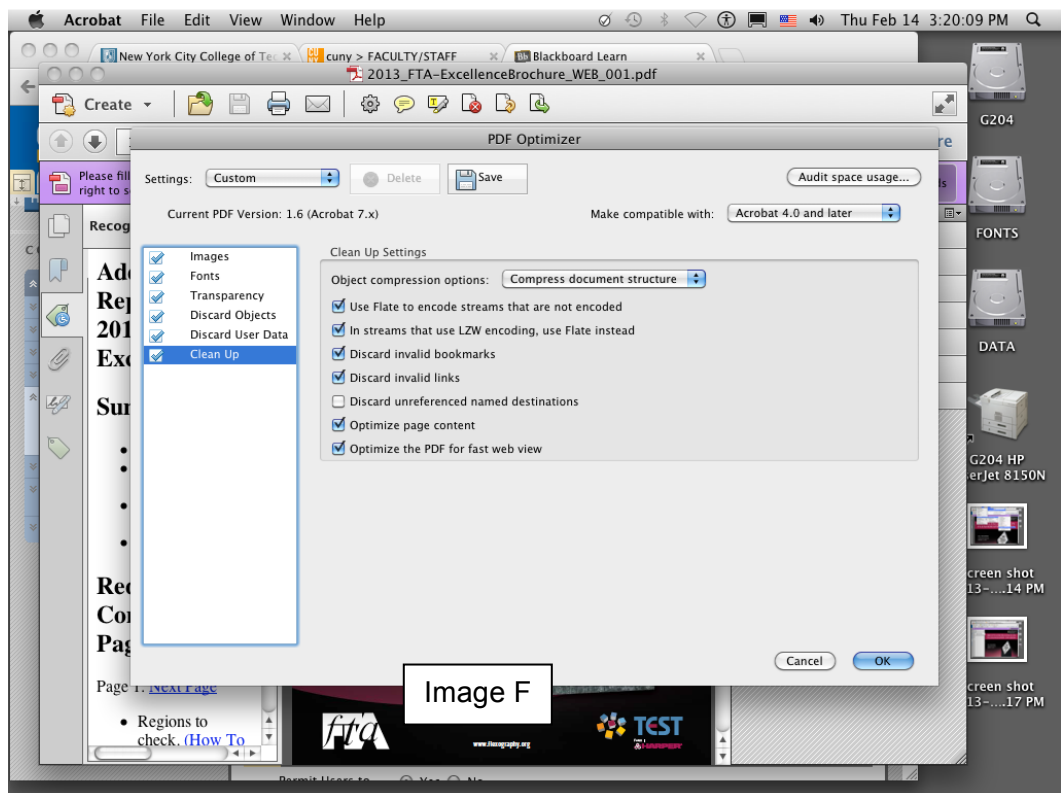
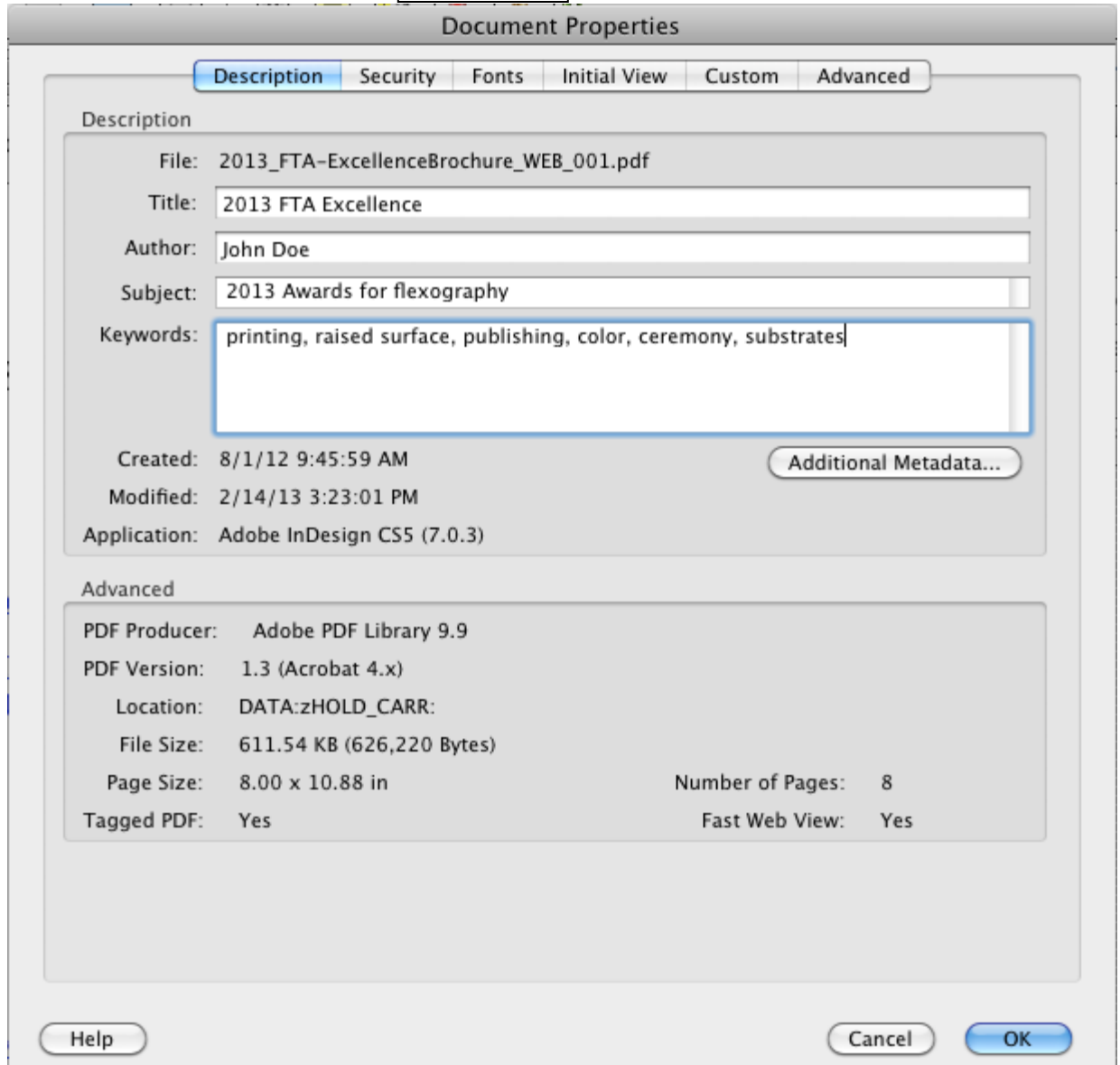


Image F

After all that work you just need to make sure you filled in most of the metadata and saved your file correctly for fast web view.

As you can see in the image about you go into your document properties and just fill in everything. If your look at the bottom right corner in the advanced section, you will notice that fast web view. If it says yes next to it, then you saved you file right. On a side note there is an

Image G



additional metadata button. It would be best to click on it and fill in the description tab there as well. It is important to fill in the copyright part especially because of copyright problems you might run into in the future.

For those of you interested in editing your file to support fields, simply go to tools > forms > edit > add field > (whatever field you would like to add). At first you might be confused at all the options, but they each play an important role. They can help you make surveys or maybe simple forms for work.

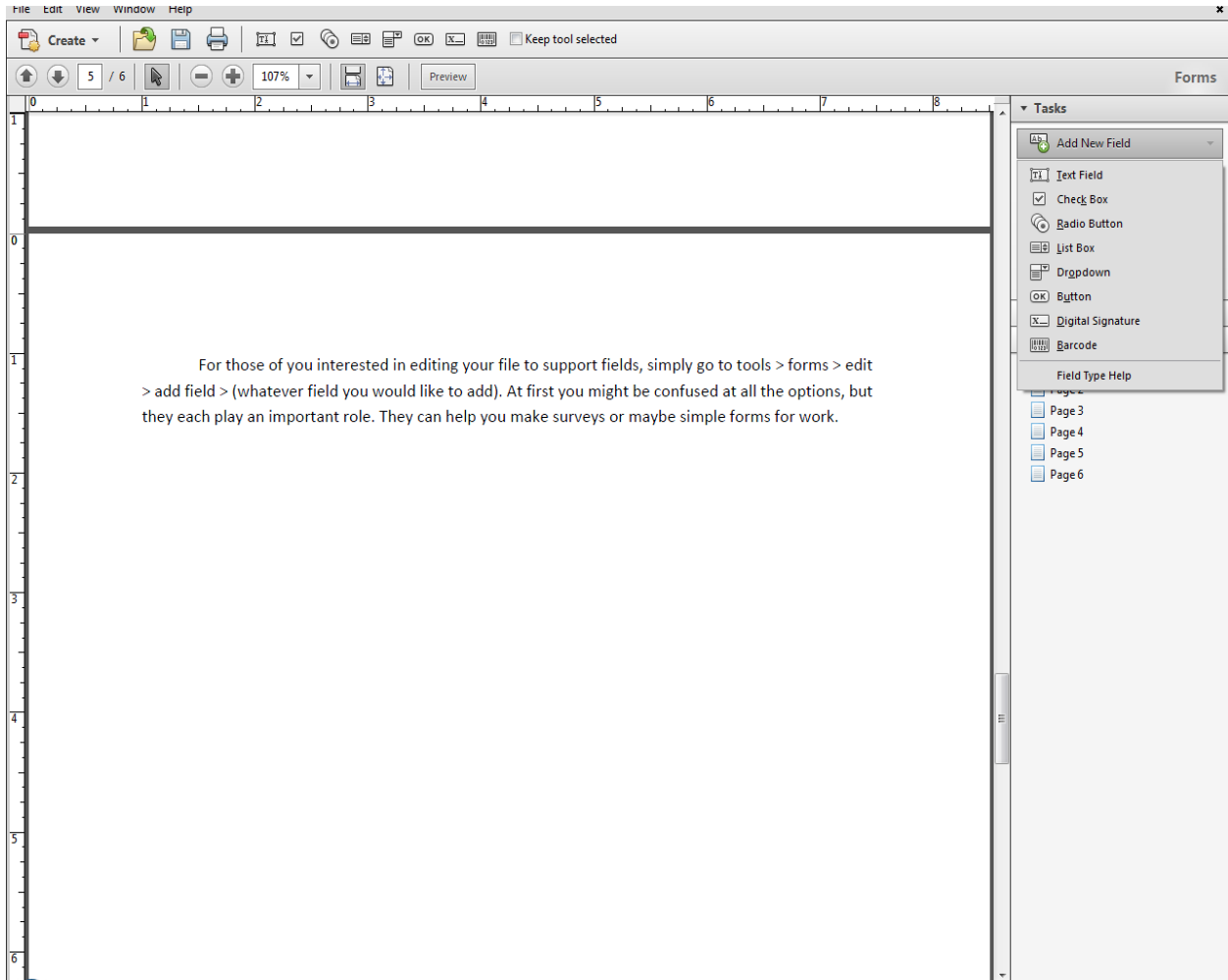


Image H

Works Cited

1. Carr, Lloyd. "Content." Spring 2013 Portable Doc Formats: GRA 4712 7390. 21 May. 2013. New York City College of Technology.  
<[http://https://bbhosted.cuny.edu/webapps/portal/frameset.jsp?tab\\_tab\\_group\\_id=50\\_1&url=%2Fwebapps%2Fblackboard%2Fexecute%2Flauncher%3Ftype%3DCourse%26id%3D804725\\_1%26url%3D](http://https://bbhosted.cuny.edu/webapps/portal/frameset.jsp?tab_tab_group_id=50_1&url=%2Fwebapps%2Fblackboard%2Fexecute%2Flauncher%3Ftype%3DCourse%26id%3D804725_1%26url%3D)>
2. Carr, Llyod. "Content." Spring 2013 Portable Doc Formats: GRA 4712 7390. 21 May. 2013. New York City College of Technology. Image A-G 03/18/2013
  - a. <[https://bbhosted.cuny.edu/webapps/blackboard/execute/content/file?cmd=view&content\\_id=12844629\\_1&course\\_id=804725\\_1](https://bbhosted.cuny.edu/webapps/blackboard/execute/content/file?cmd=view&content_id=12844629_1&course_id=804725_1)>
  - b. <[https://bbhosted.cuny.edu/webapps/blackboard/execute/content/file?cmd=view&content\\_id=12844652\\_1&course\\_id=804725\\_1](https://bbhosted.cuny.edu/webapps/blackboard/execute/content/file?cmd=view&content_id=12844652_1&course_id=804725_1)>
  - c. <[https://bbhosted.cuny.edu/webapps/blackboard/execute/content/file?cmd=view&content\\_id=12920561\\_1&course\\_id=804725\\_1](https://bbhosted.cuny.edu/webapps/blackboard/execute/content/file?cmd=view&content_id=12920561_1&course_id=804725_1)>
  - d. <[https://bbhosted.cuny.edu/webapps/blackboard/execute/content/file?cmd=view&content\\_id=12920564\\_1&course\\_id=804725\\_1](https://bbhosted.cuny.edu/webapps/blackboard/execute/content/file?cmd=view&content_id=12920564_1&course_id=804725_1)>
  - e. <[https://bbhosted.cuny.edu/webapps/blackboard/execute/content/file?cmd=view&content\\_id=12920567\\_1&course\\_id=804725\\_1](https://bbhosted.cuny.edu/webapps/blackboard/execute/content/file?cmd=view&content_id=12920567_1&course_id=804725_1)>
  - f. <[https://bbhosted.cuny.edu/webapps/blackboard/execute/content/file?cmd=view&content\\_id=12920569\\_1&course\\_id=804725\\_1](https://bbhosted.cuny.edu/webapps/blackboard/execute/content/file?cmd=view&content_id=12920569_1&course_id=804725_1)>
  - g. <[https://bbhosted.cuny.edu/webapps/blackboard/execute/content/file?cmd=view&content\\_id=12920574\\_1&course\\_id=804725\\_1](https://bbhosted.cuny.edu/webapps/blackboard/execute/content/file?cmd=view&content_id=12920574_1&course_id=804725_1)>
3. Chan, Wai "Images" 21 May. 2013. Image H 05/21/2013