

## Lesson 1

# Introducing Adobe Acrobat



*Quality publishing tools are within reach of more people than ever before, and easy access to the Internet and to CD-ROM recorders enables wider distribution of electronic publications. Adobe Acrobat can help you create those electronic documents quickly and easily—and Acrobat Reader can provide your audience free access to them.*

In this lesson, you'll do the following:

- Learn about the Adobe Acrobat set of programs.
- Understand the different uses of electronic documents designed for printing or online viewing.
- Identify the types of formatting and design decisions you need to make when creating an electronic publication.

This lesson will take about 20 minutes to complete.

If needed, copy the Lesson01 folder onto your hard drive.

## About Adobe Acrobat

Adobe Acrobat is a set of programs used to create, enhance, and read Portable Document Format (PDF) documents.

- You create PDF documents by converting electronic documents or scanned printed documents using Acrobat Distiller or PDF Writer. PDF documents maintain the look and layout of the originals.
- You enhance PDF documents by adding interactivity such as links, forms, and movies using Adobe Acrobat. You can also provide full-text indexes for PDF document collections using Acrobat Catalog.
- You read PDF documents using Acrobat Reader, Adobe Acrobat, or Web browsers. You can publish documents on network and Web servers, CDs, and disks.



The Adobe Acrobat 4.0 program set can be divided into three categories as shown in the following table.

Producers	Viewers	Indexers
PDF Writer	Adobe Acrobat	Acrobat Catalog
Acrobat Distiller	Acrobat Reader	
Adobe Acrobat		

<<*Reviewers: Do we want to talk about Create Adobe PDF and PDFMaker here?*>>

User workflow and document type determine which producer you should use to create a PDF file as well as which viewer to view it.

- PDF Writer lets you convert simple documents, such as those created with word-processing or spreadsheet programs, to PDF documents. For information on using PDF Writer, see Lesson 3, “Creating PDF from Authoring Programs.”
- Acrobat Distiller lets you convert more complex documents to PDF, such as those created with drawing, page-layout, or image-editing programs. Lesson 3, “Creating PDF from Authoring Programs,” provides step-by-step instructions for creating PDF documents with Acrobat Distiller. Lesson 12, “Customizing PDF Output Quality,” provides more details on advanced Distiller options.
- Adobe Acrobat lets you produce, modify, and view PDF documents, giving them state-of-the-art electronic document features such as password protection, hypertext links, electronic bookmarks, media clips, and interactive forms. You can also convert scanned paper documents into portable, searchable PDF pages. You’ll be using Adobe Acrobat in most of the lessons in this book.
- Acrobat Reader lets you view PDF documents. You can download this viewer free of charge for all platforms from the Adobe Web site at [www.adobe.com](http://www.adobe.com). If you need to read a PDF document and have not purchased Adobe Acrobat 4.0, you would use Acrobat Reader to do so. Acrobat Reader can be used to view, navigate, and print a PDF document. You cannot make any changes to a PDF document with Acrobat Reader.
- Acrobat Catalog lets you create a full-text index of a collection of PDF documents. You can then use this index to search the document collection using the search query tool in Adobe Acrobat or Acrobat Reader. You’ll use Acrobat Catalog to build a searchable PDF library in Lesson 11, “Building a Searchable PDF Library and Catalog.”

## Publishing on the World Wide Web

The World Wide Web has greatly expanded the possibilities of delivering electronic documents to a wide and varied audience. Because Web browsers can be configured to run other applications inside the browser window, you can post PDF files as part of a Web site. Your users can then download or view these files inside the browser window using Acrobat Reader.

 For information on how to view PDF files inside a browser window, see “Configuring Web browsers for viewing PDF” in the online Adobe Acrobat User Guide.

Based on the PostScript® programming language, PDF is a flexible, cross-platform file format that is transportable and viewable on Windows, Mac OS, or UNIX computer systems. Users need a viewer such as Acrobat Reader or Adobe Acrobat 4.0 to view a PDF document. When including a PDF file as part of your Web page, you should direct your users to the Adobe Web site, so the first time they look at a PDF document, they can download Reader free of charge. Properties of PDF documents include the following:

- PDF preserves the exact layout, fonts, and text formatting of electronic documents, regardless of the computer system or platform used to view these documents. As a result, publishing a Web page in PDF ensures that the page always appears in its original format and design.
- PDF documents can contain multiple languages, such as Japanese and English, on the same page.
- PDF documents can be viewed one page at a time and printed from the Web. With page-at-a-time downloading, the Web server sends only the requested page to the user, thus decreasing downloading time. In addition, the user can easily print selected pages or all pages from the document. PDF is a suitable format for publishing long electronic documents on the Web.
- PDF documents print predictably with proper margins and page breaks.
- You can use security passwords to lock your PDF documents from undesired changes or printing, or to limit access to important documents. Password protection provides you with an extra measure of security when publishing over the Web. Lesson 7, “Using Acrobat in a Document Review Cycle,” covers document security in detail.

- Users can change the view magnification of a PDF page using controls in Adobe Acrobat or Acrobat Reader. This feature can be especially useful for zooming in on graphics or diagrams containing intricate details.
- You can use a Web search engine to index PDF documents for rapid searching on the Web.

#### **About viewing PDF documents on the Web**

*Here are four possible scenarios for viewing PDF on the Web:*

- *The browser supports PDF viewing, the PDF file is optimized, and the Web server supports page-at-a-time downloading (byte-serving)—so the PDF file downloads a page at a time and displays in the Web browser window. This is the fastest scenario possible for viewing PDF documents on the Web.*
- *The browser supports PDF viewing, but the PDF file is not optimized or the server does not support byte-serving—so the entire PDF file downloads to the machine with the browser and then appears within the browser window.*
- *The browser supports PDF viewing, and PDF files are embedded in an HTML page—allowing the PDF document to appear in a frame rather than in a full window. An ActiveX® browser such as Internet Explorer supports navigating through the document in the frame. Netscape Navigator-compatible browsers can display the PDF document within an HTML page, but require a link to a full-window view for navigation.*
- *Adobe Acrobat or Acrobat Reader is configured as a helper application for the browser—which does or does not support PDF viewing within the browser window. The entire PDF file downloads to the machine with the browser, and the Acrobat viewer launches as a separate application and displays the PDF document.*

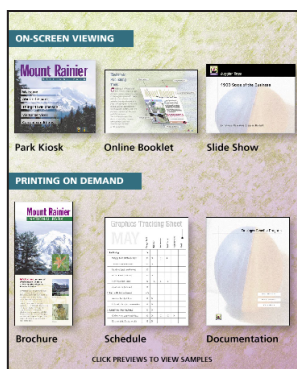
—From the online Adobe Acrobat User Guide, Chapter 5

## **Looking at some examples**

Publishing your document electronically is a flexible way to distribute information. Using PDF, you can create documents for printing, for multimedia presentations, or for distribution on a CD or over a network. In this lesson, you'll take a look at some electronic document examples designed for printing on paper and for online reading.

### **1 Start Acrobat.**

2 Choose File > Open. Select Introduc.pdf in the Lesson01 folder, located inside the Lessons folder within the AA4\_CIB folder on your hard drive, and click Open. If necessary, use the scroll bars to bring the bottom part of the page into view.

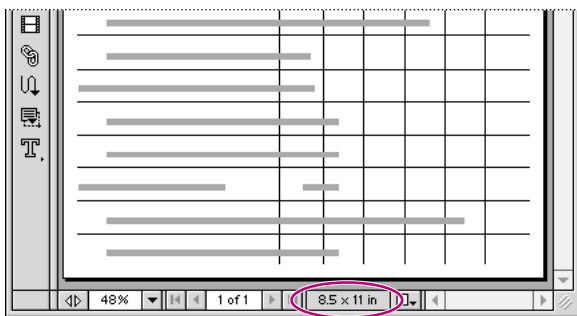


The previews in this document are links to the corresponding electronic documents. The top three previews link to documents designed to be both distributed and viewed electronically; the bottom three previews link to documents intended to be distributed online, but printed out for viewing purposes.

3 Click the Schedule preview in the bottom row to open the corresponding PDF file. This document is a work schedule that has been converted to PDF for easy electronic distribution.

4 Look at the status bar at the bottom of the document window. Notice that the page size is a standard 8-1/2-by-11 inches, a suitable size for printing on a desktop printer.

You might glance at the schedule online, but you'd also want to print out a hard-copy version for handy reference.



5 Click the Go to Previous View button (◀) in the command bar to return to the previews in the *Introduc.pdf* document.

Another example of a publication designed for printing is the Documentation file. This text-intensive document is much easier to read in printed format rather than online.

6 Click the Documentation preview in the bottom row to look at the file, and then click the Go to Previous View button to return to the previews.

7 Click the Slide Show preview in the top row to open that document.

This document is a marketing presentation designed to be shown and viewed exclusively on-screen. Notice that the presentation opens in Full Screen mode to occupy all available space on the monitor.

8 Press Enter or Return several times to page through the presentation. Notice that the colorful graphics, large type size, and horizontal page layout have been designed for optimal display on a monitor.

The Full Screen preference settings let you control how pages display in this mode. For example, you can have a full-screen document with each page displayed automatically after a certain number of seconds. Lesson 15, “Enhancing a Multimedia Project,” covers how to set up a document for automatic full-screen display.

9 Press the Escape key to exit Full Screen mode.

10 Click the Go to Previous View button until you return to the previews in the *Introduc.pdf* document.

An online help publication or an electronic catalog are further examples of documents for which on-screen viewing is suitable and even preferred. Electronic publishing offers intuitive navigational features, such as hypertext links, which are well suited for publications meant to be browsed or used as quick reference guides.



## Designing documents for online viewing

Once you have identified the final format for your publication, you can begin to make the design and production decisions that will help make the publication attractive and easy to use. If you’re simply converting an existing paper document to electronic format, you’ll inevitably weigh the benefits of reworking the design against the time and cost required to do so. If your publication will be viewed on-screen and on paper, you may have to make the design accommodate the different requirements of both.

First you'll take a look at a document designed to be browsed online but printed out for closer viewing.


**1** In the `Introduc.pdf` file, click the Brochure preview at the bottom of the page to open the corresponding document.

This document is a printed brochure that was converted exactly as it was to electronic format. Converting the document to PDF is a good way to distribute it cheaply and easily. It also enables you to use features such as hypertext links to make navigation of the online brochure both easy and intuitive.

**2** If necessary, click the Fit in Window button () to view the entire page. Click the Next Page button () in the command bar a few times to page through the brochure.

Notice, however, that while the online brochure is useful for quick browsing and printing selected pages, it is not designed to be read on-screen. The long and narrow pages are inconveniently shaped for the screen, and the small image and type sizes make reading a strain for the user.

Now you'll look at the same brochure redesigned and optimized for online reading. The topics in the brochure have been redesigned as a series of nested, linked topic screens that lead the reader through the document.

**3** Click the Go to Previous View button () until you return to the `Introduc.pdf` file, and click the Park Kiosk preview at the top of the page to open that document.

**4** If necessary, click the Fit in Window button to view the entire page.

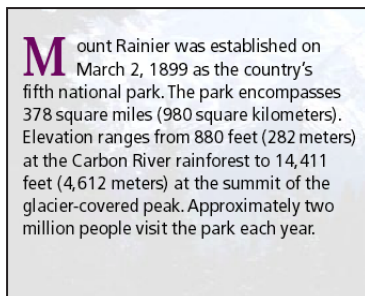
Notice that the horizontal page orientation is well suited for display on a monitor.

**5** Click About the Park to activate that link.

The About the Park topic screen appears, with its own list of subtopics. Notice how the larger image and type sizes make this document easier to view than the online brochure.



Notice also the use of sans serif fonts in the publication. Sans serif fonts have simpler and cleaner shapes than serif fonts, making them easier to read on-screen.



**6** Click Flora & Fauna to jump to that topic screen. Then click Lowland Forest to view a specific information screen about the Olympic Elk in this region.

Notice that the pages of the original brochure have been redesigned to accommodate a navigational structure based on self-contained, screen-sized units.

The formatting considerations of on-screen publications—fonts, page size, layout, color, and resolution—are the same as those of other kinds of publications; however, each element must be reevaluated in the context of on-screen viewing. Decisions about issues such as color and resolution, which in traditional publishing may require a trade-off between quality and cost, may require a parallel trade-off between quality and file size in electronic publishing. Once you have determined the page elements that are important to you, you need to choose the publishing tools and format that will best maintain the desired elements.

**7** Click the Go to Previous View button until you return to the Introduc.pdf file.

**8** Click the Online Booklet preview to see another example of a PDF document designed for online viewing.

**9** Choose File > Close to close the Online Booklet.

In this lesson, you have examined a variety of electronic documents designed in different file formats for different purposes. Later on in this book, you'll get some hands-on practice in creating and tailoring your own electronic documents.

## Review questions

- 1 Describe the Adobe Acrobat 4.0 set of programs.
- 2 How do electronic documents designed for printing differ from documents optimized for online use?
- 3 What hardware and software do you need to view PDF documents?
- 4 What kinds of media can you use to distribute PDF documents?
- 5 What kinds of typefaces and type sizes are best suited for on-screen display?

## Review answers

- 1 Adobe Acrobat 4.0 includes Adobe Acrobat, Acrobat Reader, PDF Writer, Acrobat Distiller, and Acrobat Catalog. Acrobat is used for producing, modifying, and viewing PDF documents. Acrobat Reader, available on the Adobe Web site without charge, is used for viewing PDF documents. PDF Writer and Acrobat Distiller are used for converting simple and complex (respectively) documents into PDF documents. Acrobat Catalog is used for creating indexes.
- 2 Electronic documents designed for paper output tend to be longer, text-intensive documents. Optimized online documents have been redesigned for optimal display on a monitor and may contain more graphics and screen-based navigational features.
- 3 You can view PDF documents on Windows, Mac OS, or UNIX computer systems. In addition to a computer, you need Acrobat Reader or Adobe Acrobat to view PDF documents.
- 4 You can distribute PDF documents via floppy disk, CD, electronic mail, corporate intranet, or the World Wide Web. You can also print PDF documents and distribute them as printed documents.
- 5 Large typefaces with simple, clean shapes display most clearly on the screen. Sans serif fonts are more suitable than serif fonts, which contain embellishments more suitable for the printed page.