Saving PDF files from Photoshop CS2 and CS3

Using Photoshop for page layout is not a recommended practice. InDesign, or QuarkXpress are much better applications to use for page layout. This document covers creating and importing the settings for using Photoshop CS2 and CS3 to save PDF files that are usable by Publication Printers. This document is not intended to replace the manual for your software, it is intended to supplement your knowledge of your software and of the proper techniques for creating press ready files.
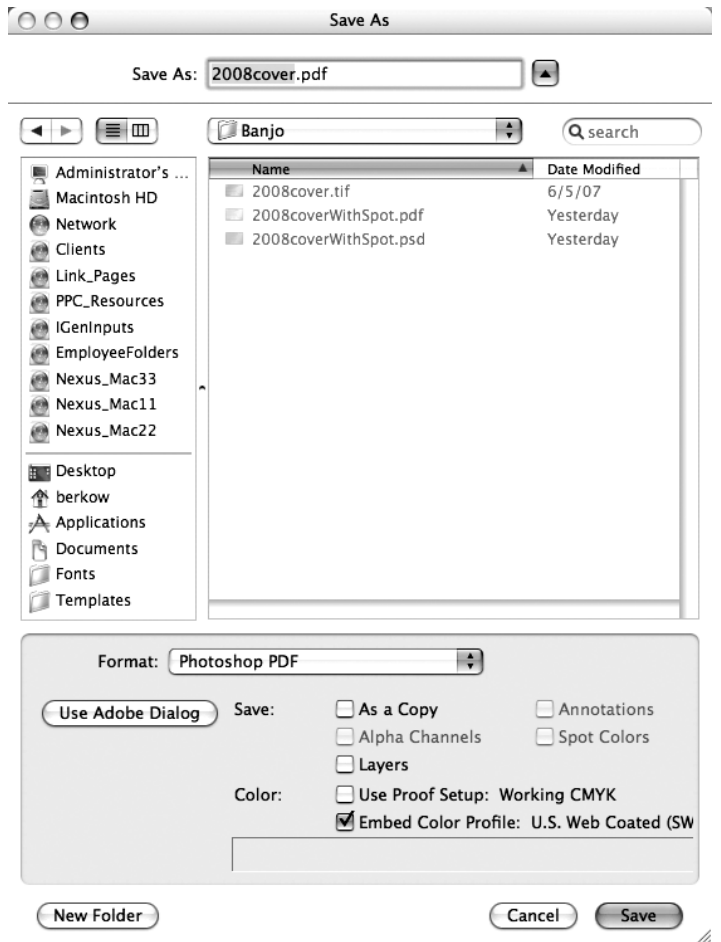
Publication Printers corp.

File Creation Guidelines and Potential Problems

- **The document size must be correct:** At Publication Printers we rarely print a job at 8.5"x11". More common sizes are 8.375"x10.875" or 8.25"x10.75". If your source document is not built to the correct size, the final output may not look like you expect it to.

- **Bleed:** We ask for .25" bleed on all sides. If you send files with less bleed we may have a difficult time with your job on press or in the bindery.

- **Margins:** We ask that you don't place anything important less than .25" from trim, especially type. If the type is within .25" of trim, it is possible for it to be cut off. This includes body copy and page numbers.

- **Crop marks:** We ask for NO crops, but if they are to be used, they MUST have an offset of greater than .25".

- **Spot Colors:** If your job prints in process color (CMYK) Please make sure that NO Spot colors are in use in the document.

- **Transparency and Spot Colors:** According to several Adobe Tech notes, Transparency and Spot colors DO NOT work correctly together. If you are using transparency in your document please make sure that NO Spot colors are in use in the document.

- **Fonts:** Some fonts are restricted from being embedded in the PDF file by the fonts license. InDesign will warn you if the font cannot be embedded due to licensing restrictions. If this happens, please either choose another font, or submit the font with the job.

- **Image Resolution:** The correct resolution for most of what we print is 225-300 dpi at final size. We will flag images that are below 200 dpi.

- **Image Color:** Please make sure that your images are CMYK, or Grayscale.

- **Number of pages:** While we can accept single page PDF files, we prefer that you try to use as few files as possible. Please save your entire job into 1 PDF. For any correction pages, single page PDF files are acceptable.

- **Hard Copy:** After creating your PDF files you want to generate a final hard copy to send along. The purpose of this hard copy is to be sure that nothing unexpected happened while creating your PDF files.

- **Acrobat Preflight:** If you have Acrobat 7 or 8 Professional, you have a fairly robust preflight tool available to you. Please preflight the finished PDF file to insure that nothing has gone wrong in the creation of your PDF. The major things to look for are, Resolution, Color Space, Font Embedding, Trim, Bleed, and Margin. The preflight utility can be set up to check for Resolution, Color Space, and Font Embedding.

- **The color palette:** Remove all unused colors from the palette and be sure that all colors are converted to process.

- **Rich Blacks:** Our Rich Black build is 60 Cyan 40 Magenta 30 Yellow 100 Black. Please use this build for large black areas. Do NOT use this build for the body text of your job.

- **Black Type:** Generally Photoshop will try to make your body copy a built black. Please ensure that ALL of the text in your document is just black, not a rich black (a black that is built out of all 4 colors). This is NOT something we will be able to fix here.

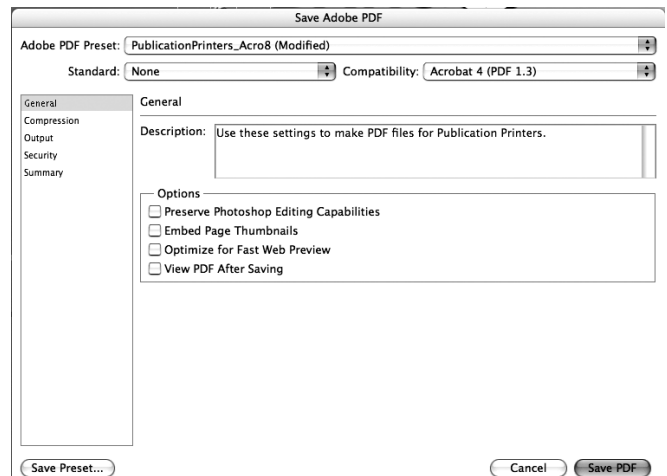Saving to PDF using Photoshop CS2 and CS3

Save as

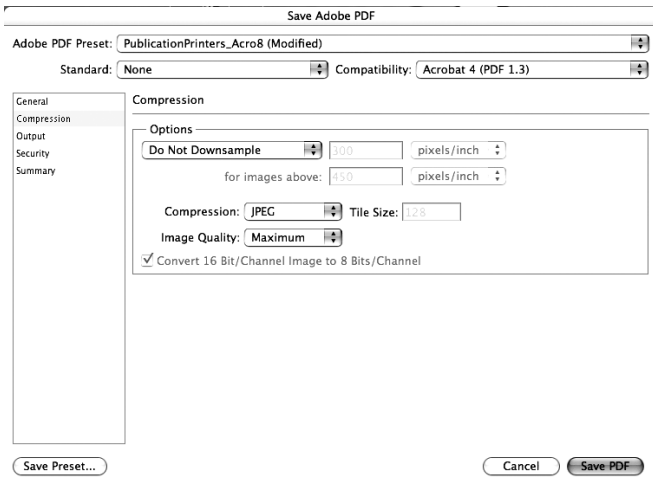Under the File Menu, go to Save As

- Format set to Photoshop PDF
- Embed Color Profile is the only box that should be Checked
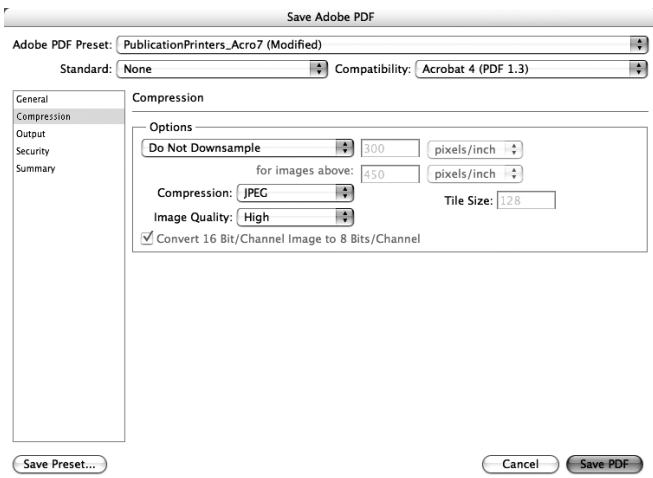- Click on the Save Button

General

- Standard set to None
- Compatibility set to Acrobat 4 (PDF 1.3)
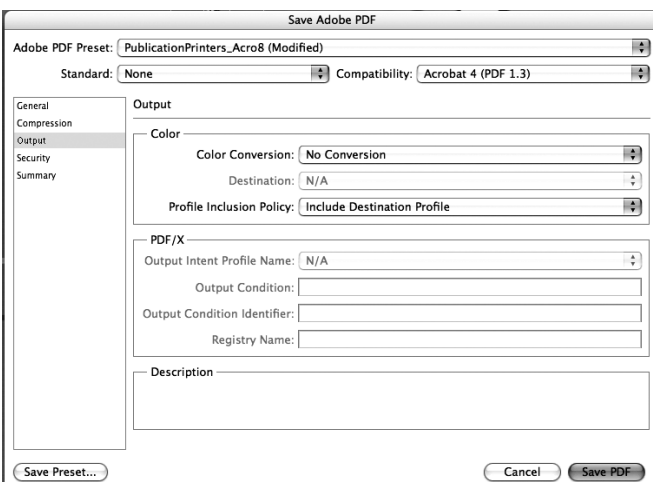- All boxes should be UnChecked

Compression in CS3

- Do Not Downsample should be selected
- Compression set to JPEG
- Image Quality set to Maximum for CS3

Compression in CS2

- Do Not Downsample should be selected
- Compression set to JPEG
- Image Quality set to High

Output

- Color Conversion set to No Conversion
- Profile Inclusion Policy set to Include Destination Profile

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Security

• All boxes on this screen should be UnChecked