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Acquired Knowledge, Inc.

The Acrobat User

Improving PDF Readability with Articles
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PostScript Tech

Programming Acrobat with *pdfmark* (Part 1)
How to programatically create bookmarks, links, and a host of other items within a PostScript file. We introduce *pdfmark* and see how to use it within *QuarkXpress* and other software. (Hint: we use an EPS file.)

Class Schedule

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What's New @ AKI?

PitStop Class updated to PitStop Pro; Introducing the Acquired Knowledge Help Desk
See what's new at AKI. New classes, new software versions, and more.

Contacting AKI

Telephone numbers, email addresses, postal address, all ways of getting to us.

Journal feedback: suggestions for articles, questions, etc.

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Improving PDF Readability with Acrobat *Articles*

Reusing Printed Documents

At Acquired Knowledge, we have a lot of printed documents (brochures, old newsletters, etc.) that we would like to convert to PDF and let people read as electronic documents. In doing so, we immediately bump into the problem that design requirements for printed and on-line documents are very different. Documents laid out for print use page sizes too large and font sizes too small for easy reading on-screen.

So how to we convert our printed documents to on-screen documents without doing a ground-up redesign?

Acrobat supplies a solution to this problem: articles.

What's an Article?

In Acrobat, an *article* is a series of rectangular areas in a document that together make up a single thread of text. The metaphor is that of a newspaper article that starts on page one, continues on pages 19 and 20, and ends on page 36. The rectangular areas that enclose the text on each of those pages together make up the article.

In this month's *Acrobat User*, we'll first discuss how a user recognizes and reads articles in a PDF file and then we'll see how to create one.

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How Do You Read Them?

Whenever Acrobat's normal hand cursor passes over an article in a PDF file, it gains a downward-pointing arrow, indicating the presence of the article. If you click the mouse button, Acrobat will automatically zoom in until the article fits across the width of the window. This makes the text as easy to read as it can be.

Every click of the mouse button takes you down one screenful of text, moving to other pages and columns as needed. A final click at the end of the article returns you to whatever view you had when you first entered the article.

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Try It! Articles are much more easily demonstrated than described.

At right is a two-column layout (one of our course descriptions) imported into this QuarkXpress document as an EPS file. I've turned the text into an article, letting you easily read the text.

Just click on the first column. Each click will take you down one screenful until you reach the end, at which point you'll return to this view.

Pretty Cool, eh? Articles are a must if you are distributing a printed document for reading on-line.

Let's see how you make them…

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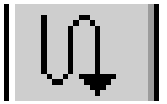
Making an Article

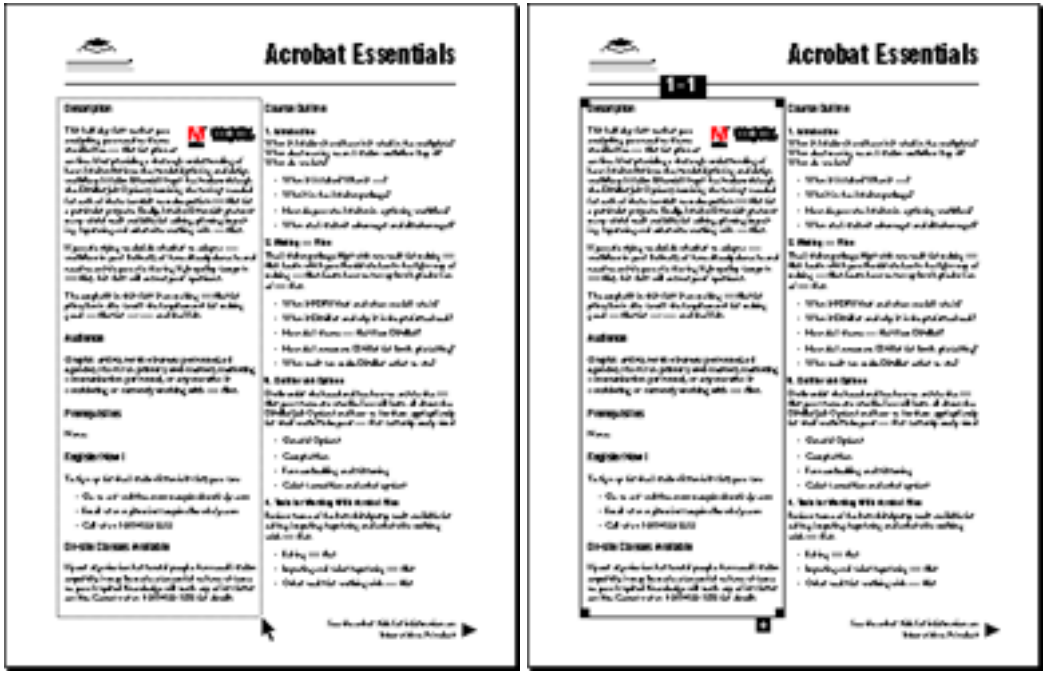
To define an article in a PDF file, you must specify the rectangular areas that make up the article. This is a simple click-and-drag procedure, rather like drawing rectangles in a drawing package. Here's how:

1. Click on the Article tool in Acrobat's tool bar. This is about midway down the set of tools along the left edge of the Acrobat window.



2. Go to the page that contains the start of your article. Click and drag a rectangle around the first "bead" on your thread of text.

   When you release the mouse, you will see a solid, resizeable rectangle marking this "bead." (The "1-1" label in the illustration means "Article 1, Bead 1.")



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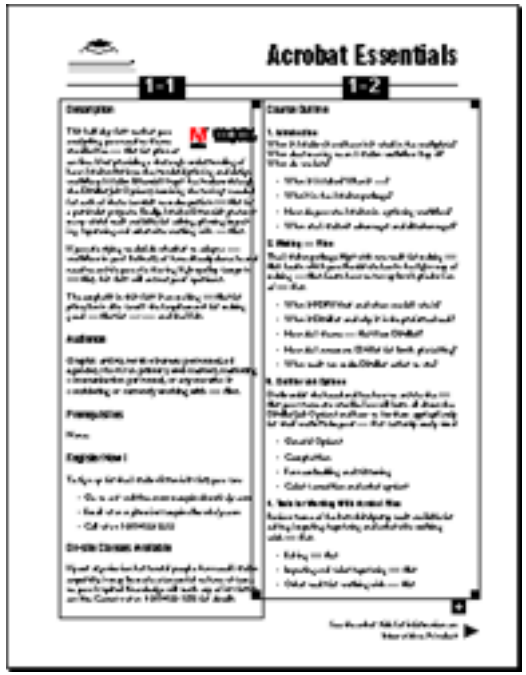
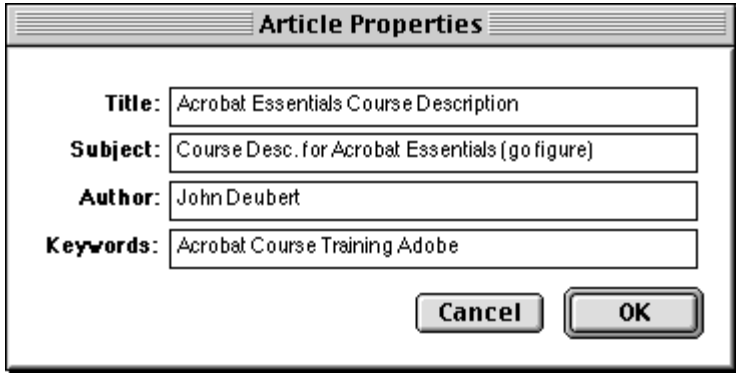
3. Continue dragging rectangles around each bead, going to other pages as needed. You may move and resize each rectangle, if necessary; note the "handles" at each corner of the beads.

   When you are done, you will have created a series of labeled rectangles throughout your document.



4. Click on the Thread tool again. Acrobat will display a dialog box that asks for information about this article. Fill in as much as you can. The keywords you supply will become search items for Acrobat *Catalog.* (We discussed *Catalog* in last month's *Journal.*)

   Press *OK* when you're done.



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Finished! That's all there is to it. You have now made an article within your PDF document. This will *greatly* improve the readability and, hence, the usefulness of this electronic document.

Final Notes

Appropriate Use Articles are most appropriate for documents that were originally designed for print. A document intended from the start for on-screen viewing should be designed using a layout and fonts appropriate for on-screen readability. Acrobat articles are most useful when the document was originally intended for print and now you want to let people grab it as a PDF and view it on-screen without your having to redesign the document.

Articles make this converted document much more useful than it would have been.

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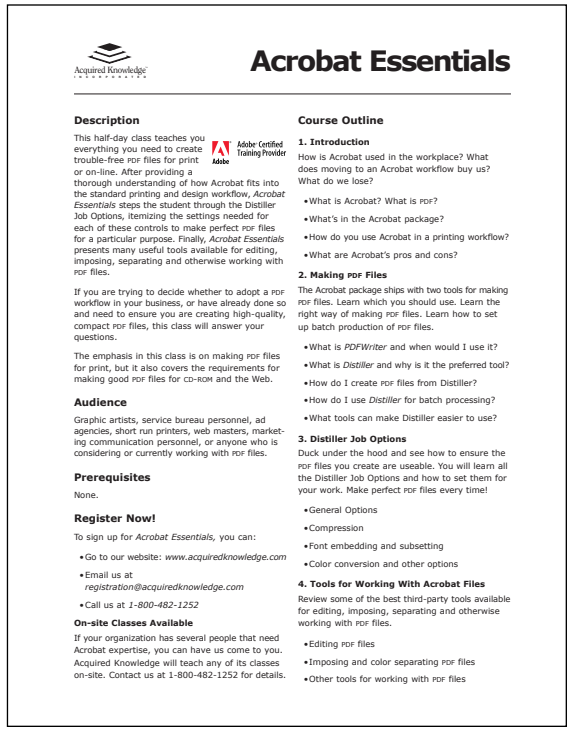
Article Width and Column Width

Personally, I think that when you are adding article beads to a multi-column layout, it works better to have each rectangular bead include about a third of the columns to either side of the column in the article. It seems to give the column some context; makes it seem more as though the reader is peering closely at the page. (Making the article width exactly equal to the text width always seems too magnified to me.)

Try it out. Click in the first column at right to see the course description with the wider bead widths.



Acquired Knowledge

Acrobat Essentials

Description

Adobe Certified Training Provider

This half-day class teaches you everything you need to create trouble-free PDF files for print or on-line. After providing a thorough understanding of how Acrobat fits into the standard printing and design workflow, *Acrobat Essentials* steps the student through the Distiller Job Options, itemizing the settings needed for each of these controls to make perfect PDF files for a particular purpose. Finally, *Acrobat Essentials* presents many useful tools available for editing, imposing, separating and otherwise working with PDF files.

If you are trying to decide whether to adopt a PDF workflow in your business, or have already done so and need to ensure you are creating high-quality, compact PDF files, this class will answer your questions.

The emphasis in this class is on making PDF files for print, but it also covers the requirements for making good PDF files for CD-ROM and the Web.

Audience

Graphic artists, service bureau personnel, ad agencies, short run printers, web masters, marketing communication personnel, or anyone who is considering or currently working with PDF files.

Prerequisites

None.

Register Now!

To sign up for *Acrobat Essentials*, you can:

- Go to our website: *www.acquiredknowledge.com*
- Email us at *registration@acquiredknowledge.com*
- Call us at *1-800-482-1252*

On-site Classes Available

If your organization has several people that need Acrobat expertise, you can have us come to you. Acquired Knowledge will teach any of its classes on-site. Contact us at 1-800-482-1252 for details.

Course Outline

1. Introduction

How is Acrobat used in the workplace? What does moving to an Acrobat workflow buy us? What do we lose?

- What is Acrobat? What is PDF?
- What's in the Acrobat package?
- How do you use Acrobat in a printing workflow?
- What are Acrobat's pros and cons?

2. Making PDF Files

The Acrobat package ships with two tools for making PDF files. Learn which you should use. Learn the right way of making PDF files. Learn how to set up batch production of PDF files.

- What is *PDFWriter* and when would I use it?
- What is *Distiller* and why is it the preferred tool?
- How do I create PDF files from Distiller?
- How do I use *Distiller* for batch processing?
- What tools can make Distiller easier to use?

3. Distiller Job Options

Duck under the hood and see how to ensure the PDF files you create are useable. You will learn all the Distiller Job Options and how to set them for your work. Make perfect PDF files every time!

- General Options
- Compression
- Font embedding and subsetting
- Color conversion and other options

4. Tools for Working With Acrobat Files

Review some of the best third-party tools available for editing, imposing, separating and otherwise working with PDF files.

- Editing PDF files
- Imposing and color separating PDF files
- Other tools for working with PDF files

In Conclusion...

Articles are an important part of the Acrobat landscape. If you are making your newspaper's back issues available as PDF, distributing reprints, or emailing your newsletter, Acrobat articles will make the newly on-line document far more useful.

Newsletter First Page

Programming Acrobat Distiller with *pdfmark*

Adobe Acrobat is remarkably broad in its range of features. A PDF file, in addition to being an excellent, device-independent format for printed documents, also supports a host of other features (links, bookmarks, articles, etc.) useful for on-line viewing.

We usually insert these other items into PDF files by using the tools provided in Adobe Acrobat. However, many of these features can be specified by the original PostScript file from which the PDF file was created. This is done by including in the PostScript file calls to a Distiller-specific operator, *pdfmark.*

In this article, we introduce the syntax of *pdfmark* and give a few simple examples of its use. Next month, we'll see how to use *pdfmark* to make bookmarks, links, and other useful Acrobat objects directly in QuarkXpress, PageMaker, or other documents.

Assumptions

This article assumes that you already know what Acrobat bookmarks and links are. If your don't, you should review your Acrobat on-line help (or, better still, take our *Interactive Acrobat* class).

For More Info

The complete documentation for *pdfmark* is available from your Distiller *Help* menu. Just select *pdfmark Guide.*

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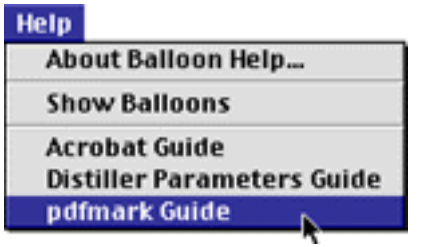

Beginning *pdfmark*

The *pdfmark* operator takes as arguments a mark, a variable number of key-value pairs, and a name indicating what type of item you are trying to create.

```
[     /key val
      /key val
      /key val
      /type
pdfmark
```

Remember, the left bracket in PostScript leaves a mark object on the stack.

Types of pdfmarks

There are a large number of types of pdfmark you may specify, each creating a specific kind of object in the resulting PDF file. These include:

/ART Acrobat article (see the story on articles in this month's Journal)

/OUT Bookmark ("OUT" is short for "Outline," an old name for this feature.)

/ANN Annotation; one of the various kinds of "sticky notes" that may be applied to the pages in a PDF file. Oddly enough, the Annotation *pdfmark* is also used to create links.

Each type of *pdfmark* call will take key-value pairs that specify the details of that object.

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AKI Journal: PostScript Tech

Distiller Only! Remember that *pdfmark* only exists in the Distiller version of PostScript. If you try executing it on a printer's interpreter, you'll get an *undefined* error. Thus, you usually will want to provide a fallback definition of *pdfmark* in case your PostScript is sent to a printer:

```
/pdfmark where
{ pop } { /pdfmark /cleartomark load def } ifelse

[ /key    val
  /key    val
  /key    val
  /type pdfmark
```

This way the PostScript interpreter will always find a definition of *pdfmark,* whether it's Distiller's interpreter (using the real *pdfmark)* or a printer's interpreter (using our fallback version).

That said, let's see how we create bookmarks and links with *pdfmark.*

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AKI Journal: PostScript Tech

Creating Bookmarks

Bookmarks can be the simplest item to make with *pdfmark.* The only key-value pair actually required is the text you want to appear as the label, together with the name */OUT* name that indicates you want to make a bookmark. The key-value pairs that have meaning when you create a bookmark include:

/Title (str) This is the text that should identify the bookmark.

/Count n (Optional) This specifies the number of descendent bookmarks this bookmark has. The next *n* bookmarks you specify will be descendants of this one.

/Page n or /name (Optional) This specifies the page to which this bookmark takes you. You may specify a sequential page number within the PDF file. If you don't specify a destination, the bookmark will link to the page in which the *pdfmark* call occurs. *Pdfmark* takes the first page of your PDF file to be page *0.*

/View [array] (Optional) This is an alternative to */Page,* supplying a more detailed specification of the bookmark's destination. The array contents specify a page, a location on the page, and an indication of the kind of view (fit to page, etc.). For the details of the array contents, see the *pdfmark* documentation.

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AKI Journal: PostScript Tech

Bookmark Example

Here is an example of a set of pdfmarks creating bookmarks for pages in this issue of the AKI Journal. Click here to alternately show and hide the bookmarks panel.

```
[ /Title   (Acrobat Articles)
  /Page    1
  /OUT
pdfmark

[ /Title   (Bookmarks)
  /Page    8
  /Count   1          % There'll be one descendent
  /OUT
pdfmark

[ /Title   (Bookmark example)   % This is the descendent of the
  /Page    12                   % previous bookmark
  /OUT
pdfmark
```

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Creating Links

Links are implemented as a subtype of annotations. The *pdfmark* type is */ANN,* with a /Subtype of */Link.*

The key-value pairs available when creating a link are as follows:

/Subtype /Link Indicates that the annotation *pdfmark* is actually a link.

/Rect [x y x y] Indicates the area the link occupies on the page. The values supplied are the *x,y* coordinates of the lower-left and upper-right corners of the area, expressed in User Space.

/Border [r_x r_y *w]* (Optional) Specifies the horizontal and vertical radii of rounded corners and the linewidth of the border applied to the link. If this is omitted, the link will be invisible, though it will still be active.

/SrcPg n (Optional) Indicates the page on which the link is to appear. If missing, the *pdfmark* call must appear within the PostScript for the page on which the link should appear.

/Color [r g b] (Optional) Indicates the color of the link's border. If this key-value pair is omitted, the link will be black.

/Page n or /name This is the destination to which the link takes you. This is a sequential page number or the names */Next* or */Prev.* Remember, page *0* is the first page of your PDF file. As an alternative, you can supply */View,* as described in the discussion of Bookmarks.

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AKI Journal: PostScript Tech

Link Example

The *pdfmark* call below creates a link that goes to the next page of the document. This link is actually supplied on this page at left. The text "Next Page" was not created by *pdfmark;* it is simply a QuarkXpress text box placed in the same location as the link.

Next Page

```
[ /Subtype      /Link
  /Rect         [ 0 0 72 36 ]
  /Border       [ 0 0 2 ]
  /Color        [ .5 1 .5 ]
  /Page         /Next
  /ANN
pdfmark
```

This link doesn't show up in the place you might expect from the *Rect* coordinates (that is, with the lower left corner at the lower left corner of this page). Remember that the rectangle is expressed in User Space units and so will be affected by translate, rotate, and scale.

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AKI Journal: PostScript Tech

What Else Can You Do With *pdfmark?*

Here we have barely touched the depths of *pdfmark's* abilities. You can create articles and PDF objects, specify document info and page cropping, attach different kinds of actions to links and other objects, and on and on. With *pdfmark,* you can create a vast range of objects within the PDF file made from a PostScript file.

The place to go for how to create these objects is the *pdfmark* reference manual I mentioned earlier. This makes for fun reading if you are making PDF files from PostScript.

To be continued...

In next month's AKI Journal, we'll see how to insert calls to *pdfmark* into QuarkXpress, Microsoft Word, and other documents so that when you convert them to PDF, they already have the links, bookmarks, and other Acrobat features that they need.

Newsletter first page

Schedule of Classes, Nov 2000 - Feb 2001

Following are the dates and locations of Acquired Knowledge's PostScript and Acrobat classes. Clicking on a class name below will take you to the Acquired Knowledge web-site to the description of that class.

PostScript Classes

PostScript Foundations	San Diego, CA	Nov 13 - 17	San Diego	Jan 22 - 26
Advanced PostScript	San Diego, CA	Dec 11 - 14	San Diego	Feb 19 - 23
PostScript for Support Engineers	Seattle, WA	Dec 4 - 8	San Diego	Jan 15 - 19

PostScript Course Fees PostScript classes cost $1,900 per student, except for courses conducted in the U.K., which cost $2,000 per student.

Acrobat Classes ->
Registration ->

Acrobat Classes

Acrobat Essentials & Interactive Acrobat	Houston, TX	Dec 4	Minneapolis, MN	Jan 18
	San Antonio, TX	Dec 6	Newark, NJ	Jan 25
	San Diego, CA	Dec 8	Seattle, WA	Feb 6
	San Francisco, CA	Dec 11	Portland, OR	Feb 8
	Los Angeles, CA	Dec 13	Dallas, TX	Feb 13
	Orange County, CA	Dec 15	Oklahoma City, OK	Feb 15
	Phoenix, AZ	Jan 9, 2001	Hartford, CT	Feb 20
	Denver, CO	Jan 11	Providence, RI	Feb 21
	Chicago, IL	Jan 16		
Using PitStop Pro	Minneapolis, MN	Dec 1	Boston, MA	Feb 22
	New York, NY	Jan 26		

Acrobat Course Fees

The Acrobat Essentials and Interactive Acrobat classes each cost $195.00 per student. You may take both for $375.00. The PitStop class is $ 375.00. There is a discount if you are signing up 3 or more people.

<- Back to PostScript Classes

Registration ->

Contacting Acquired Knowledge

For more information

For class descriptions or for any other information about AKI's classes or software:

Web site: http://acquiredknowledge.com

email: info@acquiredknowledge.com

telephone: 800-482-1252

mail: 6480 Weathers Place #245, San Diego, CA 92121

Registering for Classes

To register for an Acquired Knowledge class, contact us any of the following ways:

Register On-line: http://www.acquiredknowledge.com/courses

email: registration@acquiredknowledge.com

telephone: 800-482-1252

mail: 6480 Weathers Place #245, San Diego, CA 92121

Newsletter First Page

What's New at Acquired Knowledge?

PitStop Class Now Pro!

The Acquired Knowledge class on Enfocus' PitStop has been updated to cover the recently-released PitStop Pro. The Pro version of this long-standing Acrobat tool adds significant new abilities to the product, including converting color images to CMYK and automatedly deleting crop marks, etc. For more information on the PitStop class, go to:

http://www.acquiredknowledge.com/Courses/pitstop.html.

AKI Help Desk Unveiled

Among the services Acquired Knowledge now offers as part of its consulting services is the *AKI Help Desk.* If you have any questions regarding PostScript or Acrobat, including problems with files, drop us an email and we will answer the question and solve the problem. Time is billed at $150.00 per hour, charged to your credit card. Let Acquired Knowledge be part of your support staff!

For more details, go to:

http://www.acquiredknowledge.com/Consulting.html

Newsletter First Page

Journal Feedback

If you have any comments regarding the *AKI Journal,* please let us know. In particular, we are looking for three types of information:

Comments on usefulness. Does the Journal provide you with worthwhile information? Was it well written and understandable? Did you like it, hate it, or did it make you want to drown your sorrows? How could we make it better? Do you like the PDF format?

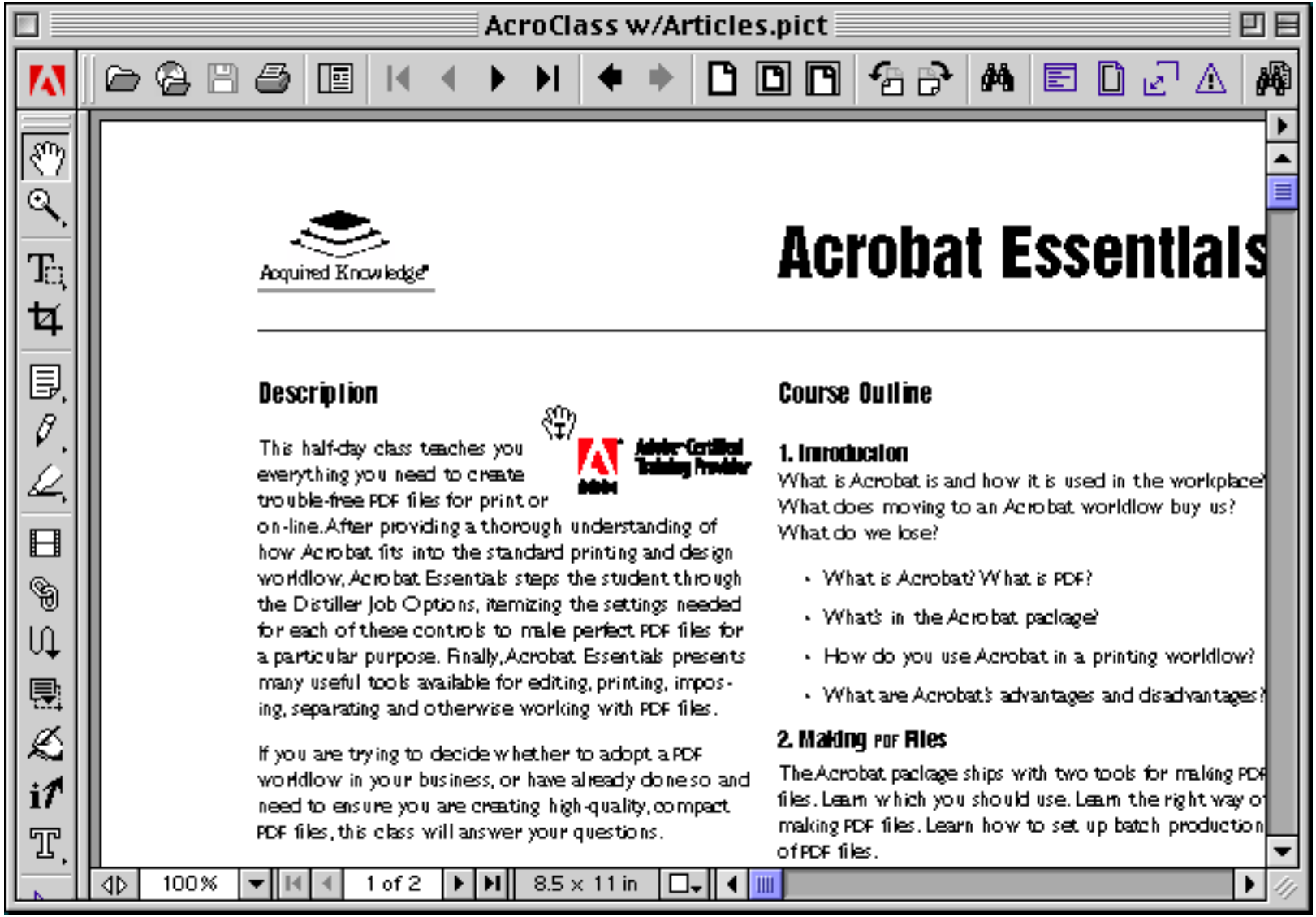
Suggestions for articles. Each Journal issue contains one article each on PostScript and Acrobat. What topics would you like us to address?

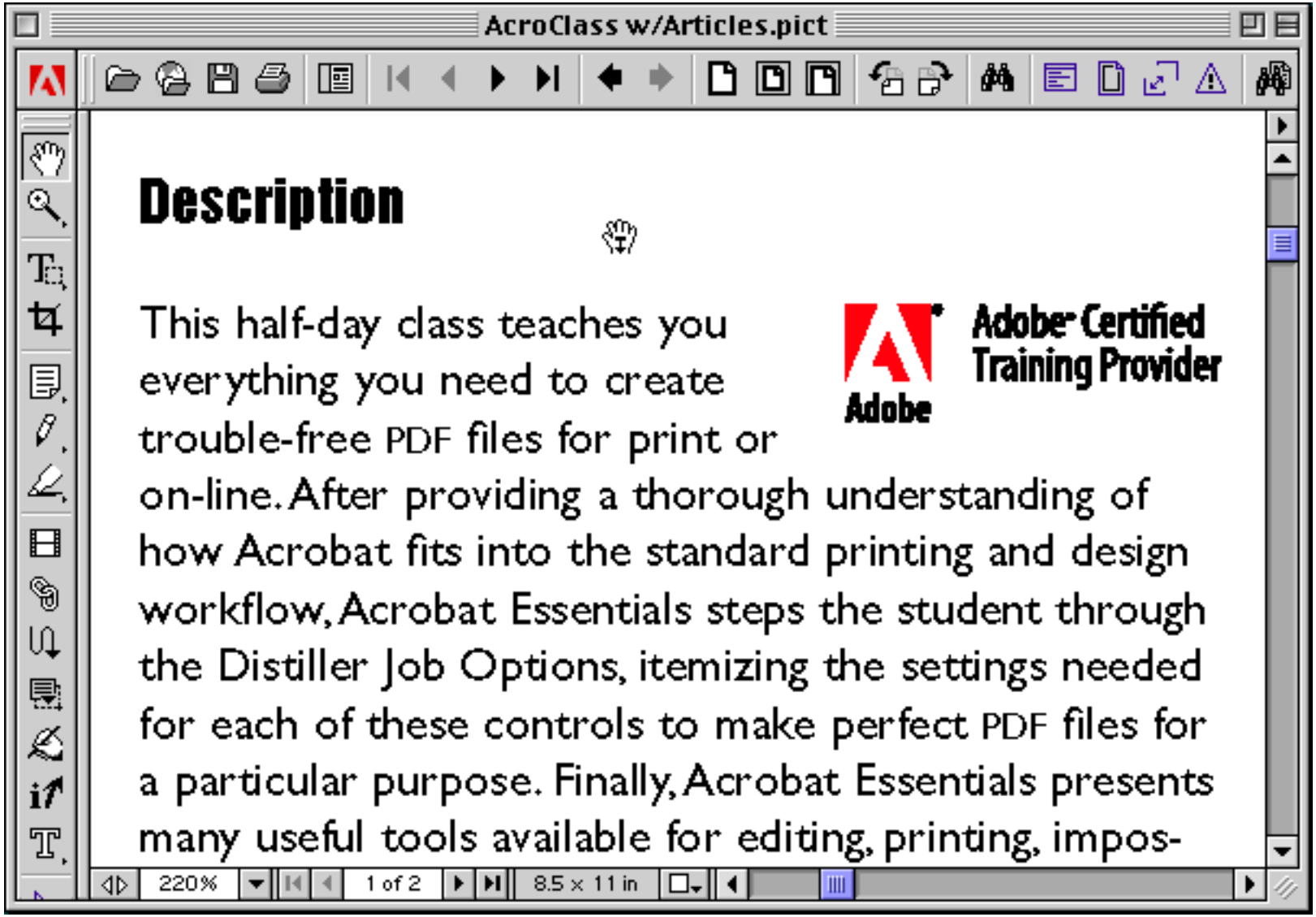
Questions and Answers. We are planning a Q&A section for future issues. Do you have any questions about Acrobat, PDF or PostScript?

Please send any comments, questions, or problems to

journal@acquiredknowledge.com

Newsletter First Page


AcroClass w/Articles.pict
Acquired Knowledge
Acrobat Essentials
Description
This half-day class teaches you everything you need to create trouble-free PDF files for print or on-line. After providing a thorough understanding of how Acrobat fits into the standard printing and design workflow, Acrobat Essentials steps the student through the Distiller Job Options, itemizing the settings needed for each of these controls to make perfect PDF files for a particular purpose. Finally, Acrobat Essentials presents many useful tools available for editing, printing, imposing, separating and otherwise working with PDF files.
If you are trying to decide whether to adopt a PDF workflow in your business, or have already done so and need to ensure you are creating high-quality, compact PDF files, this class will answer your questions.
Adobe Certified Training Provider
Course Outline
1. Introduction
What is Acrobat is and how it is used in the workplace?
What does moving to an Acrobat workflow buy us?
What do we lose?
What is Acrobat? What is PDF?
What's in the Acrobat package?
How do you use Acrobat in a printing workflow?
What are Acrobat's advantages and disadvantages?
2. Making PDF Files
The Acrobat package ships with two tools for making PDF files. Learn which you should use. Learn the right way of making PDF files. Learn how to set up batch production of PDF files.
100%
1 of 2
8.5 x 11 in


AcroClass w/Articles.pict
Description
Adobe
Adobe Certified
Training Provider
This half-day class teaches you everything you need to create trouble-free PDF files for print or on-line. After providing a thorough understanding of how Acrobat fits into the standard printing and design workflow, Acrobat Essentials steps the student through the Distiller Job Options, itemizing the settings needed for each of these controls to make perfect PDF files for a particular purpose. Finally, Acrobat Essentials presents many useful tools available for editing, printing, impos-
220%
1 of 2
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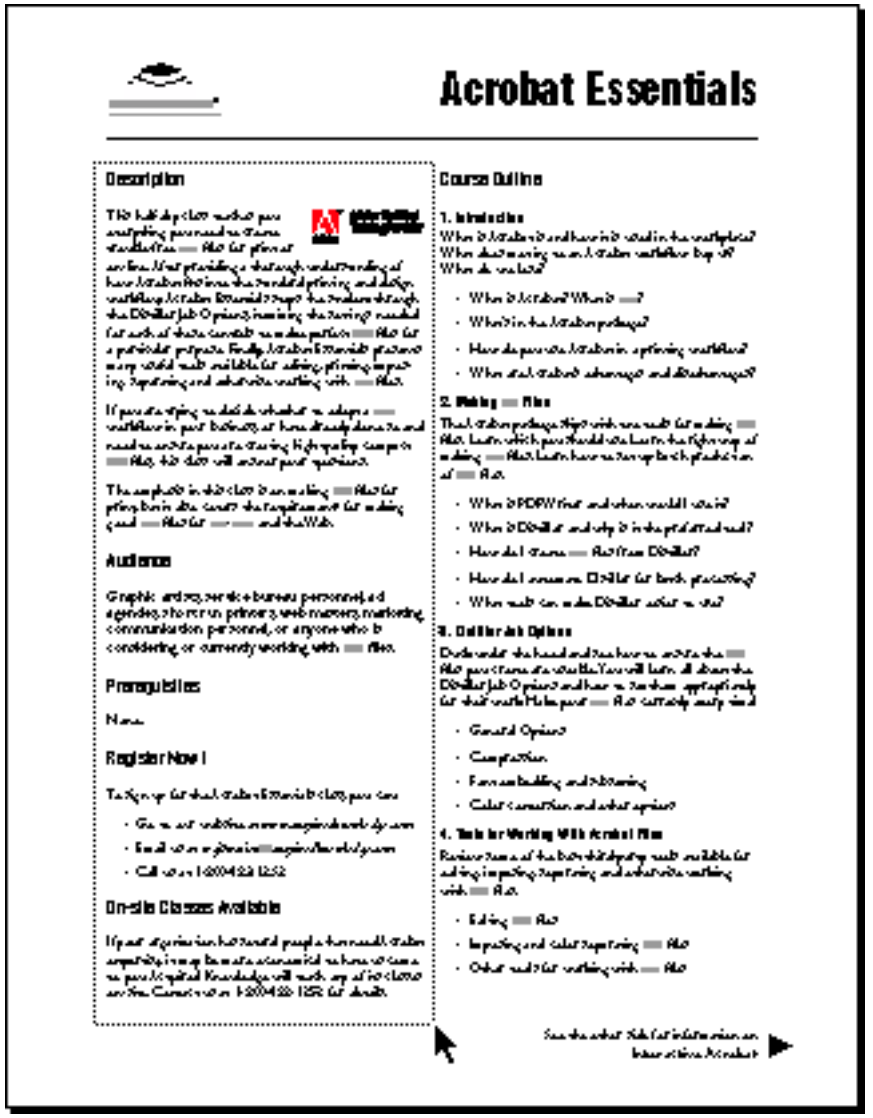


Acrobat Essentials

Description

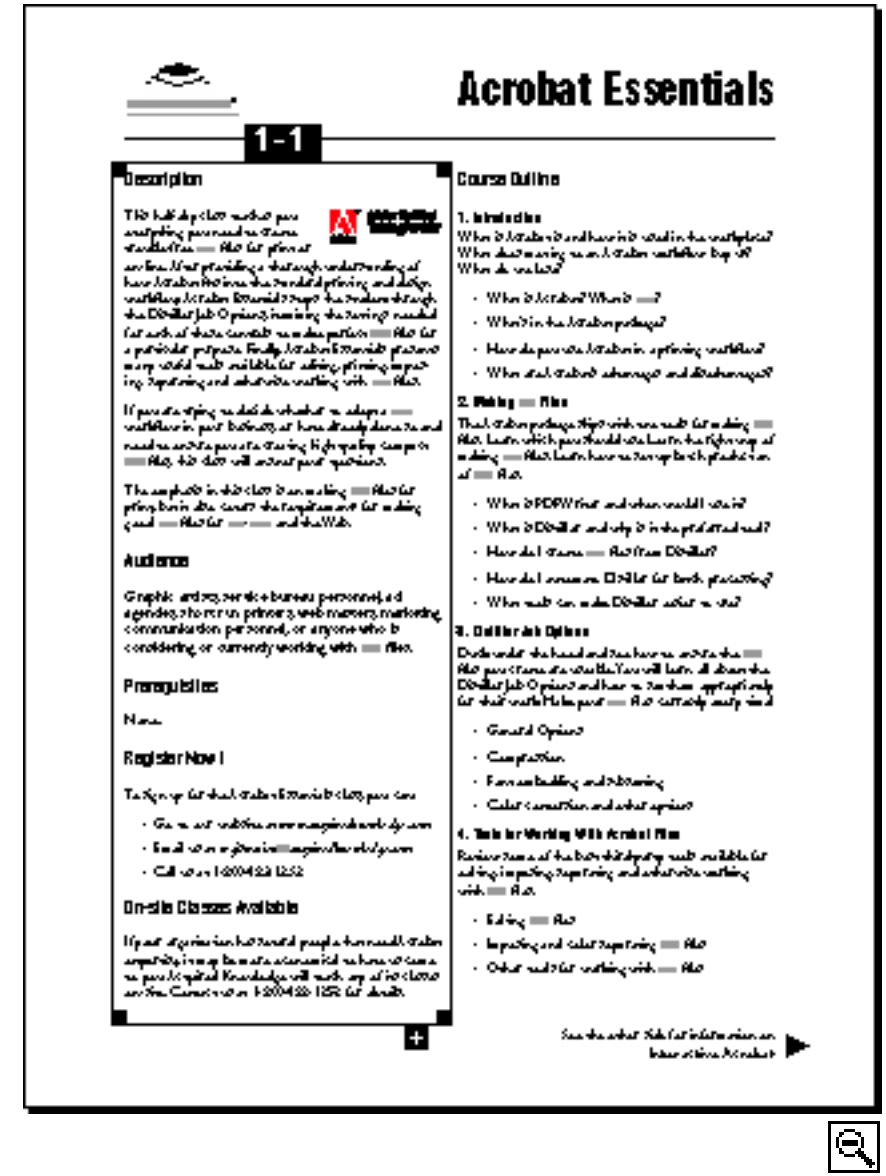
Course Outline

Audience

Prerequisites

Register Now!

On-site Classes Available



Acrobat Essentials

1-1

Description

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Register Now!

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