

Adobe solutions for print publishing

Automate design-to-print workflows using Adobe® PDF for greater control, consistency, and efficiency



It starts with a creative vision and ends with dots on paper, but the road from design through print production can be a bumpy one.

Designers, who face competitive pressure to create designs that stand out, push their creative software to the max. They also struggle to manage more complex projects with shorter deadlines, tighter schedules, and client feedback via a variety of communications. All this in addition to worrying about whether the files they hand off to the printer are prepared correctly and whether their designs, despite rounds of proofs, will look as they envision in print.

Print production professionals, for their part, feel the squeeze of increasingly complex designs (which take more time to process and are more prone to error) and shorter print runs (which can mean lower margins). And printers have to keep costs down while offering value-added services in order to keep customers from choosing a printer down the street.

Adobe offers a comprehensive, design-to-print solution that leverages Adobe Portable Document Format (PDF), Job Definition Format (JDF) workflow automation, and the Adobe PDF Print Engine to deliver the control, consistency, and efficiency that creative professionals and print service providers require.

The end-to-end Adobe PDF workflow

1. Create and collaborate



-  Designers create artwork and layouts using Adobe Creative Suite® design software.
-  Designers use shared presets to create consistent Adobe PDF onscreen previews and printed proofs.
-  Creative professionals and their clients review and approve designs using Adobe Acrobat® 8 Professional and Adobe Reader® software.
-  Designers export final Adobe PDF files from Creative Suite.

Smoother creation and collaboration

An end-to-end Adobe PDF workflow starts with Adobe Creative Suite. Designers use the components of the suite, including Adobe Illustrator®, Adobe Photoshop®, and Adobe InDesign® software, to create graphically rich content that can include transparency effects as well as spot or custom colors. Designers can be confident that their effects will output as expected because they can preview and proof their designs in Adobe PDF, using the same core technology that drives the final RIP engine. Accurate PDF previews and proofs also enable designers to identify—and address—potential printing problems early in the process, which minimizes last-minute changes during production. As a result, designers can eliminate surprises and speed up job creation, freeing them to focus on being creative and to use their design tools to their fullest capacity.

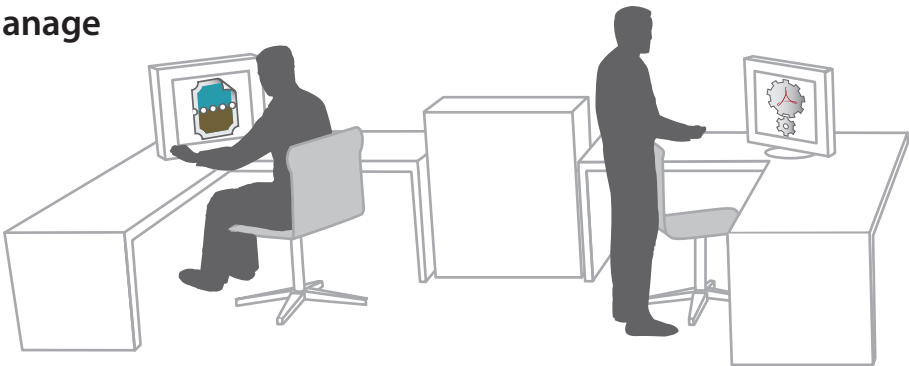
And when designers generate Adobe PDF previews, proofs, and final files, they use shared presets, which can ensure consistency across the components of the suite. They can also use presets to create industry-standard PDF/X files, or use custom presets provided by their print partners, helping to ensure that those partners receive files that meet their specific press requirements.





Efficient print production

With an end-to-end Adobe PDF workflow, print service providers prepare and manage jobs in Acrobat 8 Professional software. First, they can use Acrobat to create a JDF ticket, which describes job options such as paper stock, finishing options, color information, and trap and imposition instructions. The job ticket travels with the Adobe PDF file created by the client and is used by the Adobe PDF Print Engine and other systems to automate those processes.



Print service providers also use Acrobat to preflight jobs, checking overprint previews, hairline rules, ink specifications, and more. At any time, print service providers can generate a hard or soft proof to share with their clients, who can view and comment on them in Acrobat or Adobe Reader software, which can streamline the review and approval process. This helps the accuracy of proofs because Acrobat uses the same core technology as Adobe Creative Suite and systems based on the Adobe PDF Print Engine to generate the PDF file.

2. Prepare and manage



-  Print service providers use Acrobat 8 Professional software to generate a JDF ticket to use internally and to give to customers to automate PDF creation, preflight, and delivery according to their specifications.
-  Print service providers preview and preflight the job using Acrobat, either automatically or manually correcting problems before the job goes to press.
-  Print service providers and designers continue to collaborate, exchanging Adobe PDF proofs via e-mail or using server-based reviews.
-  Print service providers prepare the job for press using systems built on the Adobe PDF Print Engine.

3. Print and deliver

-   Print service providers rasterize the job for printing plates or digital output using a RIP solution or digital front end based on Adobe PDF, JDF, and the Adobe PDF Print Engine.



"The Adobe PDF Print Engine synchronizes designs directly with the printing process, assuring that designs print right the first time and elevating the consistency, reliability, and profitability of print."

Frank Romano, professor emeritus, Rochester Institute of Technology

Reliable output and delivery

Throughout the design and production phases of an end-to-end Adobe PDF workflow, the Adobe PDF file remains unconverted and device independent: Transparent artwork is rendered live by systems based on the Adobe PDF Print Engine, and ICC-based color management ensures color accuracy and consistency with design intent in proofs and on press. As a result, an end-to-end Adobe PDF workflow allows changes to both job content and output intent right up until the last minute, giving print service providers greater control—and flexibility—over job processes.

When the job is ready for production, the print service provider can rasterize it using a workflow system or digital front end built on the Adobe PDF Print Engine. Color conversion, transparency processing, trapping, and imposition all occur in-RIP. Highly integrated rendering functions and a scalable architecture enable faster throughput and processing of PDF files, which in turn helps allow for fast turnaround and a better bottom line for print service providers.

Industry

Print publishing

Challenge

To design and print complex documents efficiently under tight deadlines and to keep costs low.

Solution

An end-to-end Adobe PDF workflow that uses Adobe Creative Suite, Adobe Acrobat 8 Professional, and systems based on the Adobe PDF Print Engine.

Benefits

A more consistent, reliable, and flexible workflow that can allow designers to use their creative toolset to the fullest potential and can allow printers enhanced productivity and profitability.

Toolkit

- Adobe Creative Suite software
- Adobe Acrobat 8 Professional software
- Adobe PDF Print Engine

For more information

To learn more, visit the following web pages:

Adobe Creative Suite

www.adobe.com/products/creativesuite

Adobe Acrobat 8 Professional

www.adobe.com/products/acrobat

Adobe PDF Print Engine

www.adobe.com/products/pdfprintengine

Adobe PDF

www.adobe.com/products/acrobat/adobepdf.html

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