Preparing Adobe Photoshop® Documents for High Quality Printing

If you're using Adobe Photoshop you can either print to the Adobe PDF print driver you have configured for PDF x-1a settings or you can use Photoshop's "Save Photoshop PDF". By doing this, you not only ensure the highest quality of printing, but you also efficiently decrease file size for transmitting the order which will also ultimately expedite the ordering process.

Making a PDF File

Because there are so many different versions of design software products in such wide use, it is next to impossible for a commercial printer to support all versions of the native files (.PSD, .AI, .INDD, and other native file formats). The answer to this dilemma is to convert your file to a more universal file type, which is PDF. Be aware that saving as a PDF file may cause you to lose some of the editing capability, so be sure to save a copy and preserve your original file.

Saving as Photoshop PDF® (based on Photoshop CS3)

1. On the **File** menu, click **Save As**.
2. In the **File Name** box, type a name for the PDF file. You don't need to type a file name extension - Photoshop automatically adds .pdf to the end of the file name you type (we recommend you save to your Desktop).
3. In the **Format** list, select **Photoshop PDF (*.PDF;*.PDP)**.
4. Click **Save**.
5. You may see a warning saying the current setting may overwrite the default Save As settings - hit "ok".
6. This will give you the Save Adobe PDF window where you can either select your previously saved Adobe PDF Preset or change the settings dynamically. Here are the settings that you need set (sections listed on the left of the screen):
   - General Section : Compatibility : Acrobat 5 (PDF 1.4) or higher
   - Compression Section : Bicubic Downsampling To : 300 : pixels/inch
   - Compression Section : for images above : 450 : pixels/inch
   - Compression Section : Compression : None
   - Output Section : Color Conversion : Convert to Destination
   - Output Section : Color Conversion : U.S. Sheetfed Coated v2 (or Uncoated if ordering on an uncoated paper stock)
   - Output Section : Profile Inclusion Policy : Include Destination Profile
   - Security Section : All "password" options un-checked
7. Click **Save PDF**.

Note: The same save settings are available in the Adobe Illustrator Application, simply choose **Adobe PDF (*.PDF)** for the **Save as Type** option in place of step 3 above.

Printing to a PDF file (alternative to saving as Photoshop or Adobe PDF)

1. On the **File** Menu, click **Print**
2. After adjusting the page size and scaling options, select **Adobe PDF** as from the Printer drop-down menu.
3. Click the **Page Setup…** button
4. From here you can either select your previously saved Adobe PDF Preset (from the Default Settings drop-down menu) or change the settings dynamically. To edit the settings for a new profile, click the **Edit…** button to the right of the Default Settings drop-down menu. Here are the settings that you need set (sections listed on the left of the screen):
   a. General Section : Compatibility : Acrobat 5 (PDF 1.4) or higher
   b. General Section : Resolution : 300 dots per inch
   c. Images Section : Bicubic Downsampling To : 300 : pixels/inch
   d. Images Section : for images above : 450 : pixels/inch
   e. Image Quality : Maximum
   f. (repeat settings c,d and e for the Color, Grayscale and Monochrome Images Sections)
   g. Fonts Section : Check Embed all fonts
   h. Fonts Section : Check Subset embedded fonts when percent of characters is less than 100%
   i. Color Section : Color Management Policies : Convert All Colors to CMYK
   j. Color Section : CMYK : U.S. Sheetfed Coated v2 (or Uncoated if ordering on an uncoated paper stock)
   k. Advanced Section : (check the following)
      i. Allow PostScript file to override Adobe PDF settings
      ii. Allow PostScript XObjects
      iii. Convert gradients to smooth shades
      iv. Convert smooth lines to curves
      v. Preserve overprint settings
      vi. Overprinting default is nonzero overprinting
      vii. Save original JPEG images in PDF if possible
      viii. Process DSC comments
      ix. Preserver document information from DSC
      x. Resize page and center artwork for EPS files
5. Click **Save As…** to save these profile settings for future use.

6. Type in a name for the new profile, we suggest **ASAP Printing**
7. Set the Adobe PDF Page Size to the size of your document (select Custom if necessary)
8. With the new profile selected for **Default Settings**, click **OK** for the Adobe PDF Document Properties window.
9. Click the **Print…** button
10. Adobe Acrobat Professional will prompt you for a **file name** and **location** to save the new .PDF file (we recommend saving to the desktop).