

Bonus Content 4 for Chapter

Converting an Image to PDF in Photoshop

The Fleur-de-Lis button image was originally a layer in Amanda's logo file, which she built in Photoshop. After extracting the layer and saving it as a separate PSD (Photoshop's native format) image, she wants to convert her file to PDF.

To convert a Photoshop file to PDF, follow these steps:

1. Modify and edit the image as required in Photoshop.
2. Choose File > Save As, and select Photoshop PDF from the Format pull-down menu. You can also select a Color option to embed a color profile (**Figure B4.1**). For content intended for onscreen use, use RGB color. CMYK is best for print work.

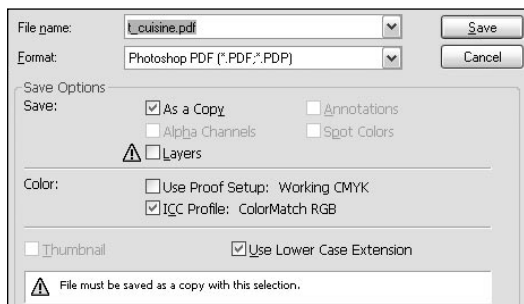


Figure B4.1 Choose layer and color profile options when naming the PDF document.

3. If you intend to use the image PDF in another application, as Amanda does, click As a Copy or deselect the Layers check box.

The original document contains layers, but they aren't needed in Acrobat; saving the document without layers decreases the size of the PDF file. You can save a PDF document either as a copy or by using layers; deselecting the Layers check box automatically saves the file as a copy.

4. Click Save to close the dialog and open the PDF Options dialog.
5. Select the desired options for the PDF document (the options are described on the next couple of pages) and click OK (Figure B4.2). The file is saved with the selected settings and opens in Photoshop.

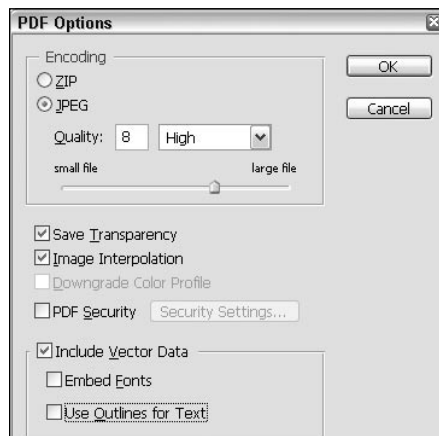


Figure B4.2 Choose PDF options for converting a Photoshop image to PDF.

You can save a Photoshop image as a PDF from a number of formats: RGB, CMYK, grayscale, bitmap, Lab color, duotones, and indexed color. The options available in the PDF Options dialog vary depending on the characteristics of the document. For instance, a document without text or shapes won't have vector data options. Options can include:

- **Encoding.** Choose either Zip or JPEG compression. Unlike JPEG compression, Zip compression doesn't remove image data in order to reduce file size, but it results in larger files than JPEG compression. The project uses JPEG compression.
- **Quality.** If you choose JPEG compression, you can adjust the quality of the image as well. The lower the quality, the smaller the resulting file size. The High and Maximum options produce good quality images; High is used here.
- **Save Transparency.** If the document contains transparency on any of its layers, you can preserve the appearance of the image by choosing this option, regardless of whether you maintain layers or save the PDF as a copy in the Save As dialog.
- **Image Interpolation.** This setting applies to printing images. When you are using a low-resolution image, interpolation *anti-aliases*, or smooths, the printed image.

- **Downgrade Color Profile.** This option is available when you select the ICC Profile (Windows) or Embed Color Profile (Mac) for a version 4 profile in the Save As dialog box, and the option only displays on that dialog when you use the specified ICC Profile in the original image. Downgrade to a version 2 color profile if you need to use the document in programs that don't support the default version 4 profiles.
- **PDF Security.** You can add security options, such as requiring passwords and restricting actions like printing or changing the content of the PDF. There is no value in setting security on the individual images used in this project. If you secure an image and then add it to Acrobat later in the project, you'll have to type the password. That's a lot of extra work! Amanda will add security to the entire project when it is finished.
- **Include Vector Data.** If the image contains shapes or text, this option becomes active. You can preserve the integrity of vector shapes, including text, by using this option. The resulting PDF document is *resolution independent*, meaning it can be scaled larger or smaller and still maintain the correct appearance of its content. This option is used in the project's text images.
- **Embed Fonts.** If you click Include Vector Data, the Embed Fonts option is active, provided there is text in the file. Embed Fonts preserves the look of a font by embedding it in the PDF document so viewers can see it correctly, whether or not they have the font on their computers. On the downside, embedding fonts increases the file's size. For the images used in this project, fonts aren't preserved because we only need the image of the text. That is, the text doesn't have to be converted to letters and words that can be selected or searched in the PDF format of the image. All that is required is that viewers can read the words.
- **Use Outlines for Text.** This option saves text as paths, and is useful in three circumstances: when the Embed Font option results in files that are too large, if a font can't be embedded or prints incorrectly, or if the image PDF is intended to be used in an application that doesn't support PDF files with embedded fonts. None of those options applies in this project. As you'll read in the sidebar, "Experimenting with Options," using outlines for text isn't a good choice for Amanda's project: The effectiveness of using outlines depends on the type and size of font, the image's background color, and effects applied to the text.

NOTE If you use text in an image and need to preserve its appearance, such as when a specific font is important to the design, choose one of the Embed Fonts or Use Outlines for Text options. If you decide to embed the fonts, you will add to the file size, but when the appearance is important to the overall design, the trade-off is worth it. If you don't, Acrobat may substitute an alternate font if your users don't have the font available.

EXPERIMENTING WITH OPTIONS

Converting images to PDF can produce very different outcomes depending on the choices you make. Take a look at **Figure B4.3** which shows the same text pop-up image converted into PDF using three different settings. In each case, the conversion included

- Saving the PDF as a copy
- Using JPEG compression with Quality set at High
- Preserving transparency

In the left sample in the figure, the PDF document was created using just the settings listed above. The text in the image is legible but rather faint.

In the center image, the PDF document was converted using the listed settings, but it also has the Include Vector Data option selected and the Embed Fonts option chosen. The text is clear and crisp—this is the setting used in the project.

The image at the right of the figure shows a version of the image converted to PDF, again using the same settings as listed above, as well as the Include Vector Data option. This time, the Use Outlines for Text option was used instead of the Embed Fonts option. As you can see, the image looks terrible! The text appearance is rough and jagged—decidedly unattractive.



Figure B4.3 A converted image can have dramatically different appearances depending on the chosen settings.