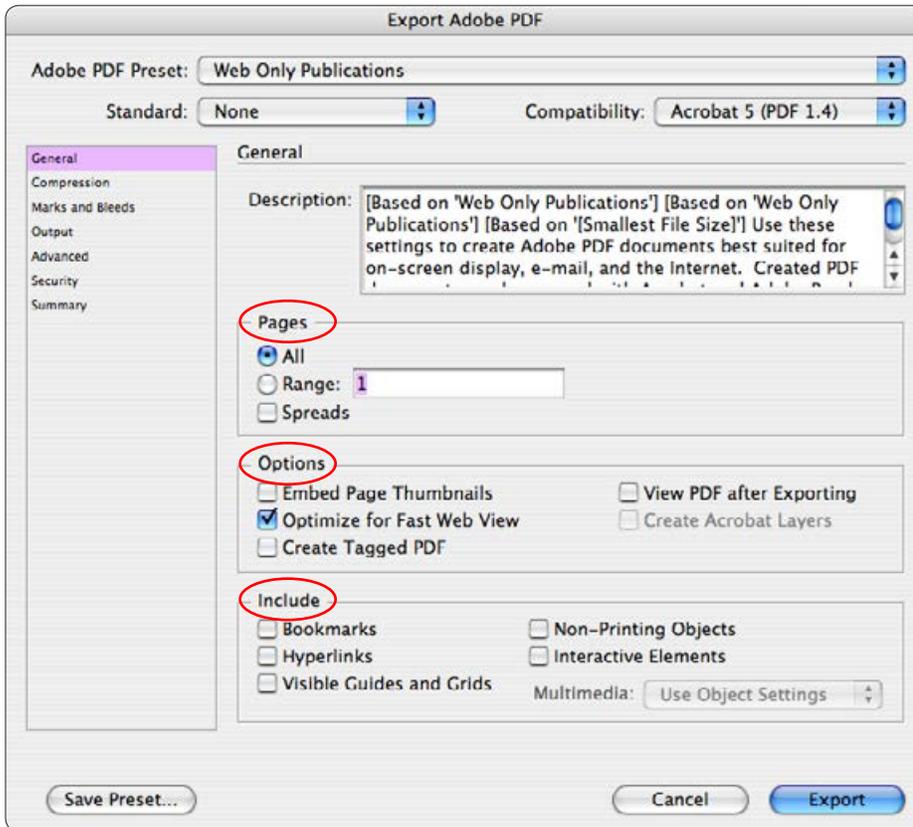


# PDF Creation Guidelines From InDesign



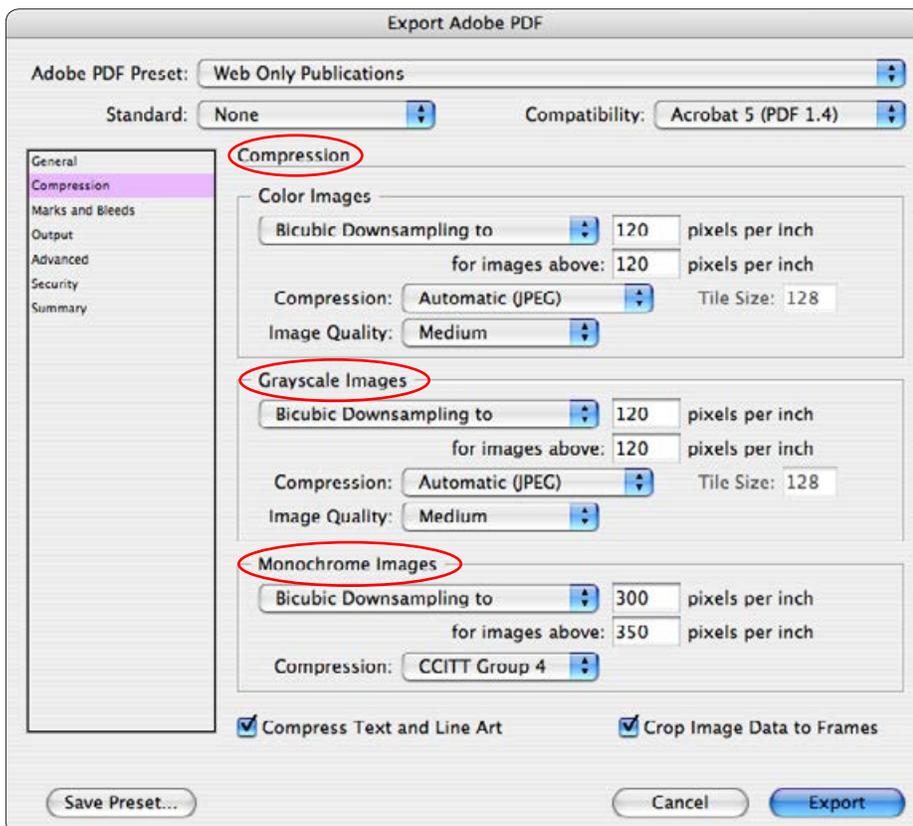
## General Tab

*Compatibility* should be set to Acrobat 5. This gives us the smallest file sizes while still allowing us to use some transparency.

Select the pages you wish to export to PDF

Select *Optimize for Fast Web View*

If you built bookmarks, added hyperlinks (URLs), or other interactive elements, check the appropriate box in the Include area.



## Compression Tab

### Color Images

Use 120 pixels per inch for images because the default line screen for a 300 dpi laser printer is 60 lines per inch. Multiply this by 2 to get the optimal image resolution of 120 ppi. Users viewing PDF files on screen can't tell the difference between high- and medium-quality JPEG compression. Print output quality follows suit.

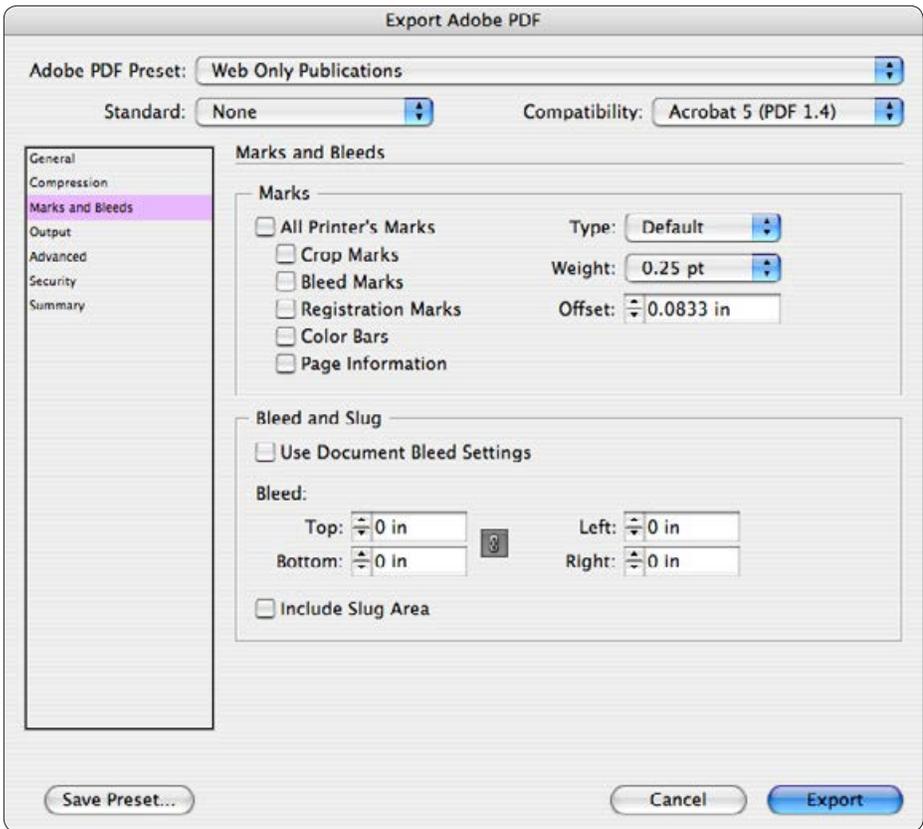
### Grayscale Images

Use the same specifications as **Color Images**.

### Monochrome Images

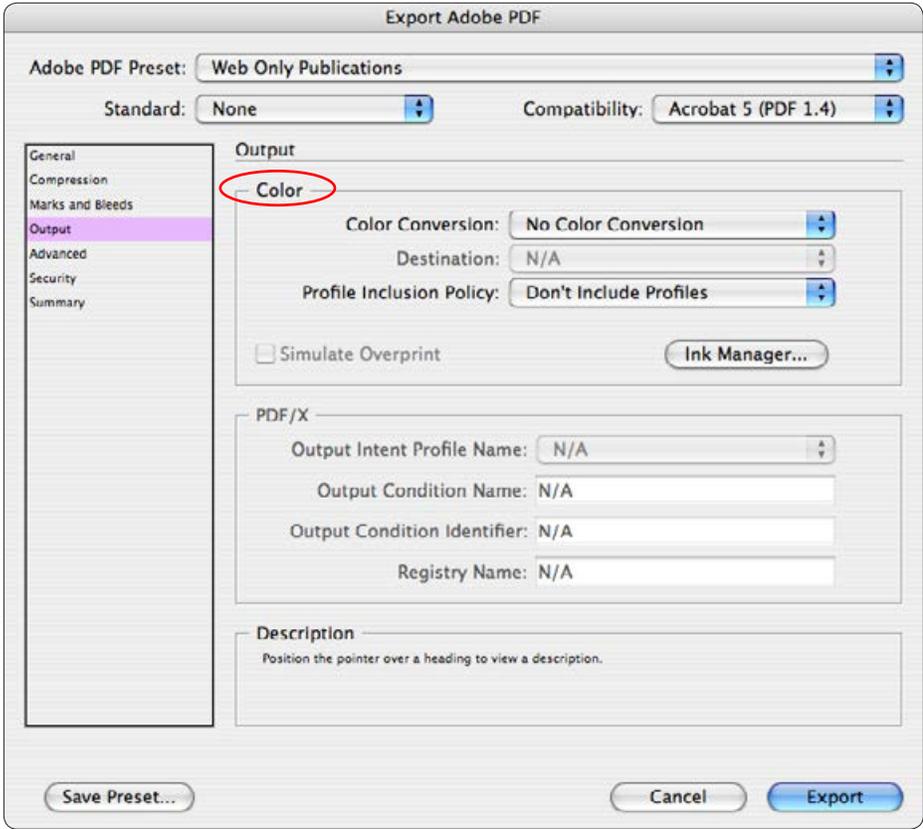
Choose 300 pixels per inch. CCITT Group 4 is the best, general-purpose compression technique for monochrome images. Most Fax machines use Group 3.

*Compress Text and Line Art* and *Crop Image Data to Frames* should be checked.



## Marks and Bleeds Tab

Unless you are sending this PDF off to be printed at a commercial printer, you can leave this page blank with no changes.

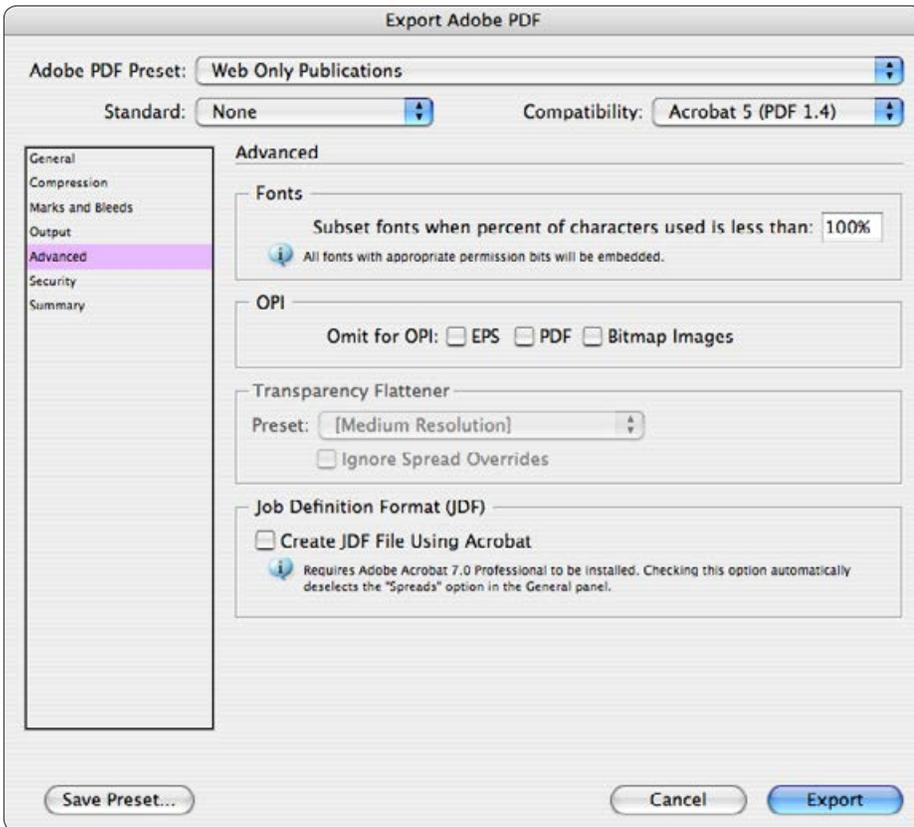


## Output Tab

### Color

*Color Conversion* is not really needed except for specific cases such as a commercial printer.

*Don't Include Profiles* should be selected except for specific cases such as going to a commercial printer and you know what profile to include for all images.

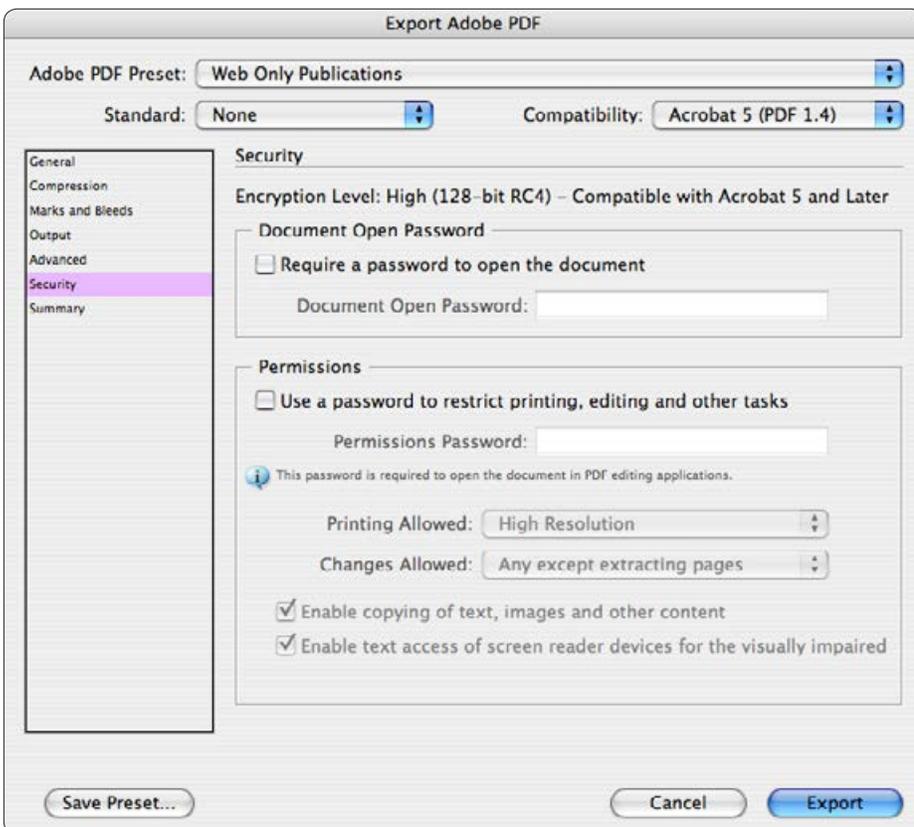


## Advanced Tab

Embed all fonts for best results and future manipulation by us if needed.

OPI can be ignored as it refers to prepress functions at a commercial printer and generally will never be used.

Everything else can be left blank/unchecked.



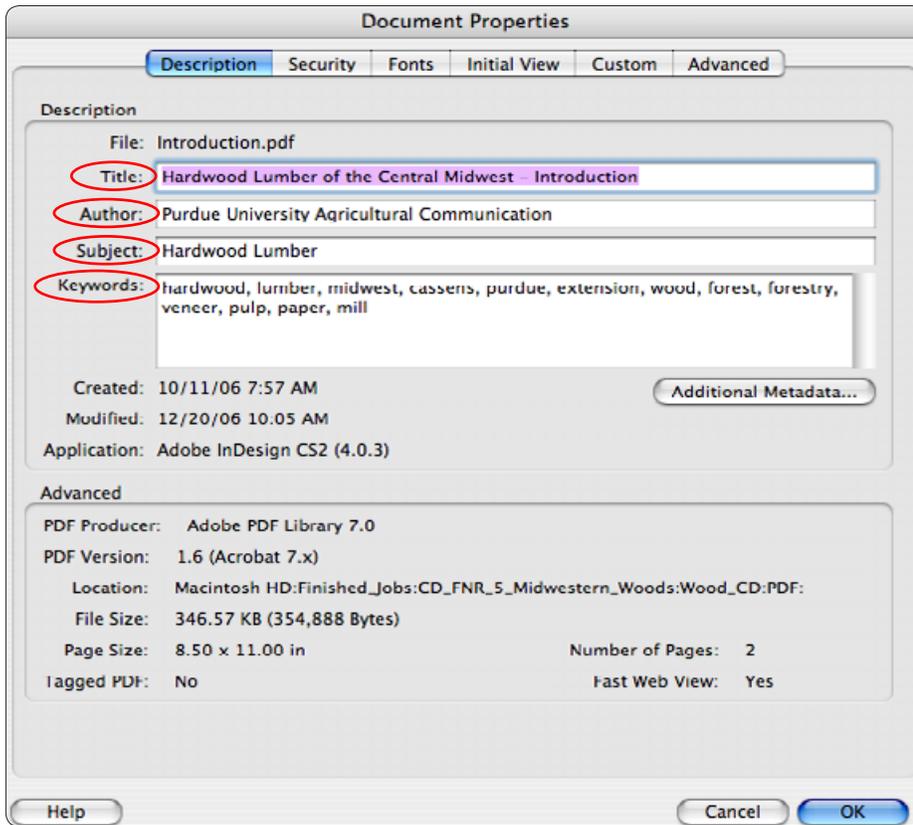
## Security Tab

Set the settings here as needed based on usage and client specification. Remember that there are programs that can bypass the security settings in a PDF file so absolute security does not exist.

## Save Preset

Save the settings with a name like what appears in the Adobe PDF Preset box at the top left. You will not have to adjust the settings every time you make a file that way. There will be times when you can adjust a setting such as when you know the only place these files will be used is on a CD. Then you could increase the compression to 170 pixels per inch. (This is the setting for 600 dpi printers)

# Setting to Adjust in Adobe Acrobat



## Description Tab

### Title

The title is important.

### Author

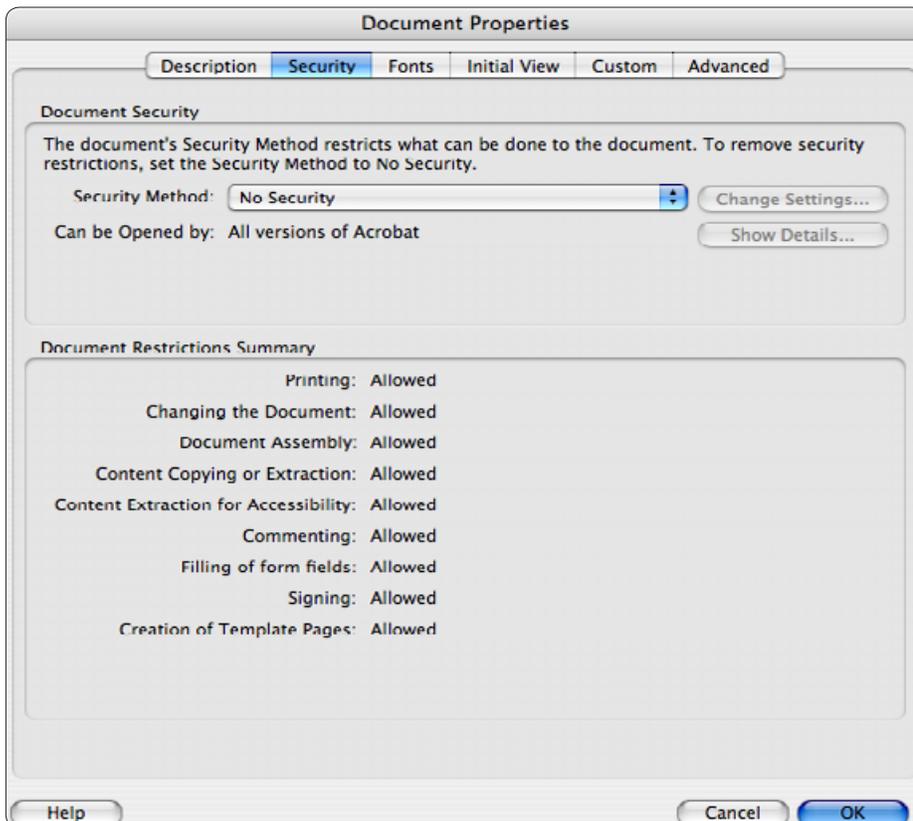
Enter the publication's author here.

### Subject

This can be the same as the title if no other information is available. It is the descriptive summary of the publication.

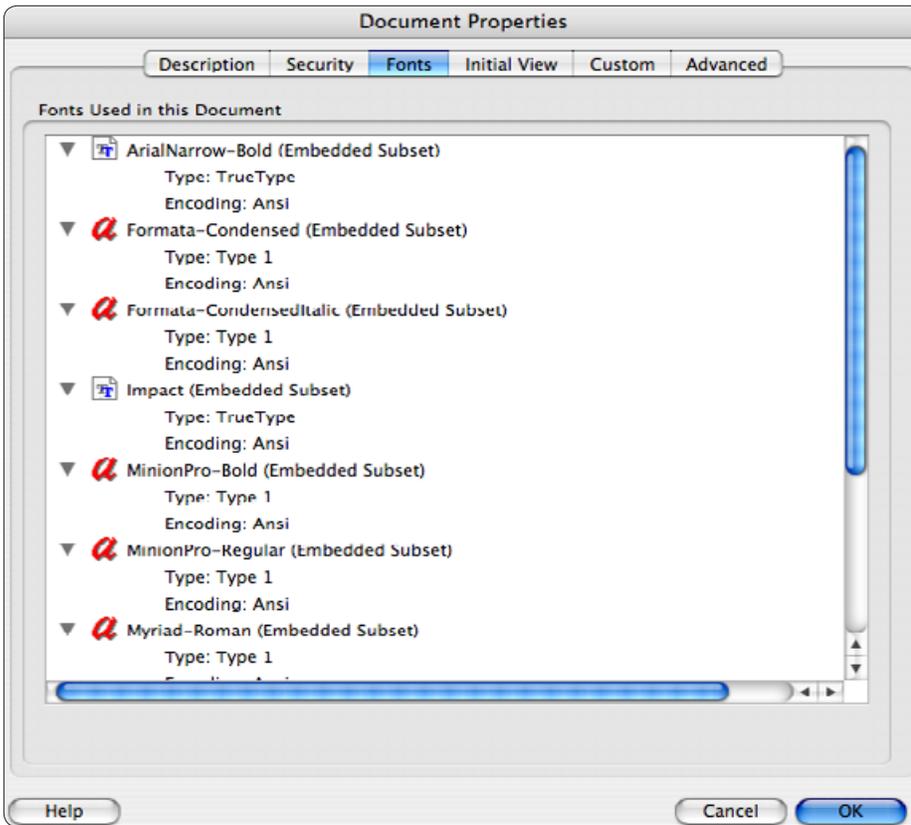
### Keywords

Keywords should be specific and descriptive. Use lower case. Separate words with commas but no spaces (e.g: pesticides, chemicals, methods, study). Phrases (Purdue University Agricultural Communication) can be used as one keyword. There is a maximum of 255 characters that can be used. Several search engines look at the *Keywords* field so it is important.



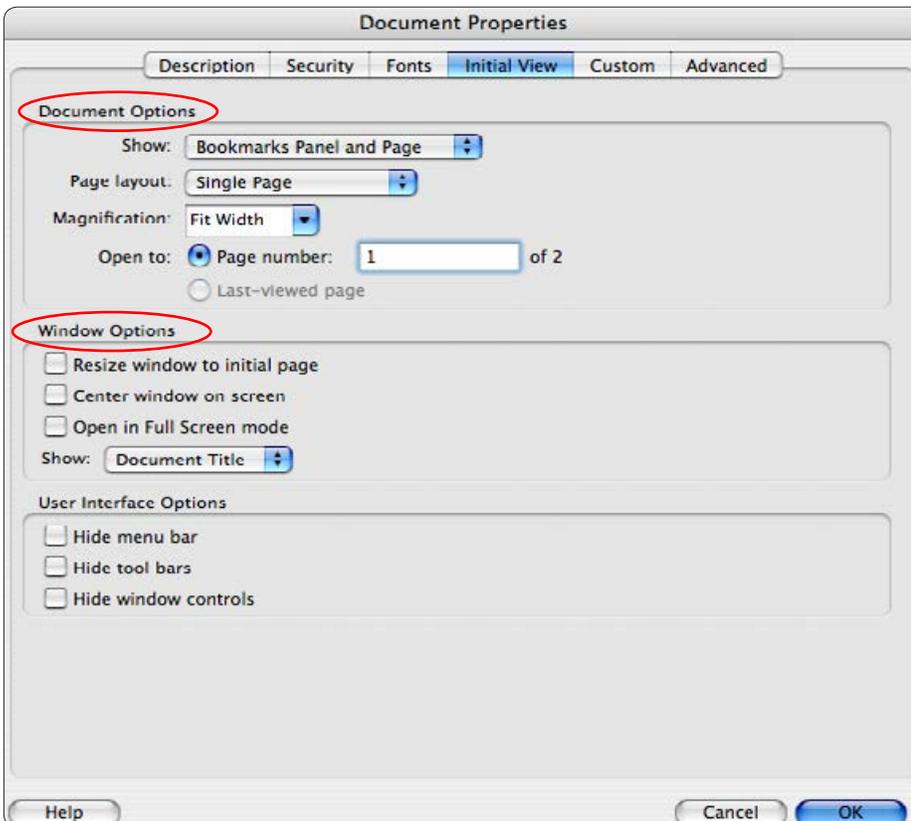
## Security Tab

Normally, no changes are necessary here. You can password protect the document to restrict modifying, copying, or printing. Like most security, it can be broken so it is not fail-safe.



## Fonts Tab

This shows what fonts are actually embedded in the document. The more fonts listed here, the larger the file size. Sometimes InDesign includes fonts not actually used in the publication so you will have to remove them. This can be accomplished by using PDF Optimizer and selecting what fonts to remove.



## Initial View Tab

### Document Options

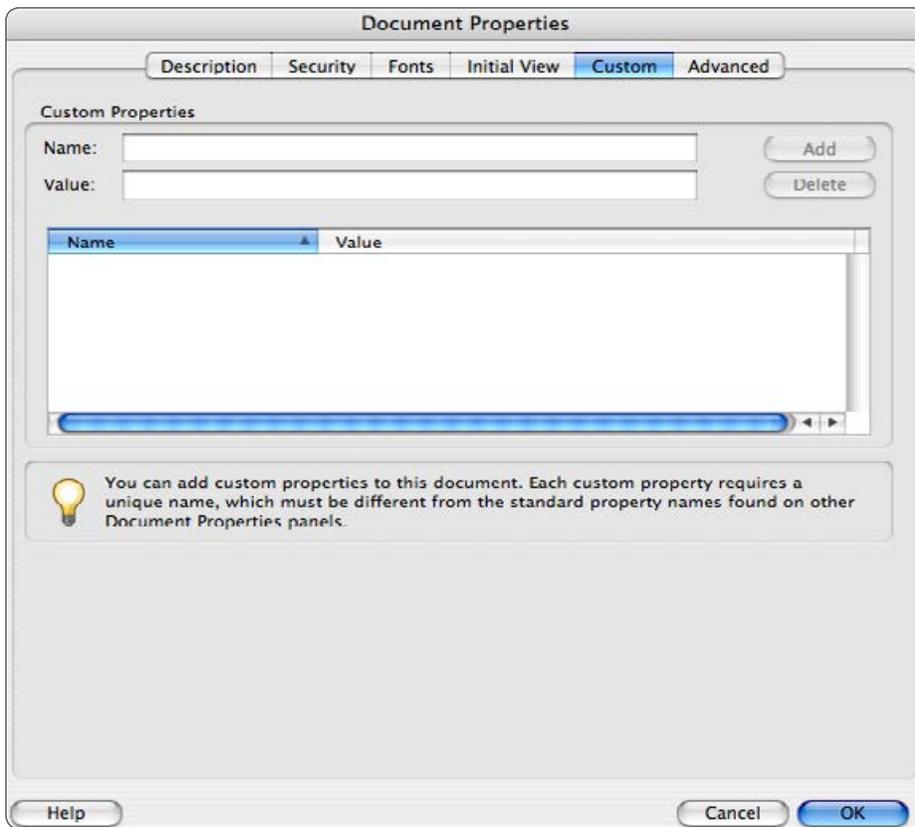
*Show:* Decide whether to show the Bookmark panel or other panels automatically when the PDF is opened.

*Page Layout:* Decide whether a PDF document should open as a single page or continuous, running pages. Set as **Single**.

*Magnification:* Set to **Fit Width**.

### Window Options

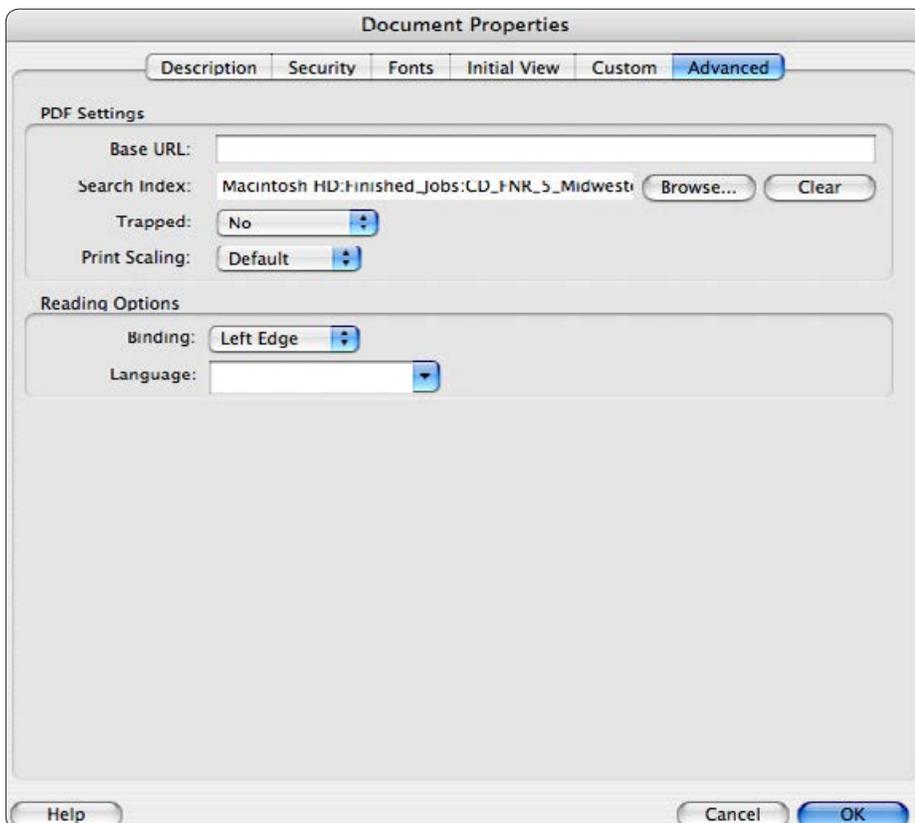
*Show:* Set to **Document Title**. That is why setting the title under *Description* is so important. If this was set to File Name, then the PDF would get a title that looked like *FNR\_277\_Prices.indd*. This is not very descriptive or professional looking.



## Custom Tab

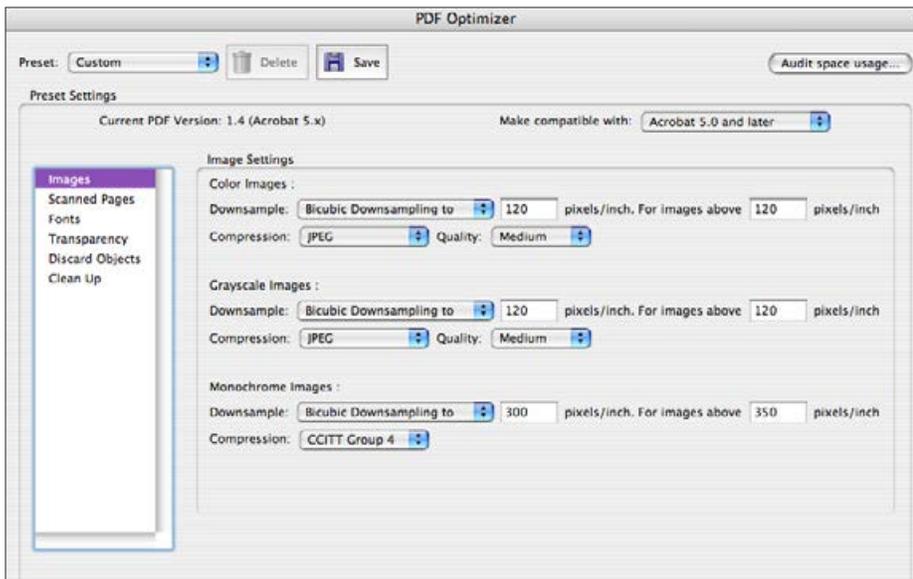
For Web PDF files, there is not any reason to add anything here.

You can add custom document properties to store specific types of metadata, such as the Extension number, in a PDF document. Properties you create appear in the Document Properties dialog box. Properties you make must have unique names that do not appear on the other tabs in the Document Properties dialog box.



## Advanced Tab

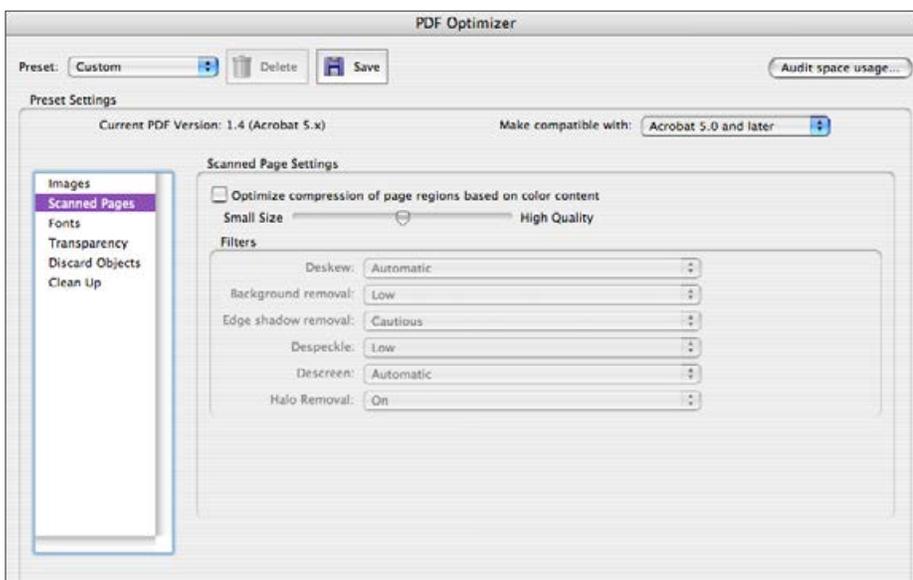
The only setting that might be changed here is if you are adding a *Search Index*. This is typically only used for CDs or if you have a database of pdf files set up online. If the publications are online, this should not be needed based on the fact that most search engines can search inside PDF files.



## PDF Optimizer Images Tab

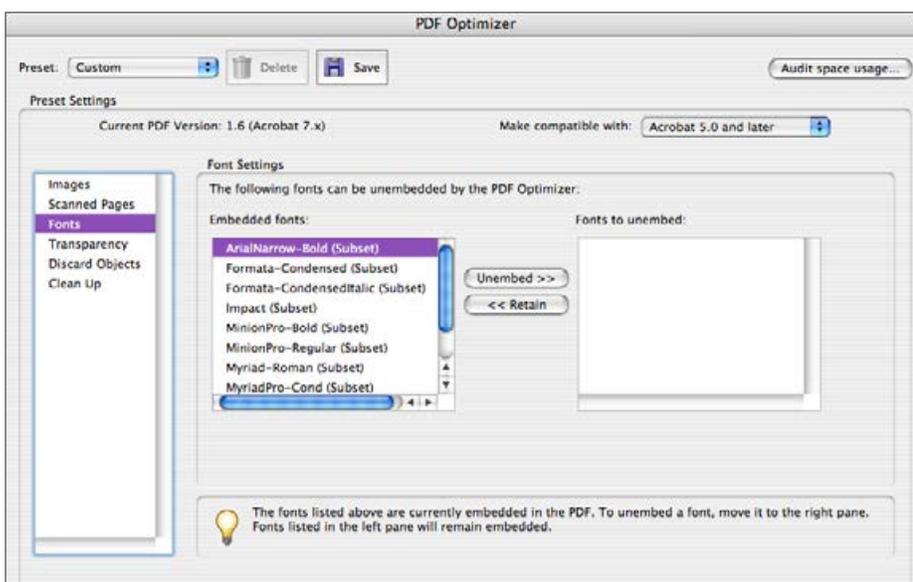
Most of the time, the PDF is already optimized when you do a Save As.

These are the same settings used when you make a PDF out of InDesign. Doing this again will not effect the images.



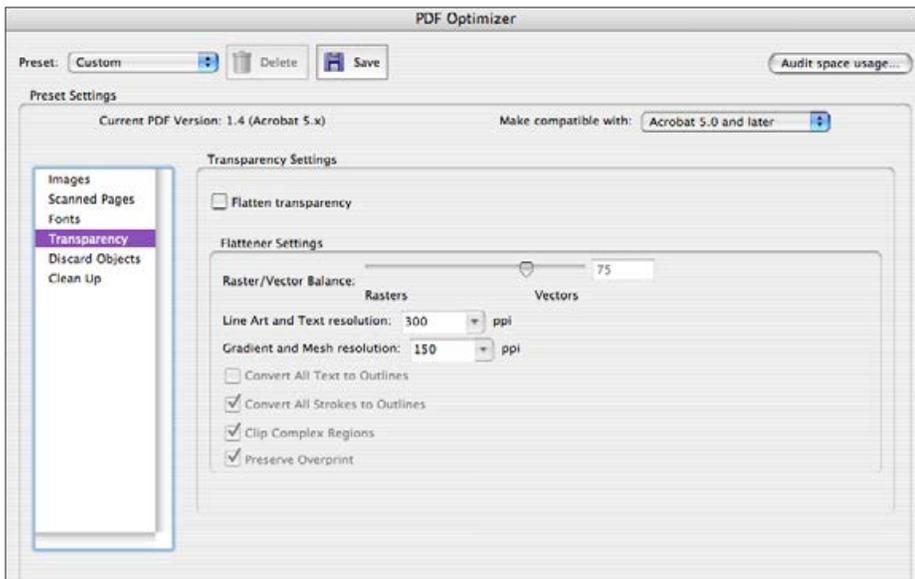
## PDF Optimizer Scanned Pages Tab

These settings usually will not have to be adjusted unless you have an entirely scanned page. A PDF with entirely scanned pages will be large in file size.



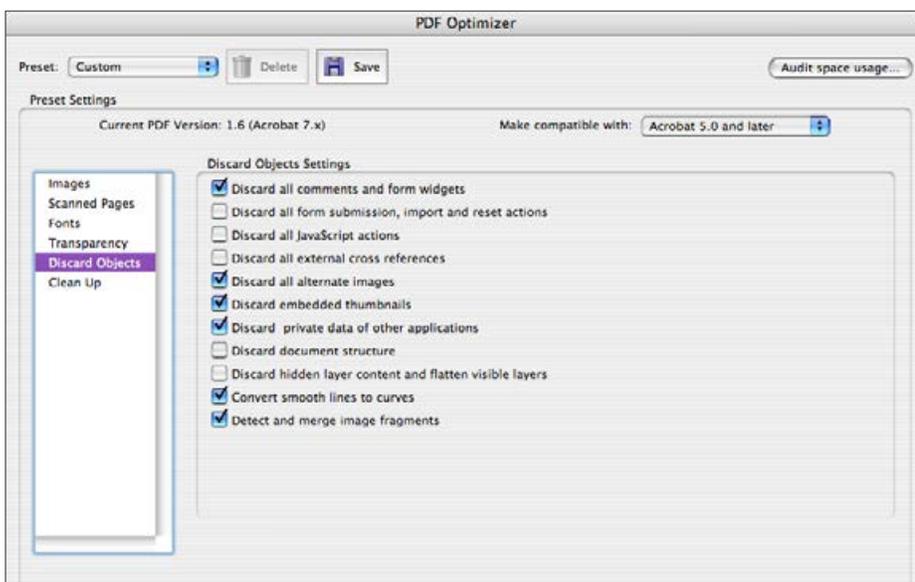
## PDF Optimizer Fonts Tab

You can select fonts to Unembed if necessary. Make sure they are not used in the document or there will be future font compatibility issues.



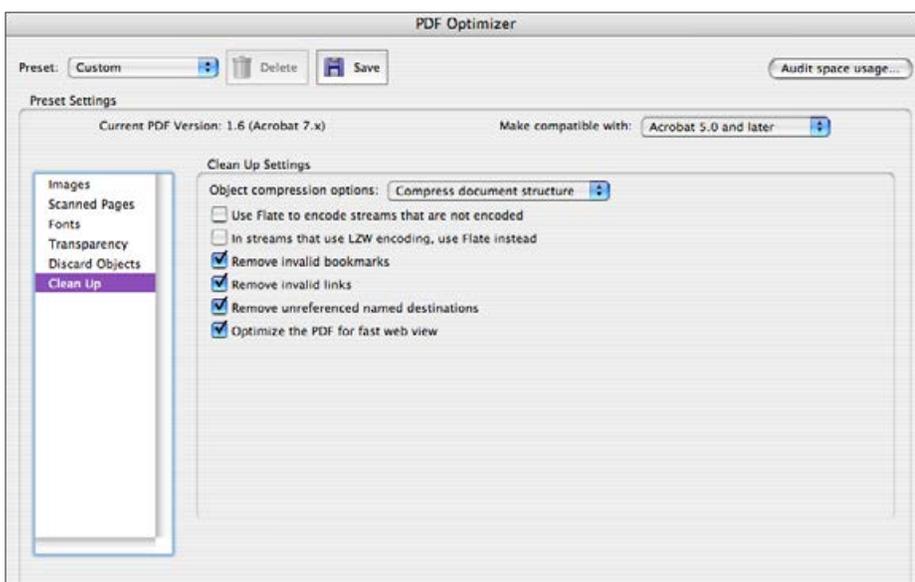
## PDF Optimizer Transparency Tab

No changes need to be made here. Do not flatten transparency.



## PDF Optimizer Discard Objects Tab

The safest options to select here are indicated in the picture to the left. This has typically been done behind the scenes in InDesign when the PDF was made but if it was manipulated in Acrobat, there might be a small amount of data that has been added that can be removed.



## PDF Optimizer Clean Up Tab

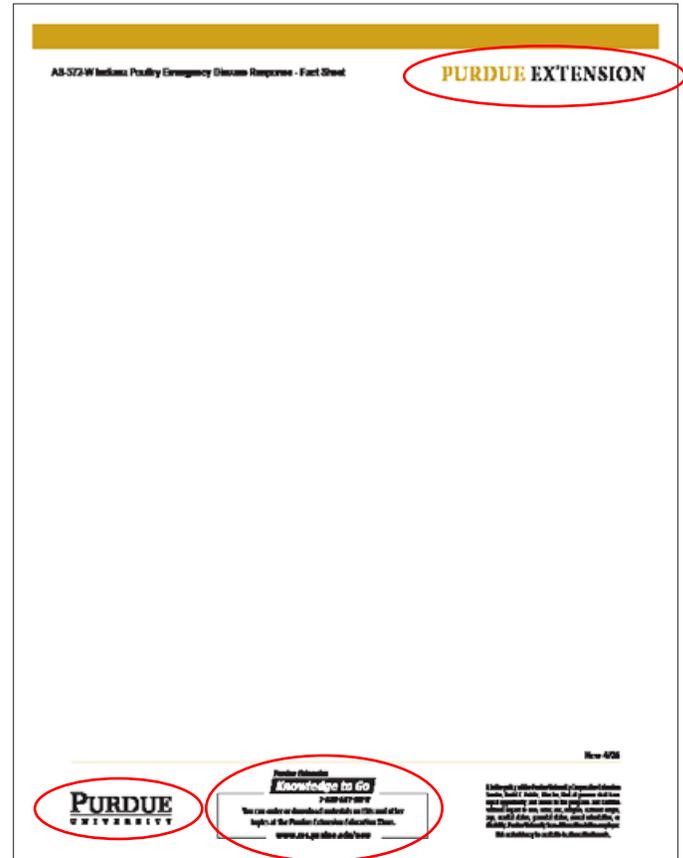
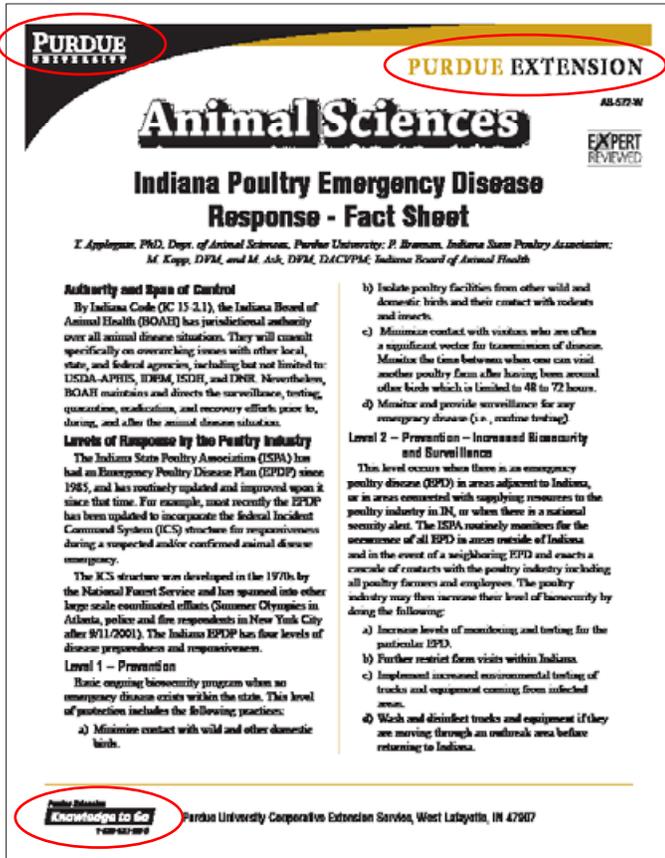
The safest options to select here are indicated in the picture to the left. This has typically been done behind the scenes in InDesign when the PDF was made but if it was manipulated in Acrobat, there might be a small amount of data that has been added that can be removed.

## Save Settings

You can save the setting for PDF Optimizer to make future optimizations faster by clicking on the Save icon near the top of the window.

# PDF Creation Guidelines

## Web Links



### Web links guidelines

The Purdue University logo is linked to the Purdue University Home Page.

The Purdue Extension mark is linked to the Purdue Extension Home Page.

The KTG logo links the Knowledge to Go Education Store page.

The KTG store ad on the back all links to the Education Store page.

In general, all URLs in the body of a document are to be blue.

**Always do a Save As before you send the PDF to be posted online.  
If you save a PDF multiple times, the files size can be bloated by several hundred percent.**