

Save As PDF vs. distilling an optimized PDF

"Save As PDF"

(from *Illustrator or Photoshop*)

- 1) File>Save As...>PDF
- 2) Compression:
in all three sections, bicubic downsample to 150ppi for images above 150ppi. Use JPEG medium for large format or JPEG high for smaller print media; CCITT Group 4 for monochromatic images.
- 3) Output:
can be either CMYK or RGB (don't convert unless design contains both CMYK and RGB images).
- 4) Save file.

 **GOOD**

Distill a *truly optimized PDF*

PART A: from Illustrator or Photoshop

- 1) File>Save As...>EPS
- 2) Include all linked files.
- 3) Compatible gradient and gradient mesh printing (only if using them).
- 4) Save file.

PART B: in Acrobat Distiller

- 1) Settings>Edit Adobe PDF Settings
- 2) Compression:
in all three sections, bicubic downsample to 150ppi for images above 150ppi. Use JPEG medium for large format or JPEG high for smaller print media; CCITT Group 4 for monochromatic images.
- 3) Output:
can be either CMYK or RGB (don't convert unless design contains both CMYK and RGB images).
- 4) Save settings for all output at our shop under "SBT printer settings"
- 5) Drag and Drop the EPS file into the Distiller window; your PDF will appear in the same location as the original EPS

 **BETTER**

This method uses the exact same settings as the "Save As" method, yet it yields a file that is tremendously smaller while looking identical in every other way.

