

# CREATING PDFs WITH QUARKXPRESS

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***Covers versions 5 !***

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## PREFACE

**Why is it such a pain to create PDFs in QuarkXpress?** PDF technology has taken the world by storm and become so widespread that everyone wants to use it for countless purposes - desktop publishing in particular. Unfortunately for Quark, PDF technology was created by Adobe, the company that makes PageMaker and InDesign. PDFs popularity gave Adobe a huge advantage in this long-standing rivalry, so I don't see Adobe sharing its technology with Quark anytime soon. The best thing you can do is get a copy of the full Adobe Acrobat Suite (not too expensive at \$249).

## INTRODUCTION

This book covers creating PDFs in QuarkXpress versions 4 and 5 for those who do and do not have Adobe Acrobat. Differences between versions 4 and 5 are slight. The big difference you need to know about is creating a PDF without having the actual Acrobat suite installed is very different from creating a PDF with access to Acrobat Distiller.

This book is not an Acrobat tutorial. There are many features in Acrobat itself you can get from classes and books. It's a blast to play with no matter what application you use to make your PDFs. The electronic version of this document has plenty of navigational features to take advantage of.

## HARDWARE & SOFTWARE

Every other book has this section, so I figured mine should too. I used a single-processor 400 MHz G4 Mac running OS X for my internetting and Acrobatting. My beta copy of QuarkXpress 5 and PhotoShop 6 ran in OS 9 (I rarely use Classic).

I must admit I also used PhotoShop 6 and 7 as well as Acrobat 5 on plenty of PCs running Windows 98, 2000 and XP.

# QuarkXpress - Creating PDFs

## ACROBAT DISTILLER JOB OPTIONS (AKA “CONVERSION SETTINGS”)

Quality	Setting/Option	Size
low	screen	small
medium	print	medium
high	press	large

# QuarkXpress - Creating PDFs

## CREATE ADOBE PDF ONLINE

<http://createpdf.adobe.com>

Create Adobe PDF Online does not accept QuarkXpress files (surprise!), but they will accept PostScript files no matter where they came from.

To begin:

1. Sign up
2. Activate it via an email they send you
3. Go back to the web site and sign in.

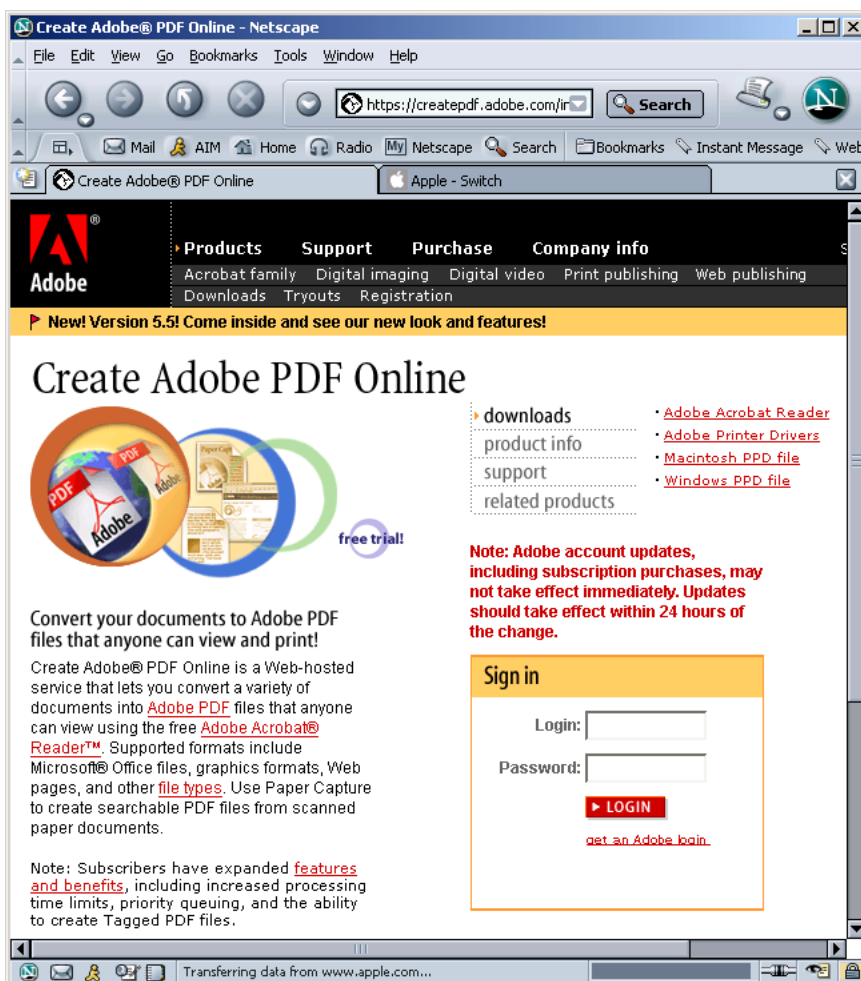
To convert a file, choose...

1. A file to convert.
2. Optimization settings.
3. Security options.
4. Delivery method.

File types include, MS Office, graphic file formats, a URL, PostScript files, InDesign and other native Adobe files.

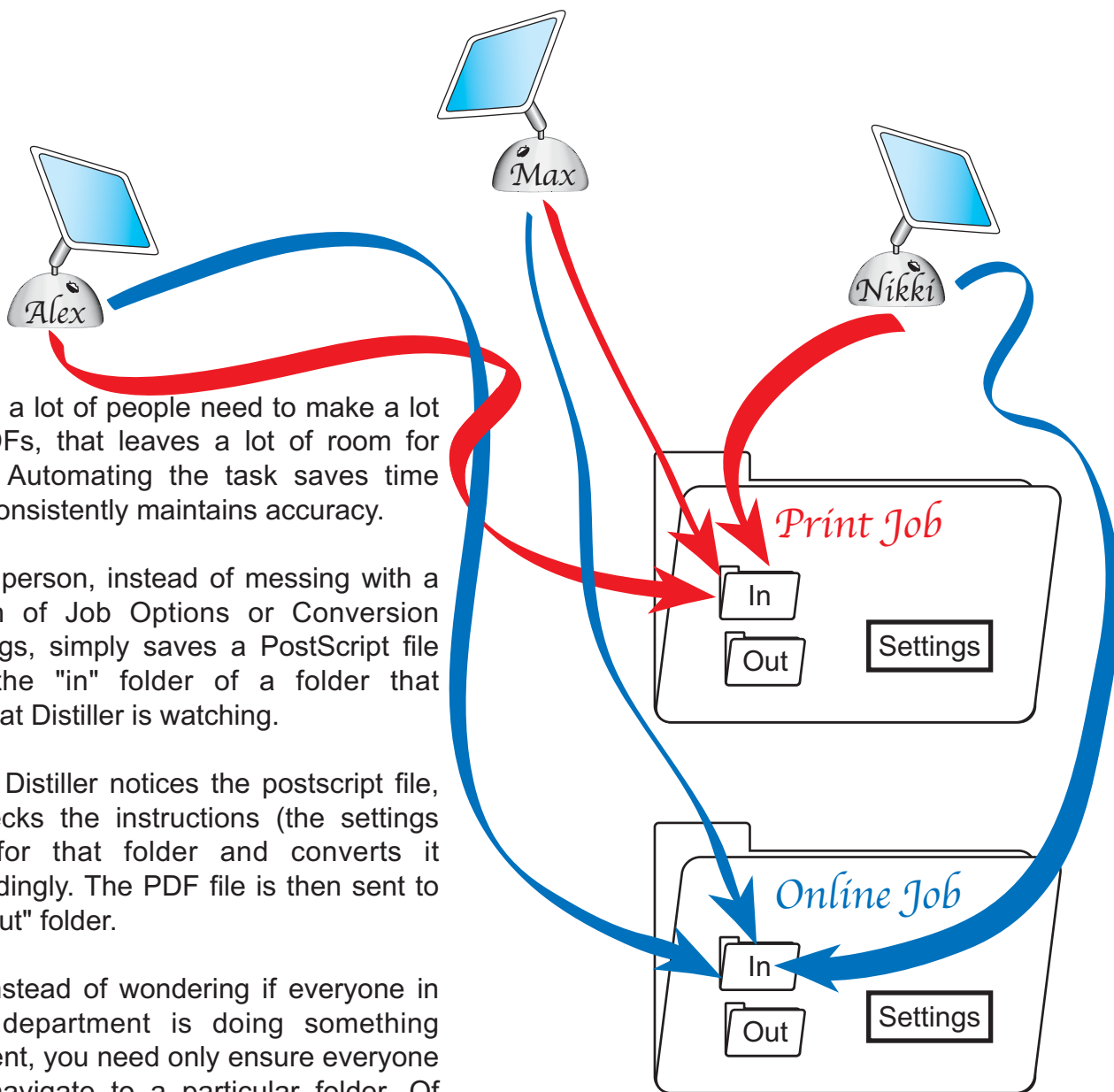
Again, I wouldn't expect them to start accepting QuarkXpress files any time soon.

You get your first five free. Non-subscribers are limited to files 100 MB and smaller or 10 minutes of processing time per file. Volume subscribers get 15 minutes, priority queueing, tagged files and more.



# QuarkXpress - Creating PDFs

## What's a Watched Folder?



When a lot of people need to make a lot of PDFs, that leaves a lot of room for error. Automating the task saves time and consistently maintains accuracy.

Each person, instead of messing with a bunch of Job Options or Conversion Settings, simply saves a PostScript file into the "in" folder of a folder that Acrobat Distiller is watching.

Once Distiller notices the postscript file, it checks the instructions (the settings file) for that folder and converts it accordingly. The PDF file is then sent to the "out" folder.

So, instead of wondering if everyone in your department is doing something different, you need only ensure everyone can navigate to a particular folder. Of course, you could always buy a Superball ticket, too.

# QuarkXpress 5 - Creating PDFs

Despite Quark's claims that Xpress 5 would be able to create PDFs without Adobe Acrobat Distiller (what were they thinking?), you still need it. Some semi-good news is the new Export > Document as PDF command is much easier than having to download an Xtension to add the "Create Adobe PDF" command used in version 4.

According to MacWorld magazine, creating PDFs in QuarkXpress 5 takes twice as long to create PDF files as Adobe InDesign 2. Not to mention the fact that QuarkXpress 5 still requires you have the full Adobe Acrobat suite installed. Also, file sizes of QuarkXpress documents with PDF graphics are ten times the size of the same InDesign file and as a result, printing takes significantly longer.

While Adobe products allow you to set Security options, QuarkXpress doesn't.

The good news is, QuarkXpress allows you to create color separations in your PDF while Adobe Products do not.

My prediction for more good news... when QuarkXpress becomes native to Mac OS X (How long, oh Lord, how long?!), it will be able to take advantage of the Macintosh's ability to print anything in any application to PDF. Unfortunately for people using PCs running Windows, however, this only means one more reason to switch to the Mac.

In version 5 there are several methods of using QuarkXpress in the PDF creation process.

## **If you do not have Acrobat, you can ...**

- Create a PostScript document that can later be opened in Distiller itself or be saved to an Adobe Acrobat Distiller Watched Folder by someone who has Adobe Acrobat.
- Create a PostScript document and use the PDF Online feature at [www.adobe.com](http://www.adobe.com)

## **If you have Acrobat, you can ...**

- Use File > Export > PDF

The PDF Filter Xtension has been replaced by File > Export As PDF command. You can still print to Distiller, but the export command may not only be easier, but you can add hyperlinks and bookmarks to your PDF.

- Print to Distiller

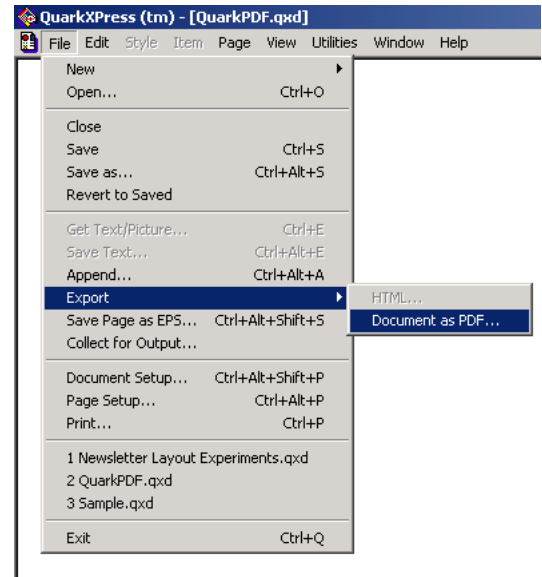
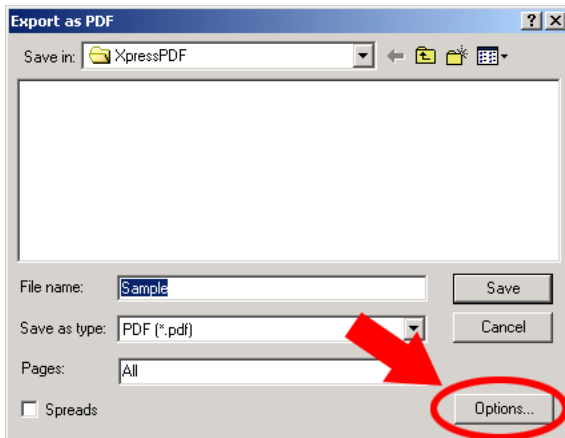
# QuarkXpress 5 - Creating PDFs

## EXPORTING IN XPRESS 5

File > Export > Document As PDF...

Xpress may ask you to locate Acrobat Distiller. Simply navigate to and double-click on Distiller.

Click on “Options” in the lower right hand corner of the Export dialog box that pops up.



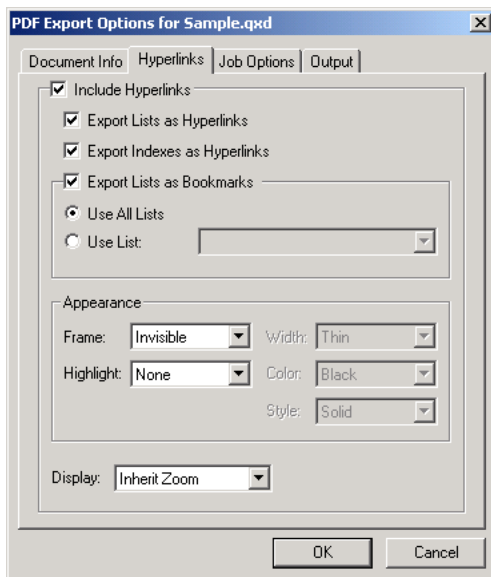
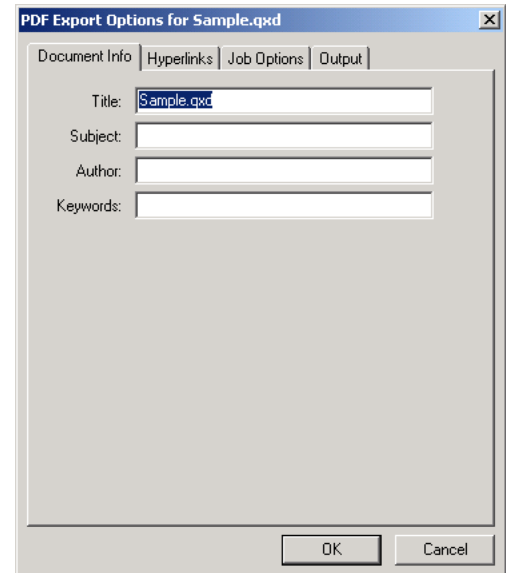
# QuarkXpress 5 - Creating PDFs

## EXPORT OPTIONS

### DOCUMENT INFO

I know that everyone normally skips right past any opportunity to fill out Document Information in any given application.

Resist this temptation and take the time to fill out the available fields. Why? Because if you use Acrobat Catalog to create searchable indexes (which is a good idea), you can utilize Acrobat's Find or Search capabilities to find specific PDFs in a collection (on a CD or shared folder) by author, keyword, or any combination of the four Info fields to make searching much easier.



### HYPERLINKS

The Hyperlinks tab is the swankiest (and only new) feature in the Export command. If you're still one of those reluctant to use Style Sheets, this should change your mind about them. Style Sheets aren't just for formatting things quickly. They can create lists such as Tables of Contents and those lists can be converted to hyperlinks and Bookmarks in the final PDF.

Here's where QuarkXpress gets something right that Acrobat doesn't. Keep the Frame setting under Appearance set to the default. Otherwise you'll end up with blue boxes around all your links, cluttering up your outline (the default setting for hyperlinks in Acrobat).



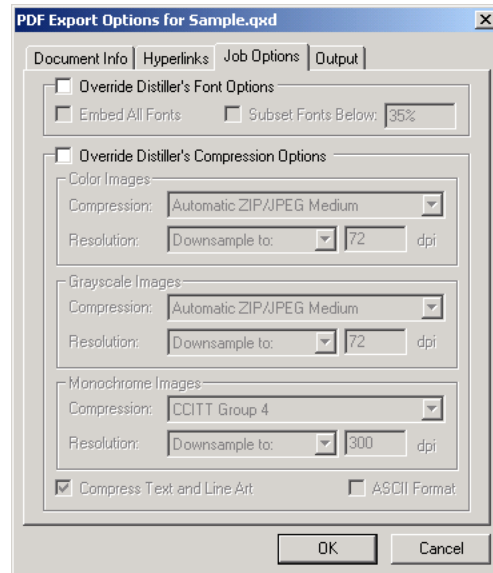
# QuarkXpress 5 - Creating PDFs

## JOB OPTIONS

You can, if you wish, override Distiller's Font Options. Always embedding and subsetting your fonts is a good idea for avoiding heartache down the road. It's true that if you subset your fonts, you may not be able to edit the PDF, but for any editing you really should come back to the original QuarkXpress document anyway.

Much like other applications, QuarkXpress gives you the opportunity to over-ride Distiller's settings. Why? Because if you just let Distiller run on auto-pilot, whatever Distiller's settings were left on when it was last used is what it will use on your document. If you're creating a PDF to send to a high-end image-setter and the last time you used Distiller it was to make a low-resolution web graphic or e-book, it will tear up your high-quality document. You'll cry and I won't be there to comfort you.

For more in-depth coverage of Job Options, see the first section of this document.

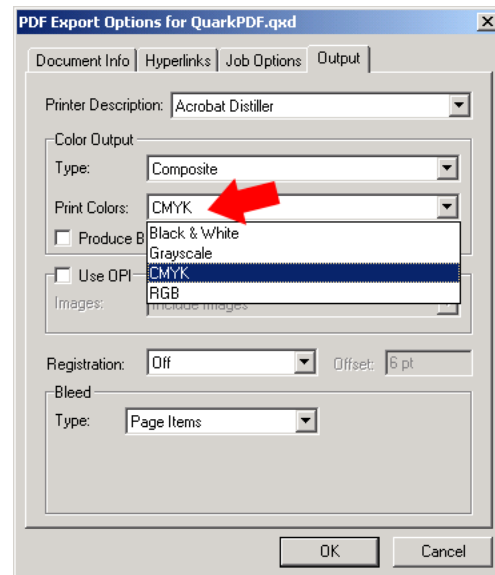
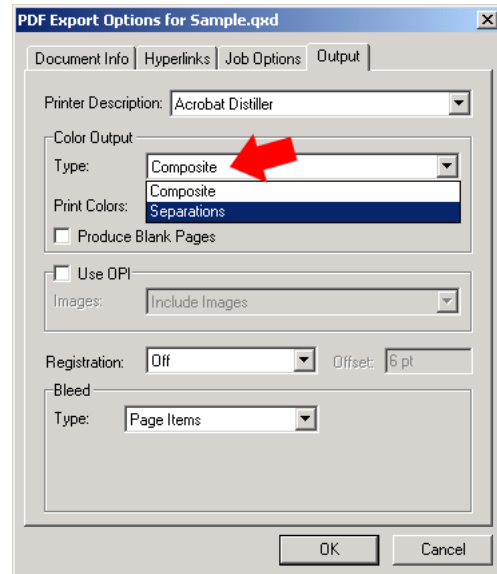


# QuarkXpress 5 - Creating PDFs

## OUTPUT

I mention this tab if for no other reason than it is where you can A) take advantage of Quark's Separations option under the Color Output > Type menu and B) avoid Quark's nasty habit of making your PDFs Black and White instead of the beautiful CMYK you were expecting under the Color Output > Print Colors menu.

Once you click OK, you're all set to go.



# QuarkXpress 5 - Creating PDFs

## PRINTING TO DISTILLER IN VERSION 5

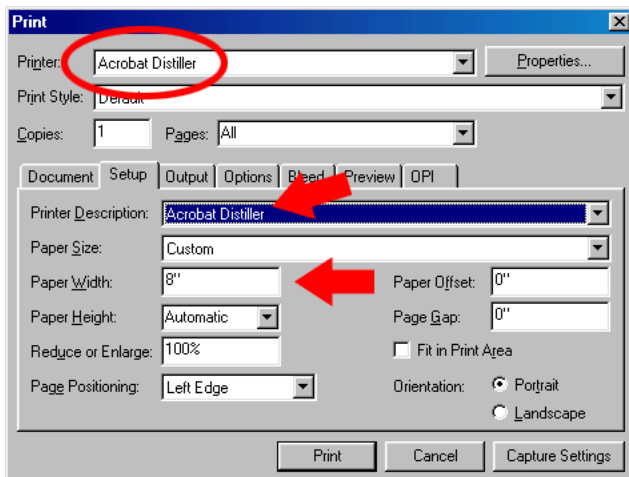
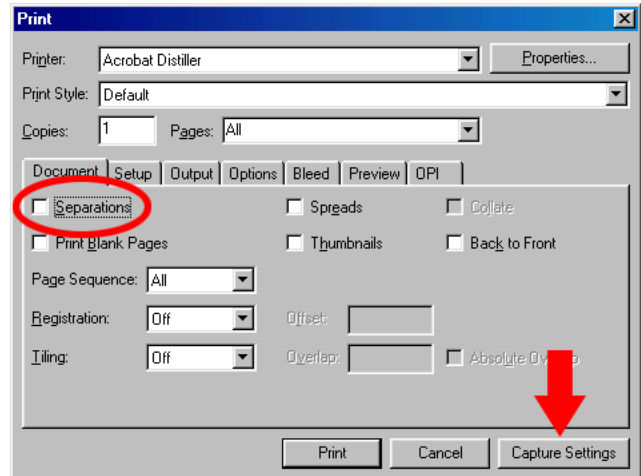
File > Print

Choose Acrobat Distiller as your printer.

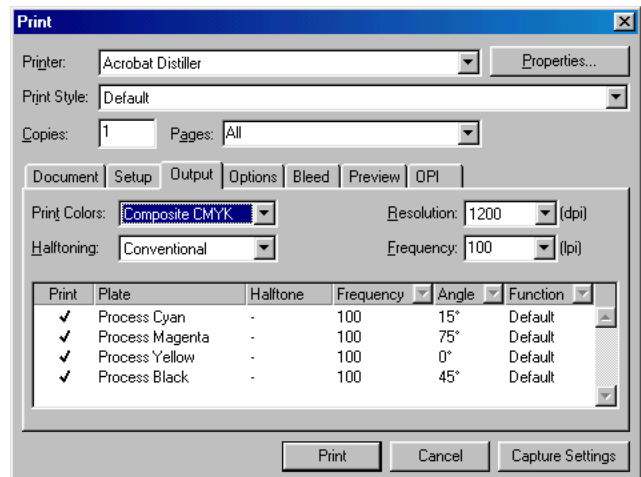
This Window contains the following tabs:

**Document:** check Separations if you want them. Print blank pages is a neat option (it includes pages even if they're blank). Don't check thumbnails.

**Setup:** Choose Acrobat Distiller under the "Printer Description" menu. Notice in the screen shot that the paper size is "custom" and the paper "width" is 8 inches. That lousy default caught me off guard more than once! Make sure you put in your actual page size!



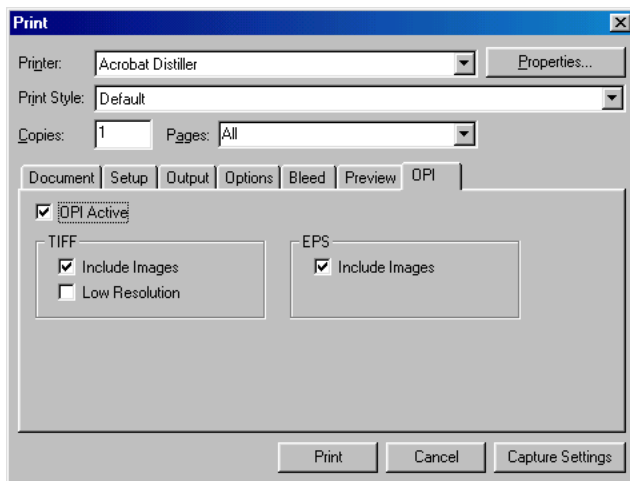
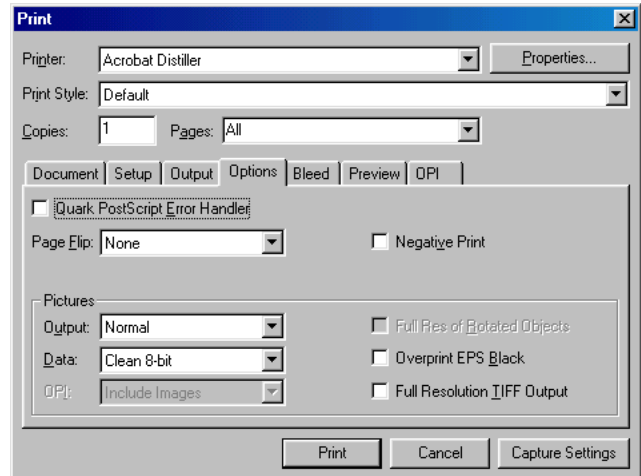
**Output** is the first place you'll make sure your resolution is correct. Get the resolution (dpi) and frequency (lpi) from your printer's documentation or from someone who knows what they're talking about (like the entrepreneur down at Ma & Pa's Print Shop).



# QuarkXpress 5 - Creating PDFs

**Options:** I think a really handy thing to do is check “Quark PostScript Error Handler.” It may help you troubleshoot if things go awry - typically with fonts. I’d also check “Full Resolution TIFF Output.” I’d also trust “Binary” for my Data menu in the Pictures section but honestly it’s because I’ve never seen “Clean 8-bit” before. Better safe than sorry.

**OPI:** If you don’t know what it is, you probably aren’t using it so you can turn it off. To quote



Adobe’s Support Knowledgebase Document # 315063, “Open Prepress Interface (OPI) is an extension of the PostScript page-description language that enables you to design pages with low-resolution images, then replace those images with high-resolution images when printing separations. By using low-resolution images for page layout, you can reduce the size of your page layout file and reduce processing time when you work in the file.”

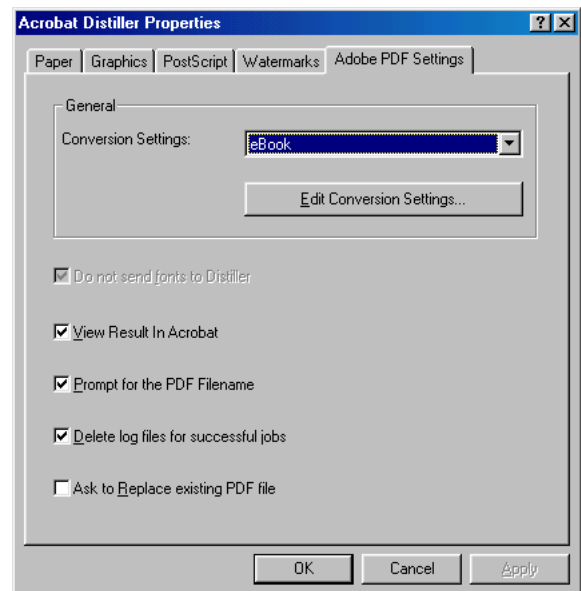
Now click

on the **Properties** button in the upper right corner.

When the **Acrobat Distiller Properties** Window comes up, you can stop by the Graphics tab to double-check your images’ resolution but the important part is getting to the Adobe PDF Settings tab.

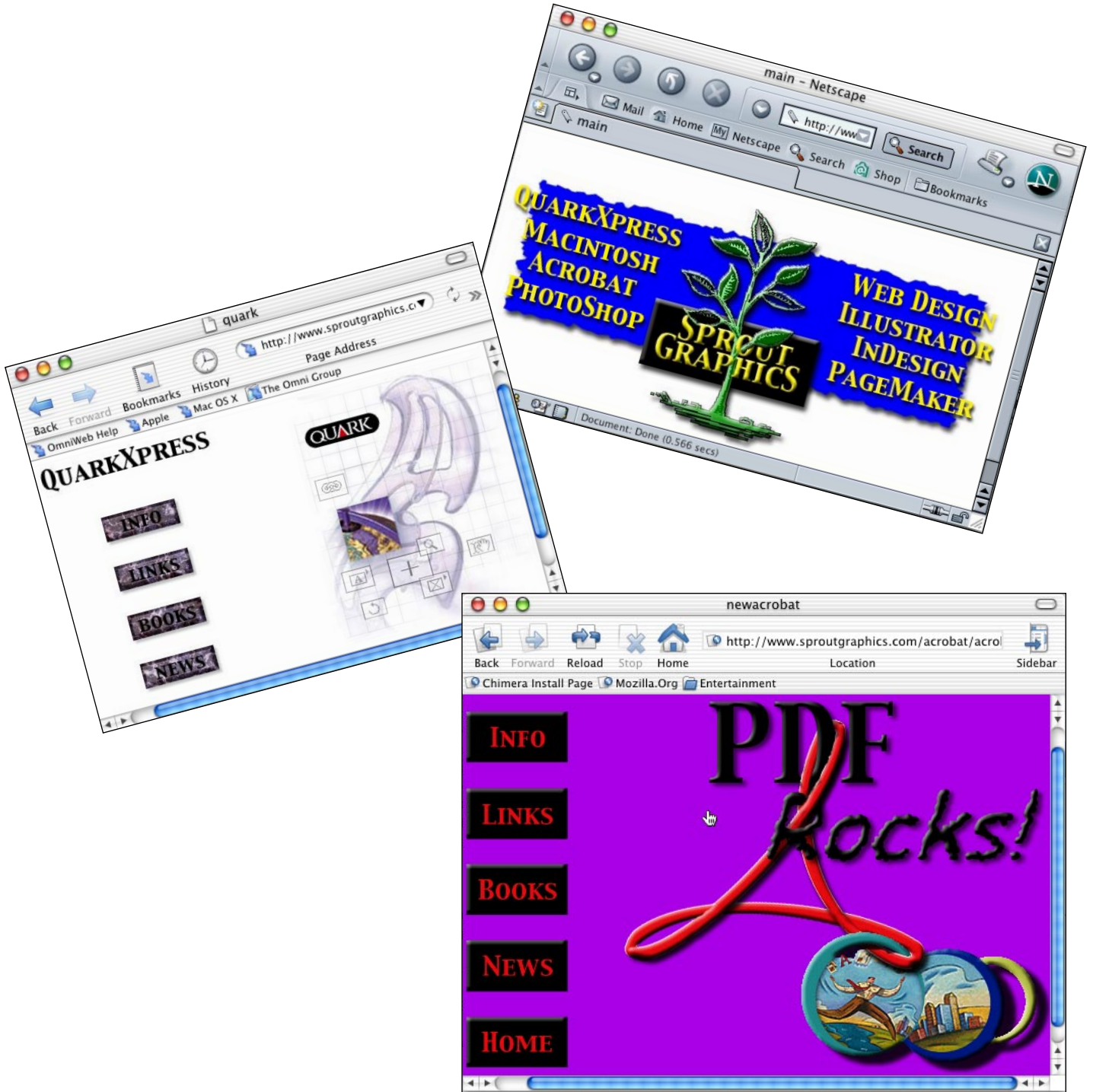
Under General, you have the Conversion Settings menu (what some products call Distiller’s Job Options) to choose from the four defaults and the Edit Conversion Settings button to create your own.

For more info, see the first section: **Job Options**.



# QuarkXpress 5 - Creating PDFs

## OTHER RESOURCES FROM SPROUTGRAPHICS



# QuarkXpress - Creating PDFs

## OTHER RECOMMENDED RESOURCES

### **Create a PDF from QuarkXpress**

[www.mimag.com/pdf/qpdf.html](http://www.mimag.com/pdf/qpdf.html)

An up-to-date guide for Mac users printing to Distiller based on Mac OS 9.2.1 and Xpress 5. You can email the author at [kippy@mimag.com](mailto:kippy@mimag.com)

### **Recommendations for Creating PDF Files from QuarkXpress in Windows**

[www.adobe.com/support/techdocs/1593e.html](http://www.adobe.com/support/techdocs/1593e.html)

### **Recommendations for Creating PDF Files from QuarkXpress in Mac OS**

[www.adobe.com/support/techdocs/1cd72.html](http://www.adobe.com/support/techdocs/1cd72.html)

***Adobe Acrobat 5 Master Class*** by Pattie Belle Hastings, Bjorn Akelsen and Sandee Cohen

***PDF Printing and Workflow*** by Frank J. Romano

***The Acrobat Bible*** by Ted Padova

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***Adobe Acrobat Classroom In A Book***