

PDF CREATION GUIDE

YOUR GUIDE TO CREATING AND
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

- 2-3** **quickstart instructions**
- 4-5** **setup**
- 6-7** **what you need to know**
- 8-9** **submitting your files**

QUICKSTART INSTRUCTIONS ADOBE® INDESIGN® AND ADOBE® PHOTOSHOP® SEE PAGES 4-7 FOR IN-DEPTH INFORMATION ON BOOK CREATION AND SUBMISSION.

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**

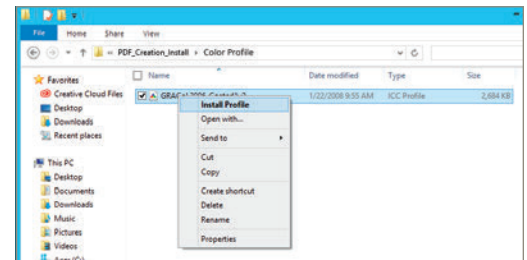
In Windows, right-click the .icc file on the PDF Creation CD and select **Install Profile**.

Alternatively, copy the profiles into:

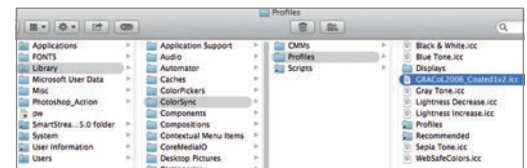
WINDOWS\system32\spool\drivers\color folder.

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.



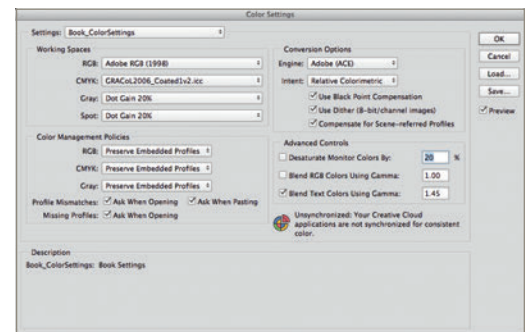
Windows Explorer finder window



Mac finder window

STEP 2 INSTALL COLOR SETTINGS

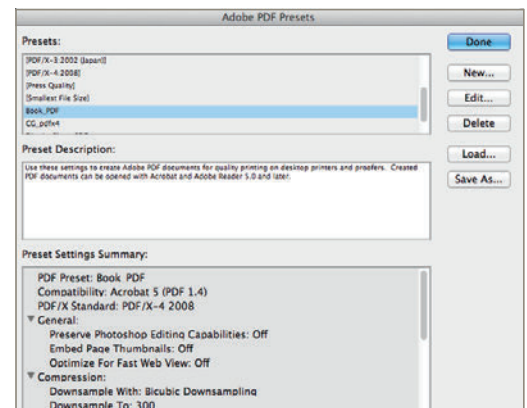
- Open Adobe InDesign or Photoshop.
Be sure all documents are closed.
- Choose **Edit > Color Settings** to open the Adobe Color Settings Dialog Window.
- Click the **Load** button in the Color Settings Window and navigate to: PDF Creation CD / Color Settings File / **Book_ColorSettings.csf**
- Make sure the new Book_ColorSettings.csf 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

- Open Adobe InDesign or Photoshop.
Be sure all documents are closed.
- 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.
- Click the **Load** button in the PDF Presets Window and navigate to: PDF Creation CD / PDF Export Preset / **Book_PDF.joboptions**.
- Click **Done** to close the PDF Presets Window.



Adobe PDF Presets window for Photoshop (Mac)

Note: The dialogue windows may appear differently on your computer but should offer similar content.

STEP 4 CREATE YOUR DOCUMENT

A. In InDesign or Photoshop, go to **File > Open** and then choose a program template from the loaded CD.

B. Include the final page count in the document and save the file as either **.indd** (InDesign) or **.psd** (Photoshop).

PDF TEST
THIS STEP IS VERY IMPORTANT!

DESIGN 2-4 PAGES FOR A PDF TEST.
Make sure to include text, images and a bleed (see page 5 for information on bleeds).

PDF TEST PAGES ARE DUE AT LEAST FOUR WEEKS PRIOR TO THE BOOK SUBMISSION DATE AND MUST BE APPROVED BEFORE THE BOOK WILL BE ACCEPTED FOR SUBMISSION.

STEP 5 CREATE AND SEND PDF TEST FILES

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_pagenuumber(s).pdf. (ie. 65003_018.pdf, or 65003_001-098.pdf for multiple pages).
- D. Make sure **Embed Color Profile** is checked, and click **Save**.
- E. If a color setting warning box appears, click **OK** to load the Save Adobe PDF Window.
- F. In the **Adobe PDF Preset:** drop-down menu choose: **Book_PDF** then click **Save PDF**.

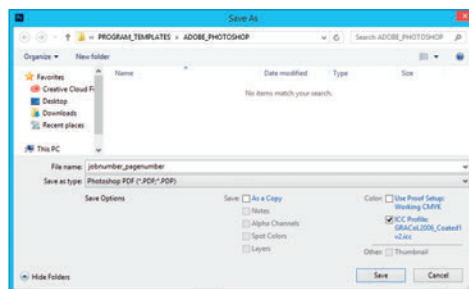
In Adobe InDesign:

- A. Click **File > Export** to open the Export window.
- B. Name your file as follows: jobnumber_pagenuumber(s).pdf. (ie. 65003_018.pdf, or 65003_001-098.pdf for multiple pages).
- 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: **Book_PDF**, then click **Export**.

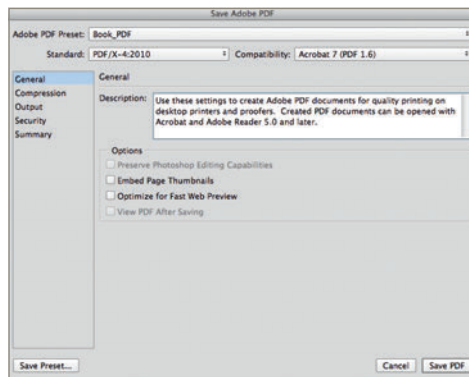
Email your test PDF to
graphics@walterspublishing.com

If your PDF files are too large to email, FTP instructions can be requested by contacting **graphics@walterspublishing.com**.

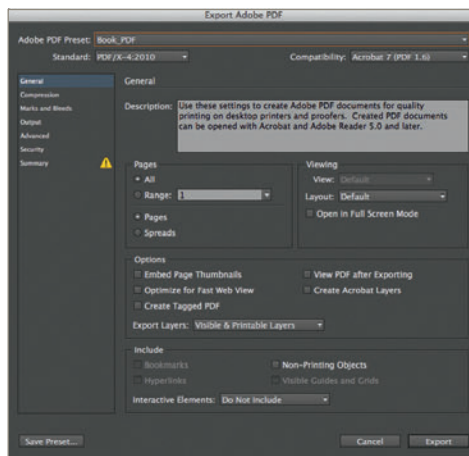
Submitting a PDF test can prevent preflight problems in your final book. If problems are found at submission, you will be notified and your book will be placed on hold. This could delay the delivery of your book.



Adobe Save As window for Photoshop (Windows)



Adobe Save As PDF window for Photoshop (Mac)



Adobe Export PDF window for InDesign (Mac)

CREATING YOUR BOOK

ONCE YOUR PDF TEST PAGES HAVE BEEN APPROVED, START DESIGNING YOUR BOOK. HAVE FUN WITH IT-BE CREATIVE!

BOOK COVER

CUSTOM COVERS

Create your very own Custom Cover or select a design from the Art & Font CD. Use one of the provided templates that coordinates with your binding type, book size, paper weight, board thickness and page count.

STOCK COVERS

Stock covers allow you to print your cover title in the color shown for free. See the Stock Cover Guide for choices. Please note: stock cover art cannot be altered.

DESIGN THE INSIDE OF THE COVER TOO!

Inside cover printing is a fun way to add extra personality to a book and is available for all soft cover books. Endsheets on hard cover books can be upgraded from the standard white to either a solid custom color or can be printed with a custom design.

Please note that some options may incur an additional fee. Contact your sales representative for details.

COVER DEADLINES ARE:
 FEBRUARY 1ST
 FOR BOOKS SHIPPING BEFORE JUNE 30TH

 JUNE 1ST
 FOR BOOKS SHIPPING JULY 1ST TO DECEMBER 30TH.

FIND ADDITIONAL INFORMATION ABOUT COVERS AND COVER SUBMISSION ON PAGE 8

BOOK INTERIOR

PAGE COUNT

The book page count must be divisible by 4. Smyth Sewn books must have a page count divisible by 16. Your total page count does not include the outside cover, the inside front or inside back cover; only interior pages.

BLEEDS AND PAGE MARGINS

Follow the guides in the provided templates. For artwork that goes to the edge of the page, it is important to fully extend this to the outside edge of the bleed area.

Working within the provided page margin in the template leaves a 'safe zone' of .5" around the edge of the page. This will ensure that important text, photos and elements don't get trimmed off the page or lost in the binding.

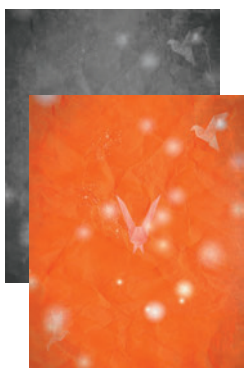
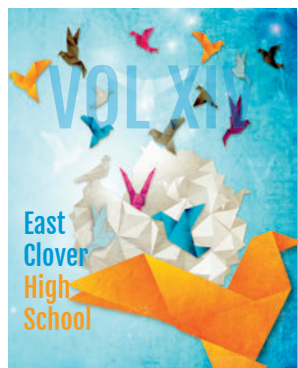
PAGE NUMBERS

Each page in your book must include a page number. If page numbers are not in the submitted PDF files, we will contact you for permission to include them.

ALL INTERIOR PAGES SHOULD BE SUBMITTED
 AT THE SAME TIME.
 CONTACT YOUR SALES REPRESENTATIVE FOR
 THE BOOK SUBMISSION DEADLINE.

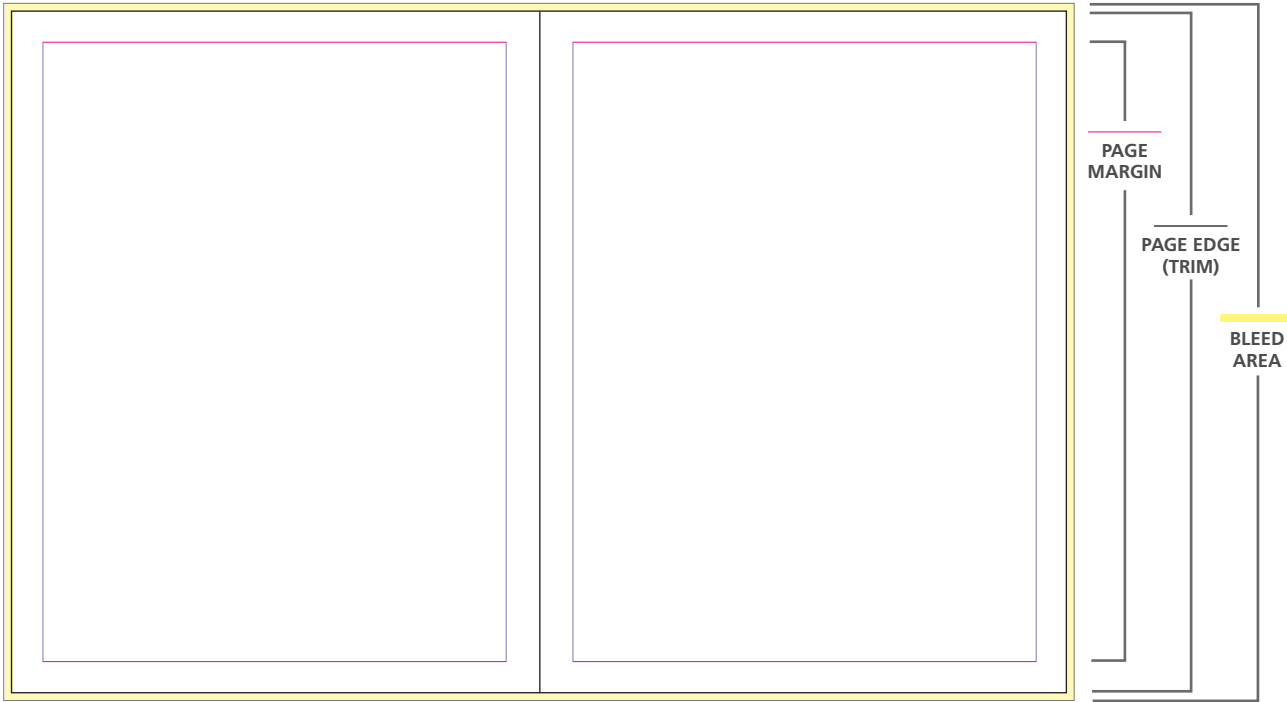
FIND BOOK SUBMISSION INSTRUCTIONS ON PAGE 8

FIND COORDINATING COVERS, BACKGROUNDS, CLIP ART AND FONTS, ALL FOR YOUR USE ON THE ART & FONT CD.



TEMPLATES

USE OUR PRESET TEMPLATES FOR PAGE LAYOUT (RECOMMENDED) OR CREATE YOUR OWN USING OUR GUIDELINES.

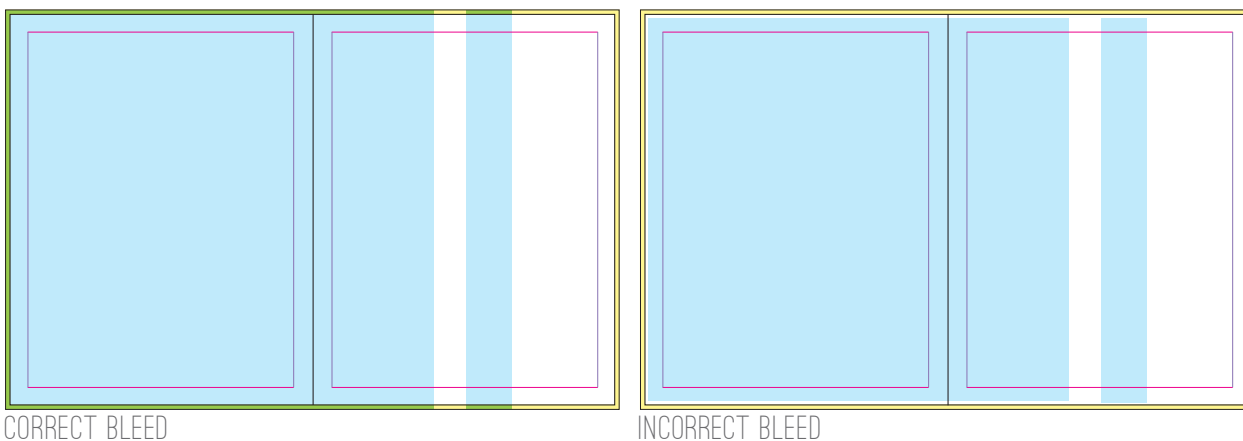


Two-page spread template for use with Adobe InDesign. 8.5" x 11" book.

- Page layout templates (Program Templates) are included for both 8.5" x 11" and 9" x 12" books.
- The built-in yellow border around the edge is the bleed area. Photos, backgrounds or graphic elements meant to print to the edge of the page should be extended to the outside edge of the bleed area.
- The bleed area extends .125" beyond the page on all sides. The page margin creates a .5" buffer around each page.

Example for an 8.5" x 11" page:
To make a full-page background with a bleed on all four sides the artwork needs to be 8.75" x 11.25".

WE HIGHLY RECOMMEND USING THE TEMPLATES AND BACKGROUNDS PROVIDED ON THE ART & FONT CD- THESE ALREADY INCLUDE THE CORRECT BLEED ALLOWANCE.



CORRECT BLEED

INCORRECT BLEED

SOFTWARE

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** (or newer)
- **Adobe® Photoshop® CS3-Creative Cloud** (or newer)

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 software. If you have questions about your software and how it creates PDF documents, please contact the manufacturer of your software.

You should be familiar with your hard drive, the programs you are using, and how and where to save images. Knowledge of Photoshop is required if you plan to edit 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, contact our graphics department with questions and to submit a test at graphics@walterspublishing.com.

BOOK OPTIONS

HARD COVER BINDINGS

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.

AUTOGRAPH AND CURRENT EVENT 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).

TWO-PAGE SPREADS

If you choose to include two-page spreads in your book, 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.

WE'RE HERE TO HELP

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.

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

FONTS

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.

INSTALL FONTS ON A MAC

Copy all fonts from the Artwork DVD into your System Fonts folder. Restart your computer to activate them.

INSTALL 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.

IMAGES

IMAGE RESOLUTION

For high-quality reproduction, images should have a resolution between 250 and 300 pixels per inch (ppi) and should be the same dimensions that you plan to print it in your yearbook. Images from the web will have a low resolution of 72 dpi and will print poorly, therefore, we do not recommend their use. In addition, most images found on the internet are copyright protected.

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 relink 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.

IMAGE COLOR SPACE

Files converted from RGB to CMYK experience very little change in color. For the best representation of the final print output, create your book in CMYK color space. Files created in RGB will be converted to CMYK through the PDF output settings process.

FILE FORMATS

JPEG (.jpg), TIFF (.tif), PNG (.png) and EPS (.eps) are all acceptable file formats to use in your book. 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.

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.

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.

We are not responsible for the quality (*resolution or color*) of your digital yearbook images once they have been submitted as PDF files.

HOW TO SUBMIT YOUR COVER

Submit a single CD/DVD/USB Drive containing your custom cover with the completed Custom Cover Form by February 1ST for books shipping before June 30TH, or June 1ST for books shipping July 1ST to December 31ST.

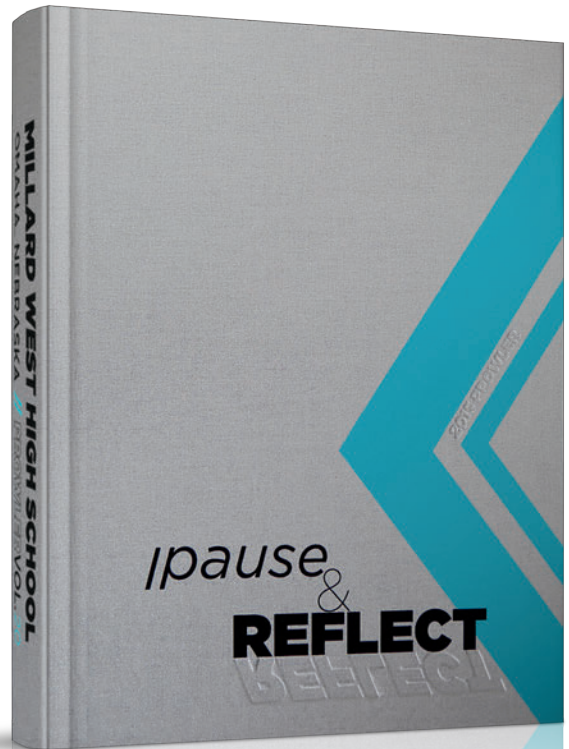
Our custom cover templates must be used for custom cover submission. See the Custom Cover Instruction Guide for further information.

WHAT TO INCLUDE:

- A PDF file of your cover (and endsheets if applicable)
- Custom Cover Form

WHERE TO SEND:

Please refer to your book provider for the appropriate mailing address to send the Custom Cover Form and cover PDF files.



HOW TO SUBMIT YOUR BOOK

Submit a single CD/DVD/USB drive containing your interior page files along with the completed Production Form.

If you use a different computer to generate your PDF files or the applications have been reinstalled, you will need to follow the steps on page 2 to reset the PDF settings and resubmit a new PDF test for approval.

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.

WHAT TO INCLUDE:

- PDF files of your interior pages
- A completed and signed Production Form
- If you have copyrighted information in your book, submit written, verifiable permission for use with your Production Form.

WHERE TO SEND:

Please refer to your book provider for the appropriate mailing address to send the Production Form and interior page PDF files.



QUESTIONS? If you have questions about your book, contact us at 1-800-447-3274

WHAT HAPPENS NEXT

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 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 your PDF files pass preflight** to the date your books are shipped. Please allow extra time for shipping.

