

Quark GWG PDF Styles: NewspaperAds_1v4 (Direct to PDF Workflow)

Contents

Legal notices	3
Introduction	4
Changing the PDF workflow	5
Installing PDF styles	6
Creating a PDF file	7
Understanding the PDF style settings	8
Verification drop-down menu	8
Pages settings	8
Meta Data settings	9
Hyperlinks settings	10
Compression settings	10
Color settings	11
Font settings	12
Marks settings	12
Bleed settings	13
Layers settings	14
Transparency settings	14
OPI settings	15
JDF settings	16

Legal notices

©2009 Quark, Inc. All rights reserved. Unauthorized use and/or reproduction are violations of applicable laws. Quark, the Quark logo, QuarkXPress, XTensions and Job Jackets are trademarks or registered trademarks of Quark, Inc. and its affiliates in the U.S. and/or other countries. Adobe, Acrobat, Distiller and Photoshop are either registered trademarks or trademarks of Adobe Systems Incorporated in the United States and/or other countries. All other marks are the property of their respective owners.

Introduction

This document can help you maximize quality and improve efficiency in a PDF workflow with QuarkXPress® 7.2 or later, including QuarkXPress 8.x. It shows you how to add a PDF style that will help you create a PDF that conforms to the Ghent PDF Workgroup (GWG) 2008 specification.

The GWG is an international organization of graphic arts users, associations, and developers who are establishing best practices for publishing workflows. Recommendations from the GWG make it easier for professionals to create, process, and exchange graphic arts files.

➡ Each PDF style is designed for different output requirements.

Changing the PDF workflow

Before using one of the PDF styles from the downloaded package, you must change the PDF workflow in QuarkXPress so that you are directly exporting PDF files rather than creating PostScript files for later distillation.

To change your settings to create a PDF file, follow these steps:

- 1 Choose QuarkXPress/Edit > Preferences. The Preferences dialog box displays.
- **2** Select **PDF** in the list on the left.
- 3 In the PDF Workflow area, click Direct to PDF.

Preferences		
Application Display Input Settings Font Fallback Undo Open and Save XTensions Manager Sharing Fonts File List Default Path EPS Full Res Preview Browsers Index Job Jackets PDF PSD Import Placeholders Spell Check Fraction/Price Project General XML Import Print Layout	PDF Workflow:	
	Cancel OK	

Preferences dialog box

4 Click OK.

Installing PDF styles

To install a PDF style, follow these steps:

- 1 Choose Edit > Output Styles.
- 2 Click Import. The Import Print Styles dialog box displays.
- **3** Navigate to the file named "NewspaperAds_1v4," then click **Open**.
- 4 Click Save.

Creating a PDF file

To create a PDF file with a PDF style, follow these steps:

- 1 With a project open, choose File > Export > Layout as PDF. The Export as PDF dialog box displays.
- 2 From the PDF Style drop-down menu, choose "NewspaperAds_1v4."
- **3** Navigate to where you want to save the file, then click **Save**.
- ➡ The **Options** button provides access to settings that modify your PDF style. For more information, see "Understanding the PDF style settings."

Export as PDF
Save As: Project1_Layout 1
Pages: All PDF Style: NewspaperAds_1v4 Options
Cancel Save

Export as PDF dialog box

Understanding the PDF style settings

To view the settings for a PDF style, choose **File > Export > Layout as PDF**, select the PDF style, and then click **Options**. The **PDF Export Options** for your layout displays. The following topics describe the settings for this PDF style.

Verification drop-down menu

QuarkXPress includes a PDF verification feature that ensures that an exported PDF complies with the PDF/X–1a or PDF/X–3 specifications. This output style is set up to carry out PDF/X-1a verification at output.

Pages settings

This PDF style does not require spreads, exported pages as PDFs, blank pages, or embedded thumbnails.

UNDERSTANDING THE PDF STYLE SETTINGS

Edit PDF Style		
	Page Options Spreads Export pages as separate PDFs	
Color Fonts Marks Bleed Transparency Layers OPI JDF Summary	 Include Blank Pages Embed Thumbnail Color Thumbnail Color Thumbnail 	
	Cancel OK	

Page options in the **PDF Export Options** dialog box

Meta Data settings

The PDF style includes default metadata, but you can change this metadata as required.

	Edit PDF Style
PDF Style: Verification: Pages	NewspaperAds_1v4 PDF/X-1a: 2001 Meta Data
Meta Data Hyperlinks Compression Color Fonts Marks Bleed Transparence Layers OPI JDF Summary	Author: Keywords: CWG - NewspaperAds 1v4
	Cancel

Metadata options in the **PDF Export Options** dialog box

Hyperlinks settings

Hyperlinks are not necessary in this PDF style.

PDF Style: Newspa	Edit PDF Style
	 perAds_1v4 -1a: 2001 Include Hyperlinks ✓ Export Lists as Hyperlinks ✓ Export Indexes as Hyperlinks ✓ Export Lists as Bookmarks ④ Use All Lists ④ Use List: ↓ Appearance Frame: Invisible Width: Thin Highlight: None Color: Black Style: Solid ↓
	Cancel OK

Options for Hyperlinks in the **PDF Export Options** dialog box

Compression settings

This output style includes compression settings that comply with the relevant GWG specification.

UNDERSTANDING THE PDF STYLE SETTINGS

Edit PDF Style		
	Edit PDF Style NewspaperAds_1v4 PDF/X-1a: 2001 Color Images Compression: Automatic ZIP/JPEG Low Resolution: Bicubic Downsample 200 dpi Grayscale Images Compression: Automatic ZIP/JPEG Low Resolution: Bicubic Downsample 200 dpi Monochrome Images	
Summary	Compression: CCITT Group 4 Resolution: Downsample to: Compress Text and Line Art Compress Text and Line Art Cancel OK	

Compression options in the **PDF Export Options** dialog box

Color settings

The color output setup is set to **Composite CMYK and Spot** by default. This PDF style references a generic ICC color profile that is created when you install QuarkXPress.

For the best possible results, however, you must customize these output settings to use an ICC profile that is specific to your particular output device or workflow. The recommended profile for this setting is ISOnewspaper26v4.

	Edit PDF Style			Edit Output Set	up
PDF Style: News	paperAds_1v4		Name:	Composite CMYK and Spot	
erification: PDF/	X-1a: 2001	•	Mode:	Composite	:
	Color Options		Output O	ptions	
ages leta Data	Mode: Composite	:	Mode	el: DeviceN	:
yperlinks ompression olor	Setup: Composite CMYK a	and Spot	Profil	le: (ISOnewspaper26v4	;
onts larks leed ansparency ayers ayers JPF Ummary				Convert Spot links to Proc	55
		Cancel OK		C	ancel OK

Color options and **Edit Output** dialog boxes

Font settings

All fonts are used in this PDF style.

	Edit PDF Style		
Verification: PDF/X	perAds_1v4 -1a: 2001 Font Options	•	
Meta Data Hyperlinks Compression Color Fonts Marks Bleed Transparency Layers OPI JDF Summary	☑ Download All Fonts		
		Cancel OK	

Options for downloading fonts

Marks settings

The marks are set to off.

UNDERSTANDING THE PDF STYLE SETTINGS

Verification: PDF	/X-1a: 2001	(\$)
Pages Meta Data	Registration Marks Options Mode: Off	
Hyperlinks Compression	Width:	
Color Fonts Marks	Length:	
Bleed Transparency	Offset:	
Layers OPI JDF Summary	📄 Include Bleed Marks	

Settings for registration marks

Bleed settings

The bleed settings for this PDF style match the bleed settings specified by the GWG.

	Edit PDF Style
	ewspaperAds_1v4 DF/X-1a: 2001
Pages	Bleed Options
Meta Data Hyperlinks	Bleed Type: Symmetric
Compression	Amount: 0" Left: 0"
Fonts Marks	Bottom: 0* Right: 0*
Bleed Transparency Layers OPI JDF Summary	Clip at Bleed Edge
	Cancel OK

Bleed options in the **PDF Export Options** dialog box

Layers settings

To include specific layers in the PDF, select the layers in this pane.

	Edit PDF Style
	aperAds_1v4
Pages Meta Data Hyperlinks Compression Color Fonts Marks Bleed Transparency Layers OPI	Layer Options Apply to Layout
JDF Summary	Create PDF Layers
	Cancel OK

Options for layers in the PDF Export Options dialog box

Transparency settings

PostScript does not support semi-opaque objects, so QuarkXPress flattens layouts that use transparency before creating a PostScript file. Transparency settings let you control the resolution at which different types of objects involved in transparency relationships within the layout are rasterized. The suggested setting for vector objects is half of the device resolution, which in this case is 600 dpi. The suggested setting for blends is a resolution comparable to those for continuous-tone images, which in this case is 200 dpi. The suggested setting for drop shadows is the minimum resolution allowed by the specification, which in this case is 100 dpi. These settings produce sufficient desirable output without impacting performance or file size. However, the suggested settings are merely guidelines and might require adjustment to accommodate specific workflows, especially for vector images.

	Edit PDF Style
	NewspaperAds_1v4 PDF/X-1a: 2001
Pages Meta Data Hyperlinks Compression Color Fonts Marks Bleed Transparency Layers OPI JDF Summary	QuarkXPress Objects Export Transparency Natively NOTE: This option is disabled if verification is set to a PDF/X specification that doesn't allow transparency. Ignore Transparency Ignore Transparency Isolation Transparency
	Item Resolution Vector Images 600 ÷ dpi Blends 200 ÷ dpi Drop Shadows 100 ÷ dpi
,	Upsample Rotations To 200 dpi for images less than 100 dpi Transparent Objects In Imported PDF & AI Files Flattening Resolution: 300 dpi
	Cancel OK

Transparency options in the **PDF Export Options** dialog box

OPI settings

This PDF style does not use OPI.

Edit PDF Style		
Pages Meta Data	NewspaperAds_1v4 PDF/X-1a: 2001 OPI Options OPI Active	
Hyperlinks Compression Color Fonts Marks Bleed Transparence Layers	Include Images Low Resolution	
OPI JDF Summary	Include Images	
	Cancel OK	

OPI options in the **PDF Export Options** dialog box

JDF settings

The Output JDF feature works in conjunction with the Job Jackets® feature of QuarkXPress. This PDF style does not use the Output JDF feature.

Edit PDF Style		
PDF Style: Newsp Verification: PDF/3 Pages	ApperAds_1v4 X-1a: 2001	
Meta Data Hyperlinks Compression Color Fonts Marks Bleed Transparency Layers OPI JDF Summary	Output JDF Include Job Jacket Contact: None	
	Cancel OK	

JDF options in the **PDF Export Options** dialog box