PDF CREATION
GUIDE

YOUR GUIDE TO CREATING & EXPORTING
USING ADOBE® INDESIGN® OR PHOTOSHOP®

This manual includes all of the steps necessary to create a fantastic yearbook by submitting your yearbook files in PDF format. PDFs eliminate many of the problems associated with delivering print-ready desktop publishing files. Programs such as Adobe® InDesign® and Adobe® Photoshop® easily export documents into this format and have been cornerstones of professional printing.

Please read and follow the instructions very carefully to avoid delays in the delivery of your yearbooks. **Previous experience with page layout software is highly recommended for this plan**.

If you are using other versions that are not supported in this manual, please contact us at **graphics@walterspublishing.com**.

INSIDE:

- CD containing **cover templates, document templates** and our preferred **export & color settings files**.
- DVD containing **artwork** and **fonts**!
- Step-by-step instructions for loading our **PDF export** and **color settings** to your Adobe software.
- Step-by-step instructions for creating your **PDF files**.
- Helpful tips on using provided artwork and fonts to create a theme for your book.
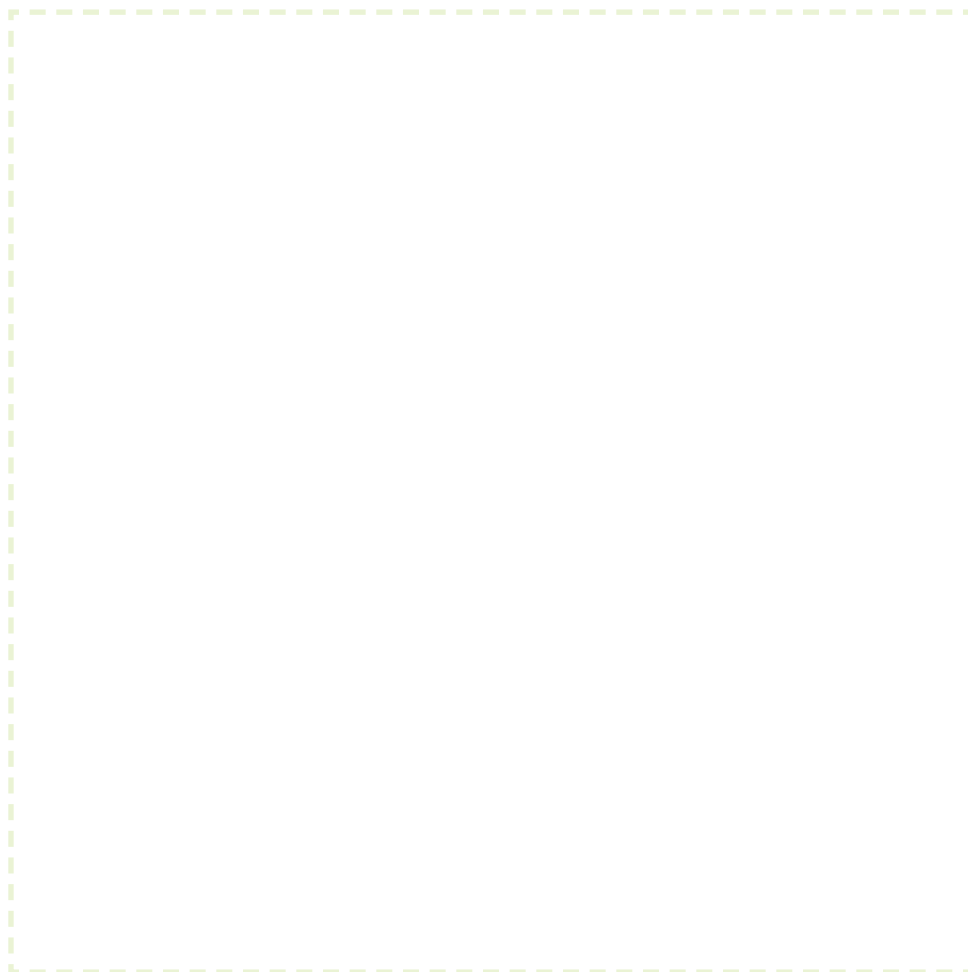- Information about submitting your finished book.

TABLE OF CONTENTS

ACCEPTABLE PROGRAMS

We offer instructions in this guide that detail the procedures used to create PDF files with the following programs:

- **Adobe® InDesign® CS3-Creative Cloud**
- **Adobe® Photoshop® CS3-Creative Cloud**

If you're attempting to use other page layout programs, or older versions than those listed above, we cannot guarantee that your files will reproduce the way you've created and viewed them on your screen. We do not offer assistance for any unlisted programs, and do not supply any software. If you have questions about your software and how it creates PDF documents please contact the manufacturer of your software.

DOCUMENT TEMPLATES

We **HIGHLY** recommend you use our document templates for InDesign and Photoshop found on the enclosed PDF Creation CD. Using one of our templates lets you easily create your yearbook at the proper size with appropriate guides and settings to keep you on the right track.

READ THE INSTRUCTIONS

You will find **PDF CREATION INSTRUCTIONS** on pages 8-10; follow these instructions carefully. Important settings files are included in the enclosed PDF Creation CD. The Color Settings and PDF Export Settings files on this CD must be installed if you plan to submit PDF files.

TEST PAGES

Included on the PDF Creation CD you will find a color target test image to include in your test pages. It's also beneficial to include some of your own photos and styled text in these pages for testing. Send 2-4 pages of your book with the supplied target test image to **graphics@walterspublishing.com**

PDF testing must be done as early as possible and approved before your yearbook can be submitted.

YEARBOOK COVERS

Choose a Stock Cover or Design Your Own Custom Cover.

- Custom covers must be submitted **before the rest of your book.**
- Cover deadlines are **February 1ST** for yearbooks shipping before June 30 and **August 1ST** for yearbooks shipping July 1 to December 31.
- **Stock covers** allow you to print your title in the color shown for **FREE.** See the Stock Cover Guide for choices. Please note: stock cover art cannot be altered.

PAGE COUNT

- Yearbook page counts must be **divisible by 4** (e.g,. 24 or 32 pages, but not 22 or 30 pages). Your total page count does not include the outside cover, the inside front or inside back cover; only interior pages.
- **Smyth Sewn** yearbook page counts must be **divisible by 16**.

AUTOGRAPH & CURRENT EVENTS PAGES

You can add **Stock Autograph Pages** (extra charge) or **Current Events Pages** to your yearbook. Indicate your design and placement selections on the **Production Form.** Stock Autograph pages are not included in your total page count and are not numbered. Current Events pages **should be included in your total page count**, but will not be numbered. Current Events pages will be added to the back of your book, unless otherwise specified on the **Production Form.** Current Events pages will not be billed separately. Your yearbook price will be based on total page count (including Current Events pages).

We cannot process your yearbook without a completed Production Form!

Follow the instructions in this guide carefully. Yearbooks not within these guidelines may be returned for rework and will be rescheduled. This will delay shipment.

If you have questions, please contact Customer Care at **1-800-447-3274**. We are happy to help!

Before you begin your yearbook project **install all necessary applications**. Follow the guidelines listed below, then set the application preferences listed on the following pages. **These guidelines apply to all books.**

USE THE PROGRAM TEMPLATES INCLUDED ON THE PDF CREATION CD (Includes Adobe InDesign® and Photoshop®).

8.5x11 Book Size Specs: 8.5"x11" with additional 0.125" (1/8") bleed on all 4 sides and in single-page layout mode. Facing pages format is allowed only if the book is submitted as a PDF. Create PDFs of single pages and test (e-mail us a test file) before submitting the files for publishing. E-mail test pages and questions to graphics@walterspublishing.com.

9x12 Book Size Specs: 9"x12" with additional 0.125" (1/8") bleed on all 4 sides and in single-page layout mode. Facing pages format is allowed only if the book is submitted as a PDF. Create PDFs of single pages and test (e-mail us a test file) before submitting the files for publishing. E-mail test pages and questions to graphics@walterspublishing.com.

BLEED: Artwork, photos or page elements that are to bleed (extend to the edge of the page with no margin) must be set up 0.125" (1/8") beyond page edges on all sides of the page. This bleed will be trimmed off. Program templates are preset with a bleed box on each page (sized to 8.75"x11.25" for an 8.5"x11" book). Backgrounds either need to bleed 0.125" (1/8") beyond page edges or be within the 0.5" (1/2") page margin.

PAGE MARGINS: All important text and images that you do not want to risk being trimmed off or lost in the binding should be kept within the 0.5" (1/2") safety margins on the templates. This is particularly important for standard hard cover books.

HARD COVER BINDING OPTIONS: There are two types of hard cover bindings available. Smyth binding is strongly recommended for books that have photos or text that span across two pages or that have text and/or images that are less than 1/4" from the trim line on the interior (gutter) side of the book. Standard Hard Cover binding works best when a book has been designed with all text and images at least 1/2" from the trim lines.

PDF SIZE AND NAMING CONVENTIONS: A PDF book may be submitted in whatever section sizes you would like (1 page, 4 page, 16 page, entire book). PDF files should be named in a manner that clearly indicates the job number and page number; e.g., jobnumber_001-016.pdf.

PAGE NUMBERS: Each page in your yearbook must include a page number! Page numbers should be included on all PDF files.

SAVING AND NAMING IMAGES: Images should be saved in a folder on your computer and each image should have a unique name for linking purposes.

File names should not be changed unless you re-link the images after the name change. Renaming images or moving them to a different folder or CD could cause missing link problems later on when you are exporting your PDF files.

PAGE TEMPLATE LIBRARIES are included on the enclosed CD for use in InDesign.

FONTS are provided on the Artwork DVD for your unlimited use. If you choose to use custom fonts, include them with your files when the job is submitted; or submit your book as PDF files with all fonts embedded.

TO INSTALL STOCK FONTS ON A MAC, copy all fonts from the Artwork DVD into your System Fonts folder. Restart your computer to activate them.

TO INSTALL STOCK FONTS ON A WINDOWS PC, go to the Start menu, choose Control Panel, and open the font folder inside. Install all fonts from the Artwork DVD into the font folder by choosing File and Import New Font until all yearbook fonts have been loaded.

DO NOT USE FONT MENU STYLES ON A WINDOWS COMPUTER. You may bold or italicize a font ONLY if you have the bold or italic version of that font.

STOCK ARTWORK IS PROVIDED ON THE ARTWORK DVD FOUND ON THE INSIDE BACK COVER OF THIS GUIDE. Backgrounds are provided as .jpg files and clip art is provided as .png files. Clip art (.png files) may not be compatible with all versions of publishing software.

TWO-PAGE SPREADS: If you choose to include two-page spreads in your book, just create your book as facing pages and create single-page PDF files when you export your book. Check your PDF files before submitting to make sure that they split correctly and that the bleeds extend on all four sides. If you need help with this, please contact graphics@walterspublishing.com.

CUSTOM COVERS: Submit a separate CD/DVD/USB Drive containing your custom cover with the completed Custom Cover Form by February 1ST for books shipping before June 30TH, or August 1ST for books shipping July 1ST to December 31ST. Our custom cover templates must be used for custom cover submission (see the Custom Cover Instruction Guide). Templates vary according to binding type and page count. Choose the correct cover template based on these criteria.

SEND TEST FILES early in the school year. We can verify that you are on the right track with program settings and image resolution. E-mail test file to graphics@walterspublishing.com.

Images are the MOST important part of your yearbook project. The following information will help you get the best results from your images and publish a spectacular-looking yearbook! Be sure to consider the following when choosing images to include in your yearbook:

IMAGE COLOR SPACE

No need to alter your image color space. If images are RGB, no CMYK conversion is needed. Our PDF output settings and refining process will convert them to the proper color space. Most cameras and scanners include a source profile (also known as input profile) when saved. We recommend you embed (or tag) the source profile to each image. A source profile will define how the camera/scanner interprets the colors in the photo and make your color conversion clean and effortless.

HOW WILL MY IMAGES LOOK WHEN CONVERTED TO CMYK?

Your converted images will look very similar to your original RGB files. There is much more color information in the RGB color space than can be printed with a CMYK profile, but the results have been very accurate with the conversion profiles we use. If you are concerned about how your images will convert, color testing is an option, if requested in advance.

FILE FORMATS

JPEG (.jpg), TIFF (.tif), PNG (.png) and EPS (.eps) are all acceptable file formats to use in your yearbook. You choose the format when you save your images in the scanning or image editing software. JPEG files should be saved at a high-quality setting (less compression 10–12) and are favored because of their small size. TIFF files must be saved with no compression.

IMAGE SCANS

For scanned pictures, the scan resolution must be set to at least 300 dpi for a scan at 100%. If you will enlarge a photo, increase the resolution of the scan to compensate. Review the other scanner options before you scan your images.

WEB IMAGES

Images from the Web will have a low resolution of 72 dpi and will print poorly. We do not recommend their use. In addition, most images found on the Internet are copyright protected.

IMAGE RESOLUTION

Resolution is a very important factor to consider when looking at your digital images. To print an image effectively, it needs to have a resolution of between 250 and 300 pixels per inch (ppi). The image should be the same dimensions that you plan to print it in your yearbook at a resolution of 300 dots per inch (dpi).

If you want your image to appear 6 inches wide on a printed page it's size should be 6 inches multiplied by 300 pixels per inch, (1800 pixels) or greater.

Many people try to increase resolution (ppi/dpi) using imaging software such as Photoshop®; this usually makes the image quality worse. There is only a fixed amount of information (pixels) in an image, and by increasing the resolution and leaving the image size the same, you are asking the software to add more pixels to the image. The software is forced to "guess" what each added pixel should look like based on the other pixels around it, and the image becomes blocky or fuzzy.

Low resolution isn't inherently bad, but in order to achieve print resolution the image should be the equivalent of 300 pixels for every inch (ppi). That means if an image is only 640 pixels wide to begin with, it should probably only be printed at two inches wide (640 / 300 is roughly 2+).

Photoshop may tell you your image is 8"x10" at 72 dpi, which when converted properly for print at 300 dpi is only 1.92"x2.4"

Digital camera images are often recorded at a low resolution (72 dpi), but the image dimensions at that resolution will be very large. These images actually have the total number of pixels needed to increase the resolution to 300 dpi and still maintain dimensions (in inches) large enough for your book.

55" at 72 dpi is the same as 13.2" at 300 dpi (3960 pixels wide for both).

An 8 megapixel camera shoots images at 3264 x 2448 pixels.

WE ARE NOT RESPONSIBLE FOR THE QUALITY *(RESOLUTION OR COLOR)* OF YOUR DIGITAL YEARBOOK IMAGES ONCE THEY HAVE BEEN SUBMITTED AS PDF FILES.

CONCERNS?

If you have concerns about your images, contact us at 1-800-447-3274 to discuss possible solutions and/or perform image testing.

Artwork adds an extra dimension to your yearbook. We provide a variety of fun and colorful stock artwork files for your book. Choose from backgrounds, borders, autograph pages and clip art. The Artwork DVD is located on the inside back cover of this guide.

STOCK ARTWORK
Your yearbook becomes a unique expression when you creatively use stock backgrounds, borders, autograph pages and clip art. Our stock artwork has been grouped into series according to theme, color and style. Use artwork within the same series for a consistent looking yearbook. When you choose clip art, less can be more—you want the focus to be the photographs.

BACKGROUNDS
Add variety to your pages with backgrounds. All backgrounds are set up to bleed (extend) 0.125" (1/8") beyond page edges. Use the program templates to place them correctly and avoid correction charges. Or use them with text as section dividers in your yearbook. We do not recommend color backgrounds for use in black and white books as they may not convert well.

BORDERS
You can use borders to frame pages. Some borders are set up to bleed (extend) 0.125" (1/8") beyond page edges. Borders that do not bleed will have white edges and should be centered on the page. Use program templates to place borders correctly and avoid correction charges. Or use them with text as section dividers in your yearbook. We do not recommend color borders for use in black and white books as they may not convert well.

AUTOGRAPH BACKGROUNDS
Place autograph backgrounds in your yearbook wherever you would like. They will print on gloss paper like the rest of your pages.

CLIP ART
Fill in spaces in place of photos or enhance your pages with clip art. Choose from a large variety! Many pieces of clip art coordinate with background sets (see the note in the Clip Art section of the Art and Font Guide).

CUSTOM ARTWORK
You may choose to include custom artwork in your book. Please follow the same guidelines as with stock artwork. Full page backgrounds should be saved at 8.75"x11.25" at 300 dpi. Bleeds must extend 0.125" (1/8") beyond page edges on all sides. We recommend you choose artwork that creates a coordinated look throughout your entire yearbook. See page 4 for accepted file formats.

COPYRIGHTED MATERIAL
Walter's Publishing reserves the right to refuse to print any materials provided by its customers for any reason, including, but not limited to, materials determined by Walter's Publishing, at its discretion, to be offensive, illegal, or in violation of any copyright or other proprietary rights. By submitting an order, and providing photos, trademarks, tradenames, images or other content (collectively, the "Customer Content") to Walter's Publishing, the Customer represents that it has the right to have the order printed, with the inclusion of the Customer Content, and that printing of the order by Walter's Publishing, and the use of the Customer Content, will not infringe the intellectual property right of any third party. Customer will defend, indemnify and hold harmless Walter's Publishing from any claims, costs, losses, and liability (including reasonable attorney's fees and expenses) arising out of or related to the Customer Content or the production of the Order as directed by the Customer.

GETTING STARTED

HOW DO WE PUT OUR BOOK TOGETHER?

Determine the approximate number of pages you will need in the book, based on the number of students and staff members, number of grades, extracurricular activities and other pages you might want in the book. If you plan to use portraits from your school photographer, contact the photographer at the beginning of the school year. Arrange to have your portraits available as early as possible, as you will need them to begin page layout.

WHAT STEPS SHOULD WE TAKE TO ASSEMBLE OUR BOOK?

First, have your photographer supply you with high-resolution digital files.

Then, use this guide and the other resources included in your yearbook kit to help you create your yearbook.

HOW DO WE GET OUR BOOK PRINTED?

Complete the Yearbook Checklist found on the **PDF Plan Production Form.** Gather all the publication materials and send them to us.

COVER SET-UP

May we DESIGN OUR OWN COVER? Yes, but this may be an additional charge— contact your sales representative for more information. Custom covers must be submitted with the completed Custom Cover Form by February 1 (for yearbooks shipping before June 30). For Fall delivery yearbooks (delivered by December 31), cover files must be submitted by August 1. Production cannot begin unless the Custom Cover Form has been fully completed and artwork is acceptable.

MAY WE CUSTOMIZE THE BACK COVER?

Yes, if you are creating a custom cover. Stock covers can only be imprinted in the logo area on the back.

MAY WE PRINT ON THE INSIDE OF THE COVER?

Yes, you can print on the inside of soft cover yearbooks, or design endsheets for a hard cover yearbook. There is an additional charge for this. Contact your yearbook representative for more information.

TEMPLATE OPTIONS

ARE WE REQUIRED TO USE THE TEMPLATES AND ARTWORK PROVIDED ON THE CD/DVD? HOW MANY FONTS CAN WE USE?

You may create your own templates and use any custom artwork that follows our guidelines. You may use any of the fonts provided on the Artwork DVD free of charge. PDF books may use an unlimited number of fonts, as long as they are embedded correctly (see the PDF Creation section of this guide—pages 8-10).

HOW DO WE ACCESS THE TEMPLATE LIBRARIES PROVIDED ON THE PDF CREATION CD?

In InDesign, go to the **File** menu and select **Open**. Locate the loaded CD and choose the desired library.

MAY WE MODIFY THE TEMPLATES?

Yes. You may alter them, but keep images and text within the .5" (1/2") page margins.

MAY WE SELL AD SPACE TO HELP FUND OUR YEARBOOK? DO YOU HAVE AD TEMPLATES?

Yes, you can use our templates, which allow from one to eight ads per page (see candid template section), or create your own ad pages.

YEARBOOK LAYOUT

DO WE NEED TO KNOW A LOT ABOUT COMPUTERS?

You should be familiar with your hard drive, the programs you are using, and how and where to save images.

WHAT PROGRAMS MAY WE USE?

InDesign® (CS3 or higher) or Photoshop®. Knowledge of Photoshop is required if you plan to scan or resize images. Other programs may be used to create PDF files but we support only the programs listed above. If you are using another program to create your files, please contact our graphics department with questions and to submit a test. E-mail **graphics@walterspublishing.com.**

HOW DO WE BEGIN CREATING OUR BOOK?

Start by reading the entire PDF Instruction section in this book. InDesign users should install the document preset (instructions on page 9). Load and activate color profiles and PDF export settings; follow instructions on pages 8-10.

MAY WE DESIGN OUR YEARBOOK IN A FACING PAGES LAYOUT?

Yes. Make sure the bleeds are extended on all four sides. Convert your book to PDF files as single pages, and e-mail a PDF test to us before submitting the files for publishing. For more information contact graphics@walterspublishing.com

MAY WE INCLUDE A TWO-PAGE CLASS PICTURE SPREAD IN OUR BOOK?

Yes, a two-page class picture spread can be printed in your yearbook. Set it up like any other page in your book that bleeds, making sure the images meet correctly in the center of the two pages.

HOW SHOULD WE SAVE OUR YEARBOOK FILES?

A PDF book may be submitted in whatever section sizes you would like (1 page, 4 pages, 16 pages, entire book). PDF files should be named in a manner that clearly indicates the job number and page number; e.g., jobnumber_001-016.pdf.

HOW DO WE CREATE A PDF OF OUR YEARBOOK?

Install the PDF Export Options from the PDF Creation CD included in this guide. Follow the PDF Creation Guide instructions that pertain to the programs that you are using to create your yearbook.

IS SUPPORT AVAILABLE IF WE ENCOUNTER PROBLEMS OR HAVE QUESTIONS?

Yes, phone and e-mail support is available. We will gladly help you with questions regarding preferences, requirements, artwork, templates and image quality. Contact **graphics@walterspublishing.com**.

However, we offer limited computer support and are not staffed to instruct first-time program users. For questions about computer programs, it's best to seek help on the Internet or in your program's user guide.

IMAGE CONCERNS

DO IMAGES NEED TO BE IN CMYK MODE OR MAY WE SUBMIT THEM IN RGB MODE?

Images can be submitted to us in either RGB or CYMK mode. Make sure that you attach the input color profile, especially if you converted images from RGB to CMYK.

WHAT RESOLUTION SHOULD IMAGES BE?

Every image should be at least 300 ppi/dpi (pixels per inch/dots per inch) at the actual dimensions the image will appear in your yearbook. You can check this in Photoshop under "Image" and "Image Size." **For more information, see page 4.**

MAY WE INCLUDE PICTURES FROM MAGAZINES, MUSIC CD COVERS OR STICKERS IN OUR YEARBOOK?

It is not legal to publish any previously published (copyrighted) material unless you have supplied a release signed by the copyright owner. Only if you have been given permission may you include them.

HOW CAN I FIND OUT WHO OWNS A COPYRIGHT?

Some investigative work will be required. If the copyright owner is not listed outright on the work you wish to copy, you may need to directly contact the publisher of the work where you viewed the image to see if they know who the copyright owner would be. For web pages, you may need to contact the webmaster of the site or the company that produced it. For books it is recommended to contact the publisher. Walter's Publishing cannot provide copyright advice for you. It is your responsibility to do the necessary due diligence and retain proper documentation of permissions.

In most cases it is easy to obtain permission from companies for logos and images by simply contacting them. Most professional clip art packages allow reproduction rights for the files you purchase. Other sources such as Getty Images (www.gettyimages.com), Landov (www.landov.com) or other image providers have special rates for schools purchasing photos for reproduction in yearbooks. You may also search for "Public Domain" images, which have limited or no rights restrictions.

You should begin the research immediately if you know you have possible copyrighted images.

For disclaimer information, see page 5.

CONCERNS? If you have concerns about your images, contact us at 1-800-447-3274 to discuss possible solutions and/or perform image testing.

The following pages will guide you through loading our color profile and PDF export preset to your Adobe applications, along with turning on the appropriate color settings for these applications. These settings will allow the programs you use to produce the best possible color conversion while showing you, as closely as possible, what your images will look like when printed on a 4-color process printing press.

GETTING STARTED

FIRST INSTALL COLOR PROFILE, COLOR SETTINGS AND PDF PRESET

- Make sure all the applications that you will be using to create your book are installed on your computer and confirm that they are all closed.
- Insert the PDF Creation Installation CD
- Follow the detailed instructions on the following pages.

SECOND CREATE PDF TEST FILES

- Use one of the **Document Templates** located on the **PDF Creation CD** to create two or three PDF test pages.
- Include fonts and images you plan to use in your finished book.
- Include the WP_Color_Target.tif file located on the **PDF Creation CD** in one of your test pages.
- Also Include a **bleed** (background color or image that extends 0.125" beyond the document edge on all four sides) on one of your test pages.
- E-mail your test PDF to **graphics@walterspublishing.com**. **PDF test files need to be submitted at least 4 weeks prior to book submission.** If your PDF files are too large to email, FTP instructions can be requested by contacting **graphics@walterspublishing.com**

We will preflight your PDF test files to ensure that page size and bleeds are set up correctly, fonts have been embedded, and image resolution is high enough to reproduce in print without looking pixelated or blurry.

If preflight problems are found, you will be notified and your book will be placed on hold. This could possibly delay the delivery of your book.

To avoid this, remember to send in your PDF test pages!

THIRD DESIGN YOUR BOOK

Once your PDF test pages have been approved, start designing your book. **Have fun with it—be creative!** When you generate the final PDF file(s) of your book, it is very important that you use the same computer and settings you used for testing. If, for any reason, the PDF of the final book will be generated from a different computer, or the applications have been reinstalled, you must follow the first and second steps above on the new computer, and resubmit PDF test files for approval a second time to prevent delays once your finished book has been submitted for publishing.

DON'T FORGET! Email your PDF test pages to graphics@walterspublishing.com before you start creating your book!

STEP 1. INSTALL THE COLOR PROFILE

Insert the PDF Creation CD into your Computer's Optical Drive. If your computer does not have a CD or DVD drive you can download all the files you'll need at www.pictavo.com/pdf-downloads.

On your computer, navigate to: PDF Creation CD / Color Profile / **GRACol2006_Coated1v2.icc**

In Windows, right-click the .icc file on the PDF Creation CD and select **Install Profile.**

Alternatively, copy the profiles into:

WINDOWS\system32\spool\drivers\color folder.

In Mac OS, copy the .icc file on the PDF Creation CD to: /Library/ColorSync/**Profiles** or /Users/[username]/Library/ColorSync/**Profiles**.

After installing color profiles, be sure to restart your Adobe applications.
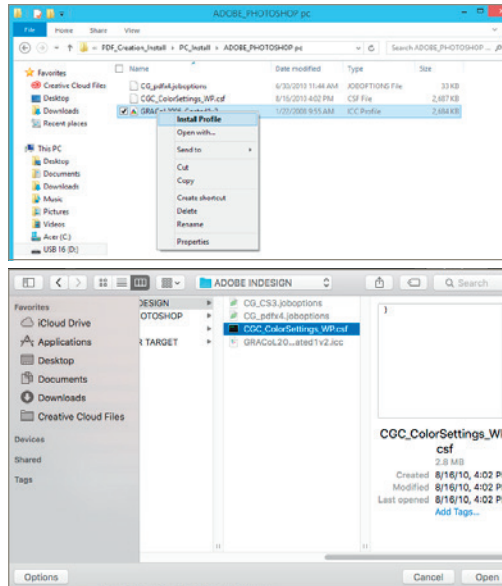
Windows & Mac Explorer and Finder windows

STEP 2. INSTALL COLOR SETTINGS

A. Open Adobe InDesign or Photoshop. **Be sure all documents are closed.**

B. Choose **Edit** > **Color Settings** to open the Adobe Color Settings Dialog Window.

C. Click the **Load** button in the Color Settings Window and navigate to: PDF Creation CD / Color Settings File / **CGC_ColorSettings_WP.csf**

D. Make sure the new CGC_ColorSettings_WP setting is selected at the top of the Color Settings Dialog Window and click **OK.** (The Window will Close).
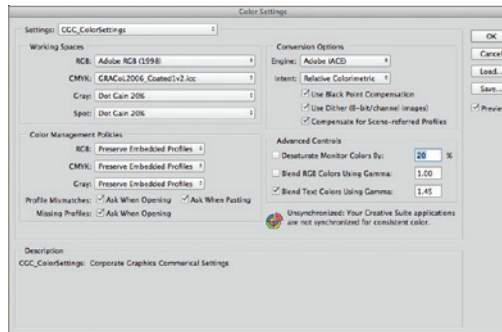
Adobe Photoshop Color Settings window (Mac)

STEP 3. INSTALL PDF EXPORT PRESET

A. Open Adobe InDesign or Photoshop.
Be sure all documents are closed.

B. In Photoshop Choose **Edit** > **Adobe PDF Presets** to open the PDF Presets Dialog Window.
In InDesign Choose **File** > **Adobe PDF Presets** > **Define...** to open the PDF Presets Dialog Window.

C. Click the **Load** button in the PDF Presets Window and navigate to: PDF Creation CD / PDF Export Preset / **CG_pdfx4.joboptions.**

D. Click **Done** to close the PDF Presets Window.
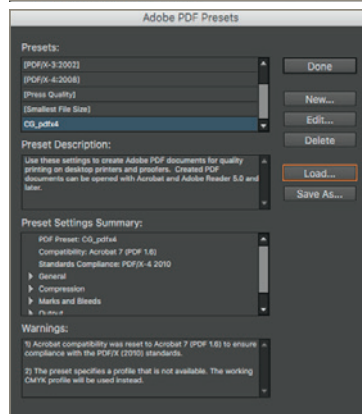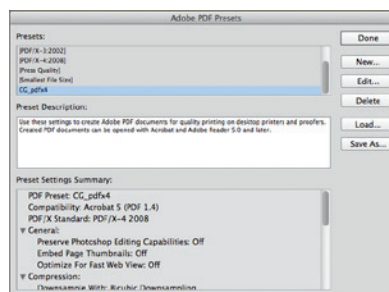
Adobe PDF Presets windows for Photoshop & InDesign (Mac)

Note: The Color Settings and Adobe PDF Presets windows may look different depending on the Adobe program, version, and computer OS, but the content and buttons should be the same.

STEP 4. CREATE YOUR PDF

When you are ready to create your PDF test pages, or your final PDF's to send in you will Export your working Photoshop or InDesign Document to PDF.

Before you do this, save your work as native Photoshop or InDesign Files. This will ensure you can go back to your work and make additional edits or changes if necessary.
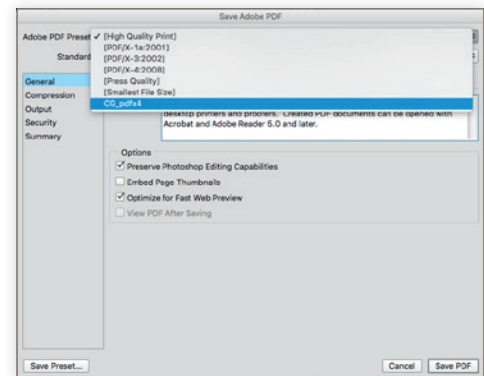
In Adobe Photoshop:

A. Click **File** > **Save As** to open the Save As Dialog WIndow.

B. In the Format: Drop Down Menu choose: **Photoshop PDF**.

C. Name your file as follows: jobnumber_pagenumber(s).pdf. (ie. 65003_018.pdf, or 65003_001-098.pdf for multiple pages). Make sure to create a folder in a location that will be easy for you to find later.

D. Make sure **Embed Color Profile** is checked, and click **Save.**

E. If a color setting warning box appear, click **OK** to load the Save Adobe PDF Window.

F. In the Adobe PDF Preset: Drop Down Menu choose: **CG_pdfx4** then click **Save PDF**.

In Adobe InDesign:

A. Click **File** > **Export** to open the Export window.

B. Name your file as follows: jobnumber_pagenumber(s).pdf. (ie. 65003_018.pdf, or 65003_001-098.pdf for multiple pages). Make sure to create a folder in a location that will be easy for you to find later.

C. Choose **Adobe PDF (Print)** from the Format Drop Down Menu and click **Save** to open the Export Adobe PDF window.

D. In the **Adobe PDF Preset:** Drop Down Menu choose: **CG_pdfx4**, then click **Export**.
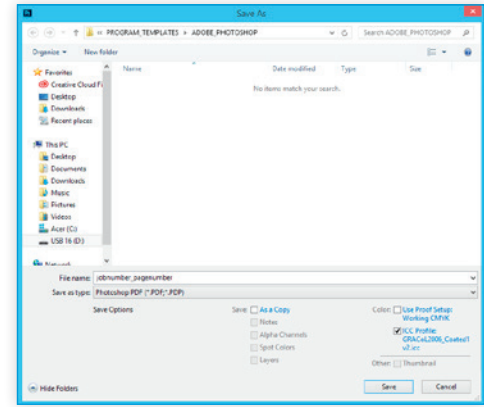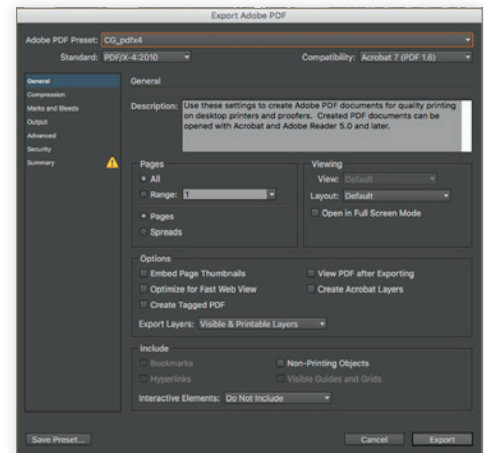

Adobe Save As window for Photoshop (Windows)

Adobe Save As PDF window for Photoshop (Mac)
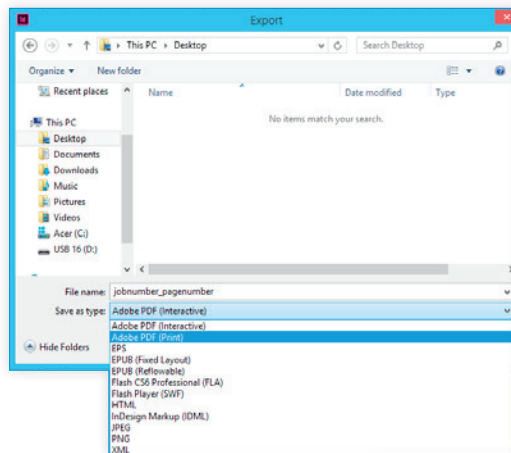
Adobe Export window for InDesign (Windows)

Adobe Export PDF window for InDesign (Mac)

Note: The Save and Export PDF windows may look different depending on the Adobe program, version, and computer OS, but the content and buttons should be the same.

PLAN YOUR PAGES

Planning every section of your book will help make sure you're including everything, along with tracking your progress as you create. Using a ladder to outline your book is an effective way to help you plan all your pages.
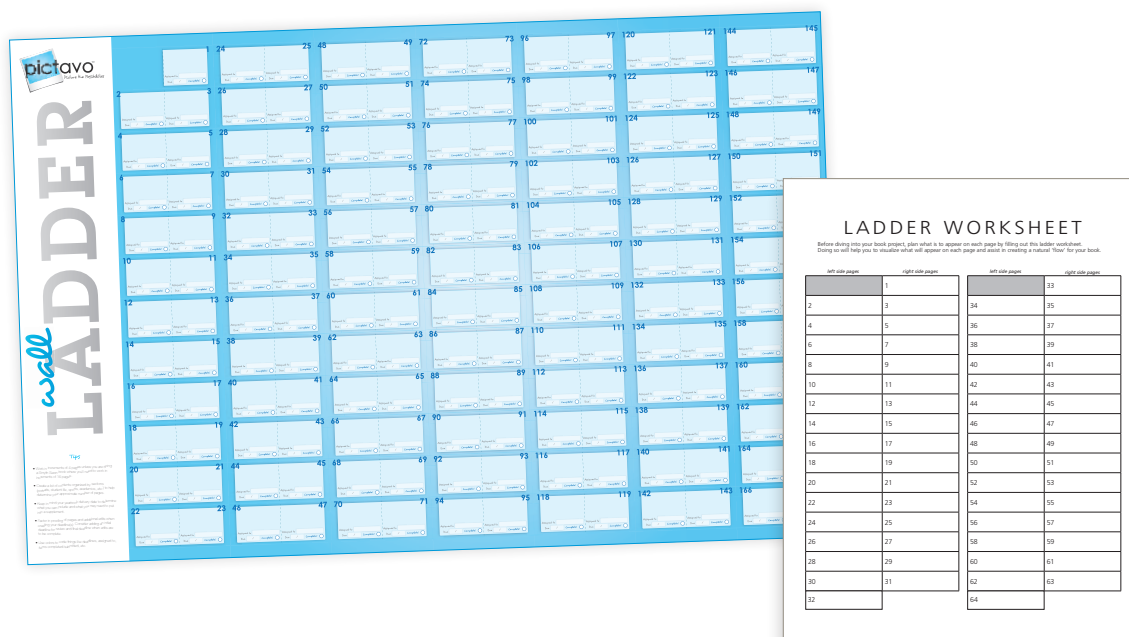
CREATE A THEME

Developing a theme for your book can be easy and fun when you have great options like what's provided on the included artwork and font DVD. Our backgrounds and clip art coordinate together with many of our stock covers, or can even inspire your own custom cover and art.

We include over 70 unique fonts to choose from so you can be sure your book has a style and class all it's own. You can look through everything we include on the DVD in our Art & Font Guide.

Once you have completed the steps to prepare your yearbook pages, submit all of your materials—along with your completed Production Form—for printing. Once we receive your book, we will preflight for potential problems. **Remember that test files should have been submitted immediately after receiving the PDF Creation Guide Instructions.**

PRODUCTION FORM

Completely fill out and sign the Production Form. We cannot begin processing your book without it! If you have copyrighted information in your book, submit written, verifiable permission for use with your Production Form.
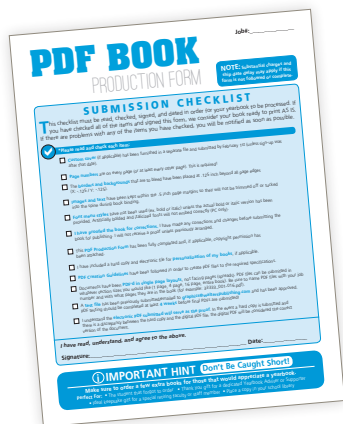
SEND IN YOUR BOOK

When your book is finished and your PDF(s) are created, save your files to CD, DVD or USB drive to send in.

ITEMS TO SEND

1. A completed Production Form.

2. The PDF file(s) on CD, DVD or USB drive. A printed hard copy should also be submitted with your digital files.

3. Custom covers must be submitted with the completed Custom Cover Form by **FEBRUARY 1ST** for yearbooks shipping before June 30TH. **AUGUST 1ST** for yearbooks shipping July 1ST to December 31ST.

WHERE TO SEND

Please refer to your yearbook or military book provider for the appropriate mailing address to send the above items.

UPON ARRIVAL

All PDF books will be screened upon arrival to ensure you have followed our guidelines. Any problems and charges will be noted and we will contact you to discuss how to resolve the problems. We reserve the right to return any PDF job which does not follow our specifications. **We also reserve the right to make any corrections that total $100 or less without prior notification.**

Please note that in the event a hard copy is submitted and there is a discrepancy between the hard copy and the PDF, the PDF document will be considered the correct version of the document.

BOOK PROOF

You should keep a copy of the digital files you submit. If you would like a printed proof, arrange this ahead of time so your book can be scheduled accordingly. Proofs are $0.50 per page (minimum of $25) plus shipping. **Receiving a printed proof of the book adds 2 weeks to production time.**

DELIVERY TIME

Please allow 4-6 weeks (4 weeks for soft saddle, 6 weeks for soft perfect, standard hard cover and Smyth sewn) **from the date we receive and approve your PDF files and the yearbook passes preflight** to the date your books are shipped. Allow up to 5 business days for delivery. Delivery dates are based on reservation or by available dates if no advance reservation is in place.

COMPLETED BOOK

We hope you enjoyed the process of creating a yearbook with us. It will be a memento of a year to remember…full of memories, friends, great times and unforgettable pictures!