Exporting to PDF

Everything you need to know about exporting your InDesign files to PDFs, whether for print or for screen.
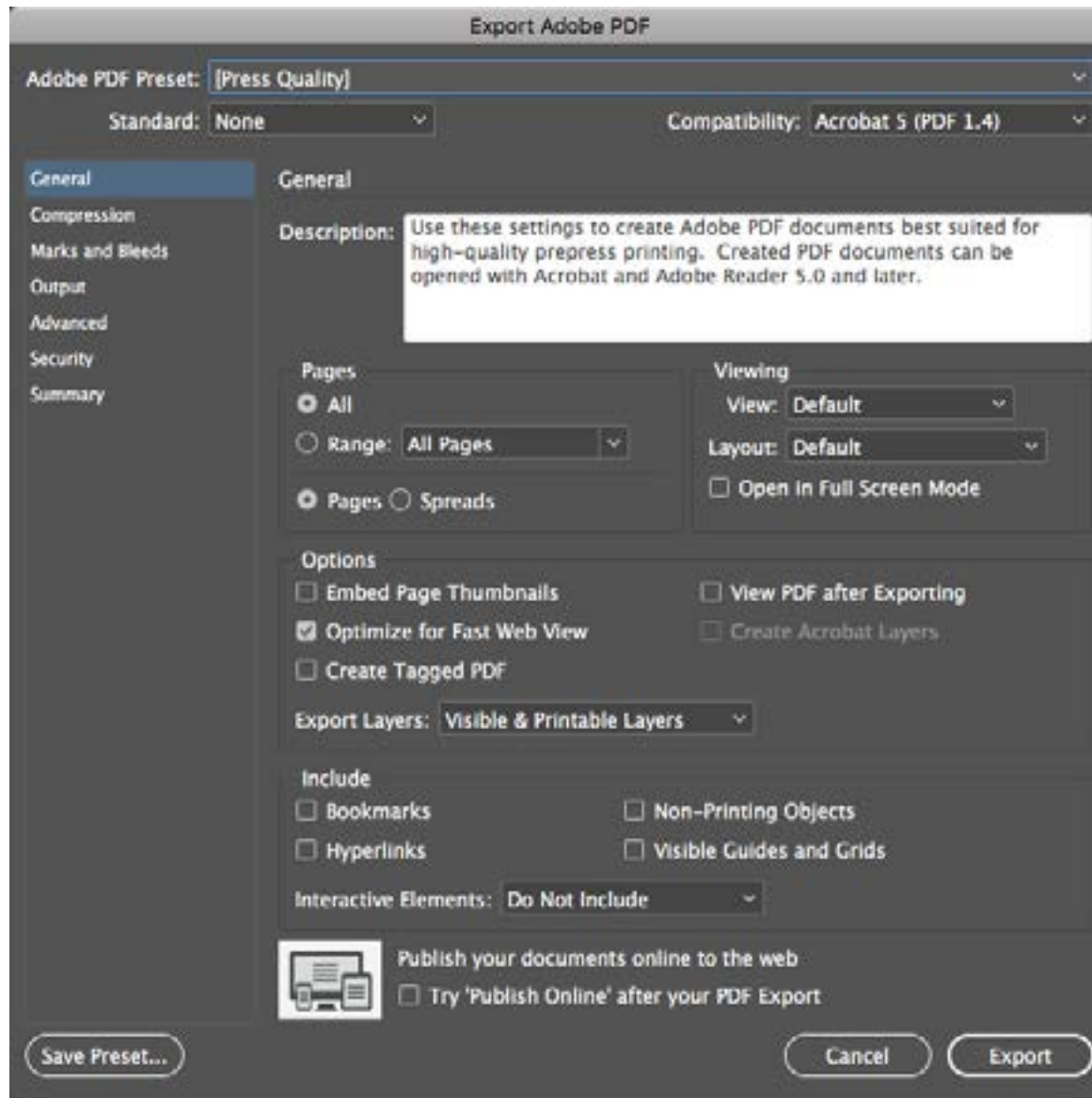
For Print

Make sure your images are in CMYK and at least 225 dpi resolution.

150 dpi is just enough for your average at-home/office printer.

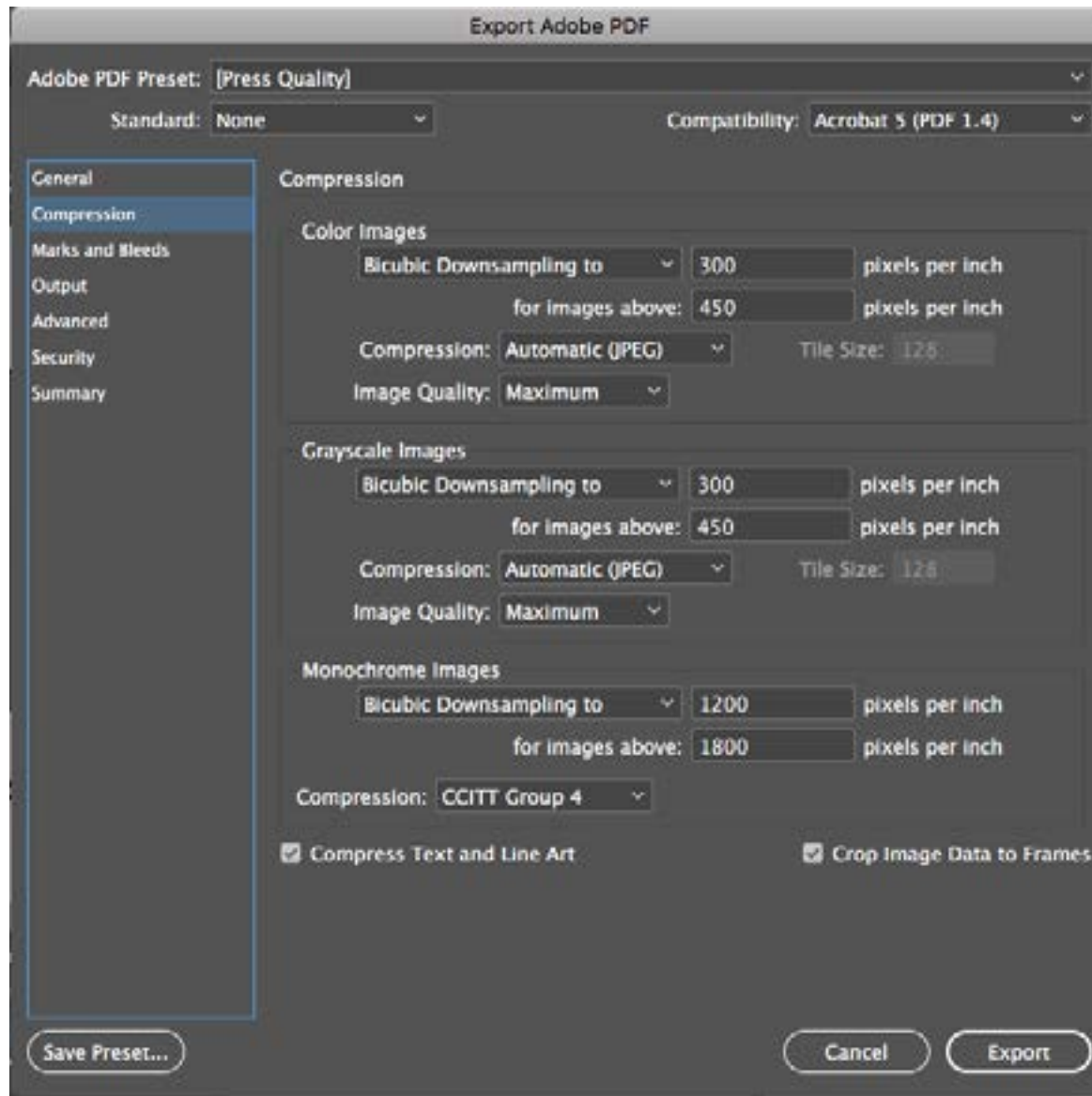Use **preflight** to make sure your files are error free and ready for print.

TYPE TOOLS - WEEK 06 - EXPORTING TO PDF

General

Use [Press Quality] for any final projects that need to be printed very large and nice.
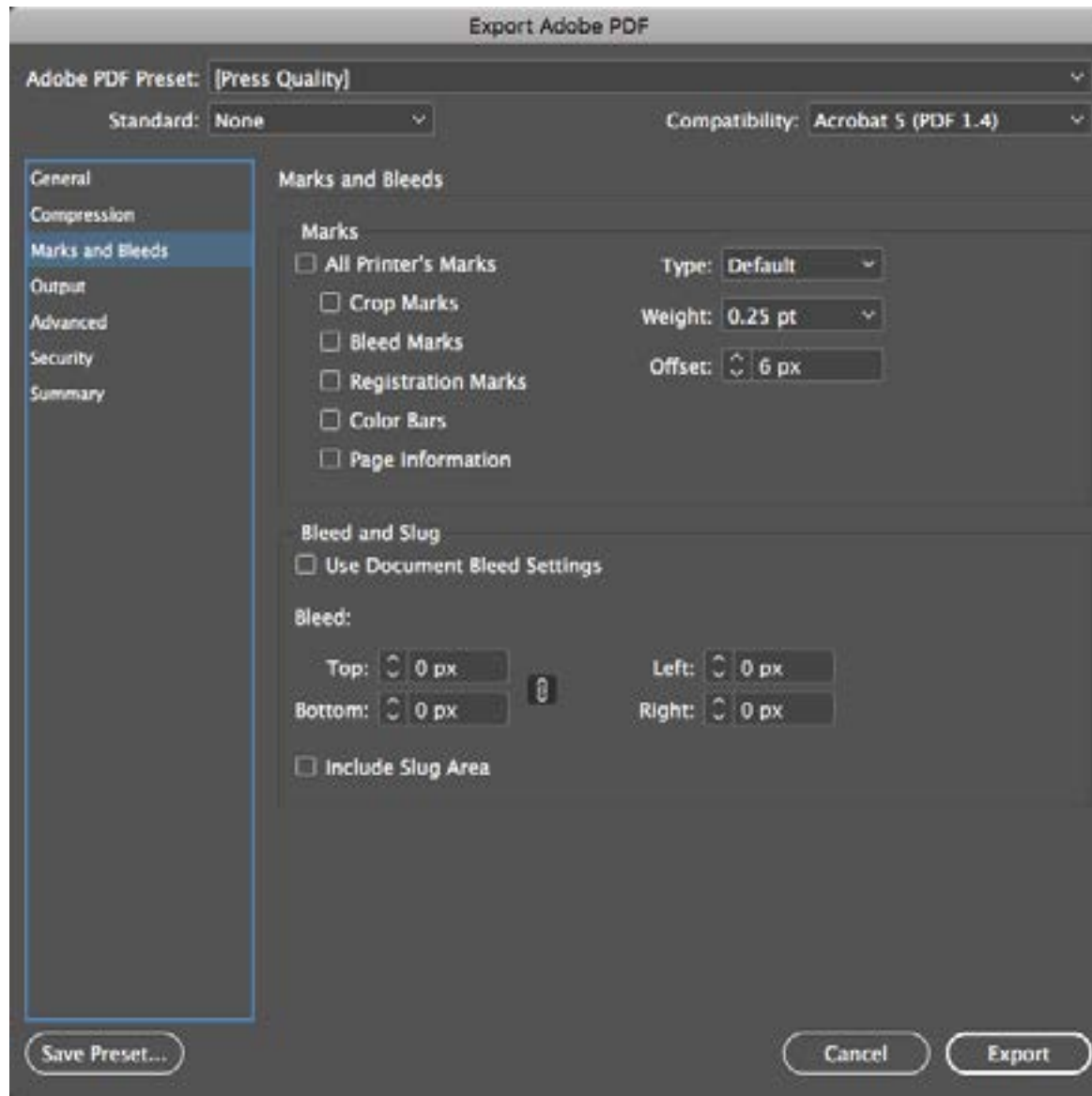
This preserves your image quality the most by default.

Compression

Compresses your image size. This is recommended to speed up printing, and printers programs may not accept files that are too large. Default settings like these are fine.

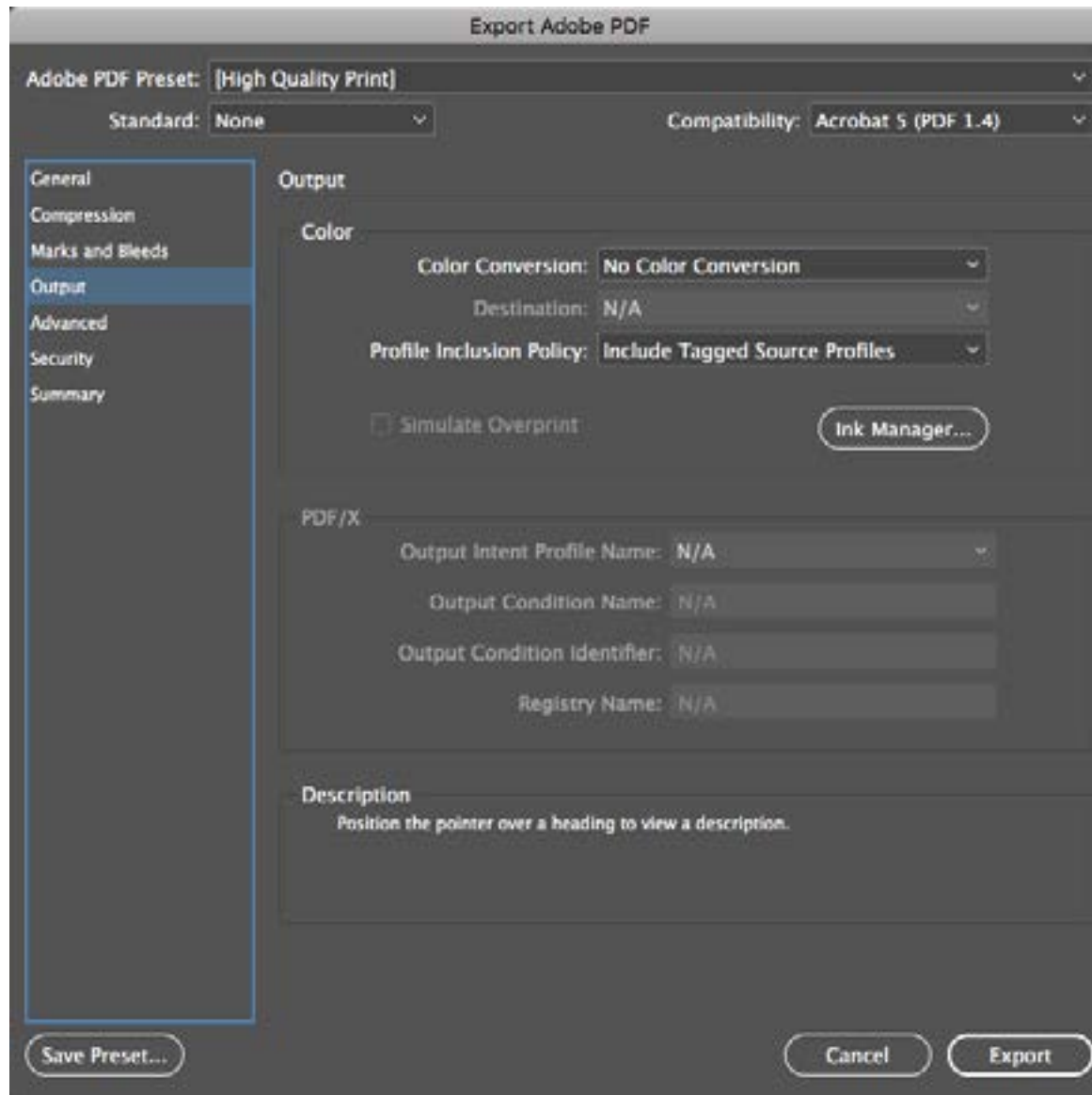*TYPE TOOLS - WEEK 06 - EXPORTING TO PDF*

Marks and Bleeds

Depending on what type of project you're doing and what your printer requires, you may need some or all of these marks.
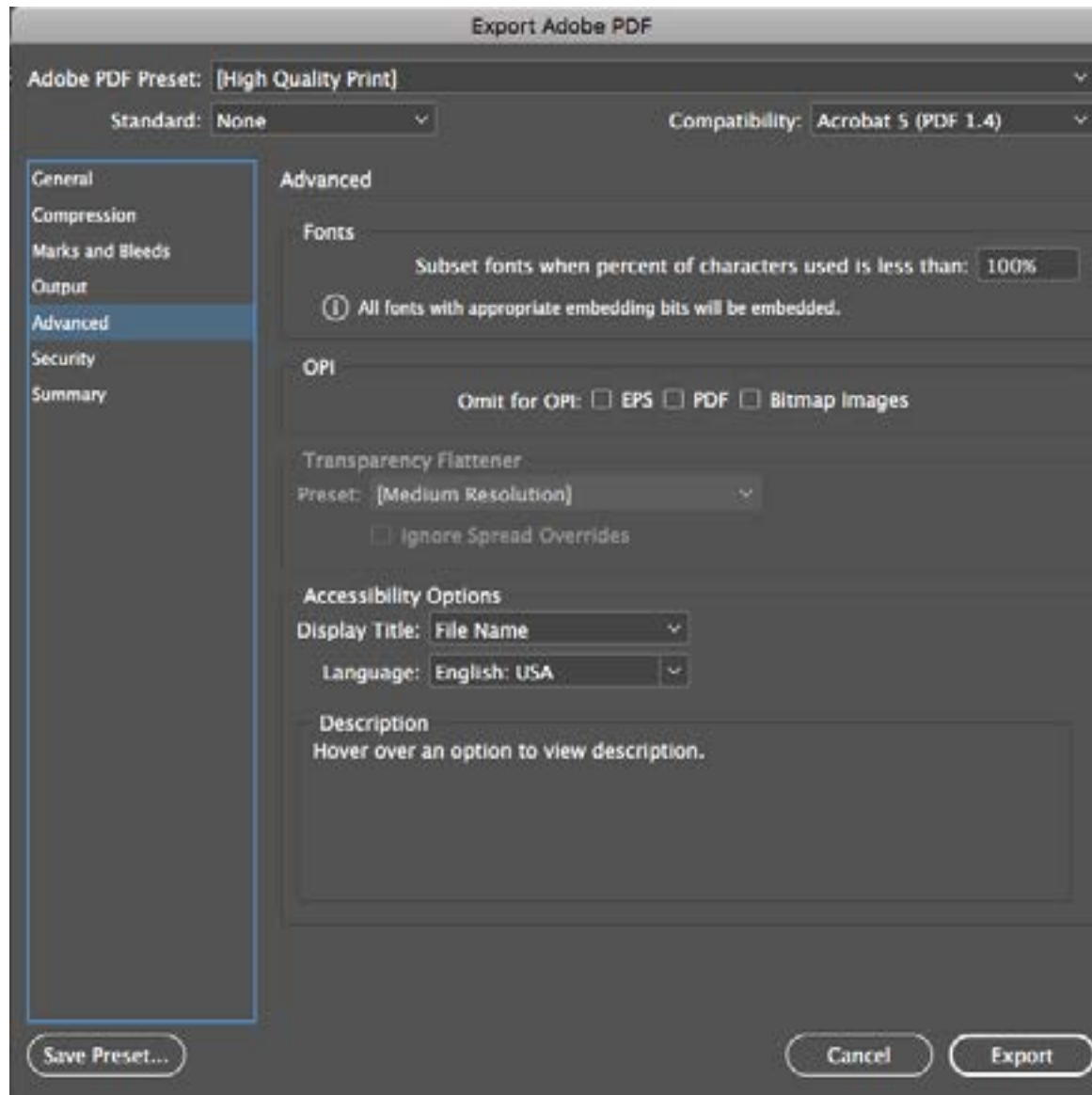
If you've set up a bleed on your document from the beginning, you can use the document bleed seetings.

Output

Controls how colors are converted. Set this to "No Color Conversion."

Export Adobe PDF

Adobe PDF Preset: [High Quality Print]

Standard: None   Compatibility: Acrobat 5 (PDF 1.4)

- General
- Compression
- Marks and Bleeds
- Output
- **Advanced**
- Security
- Summary

Advanced

Fonts

Subset fonts when percent of characters used is less than: 100%

ⓘ All fonts with appropriate embedding bits will be embedded.

OPI

Omit for OPI: ☐ EPS ☐ PDF ☐ Bitmap Images

Transparency Flattener

Preset: [Medium Resolution]

☐ Ignore Spread Overrides

Accessibility Options

Display Title: File Name

Language: English: USA

Description

Hover over an option to view description.

Save Preset...   Cancel   Export

Advanced

Most important thing here is the options for font embedding and subsetting.

"Embedding" includes the entire character set of a font in the resulting PDF. (Larger file size)

Never create a PDF without embedding or subsettingfonts.

WEEK 03

Commonly Used Presets

Three most commonly used presets

Smallest File Size

Best used for online distribution or e-mail attachments. Don't use for commercial printing or where quality of images/rendering is important.

Aggressively compresses and resamples image content and converts all swatches to sRGB color space.

High Quality Print

For printing on in-house and desktop printers.

This setting will not correspond to something like a proof printer, which will give you the most accurate representation of what your final print will look like.

Press Quality Print

Converts color content to CMYK using the specified destination profile.

Some printing houses will be fine with you sending them a PDF in this format.

A lot of printing houses will send you a job options preset which you can then load and it will be specific to how they want files.

If they don't send you this, ask what the printer wants and create a custom preset based on their directions. Start from High Quality Print in this case.

Interactive

RGB color space is fine. Images can be in whatever dpi is appropriate for where you'll be distributing this PDF. The smaller the better for things like e-mail attachments.

Use **preflight** to make sure your files are error free and ready for print.

This setting is the only way in which you will be able to include interactive elements such as hyperlinks.