



FILE FORMATS

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FILE FORMATS: GRAPHICS

All four colour graphic files must be saved as CMYK.

TIFF (Tagged Image File Format)

TIFF is used for scanned (bitmap) images.

TIFF files can be compressed without loss of data by using the Lempel-Zif-Welsh (LZW) facility.



Photoshop TIFF File

EPS (Encapsulated Postscript Files)

EPS format can be used for scanned images and drawn vector graphics. EPS files can include extra data such as clipping paths. A variation on EPS is the DCS (Digital Colour Separation) format. Saves 5 separate files: cyan, magenta, yellow, black and the fifth file contains a composite preview of the image.



Illustrator EPS File

FILE FORMATS: PAGES

Sending files for output to a:

- Service bureau
- Pre-press bureau
- Printer

EPS (Encapsulated Postscript Files)

Pages created in PageMaker or QuarkXPress can be saved as EPS files. The files can be imported into PageMaker or QuarkXPress as 'pictures'. This method is useful if pages are using fonts which are different from the service bureau or different versions of the software are being used. Occasionally problems can occur with fonts.



QuarkXPress EPS File

QuarkXPress

When saving files for a service bureau:

File/Collect for Output

Creates a folder for document and picture/graphic files.

Produces a report file of useful information about the document:

- Document name, date, total number of pages
- QuarkXPress version and file size
- Names of fonts
- Picture/graphic files
- Resolution of pictures
- Colour information: custom and/or pantone



QuarkXPress File

PageMaker

When saving files for a service bureau check that 'all linked files' are selected. This operation brings all the following files together in one folder:

- Page files
- Picture files
- Text files



PageMaker File

Postscript Files

QuarkXPress and PageMaker can print documents to disk and create a postscript file. There are advantages for creating postscript files:

- The same version of the software is not required by the service bureau.
- Properly created postscript files contain all the document, font and image information required to output that file.
- This method is useful if pages are using fonts which are different from the service bureau.
- Postscript files also output faster on the RIP, saving imagesetting time.
- PDF files (Portable Document Format) can be produced from postscript files and viewed in Acrobat Reader.



*QuarkXPress
Postscript File*

PDF Files (Portable Document Format)

PDF files are simply compressed and optimised postscript files. It is a versatile format for electronic publishing which does not require the software or the system which originally created the file. Fonts and graphics can be embedded in the file without the need for separate folders for fonts or graphics.

PDF files are smaller than the same QuarkXPress or PageMaker files. The resulting files can be viewed in Acrobat Reader. This software is available free from the internet and can run on a Mac or PC.

PDF files can be created by 2 methods:

(1) PDF Writer

This is a printer driver that creates PDF files directly from an application, i.e., QuarkXPress, PageMaker, Microsoft Word:

- On a Mac it is found in the Chooser settings
- Select the PDF Writer
- File/Page Setup: check PDF Writer has been selected
- File/Print: PDF file of the document is created
- View the file in Acrobat Reader software



Acrobat PDFWriter

This a quick and easy way to make PDF files, but they are not suitable for high end printing.

(2) Acrobat Distiller

Distiller is the best software program to create high end PDF files intended for pre-press output:

- File/Print: select destination to 'print to file'
- This produces a postscript file and puts a '.ps' at the end of the filename
- Acrobat Distiller: open the postscript file in Distiller and produce a PDF file
- View the file in Acrobat Reader software



Acrobat Distiller

Acrobat Exchange

Acrobat Exchange allows simple amendments to be made to files which have been produced in Acrobat Distiller. Below are some of the features which can be incorporated into PDF files:

Passwords

A password can be created to allow only certain users to access files.

- File/Save As
- Select: Security
- A password can be entered

Restrictions can be made for:

- Printing
- Changing the document
- Selecting text and graphics

Links

Links can be created which when selected can move to another PDF document, website or play a quicktime movie.

When linking tool has been selected, draw a marquee around a word or line. Immediately it has been drawn the link attributes window is displayed. The marquee can be changed so that it is invisible. Then select the file which is going to be linked. Save file and re-open to see marquee has become invisible.

'Post-It Notes'

Similar to those sticky 'post-it notes'. Ideal for placing messages in page for clients to read:

- Select icon from the toolbar
- Produce a box to the size required
- Type text required
- To amend size and colour
File/Preferences: Notes
- Close window and move to desired position
- Double click on icon to open note

Exporting PDF Files Into QuarkXPress

PDF files are sometimes required to be included in a QuarkXPress page i.e. an advertisement:

- Open PDF file in Acrobat Exchange
- File/Export: select EPS format and name the file
- Open EPS file in QuarkXPress



*EPS File Created in
Acrobat Exchange*

QUESTIONS ON FILE FORMATS

- (1) Name the 2 file formats used for saving graphics ?
- (2) When sending pages created in QuarkXPress to a printer for output, name a file format for saving the files ?
- (3) Name the routine for saving files in QuarkXPress which will:
 - Produce a report
 - Save pictures/graphics in a folder
- (4) QuarkXPress and PageMaker can produce postscript files, give an advantage of using this format ?
- (5) Name 3 advantages of the PDF file format ?
- (6) Name the 2 items of Acrobat software which can create PDF files ?
- (7) Which item of Acrobat software is best for high end output ?
- (8) Briefly describe the production of PDF files from QuarkXPress using Acrobat Distiller ?
- (9) How can a PDF file be included in QuarkXPress page ?