CREATING PDFS WITH QUARKXPRESS

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Covers versions 4 !

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PREFACE

Why is it such a pain to create PDFs in QuarkXpress? PDF technology has taken the world by storm and become so widespread that everyone wants to use it for countless purposes - desktop publishing in particular. Unfortunately for Quark, PDF technology was created by Adobe, the company that makes PageMaker and InDesign. PDFs popularity gave Adobe a huge advantage in this long-standing rivalry, so I don't see Adobe sharing its technology with Quark anytime soon. The best thing you can do is get a copy of the full Adobe Acrobat Suite (not too expensive at $249).

INTRODUCTION

This book covers creating PDFs in QuarkXpress versions 4 and 5 for those who do and do not have Adobe Acrobat. Differences between versions 4 and 5 are slight. The big difference you need to know about is creating a PDF without having the actual Acrobat suite installed is very different from creating a PDF with access to Acrobat Distiller.

This book is not an Acrobat tutorial. There are many features in Acrobat itself you can get from classes and books. It's a blast to play with no matter what application you use to make your PDFs. The electronic version of this document has plenty of navigational features to take advantage of.

HARDWARE & SOFTWARE

Every other book has this section, so I figured mine should too. I used a single-processor 400 MHz G4 Mac running OS X for my internetting and Acrobating. My beta copy of QuarkXpress 5 and PhotoShop 6 ran in OS 9 (I rarely use Classic).

I must admit I also used PhotoShop 6 and 7 as well as Acrobat 5 on plenty of PCs running Windows 98, 2000 and XP.

QuarkXpress 4 - Creating PDFs

In version 4 there are several methods of using QuarkXpress in the PDF creation process.

If you do not have Acrobat, you can …

● Create a PostScript document that can later be opened in Distiller itself or be saved to an Adobe Acrobat Distiller Watched Folder by someone who has Adobe Acrobat.

● Create a PostScript document and use the PDF Online feature at www.adobe.com

If you have Acrobat, you can …

● Use the Create Adobe PDF Xtension under the Utilities menu (version 4)

● Print to Distiller

With the way-cool Xtension, you can pull a couple neat rabbits out of a hat that even Adobe products can't do. To do this, download the PDF Filter Xtension from www.quark.com and use the menu command it places under the Utilities menu.

ACROBAT DISTILLER JOB OPTIONS
(AKA "CONVERSION SETTINGS")

Quality	Setting/Option	Size
low	screen	small
medium	print	medium
high	press	large

QuarkXpress - Creating PDFs

CREATE ADOBE PDF ONLINE

http://createpdf.adobe.com

Create Adobe PDF Oline does not except QuarkXpress files (surprise!), but they will except PostScript files no matter where they came from.

To begin:

1. Sign up
2. Activate it via an email they send you
3. Go back to the web site and sign in.

To convert a file, choose...

1. A file to convert.
2. Optimization settings.
3. Security options.
4. Delivery method.

File types include, MS Office, graphic file formats, a URL, PostScript files, InDesign and other native Adobe files.
Again, I wouldn't expect them to start accepting QuarkXpress files any time soon.

You get your first five free. Non-subscribers are limited to files 100 MB and smaller or 10 minutes of processing time per file. Volume subscribers get 15 minutes, priority queueing, tagged files and more.
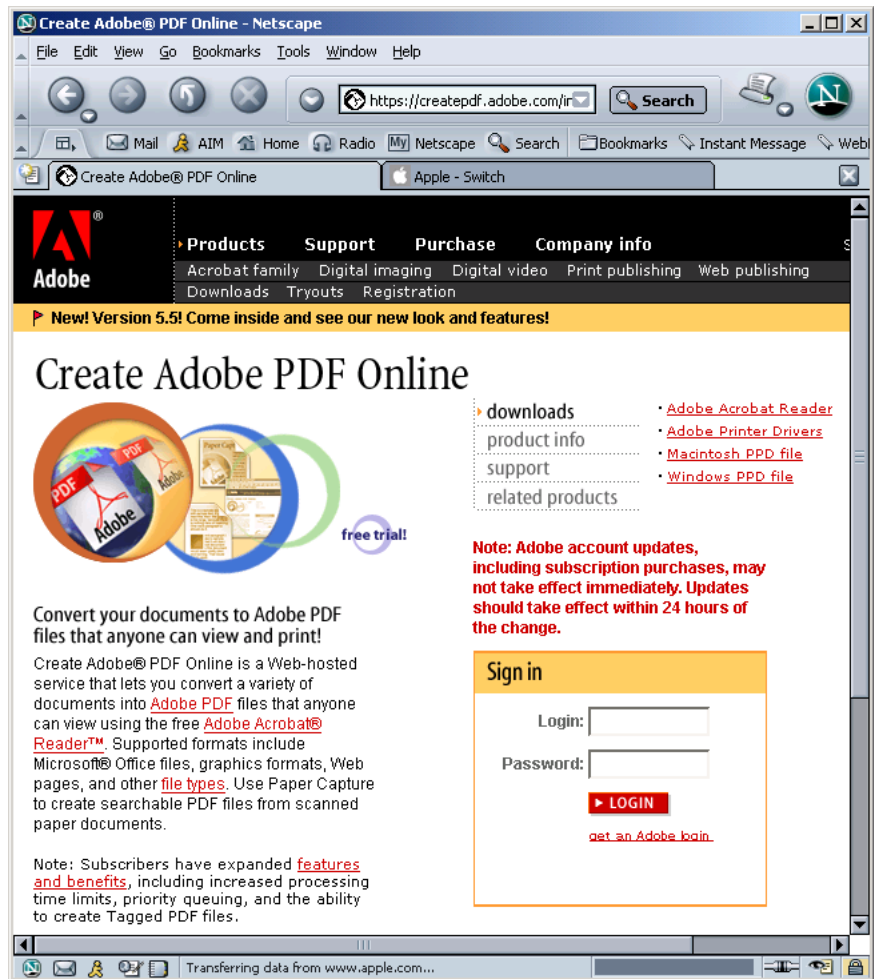
What's a Watched Folder?

Max

Alex

Nikki
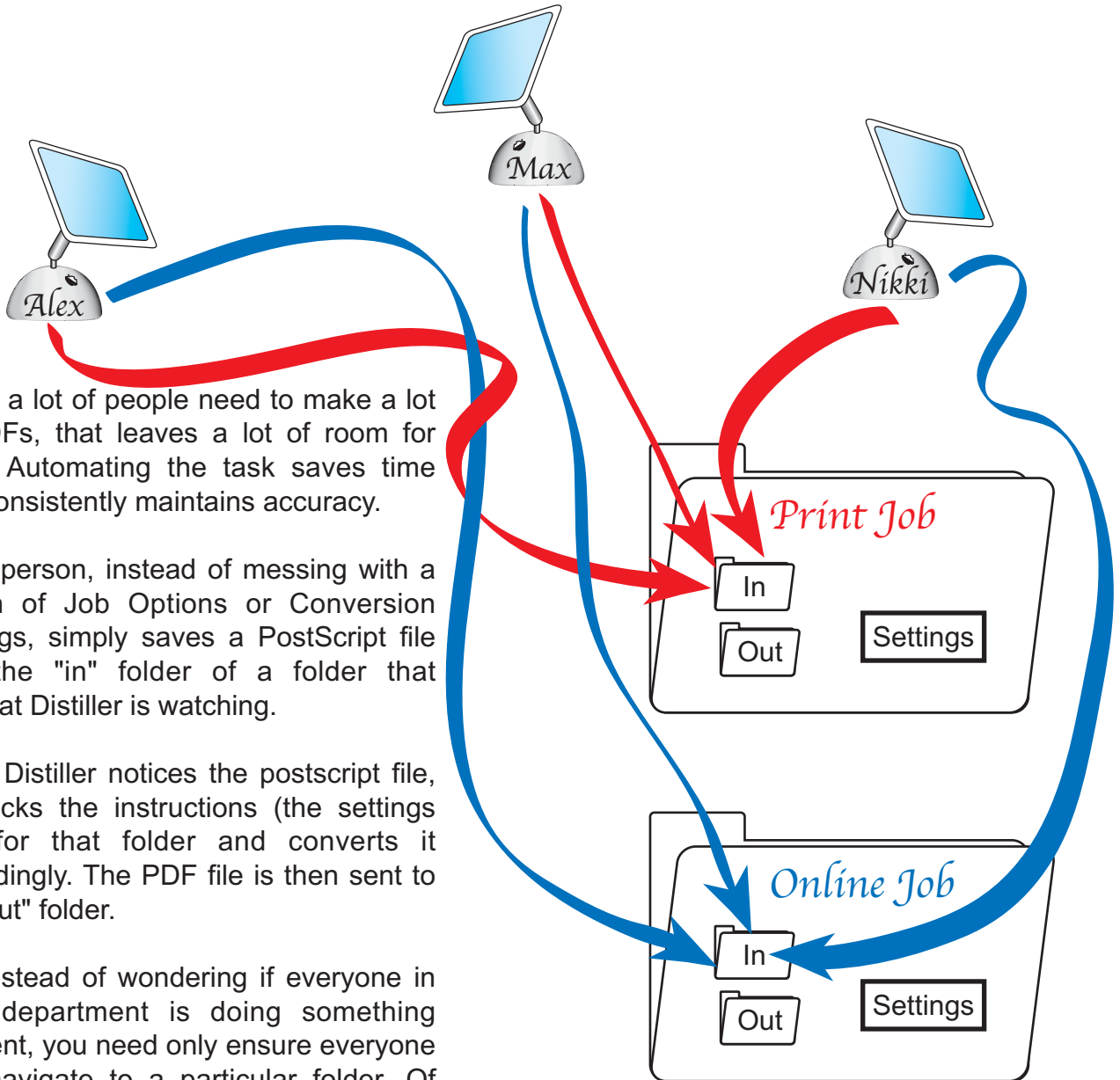
When a lot of people need to make a lot of PDFs, that leaves a lot of room for error. Automating the task saves time and consistently maintains accuracy.

Each person, instead of messing with a bunch of Job Options or Conversion Settings, simply saves a PostScript file into the "in" folder of a folder that Acrobat Distiller is watching.

Once Distiller notices the postscript file, it checks the instructions (the settings file) for that folder and converts it accordingly. The PDF file is then sent to the "out" folder.

So, instead of wondering if everyone in your department is doing something different, you need only ensure everyone can navigate to a particular folder. Of course, you could always buy a Superball ticket, too.

Print Job

In

Out

Settings

Online Job

In

Out

Settings

QuarkXpress 4 - Creating PDFs

CREATE A POSTSCRIPT DOCUMENT

You may want to create a PostScript document for three reasons:

1. Because you have to send it to someone else who does have Acrobat Distiller.
2. To save it to an Acrobat Distiller Watched Folder.
3. To use Adobe's PDF Online feature.

You must have a PostScript printer or PostScript Printer Driver to do this!
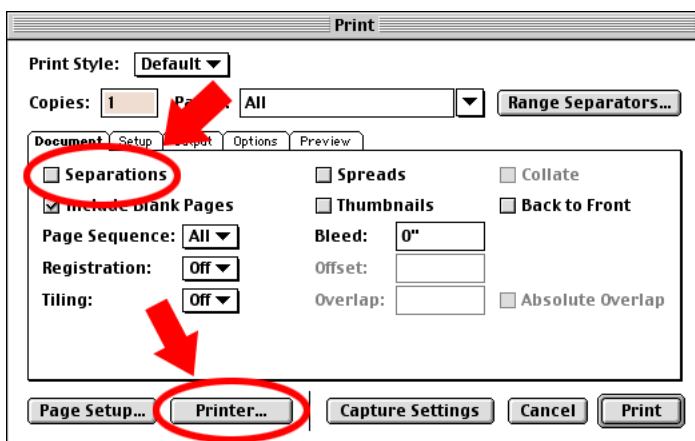
TO SAVE A FILE AS A POSTSCRIPT FILE:

1. File > Print

This opens the Print dialog containing the following tabs:

- Document
- Setup
- Output
- Options
- Preview

It also contains the "Printer" button. Before we go to the essential "Printer" window, let's go through at least a couple of the tabs in this one.

Document: QuarkXpress is the only application (including Adobe products!) that divides the document into color separations before sending it to PostScript or PDF. Just check the "Separations" box and marvel at your bad self.

QuarkXpress 4 - Creating PDFs

Setup: Even if you don't want color separations, you'd probably like some color, right? One of the most Frequently Asked Questions in my classes is "Why do my PDFs from QuarkXpress come out in Black and White?" As you can see from the screen shot, "Generic B&W" is the default setting for "Printer Description" under the Print window's Setup tab. Simply choose "Generic CMYK," for instance, and your PDF will be as colorful as your personality.
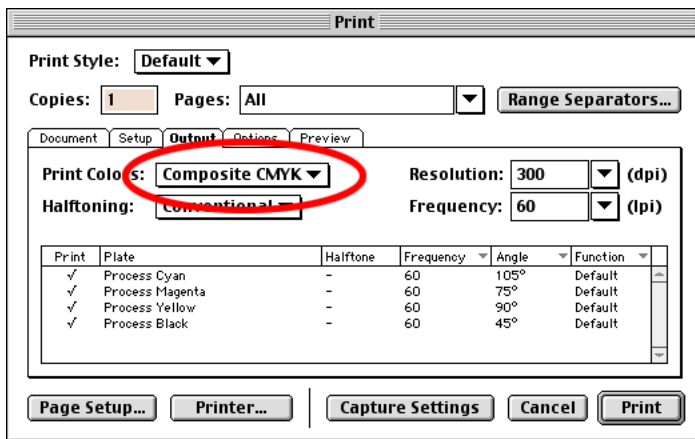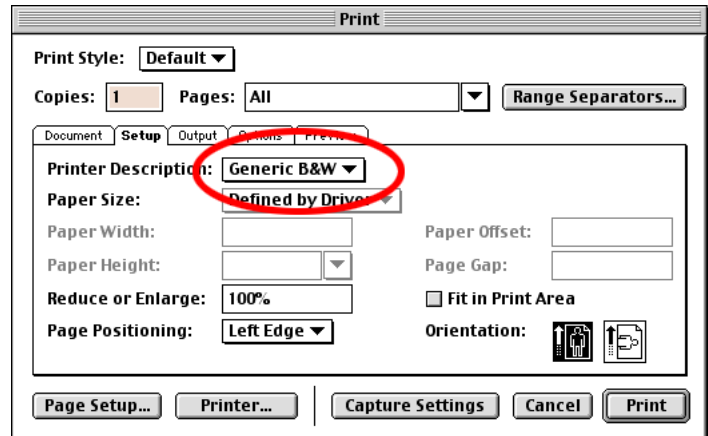
Output: Here's another place to look if your color isn't coming out as you'd like - the default for "Print Colors" under the Output tab is set to, again, Black and White. Watch out: unless you've already changed the Printer Description under the Setup tab, you'll be unable to change this one.

For most jobs, the defaults under the Options and Preview tabs should be fine.

QuarkXpress 4 - Creating PDFs

2. Click the "Printer..." button

After making sure the settings in the Print window are what you want, click on the "Printer..." button at the bottom. This takes you to the Printer window, which is where you tell QuarkXpress you want a PostScript file (as opposed to a PDF or traditional hard copy).

To generate a PostScript file, change the "Destination" menu in the upper right corner to "File." This will change the "Print" button to a "Save" button.

While you're here, you can also check a few other settings. Below the Printer menu you should see a menu display-ing "General." Click on that menu to view the "Font Settings." *Anytime you have the opportunity to embed or download fonts, you should.*
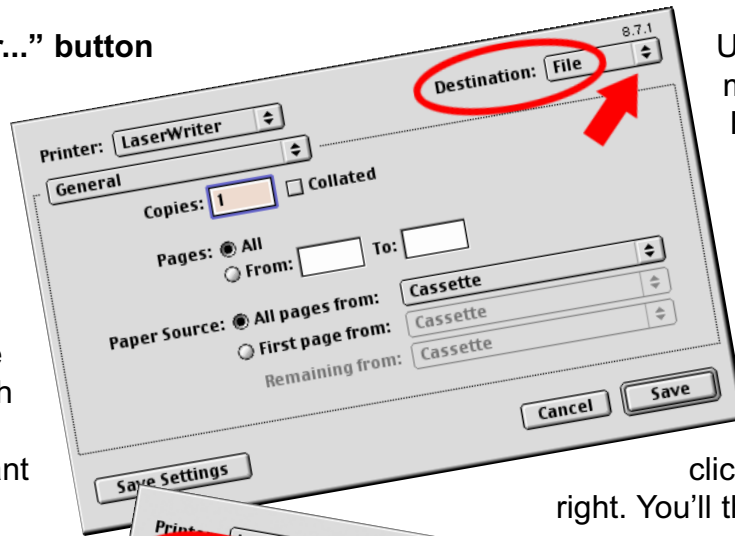
Under that same menu, select "Save as File." You should change the "Data Format" to "Binary." ASCII is the default, which would make a larger than nec-essary file size.

Once finished, click "Save" in the lower right. You'll then name and Save the file. If you are using Acrobat's Watched Folder system, you would choose the In Folder inside the Watched Folder here.
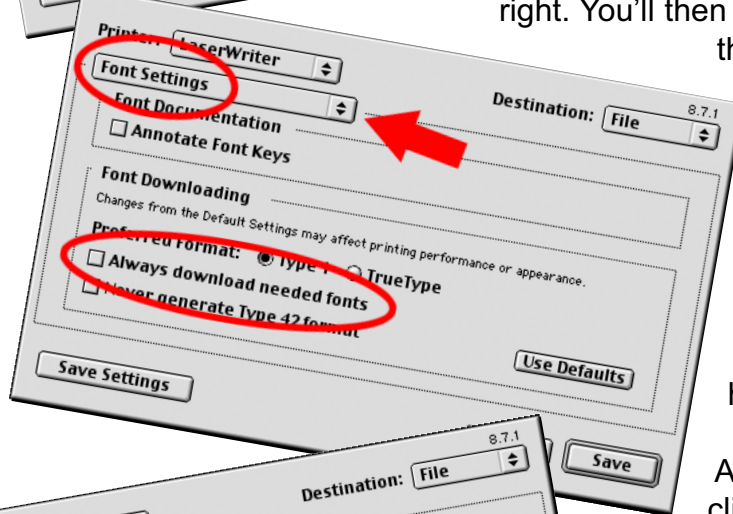
After you've clicked "Save," you'll be back in the original Print window. Select "print" and this will save a PostScript copy of your document.
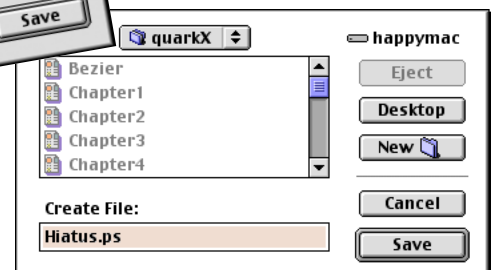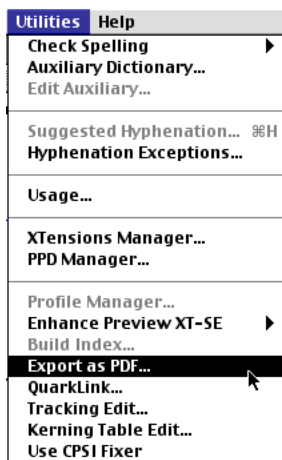
QuarkXpress 4 - Creating PDFs

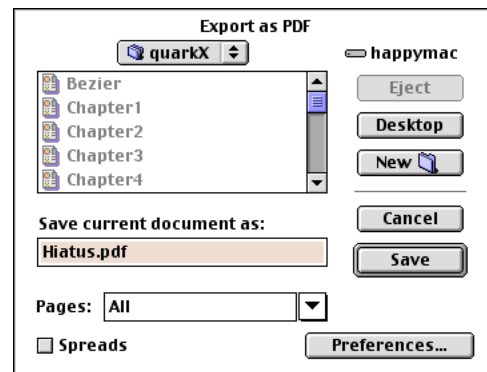## USING THE PDF FILTER XTENSION IN VERSION 4

SET UP

Check out your PDF Export settings under the Edit > Preferences menu. These are document specific and contain things like Document Info, hyperlinks and bookmarks options, Job Options, and Output. Under "output" you can choose to have QuarkXpress create color separations.

Check out the settings in the PDF tab of your Application Preferences. Here you tell Xpress where to find Distiller and, under "Workflow," whether or not to create a PostScript file or a PDF file. Why would you choose to create a PostScript file instead of going directly to PDF? Because you may (and it's a good idea) be using a Watched Folder that is set up in Acrobat Distiller.

Utilities > Export as PDF

Click on "Preferences." PDF Export Preferences control what features your resulting PDF will have.

QuarkXpress 4 - Creating PDFs
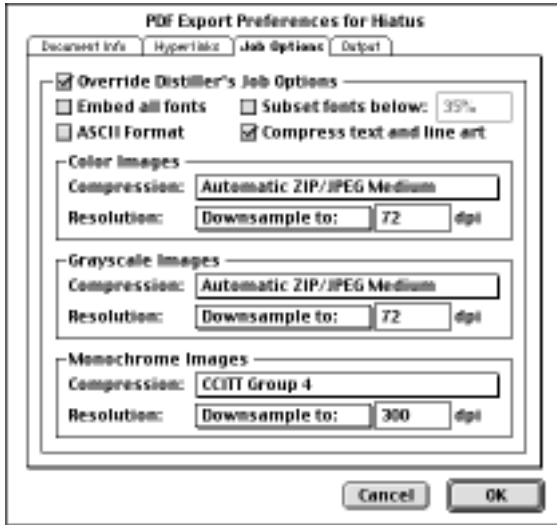
Document Info

You may be used to skipping past any document information boxes, but when creating a PDF, take the time to fill them out. You'll be glad you did if you plan to create a searchable index for your PDFs with Acrobat Catalog.

Hyperlinks

You can create hyperlinks and bookmarks in your PDF based on Style Sheets (yet another reason to use Style Sheets!)
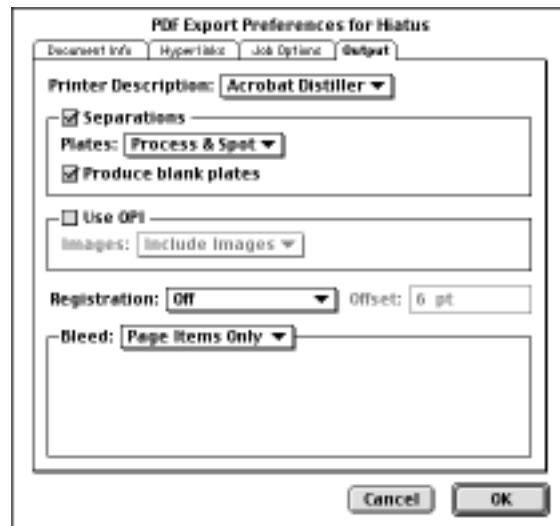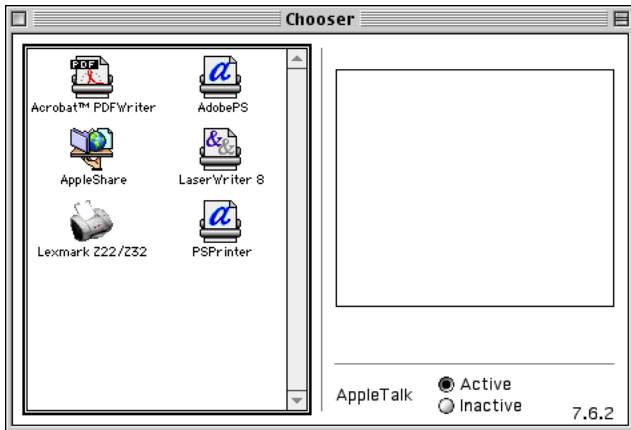
Job Options

Here you have several important choices such as whether or not to override Distiller's Job Options.

Output

If you'd like to create color separations, you can choose to do so here.

QuarkXpress 4 - Creating PDFs

PRINTING TO DISTILLER

If you have Adobe Acrobat, you can print to Acrobat Distiller.

Neither QuarkXpress 4 nor 5 is native to Mac OS X, so Printing to Distiller differs significantly between a machine running a Mac OS and Windows.

In the Macs "classic" mode or plain-old OS 9, you must choose your printer in the Chooser. A PostScript printer driver such as AdobePS (available as a free download from Adobe's web site) will enable you to Print using Distiller.

1. File > Print

This opens the Print dialog containing the following tabs:

- Document
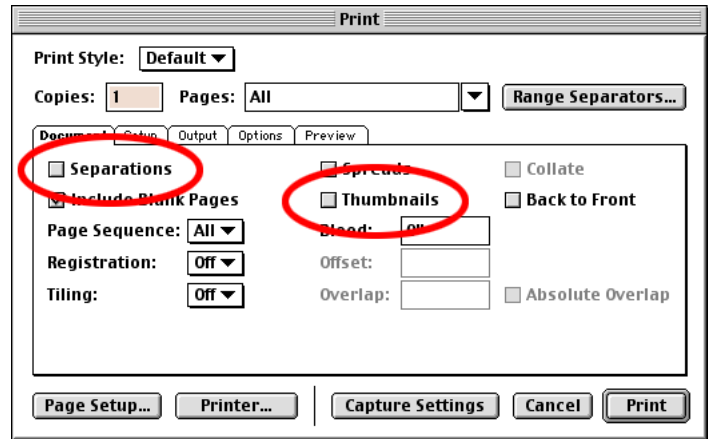- Setup
- Output
- Options
- Preview

It also contains the "Printer" button. Before we go to the essential "Printer" window, let's go through at least a couple of the tabs in this one.
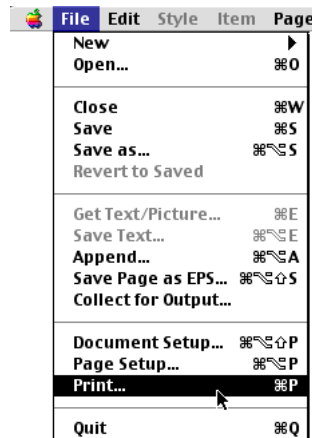
QuarkXpress 4 - Creating PDFs

Document: QuarkXpress is the only application (including Adobe products!) that divides the document into color separations before sending it to PostScript or PDF. Just check the "Separations" box and marvel at your bad self.

My advice is to make sure "Thumbnails" is deselected. Acrobat Reader 5 generates thumbnails automatically, so there's no need to waste file space by embedding them.

What if they're using version 4? My humble opinion is that if they're too intimidated to download an upgrade to a piece of free software, they won't be looking for anything so technologically advanced as thumbnails.
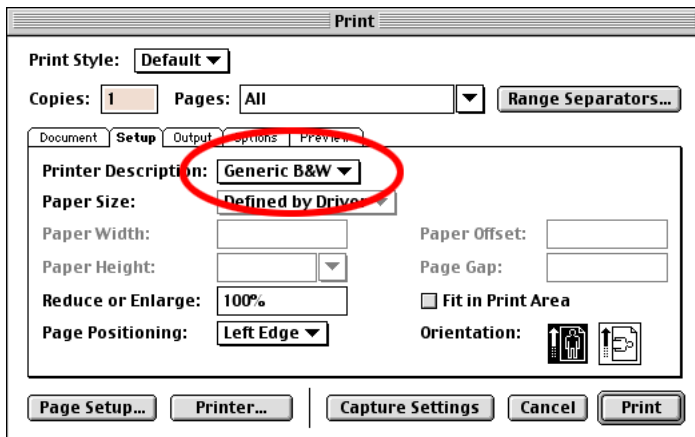
Setup: Even if you don't want color separations, you'd probably like some color, right?

One of the most Frequently Asked Questions in my classes is "Why do my PDFs from QuarkXpress come out in Black and White?" As you can see from the screen shot, "Generic B&W" is the default setting for "Printer Description" under the Print window's Setup tab. Simply choose "Acrobat Distiller" and your PDF will be as colorful as your personality.

QuarkXpress 4 - Creating PDFs
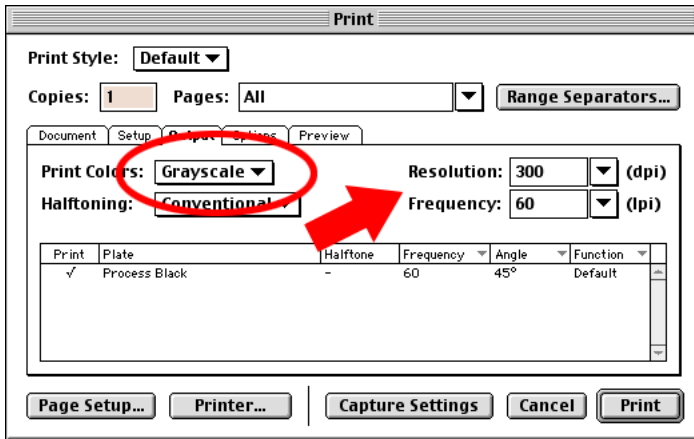
Output: Here's another place to look if your color isn't coming out as you'd like - the default for "Print Colors" under the Output tab is set to, again, Black and White. Watch out: unless you've already changed the Printer Description under the Setup tab, you'll be unable to change this one.

For most jobs, the defaults under the Options and Preview tabs should be fine.

Options: You may want to make sure "Data" (May he rest in peace) is set to Binary instead of ASCII and I would check off "Full Resolution TIFF Output" to ensure you don't get a substandard on-screen preview version in your PDF document.

Click the "Printer..." button
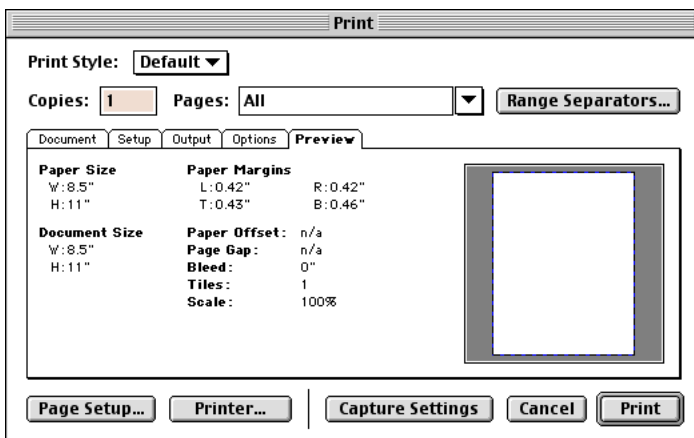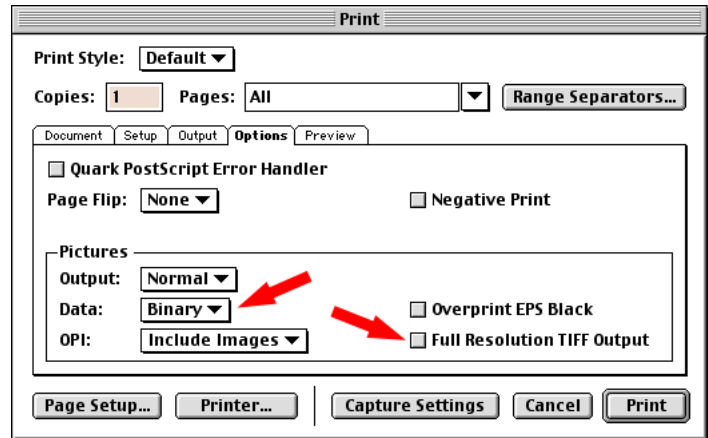
After configuring the settings in the Print window as you desire, click on the "Printer..." button.

After telling this box to never, ever bother you again, you'll be taken to the Printer window, which is where you tell QuarkXpress you want a PDF as opposed to a hard copy.

To generate a PDF, change the "Printer" menu in the upper left corner to "Acrobat PDF," "Create Adobe PDF," or "Virtual Printer." The
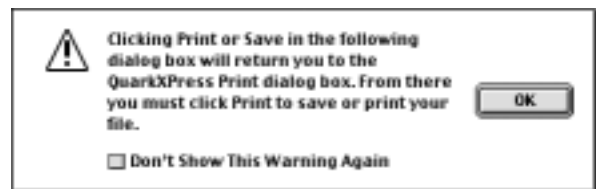
QuarkXpress 4 - Creating PDFs
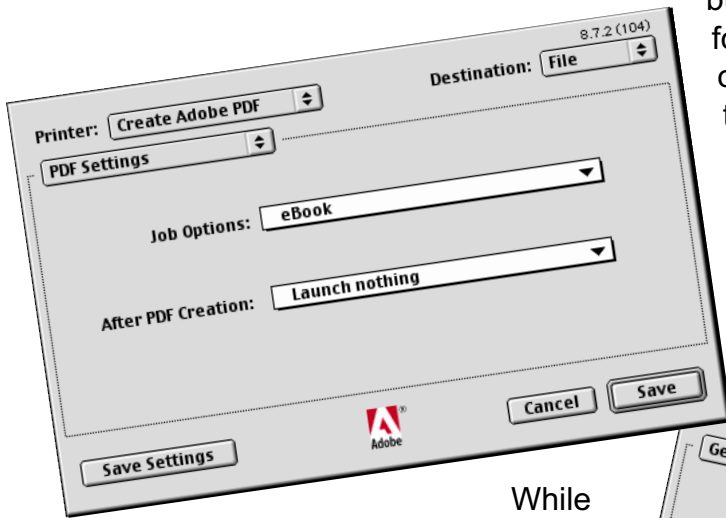
button in the lower right will change to "Print" for the first choice and "Save" for the second and third choices. You may not have all three options.

The Advantage to "Create Adobe PDF" is you get the Job Options menu where you can choose any of the default settings or any custom settings you've configured and saved some place else.

While you're here, you can also check a few other settings. Below the Printer menu you should see a menu displaying "General." Click on that menu to view the "Font Settings." There is an option for downloading fonts.

***Anytime you have the opportunity to embed or download fonts, you should.***

Since it will be saving a new file, give it a name. It can be the same name as the QuarkXpress file.

Since you are "printing" to a virtual printer (Distiller), you can choose which pages will be converted ("printed").

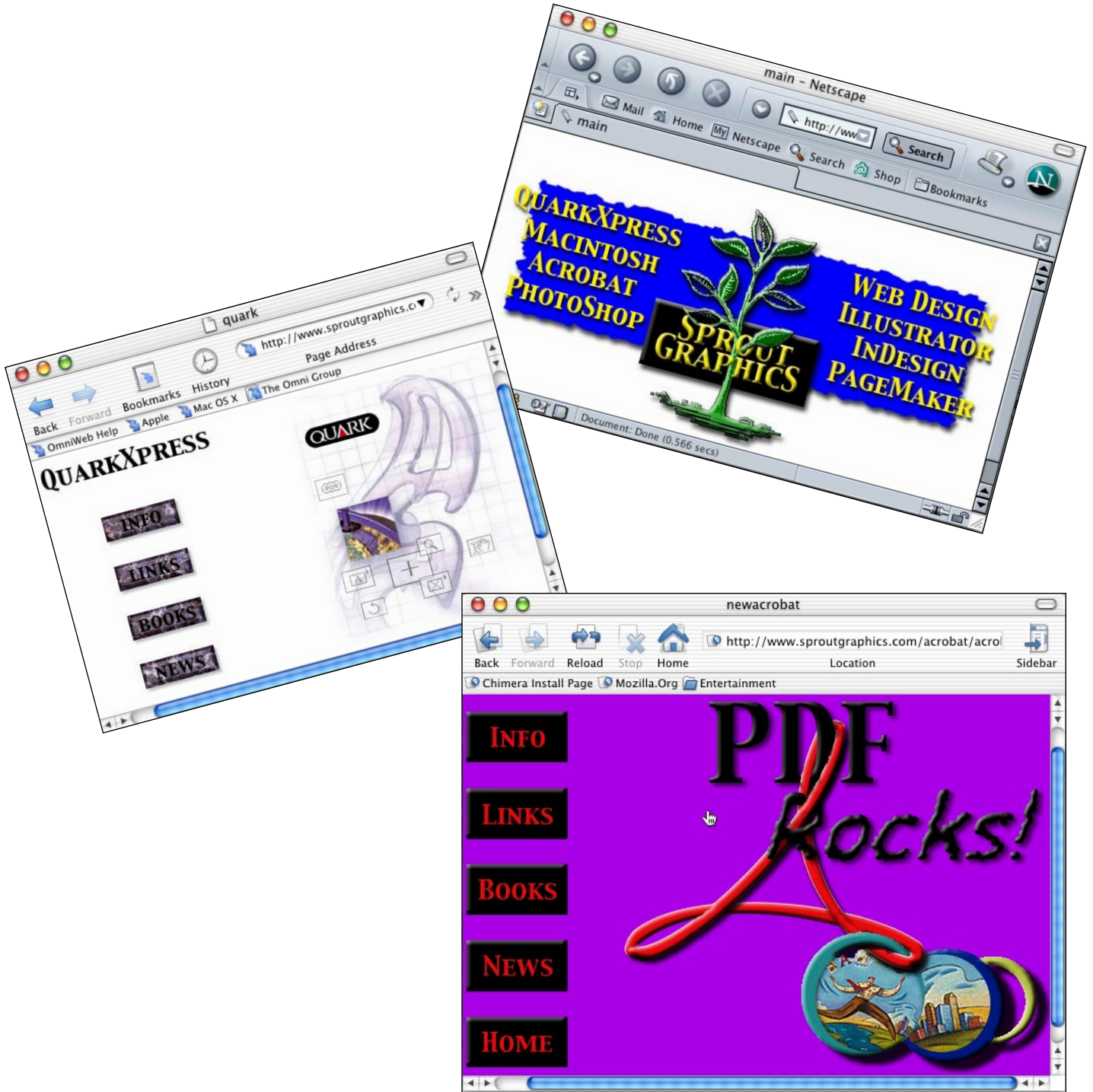You can click "preferences" to change the default Export Preferences.

Always check your fonts… make sure they will be embedded.

Click save.
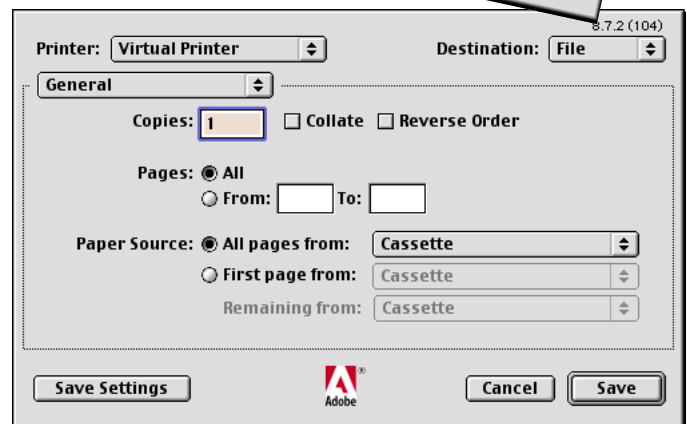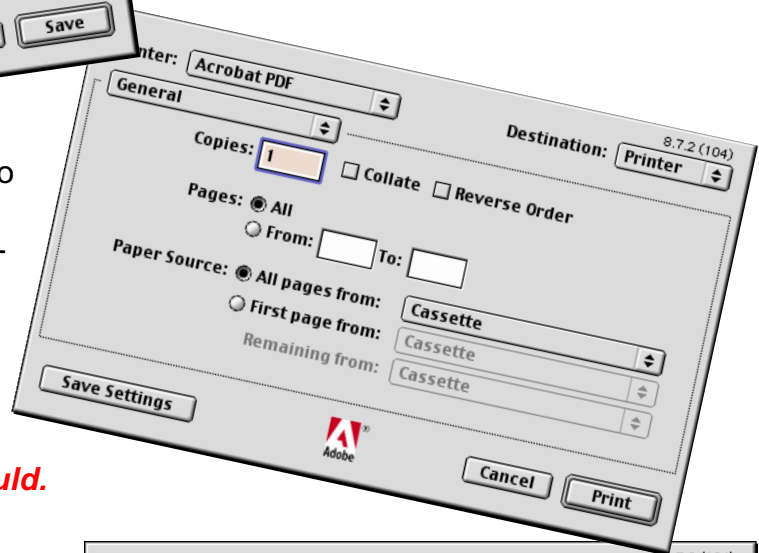
QuarkXpress 5 - Creating PDFs

OTHER RESOURCES FROM SPROUTGRAPHICS

QuarkXpress - Creating PDFs

OTHER RECOMMENDED RESOURCES

Create a PDF from QuarkXpress
www.mimag.com/pdf/qpdf.html
An up-to-date guide for Mac users printing to Distiller based on Mac OS 9.2.1 and Xpress 5.
You can email the author at kippy@mimag.com

Recommendations for Creating PDF Files from QuarkXpress in Windows
www.adobe.com/support/techdocs/1593e.html

Recommendations for Creating PDF Files from QuarkXpress in Mac OS
www.adobe.com/support/techdocs/1cd72.html

Adobe Acrobat 5 Master Class by Pattie Belle Hastings, Bjorn Akelsen and Sandee Cohen

PDF Printing and Workflow by Frank J. Romano

The Acrobat Bible by Ted Padova

studio.adobe.com
Adobe's outstanding "Expert Center" with tons of free tutorials

www.planetpdf.com

www.pdfzone.com

Creating Adobe Acrobat Forms by Ted Padova

Adobe Acrobat Classroom In A Book