

Article 1 - Embed Fonts & General Quality Settings for Creating Print Quality PDF's

PDF (Portable Document Format) has revolutionized file mobility. It is generally faster and more convenient than the “old school” ways of file portability. There are various ways to generate PDF's and settings are very critical to the process. Font embedding is a very important setting for ensuring that a PDF is truly a portable document. Simply put, embedded fonts means that the fonts are locked in the PDF file and ensures consistency on different computers. Additionally, file compression affects graphic quality. Fortunately, Acrobat has fairly decent presets for many needs.

This article will specifically address embedded fonts and general print quality for general office environments. Other settings and applications will be addressed in upcoming articles. We have endeavored to make this guide universal for operating systems. Although this guide was ceated with Acrobat 5/6 as reference, It shoulf help you with other versions as well. The wording may vary somewhat but the steps are largely the same.

Section 1: Changing the settings in the Acrobat Distiller application (if you have the full version of Acrobat)

We suggest that you check these settings even if you use one of the methods described later for creating PDF files. Some of the other methods use the settings in Distiller for the basis of their options. Distiller is the primary application which creates PDF files by converting postscript either up front if you are using the application directly or behind the scenes if you are using some of the methods listed later in this article.

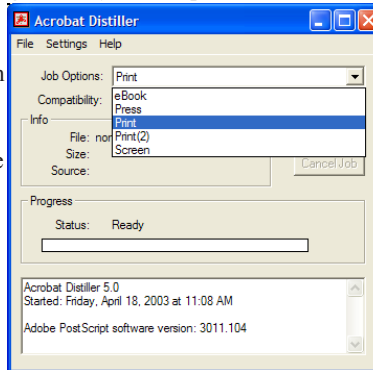
Open the Acrobat Distiller application, usually available under the Start Menu.



The basic Distiller window is simple. Choose the “Print” or “High Quality” **Job Option**, which will

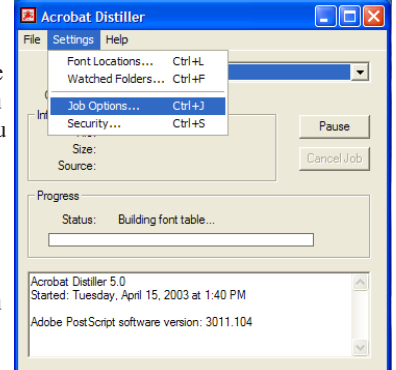
work for most print jobs. You can now exit the program unless you have a need to go deeper into the Distiller Settings.

The settings will remain as is until changed either here or through another application as described later.



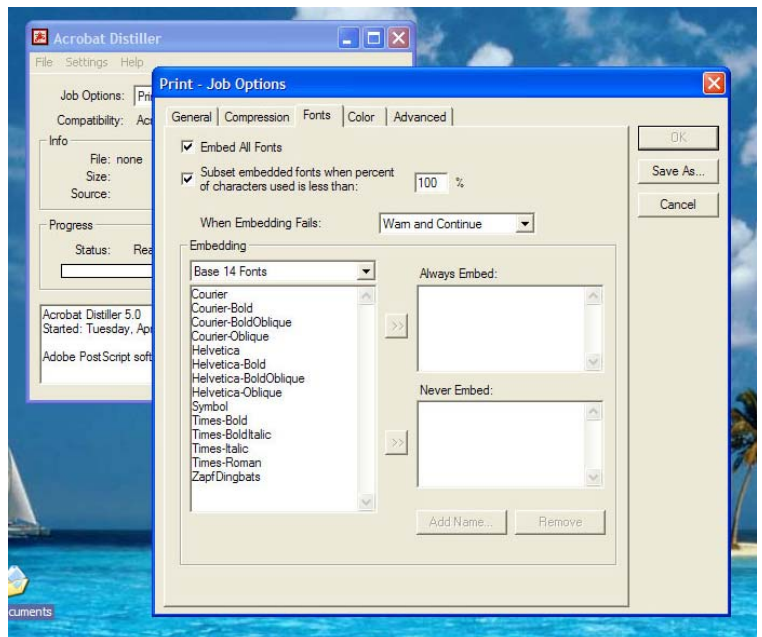
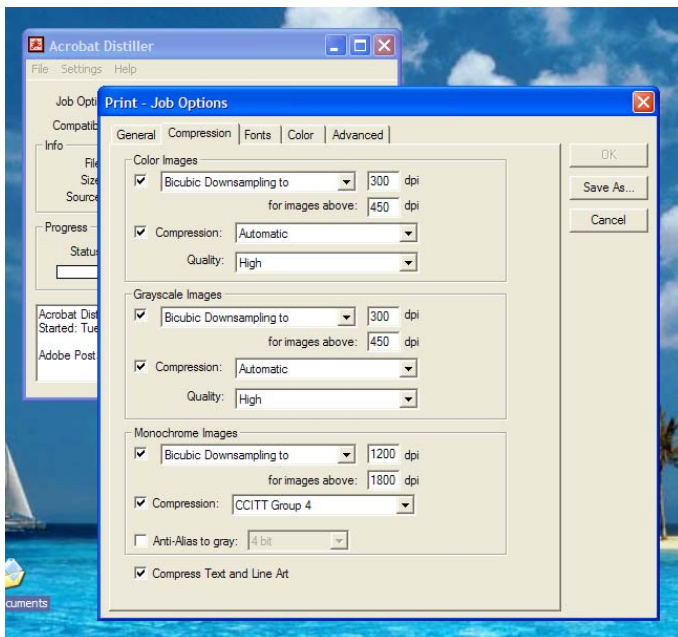
If you see a quality issue and you have verified that it is not a problem with the graphics themselves, you can adjust the Job Options in Distiller.. The Settings menu has a submenu called **Job Options**.

This is where the detailed settings are adjusted. You get a series of tabs which allow setting changes for quality, compression and fonts.



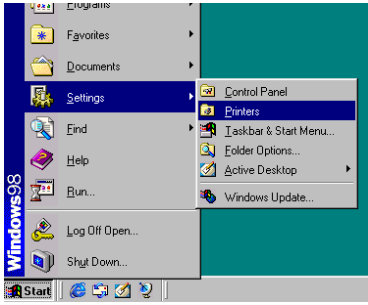
This is the **Compression** tab with the default settings for printing. These settings should work for most print jobs. Some jobs may require a change of compression if there is a quality issue not due to the original graphics or if you are creating a large format item. For instance, the author uses a compression setting of “Zip” and “Maximum” for higher quality needs.

This is the **Fonts** tab with the default setting for Print. Notice that **Embed All Fonts** is checked. Click “Cancel” if no changes were made or “Save As” if you needed to make any changes under any of the tabs. If you made changes to a default setting, name the new job option something different from the setting you changed. This allows you to keep the original setting unchanged.



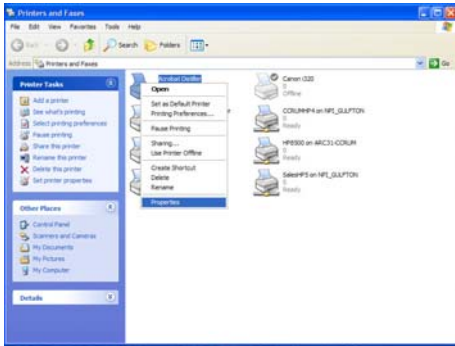
Section 2 - Verifying settings for the Adobe Distiller and PDFWriter printers

Please keep in mind that “printing” and “printer”, as used in this article, does not refer to a physical printer but rather to the software printer which creates the pdf file.

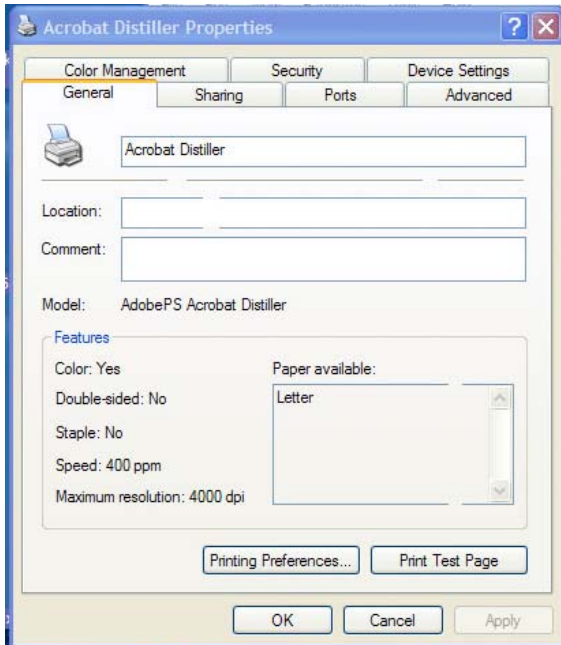


A common method to create PDF files is printing to either the **Acrobat Distiller printer** or the **PDFWriter printer**. There are differences between the two. In particular, the Adobe Distiller printer uses the standard distiller setting and will result in a better PDF. Use the Adobe Distiller printer if you happen to have both. However, the PDFWriter will work adequately for many jobs if the settings are correct for the job. Either way, one method to verify and adjust the settings is to do so directly on the printer. This will set a default. Please be aware that this is a secure means if there is a single user of the computer. Multiple users of the same computer should verify the settings when creating a PDF. will be discussed later in this section. As illustrated to the left, you can go directly to the printers by looking under the Start Menu and selecting “Printers” or a variation on that name, according to what operating system is used.

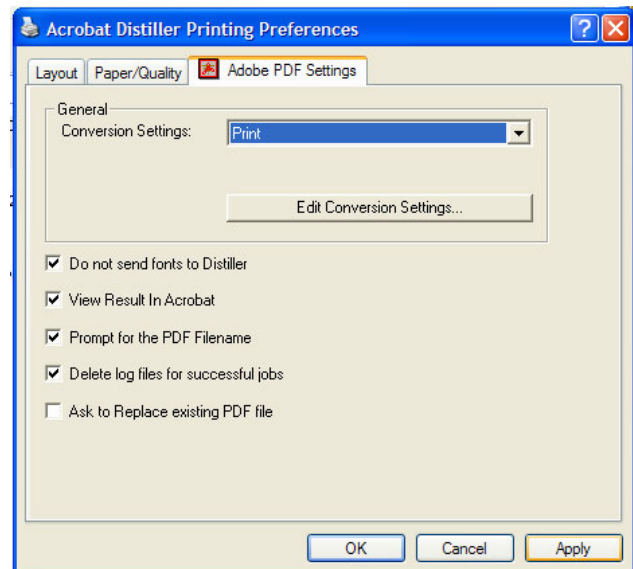
As illustrated to the right, you will get a new window showing various printers. You will note in this illustration that this computer has both the Adobe Distiller printer and the PDFWriter. It is recommended that the user of this computer setup both but primarily use the Acrobat Distiller printer.



In both cases as shown above, right-click on the printer and chose properties. The steps from here vary according to which printer is being adjusted. We will first discuss the **Acrobat Distiller printer**.



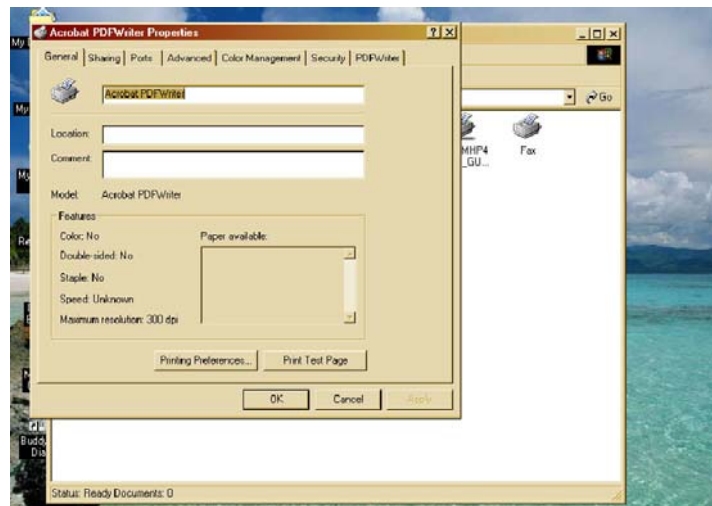
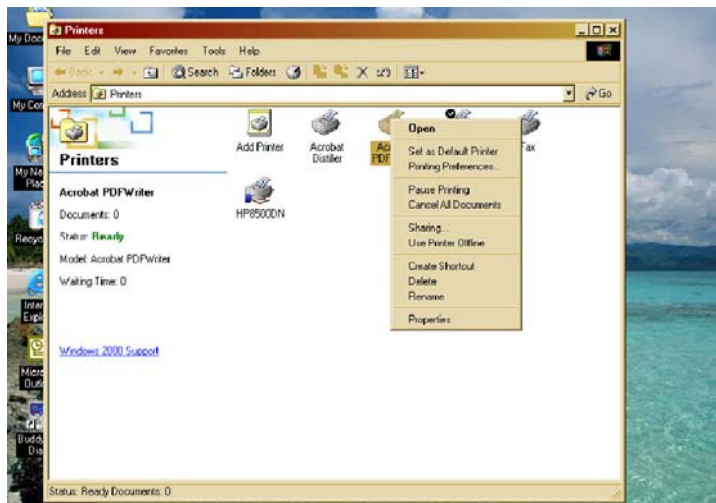
To the left is the properties window for the **Acrobat Distiller printer**. It looks similar to other print windows. Click on the Printing Preferences button. The **Printing Preferences** button will bring up the **Printing Preferences** window (shown below). You will find 3 tabs. Click on the **Adobe PDF Settings** tab and you get this settings window. This is the same settings as described in section 1 about the Distiller applications. It will say **Print** if the Distiller was set to Print. Verify that the **Conversions Settings** is set for **Print**. The Edit Conversion Settings will bring up the same job options box as discussed in section 1. You should not need to change these but you can refer to section 1 for verification details. Click Apply if you changed the Conversion Setting. This will take you back to the properties window. Click on OK and the printer is now set to create a print-ready PDF.



The illustrations below indicate the steps for the **PDFWriter**. You may notice that it does not use the Distiller presets. This is because it is a PDF printer which is available with other applications and not specific to the full version of Acrobat.

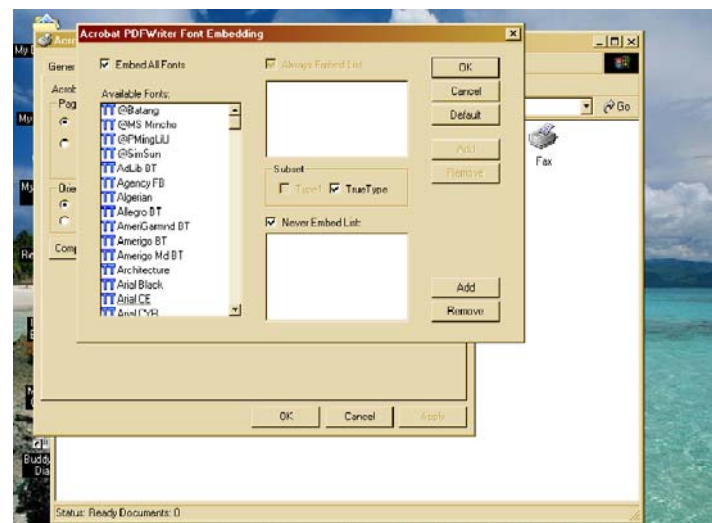
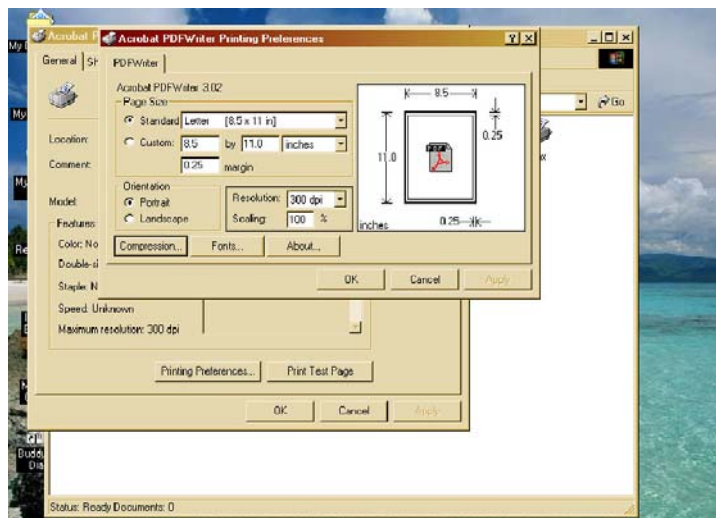
You can go directly to the PDF Writer printer by looking under the Start Menu and choosing “Settings” then “Printers”. Right-click on the PDFWriter and select Properties.

This is the Properties window. Click on the **Printing Preferences** button.

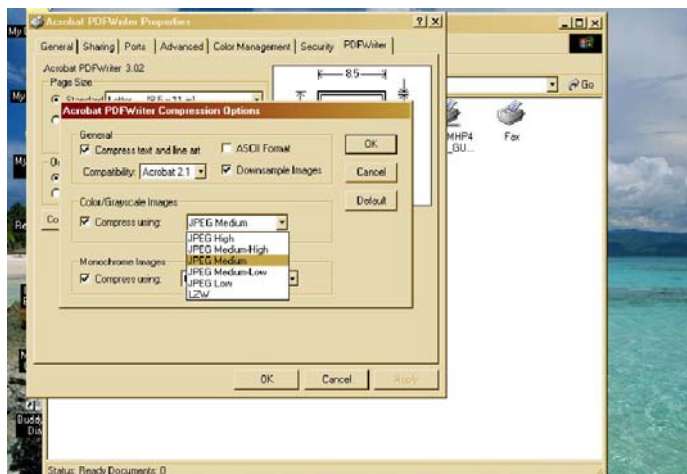


The Printing Preferences window has a **Compression** button and a **Fonts** button. Each will open in a new window.

The key selection in the Fonts window (shown below) is **Embed All Fonts**. Make sure there is a check mark and click on OK

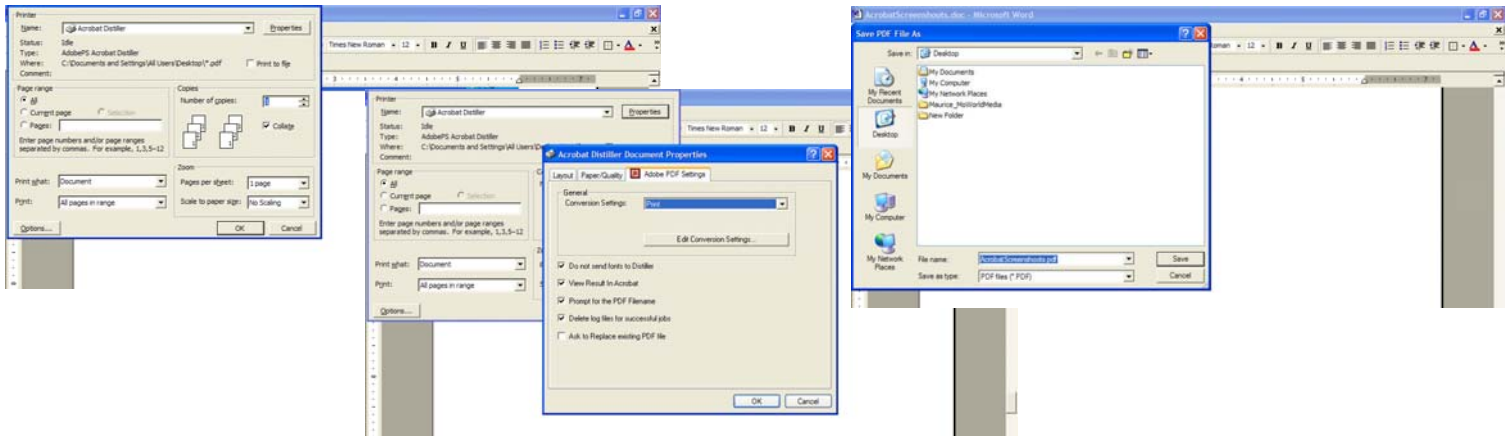


A key setting in the Compression window (shown below) is the Color/Grayscale Images section. The setting for printing should not be less than JPEG Medium and may be set to either higher JPEG or LZW according to the types of graphics being printed. A common recommendation is to simply put this setting at LZW. It will create a larger file but more consistent quality.



Section 3 - Checking the settings when you print

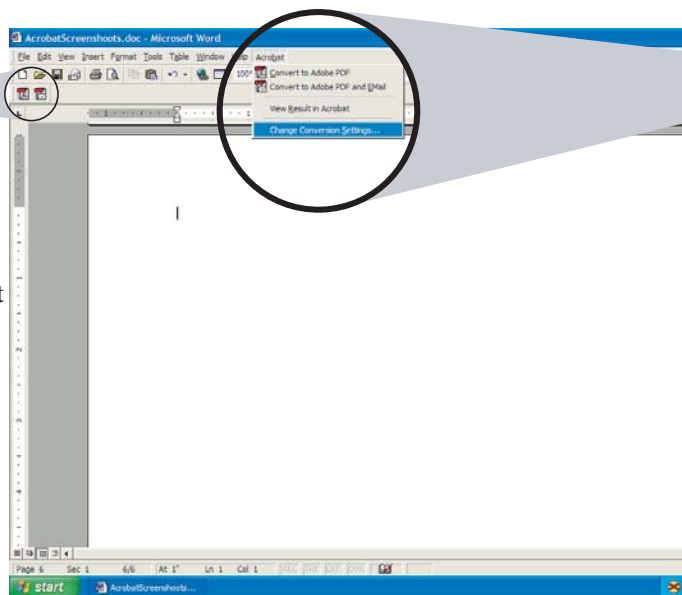
Presetting the options and settings as previously discussed is useful if a computer is used only by one person or it is confirmed that other users do not change the settings. Multiple users sometimes have multiple needs and this may require verifying settings when you print.



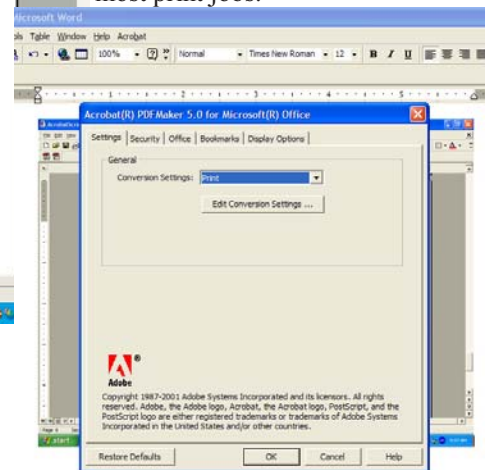
As shown above, you can verify and change the Printing Preferences when you print in the same ways for the Adobe Distiller printer and the PDFWriter printer as discussed for changing the settings directly on the printer. In the case when you print, simply go File and Print, select the printer in the pulldown menu and click on properties. From here, see section 2 and follow the instructions for the specific printer. Once you are back in the primary print dialog box, click on print and a Save PDF File box will come up. Select where you want to save the file and the PDF will be created.

Section 4 - Microsoft Office PDF feature (Microsoft Word, PowerPoint, Excel)

Microsoft Office applications (Powerpoint, Word, Excel, etc.) have a pdf feature where you can directly convert the file to PDF. A common misconception is that the feature will, by default, give a print ready PDF. This is not the case. The feature's default is set for screen quality. Additionally, the setting may have been changed by someone else. It is recommended to verify conversion settings before printing. The user also should be aware that this feature does not work with all graphics. Check for missing graphics.



You can verify and change the settings for the PDF feature by locating the "Acrobat" option in the menu and select "Change Conversion Settings". This brings up the PDFMaker dialog box. Choose the print setting and this will work for most print jobs.



Verification of the settings is the primary step to getting a printable, portable PDF out of Microsoft Office. It is suggested that this is done

each time if there are multiple users on the computer. Once verification is done, creating a PDF is now, for most jobs, a 2 step process. Simply click on the PDF icon in the upper left corner of the application. In the new window that pops up, name the file and select where you want to save it.

