

# Creating PDF from Authoring Programs



*Acrobat provides several ways for you to create PDF documents quickly and easily from existing electronic files.*

*The PDFWriter and Distiller methods offer different advantages depending on the content and layout of the original document.*

In this lesson, you'll learn how to do the following:

- Use PDFWriter to create a PDF document.
- Use Distiller to create a PDF document.
- Compare the output between PDF documents created with Distiller and PDFWriter.

This lesson will take about 30 minutes to complete.

If needed, remove the previous lesson folder from your hard drive, and copy the Lesson03 folder onto it.

## Creating PDF documents

The content of a PDF document must be created in a program other than Acrobat. You can use any of your favorite word-processing, page-layout, graphic, or business programs to create content and then convert those documents to PDF at the time you would normally print to paper. You can think of PDF files as the electronic paper version of your original documents.

Creating PDF files is as easy as printing from your application. You have two “printing” choices, PDFWriter and Distiller. Both are installed as part of the default Acrobat installation process. But when should you use one and when the other?

## PDFWriter or Acrobat Distiller?

Your workflow process, document type, and document content determine which Acrobat producer—PDFWriter or Acrobat Distiller—you should use to create your PDF document.

- Use PDFWriter for quick conversion of simple business documents to PDF. If you do not obtain satisfactory results with PDFWriter, convert the document to PDF with Distiller.
- Use Distiller for documents containing Encapsulated PostScript (EPS) graphics, documents containing bitmap images for which you need to choose specific resampling and compression methods, or documents produced from desktop publishing applications, such as Adobe FrameMaker, Adobe PageMaker, and QuarkXPress®, that have been optimized to print to PostScript. Also use Distiller for batch processing on your hard drive.

The following table provides general guidelines to help you determine which method to select for specific types of documents.

Use Distiller if you:	Use PDFWriter if you:
Have desktop publishing documents such as those created with PageMaker, FrameMaker, QuarkXPress, Illustrator, or FreeHand®	Have simple business documents such as those created with Microsoft Word or Excel™
Have documents containing EPS graphics	Have documents that do not contain EPS graphics
Have documents containing images in which you need precise control over compression and down-sampling options	Want to add a Create PDF macro to applications that use macros
Have documents containing PostScript features that you need to maintain in the PDF document such as OPI comments	Do not want to install a PostScript printer driver on your system (PostScript printer drivers are required to use Distiller)
Send documents to prepress or service bureaus for high-end publishing	Have limited amounts of RAM
Have documents you would like to batch process	Want to produce PDF documents more quickly than you can with Distiller
Obtain unsatisfactory results from PDFWriter	

## Using fonts with this lesson

In this lesson, you'll work with several source files that contain specific fonts. If you receive a message indicating that the necessary fonts are not installed, see the introduction, "Getting Started" and install the fonts from the Classroom in a Book CD.

## Creating a PDF file with PDFWriter

PDFWriter is best used with simple business documents that contain mostly text. The process of using PDFWriter to create a PDF file is often faster than using Distiller. But for some documents, especially those containing placed EPS images, PDFWriter may not produce satisfactory results. In those cases, use Distiller to process the files.

In this section, you'll use PDFWriter to create a PDF file from a word-processing document that contains a simple graphic. We have supplied a Microsoft Word document. If your word processor cannot open Microsoft Word documents, skip to "Viewing the PDF contract" on page 77, and use the PDF document that has been supplied.

## Opening the contract file

- 1 Start your word processor.
- 2 Choose File > Open. Select Contract.doc in the Lesson03 folder, located inside the Lessons folder within the AA4\_CIB folder on your hard drive, and click Open.

Take a minute to look at the contract document. Notice that the document contains a simple graphic logo at the top of the page.

**Adeline & Associates**

Sales Agency Agreement

This Sales Agency Agreement ("Agreement") is entered into on the date written below by and between Adeline and Associates, 154 South Coast Highway, Sunnyvale, California 94087 ("Adeline") and \_\_\_\_\_ ("Agent").

Adeline and Associates desires to retain Agency to provide sales assistance for Adeline and Associates from time to time and Agency is willing to provide such sales assistance on the basis set forth herein. In consideration of the several promises contained herein, Adeline and Associates and Agency agree as follows:

1. Payment for Services: Agency will provide sales assistance for Adeline and Associates at Adeline and Associates' request from time to time during the term hereof. Agency will invoice Adeline and Associates monthly and Adeline and Associates will pay Agency within thirty (30) days of receipt of Agency's invoice.
2. Relationship of Parties: Agency shall perform the services under the general direction of Adeline and Associates, but Agency shall determine, in its sole discretion, the manner and means by which the services are accomplished, subject to the express condition that Agency shall at all times comply with applicable law. Neither Agency nor its employees and agents are agents or employees of Adeline and Associates, and have no authority whatsoever to bind Adeline and Associates by contract or otherwise.
3. Personnel: Agency and its employees and agents shall observe the working hours, working rules and holiday schedule of Adeline and Associates while working on Adeline and Associates' premises. Adeline and Associates reserve the right to request the replacement of any of Agency's personnel assigned to perform the services.

IN WITNESS WHEREOF, the parties have hereunto signed this Agreement.

ADELINE AND ASSOCIATES	SALES AGENCY
Signature _____	Signature _____
Name _____	Name _____

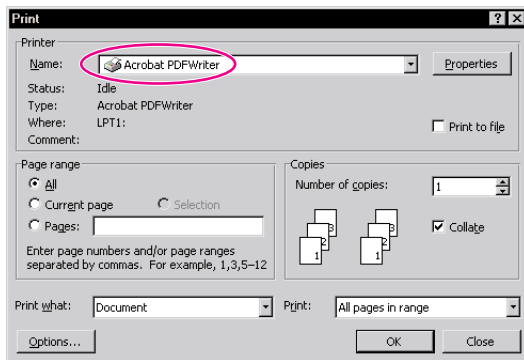
## Creating the PDF file

Creating a PDF file is as easy as selecting PDFWriter and printing. This section has been organized by platform. Find your platform and follow the steps in that section.

In Windows:

- 1 Choose File > Print.

**2** Choose Acrobat PDFWriter from the Name menu in the Printer section, and click OK. In some applications, you may need to click Setup in the Print dialog box to get access to the Name menu.



**3** In the Save PDF File As dialog box, click Edit Document Info.

The Acrobat PDFWriter Document Information dialog box appears. Document information fields are used by search engines to help you categorize documents and provide a descriptive title for Search Results lists. Searching and Search Results lists are explained and used in Lesson 11, “Building a Searchable PDF Library and Catalog.” (By default, the filename appears in the Title field, and the registered user of the authoring application appears in the Author field. However, this information is not always an adequate description of the PDF document.)

**4** Enter the following information for Document Info, clicking OK when you are done:

- For Title, enter **Sales Agency Agreement**.
- For Subject, enter **Sales**.
- For Author, enter **Legal department**.
- For Keywords, enter **sales, payment, agreement**. (Be sure to enter a comma and space between each keyword.)

**5** Name the PDF document **Contract1.pdf**, and save it in the Lesson03 folder.

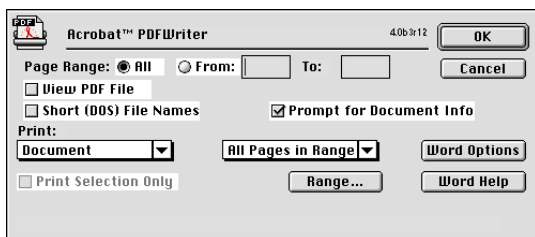
**6** Exit your word processor.

In Mac OS:

1 Hold down the shortcut key (the Control key by default) and choose File > Print. The shortcut allows you to access PDFWriter even if a different item is selected in the Chooser.

***Note:** To change the shortcut key for PDFWriter, use the PDFWriter Shortcut control panel located in the Control Panels folder inside the System Folder.*

2 Select All as the page range, deselect View PDF File, select Prompt for Document Info, and click OK.



The Acrobat PDFWriter Document Information dialog box appears. Document information fields are used by search engines to help you categorize documents and provide a descriptive title for search results lists. Searching and search results lists are explained and used in Lesson 11.

3 Enter the following information for Document information, clicking OK when you are done:

- For Title, enter **Sales Agency Agreement**.
- For Subject, enter **Sales**.
- For Author, enter **Legal department**.
- For Keywords, enter **sales, payment, agreement**. (Be sure to enter a comma and space between each keyword.)

4 Name the PDF document **Contract1.pdf**, and save it in the Lesson03 folder.

5 Quit your word processor.

**Converting files to PDF from Microsoft applications (Windows)**

The default Acrobat installation in Windows includes macros that allow you to create PDF files quickly and easily from Microsoft Office applications. A macro called PDFMaker works with Microsoft Word 97 and PowerPoint 97®; a PDFWriter macro works with Microsoft Word 95 and Excel 97 and 95. These macros are installed automatically with Acrobat if you have the appropriate Microsoft application on your system.

When you create a PDF file directly from Microsoft Word, you can set options that control the appearance and other aspects of the PDF file. The PDFMaker macro (with Word 97) can create PDF using either PDFWriter or Distiller, and it supports Acrobat 4.0 features such as structured bookmarks. The PDFWriter macro (with Word 95) is a more basic utility that uses PDFWriter to create PDF.

**To convert a file to PDF from a Microsoft application (Windows):**

Do one of the following:

- In Microsoft Word 97, choose File > Create PDF File, or click the Adobe Acrobat icon on the Microsoft application tool bar. Select PDFWriter or Distiller, set other options if necessary, and click Create. You can click the Help button in this dialog box to open a document with more information.
- In Microsoft Word 95, choose File > Create Adobe PDF > Print, or click the Adobe Acrobat PDF icon on the Microsoft application tool bar.
- In PowerPoint, click the Adobe Acrobat icon on the Microsoft application tool bar.
- In Excel, choose File > Create Adobe PDF, or click the Adobe Acrobat icon on the Microsoft application tool bar.

—From the online Adobe Acrobat User Guide, Chapter 2

**Viewing the PDF contract**

- 1 Start Acrobat.
- 2 Choose File > Open. Select Contract1.pdf in the Lesson03 folder, and click Open.

**Note:** If you need to use the supplied PDF document, locate and open the Supply folder inside the Lesson03 folder, select Contract.pdf from the list of files, and click Open.

Take a moment to look at the document. Notice that PDFWriter has re-created the original document maintaining the format, fonts, and layout.

- 3 Minimize or hide Acrobat.

## Creating a PDF file with Acrobat Distiller

Acrobat Distiller creates a PDF file that maintains all the formatting, graphics, and photographic images in the original document. In general, Distiller provides higher output quality than PDFWriter. In this part of the lesson, you'll convert a sample flyer document directly to PDF using preset Distiller options.

### Opening the flyer document

Saved in Adobe PageMaker format, the flyer document contains general information about a fictitious company that repairs and restores antique automobiles. If you do not have PageMaker, proceed to "Viewing and comparing the PDF files" on page 79 and open the PDF file that has been supplied.

- 1 Start PageMaker.
- 2 Choose File > Open. Select Flyerpc.p65 (Windows) or Flyermc.p65 (Mac OS) in the Lesson03 folder, located inside the Lessons folder within the AA4\_CIB folder on your hard drive, and click Open (Windows) or OK (Mac OS).

Take a minute to look at the flyer document. Notice that the flyer contains a number of photographic and graphic elements.

### Choosing a Distiller job option setting

Distiller provides three default job option settings that control the quality of the resulting PDF document for different output needs:

- The ScreenOptimized job options create PDF files appropriate for display on the World Wide Web or an intranet, or for distribution through an e-mail system for on-screen viewing. This option set produces a PDF file that is as small as possible.
- The PrintOptimized job options create PDF files that are intended for printers, digital copiers, publishing on a CD-ROM, or distribution as a publishing proof. This option set compresses the PDF file size while striving to preserve the color, image quality, and font attributes of the original document.
- The PressOptimized job options create PDF files that are intended for high-quality printed output. This option set produces the largest file size, but preserves the maximum amount of information about the original document.



For the purposes of the informational flyer, you'll instruct Distiller to create a PDF document suitable for output on a color desktop printer.


- 1 Start Acrobat Distiller.
- 2 For Job Options, choose PrintOptimized.
- 3 Exit or quit Distiller.

In general, the default Distiller options produce good results. However, you may want to set custom options to control the appearance of converted pages and to fine-tune the quality and compression of images. For added control over the PDF creation process, you may want to convert your document first to a PostScript language file, and then convert the PostScript file to PDF using Distiller. For information on using these advanced Distiller features, see Lesson 12, "Customizing PDF Output Quality."

## Creating the PDF file

Now that you've specified a Distiller job option setting, you can convert the flyer directly to PDF from PageMaker. You'll use a special PageMaker feature that exports a PDF file using Distiller.

- 1 Return to the PageMaker flyer document, and choose File > Export > Adobe PDF.
- 2 Deselect Override Distiller's Options. Accept the remaining settings, and click Export.
- 3 Name the PDF file **Flyer1.pdf**, and save it in the Lesson03 folder. Distiller will open, and you can see the progress of the conversion.
- 4 Exit or quit Distiller.
- 5 Exit or quit PageMaker. You don't need to save any changes to the PageMaker flyer document.

 Many applications also let you use the Print command to create PDF files with Distiller. For more information, see "Creating PDF files with Distiller" in Chapter 2 of the online Adobe Acrobat User Guide.

## Viewing and comparing the PDF files

Now you'll compare the two PDF documents you created.

- 1 Maximize or show Acrobat.
- 2 If needed, choose File > Open, select Flyer1.pdf in the Lesson03 folder, and click Open.

3 Choose View > Fit in Window to view the entire document.

*Note: If you need to use the supplied PDF document, open the Flyer.pdf file located in the Supply folder inside the Lesson03 folder.*

As you can see, Distiller created an exact duplicate of the original file. Take particular notice of the car logo at the top of the page. This was a placed Encapsulated PostScript (EPS) image in the PageMaker document. You'll now compare it with the PDF document you created with PDFWriter that contains the same logo.



4 If you closed Contract1.pdf earlier, open it again.

*Note: If you need to use the supplied PDF document, open the Contract.pdf file located in the Supply folder inside the Lesson03 folder.*

5 Choose Window > Tile > Vertically to view the two documents side by side.

6 Select the zoom-in tool (Q) and marquee-zoom around the car logo at the top of the page in each document to magnify the view of the logo.

Notice that the PDF file produced by Distiller (the flyer) displays a cleaner logo than the logo displayed in the PDFWriter document (the contract). Because PDFWriter does not understand the PostScript language, it supplies a bitmap image of placed EPS files in the PDF documents it creates. In contrast, Acrobat Distiller maintains the resolution independence of the placed EPS graphic because it understands the PostScript information that describes it, and passes that along in the PDF file.



PDFWriter



Distiller

**7** Now scroll to view the text in each document.

Notice that the text in each document is smooth and easy to read. You can use either Distiller or PDFWriter to get acceptable results from text-based documents.

**8** When you have finished viewing the documents, choose Window > Close All to close the documents, and exit or quit Acrobat.

In this lesson, you learned how to create PDF files from electronic documents with Acrobat Distiller and PDFWriter. In the following lessons, you'll learn more about electronic publishing and how to enhance your PDF documents to make them interactive and easier to navigate.

#### **Using Create Adobe PDF in Mac OS 7.6.1 or later**

*In Mac OS 7.6.1 or later, the AdobePS 8.6 driver lets you create PDF files from within authoring applications using Create Adobe PDF. Before you can use Create Adobe PDF, however, you must set up a default PostScript printer with an AdobePS printer driver, as described in "Creating PDF files with Distiller" in the Adobe Acrobat 4.0 User Guide. You can then create a PDF file with Distiller by dragging and dropping your file's icon onto the Create Adobe PDF icon. This launches the authoring application and opens the Print dialog box with Create Adobe PDF printer selected. You simply select the required job options, set the view preferences, and click Print.*

*Alternatively, you can create PDF files with Distiller using the Print command with Create Adobe PDF. In your authoring application, open the file you want to turn into a PDF file.*

- 1. Choose File > Page Setup.*
- 2. From the Printer pop-up menu, select Create Adobe PDF. Close the Page Setup dialog box.*
- 3. Choose File > Print. In the Printer pop-up menu, verify that the printer is Create Adobe PDF and that the Destination is File.*
- 4. In the Job Options pop-up menu, choose Print Optimized, Press Optimized, or Screen Optimized. If you added custom job options files to your Distiller Settings folder, you can select these options also.*
- 5. Click Save to create the PDF file.*
- 6. Type a filename, browse to a destination for your PDF file, and then click Save.*

**Note:** *Do not confuse Create Adobe PDF with Acrobat PDFWriter. Create Adobe PDF, which uses the full-feature Distiller, offers the full range of Adobe PostScript 3 capabilities that you expect from your professional authoring applications, including support for EPS files.*

## **Exploring on your own (Windows)**

If you are using Windows, you can open a document from another application in Acrobat and convert it automatically to PDF, using the currently selected set of Distiller job options. Distiller does not have to be running to convert the file.

You can open a document from Adobe FrameMaker, Corel WordPerfect®, or Microsoft Word, Excel, or PowerPoint; an HTML or text file; or an image file of type GIF, JPEG, TIFF, PCX, PNG, or BMP.

- 1** In Acrobat, choose File > Open.
  - 2** Locate and open the source file you want to convert, and click Open. If you don't see your source file, choose All Files (\*.\*) from the Files of Type menu.
- The source file is converted to PDF and opened in Acrobat.

## **Review questions**

- 1 If your documents contain placed EPS images, which PDF creator should you use to create a PDF file?
- 2 What are the advantages of using Distiller to create PDF files instead of PDFWriter?
- 3 What are the advantages of using PDFWriter to create PDF files instead of Distiller?
- 4 Why is it important to enter information in the Document Info fields?

## **Review answers**

- 1 If your documents contain placed EPS images and you want to retain the scalability of the image, you should use Acrobat Distiller to create a PDF file.
- 2 Distiller:
  - Retains image resolution of placed EPS images.
  - Provides precise control of image compression and downsampling.
  - Retains PostScript features such as OPI comments in PDF documents.
  - Provides batch processing options.
- 3 PDFWriter:
  - Maintains searchable text in documents created with embedded TrueType™ fonts from Windows.
  - Can be used in a macro to create PDF documents.
  - Can be faster to create a PDF document than Distiller.
- 4 It is important to enter information in the Document Info fields because these fields are used by search engines to help you categorize documents and to provide descriptive information about them in a search results list.