

## Simplify the desktop publishing workflow by using PDFs

### WHAT ARE PDFs?

PDFs are electronic files saved or exported to a Portable Document Format (PDF), allowing them to be shared and viewed on different computers and platforms without losing their formatting. Files created in most standard desktop publishing programs such as Microsoft Word, Excel, Adobe InDesign, Adobe Photoshop and Adobe Illustrator can be exported as PDFs.

### THE "WHEN" AND THE "WHY" OF PDFs

- 1) **Use PDFs to share proofing drafts.** They're easily emailed, marked up by editors and proofreaders, and returned to us to make the changes.
- 2) **Use PDFs to submit final copy to UD Printing & Design or the UD Copy Center for printing.** Our output devices can recognize the fonts, design elements and spacing in the PDFs, allowing us to seamlessly complete your printing order. By creating a PDF, you will have avoided, in most cases, the hassle of collecting all of the elements and sending them separately. **Remember to save your PDF file with printer's marks and, if necessary, allow for bleeds.** (To review our class on bleeds, go to our website and refer to the March, 2011 issue of the *Ink and Digital* newsletter.)

### WHEN NOT TO USE A PDF

As a general rule, don't send a PDF if you're submitting copy for a design project. Send text as a one column Microsoft Word document instead. This allows the designer to easily change the format and style of the text to fit the overall design concept.

*Continued on next page*



### Join the celebration.

*Visit our website, which highlights the use of the Chaminade 250 logo, at*

[www.printing.udayton.edu](http://www.printing.udayton.edu)

### *In our next issue:*

*Look for the conclusion of this month's article to include a brief history of proofreaders' marks.*

**CONTACT US AT: [www.printing.udayton.edu](http://www.printing.udayton.edu)**

**University of Dayton Printing & Design and UD Mailing Services — College Park Center**

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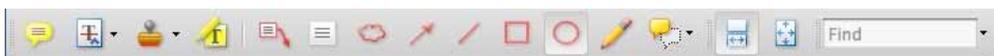
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## HOW TO MARK UP PDF FILES FOR ALTERATION

To mark up PDF files, you'll need a recent version of Adobe Acrobat Professional installed on your computer. If you use the Adobe Suite, Acrobat Professional was probably included in the package. If you don't use the Adobe Suite, you may need to purchase Acrobat Professional separately. As long as your office generates a fair amount of printing each year, it's well worth the investment.

- Step 1** Open your Adobe Acrobat Professional Application.
- Step 2** Go to "**File: Open.**" Browse to find the PDF file you received from our design department for proofing, and open it.
- Step 3** Under "**Comments,**" select "**Show Comments and Markup Toolbar,**" and the following toolbar will appear:



Experiment with the markup tools — Sticky Notes, Replacement Text, Insert Text and Cross Out. Click on the text at the point where you wish to make the change and use the appropriate tool for each markup task.

In the following example, I wanted to replace a paragraph with new text. I clicked on the "**Replacement Text**" tool, which automatically allowed me to cross out the paragraph. A box also appeared into which I typed my replacement text.

<b>Step 3</b> Go to <b>File: Open,</b> and browse to find the pdf file you received from our design department for proofing.	Printing & Design Mailing Services
	<b>Replacement T4/14/11 1:45:29 PM</b>
	macadmin <b>Options</b>
Under " <b>Comments,</b> " select " <b>Show Comments and Markup Toolbar,</b> " and the following toolbar will appear:	

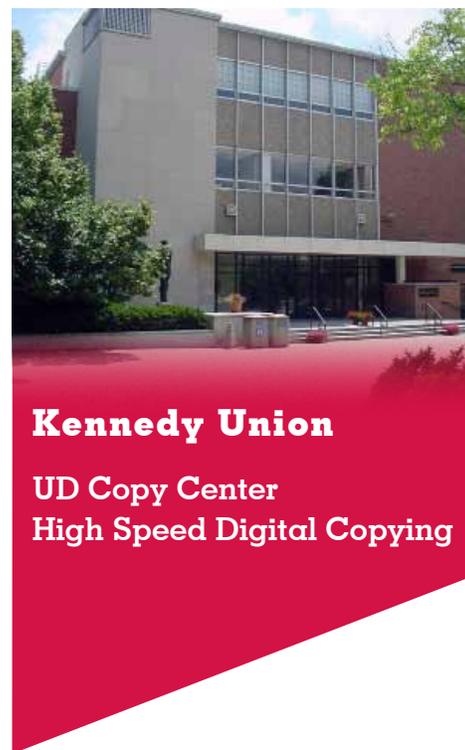
- Step 4** When you're finished marking up the PDF, make sure to "**Save**" it again before returning the file to the designer who will make your edits.

*(These instructions were created from a Macintosh platform. The procedure, however, is very similar from a PC platform, although the toolbars may look slightly different.)*



### College Park Center

Printing & Design  
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UD Copy Center  
High Speed Digital Copying

## Quote of the month . . .

*Always do your best. What you plant now, you will harvest later.*

—Og Mandino

