

# **The PDF Advantage**

## *How to Create Reader-Friendly PDF eBooks*



**By Amar Mehta**

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This report is optimized for both printing and online viewing

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<Note: My lawyer made me put this in - sorry! If you'd rather get on with it, skip this section and go right to the heart of the matter>

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Today's savvy authors and publishers know that electronic books (eBooks) offer a terrific market opportunity. Online publishing means significantly lower costs, which in turn mean higher profit margins.



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With this booklet as your guide, you can quickly and easily convert documents created in your favorite page layout or office applications to Adobe PDF.

## **The Preparation**

### **DETERMINE THE PROPER PAGE SIZE**

Pages displayed on computer screens and handheld devices are not trimmed like paper pages, so it's important that you consider how your eBook will be accessed and what size page is appropriate.

Most often, readers will access your electronic documents from their computers. While some monitors are larger than a standard 8.5-inch by 11-inch page, many are smaller.

Unless you are certain that all viewers of your eBook will share a particular display device, it's a good idea to design your eBook for the lowest common denominator.



For most eBooks, specifying a page size of 6 inches by 9 inches (By the way, this is default size of a Microsoft Word document, so if you are creating your eBook using Word, then you don't have to do anything) is a good compromise.

It can be comfortably displayed on a variety of screens and printed to an 8.5-inch by 11-inch page easily. And with the zoom capabilities in Acrobat, readers can customize their viewing experience.

A page size of 4 inches by 3 inches is a good choice for screen-focused documents that will never be printed. If you know that all readers will be using a particular display device, you can specify a page size that's appropriate for that device.

### **SET UP MARGINS**

As with printed pieces, margins help readers follow the text and give their eyes places to rest from time to time.

For many printed documents, the binding and trim size can dictate margins. But when you design a template for an eBook, you have more freedom.

Even though margins are not determined for you in eBook templates, you should still use them to lead your readers through the content and to provide ample white space on each page.

Make dense pages more inviting by reducing the amount of text and graphics crammed onto a single page. And be consistent.

Once you find a nice balance between information and white space, use the same margins throughout your publication.

## **DEFINE TYPOGRAPHIC STYLES**

When you set up type styles for electronically displayed pages, choose fonts that look good on-screen and are especially easy to read.

Fonts with delicate serifs or thin strokes that look good on the printed page can lose their definition on-screen and appear fuzzy or difficult to read.

The best way to make decisions about type is to test a variety of fonts. That way, you can determine which typefaces work best for on-screen reading while still enhancing your overall design.



When formatting type, make sure you use stylistic variations, font sizes, and leading and tracking values that produce easily readable text.

For printed publications, a font size of 9–10 points for body text is usually appropriate, but slightly larger font sizes—11 to 13 points—are better for on-screen viewing. You should also allow room for higher leading and tracking values.

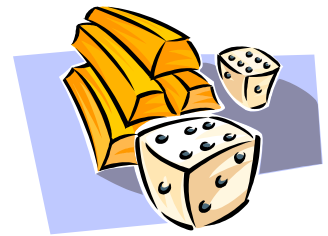
Even though readers can zoom in on electronic documents to ease readability, it is still a good idea to design pages that are legible at 100 percent page view.

Try to keep your typographic styles simple. The easier your document is to read, the more likely people will be to read it.

A suggested font style would be Arial or Verdana, font size 11.

## **DON'T BE AFRAID TO EXPERIMENT**

Whatever your electronic document needs, find a format that works for your publication. If you're not sure how big to set the type or how wide to make the margins, experiment with these elements.



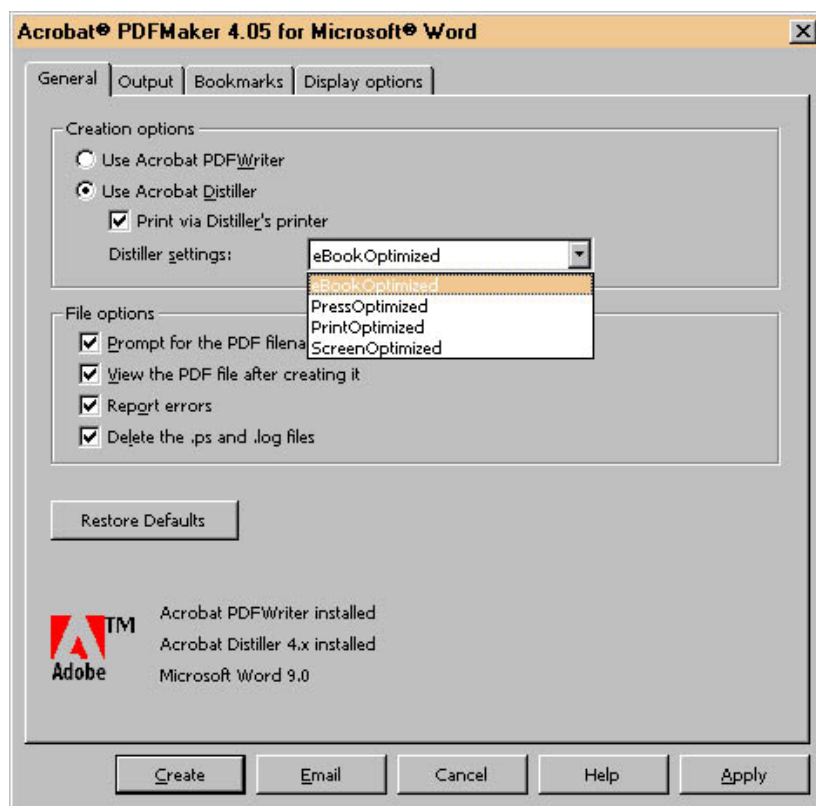
Set up a sample template, and view it on a standard monitor for ease of readability. Often when you see your choices, as readers will view them, your decisions become easier to make.

## The Process

### Converting Microsoft Word for Windows files to Adobe PDF

1. Open the document in Microsoft Word.
2. Click the Create Adobe PDF button in the task bar or choose File > Create Adobe PDF.
3. In the General panel, select Use Acrobat Distiller, and then select Print Via Distiller's Printer.

Then choose eBookOptimized from the Distiller Settings pull-down menu. (This job option came in the zip file along with the ebook, place it in the Adobe/Acrobat4.0/Distiller/Settings folder.)



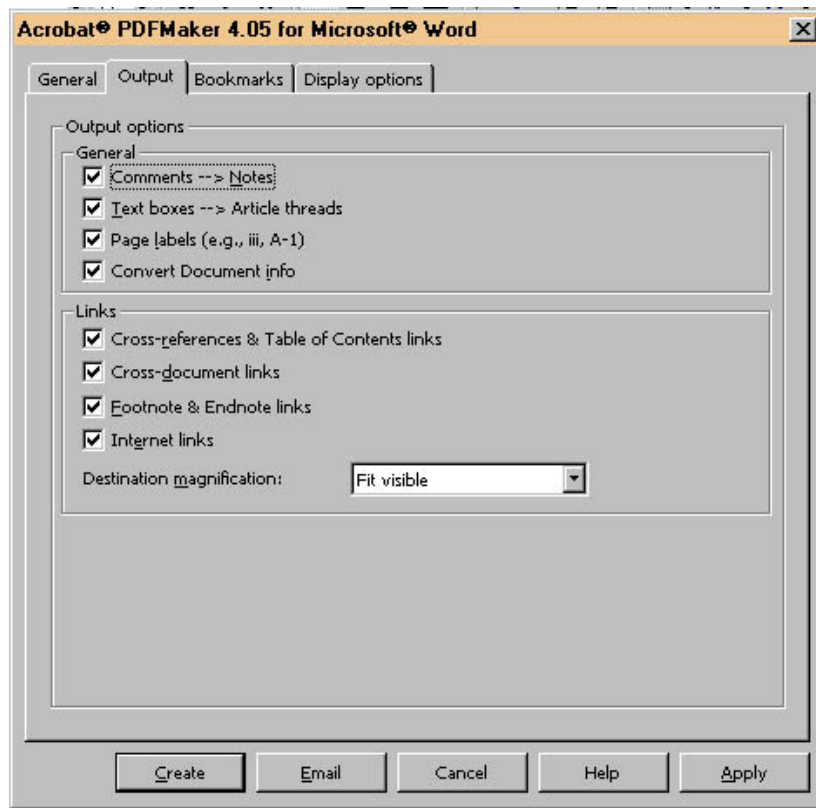
Acrobat 4.0 has three predefined job options:



- ❖ **ScreenOptimized**: This option is recommended for content that will be displayed primarily on-screen, whether on a desktop monitor or an LCD screen. This option produces an extremely small file size, making it ideal for quick downloading from a Web site or intranet.
- ❖ **PrintOptimized**: This option is recommended for content that might be printed or for documents for which file size doesn't matter such as eBooks distributed on removable media or CD. If your content will likely be printed, you should consider this option.
- ❖ **PressOptimized**: This option is recommended for content that will eventually be printed on a high-resolution device. Most text-intensive content prepared for electronic distribution will not require this level of optimization, but you might consider it if your content contains very rich graphics (such as fine illustrations) or if extreme visual fidelity is of paramount importance.

PressOptimized Adobe PDF files can be quite large, so be sure to weigh the benefits against the drawbacks of using this setting. For simple electronic distribution, the ScreenOptimized setting will suffice; it is intended for general documents. Through Acrobat Distiller, you can set up an **eBookOptimized** job option that optimizes your Adobe PDF files for eBook distribution.

4. In the Output panel, ensure that all the options are selected.



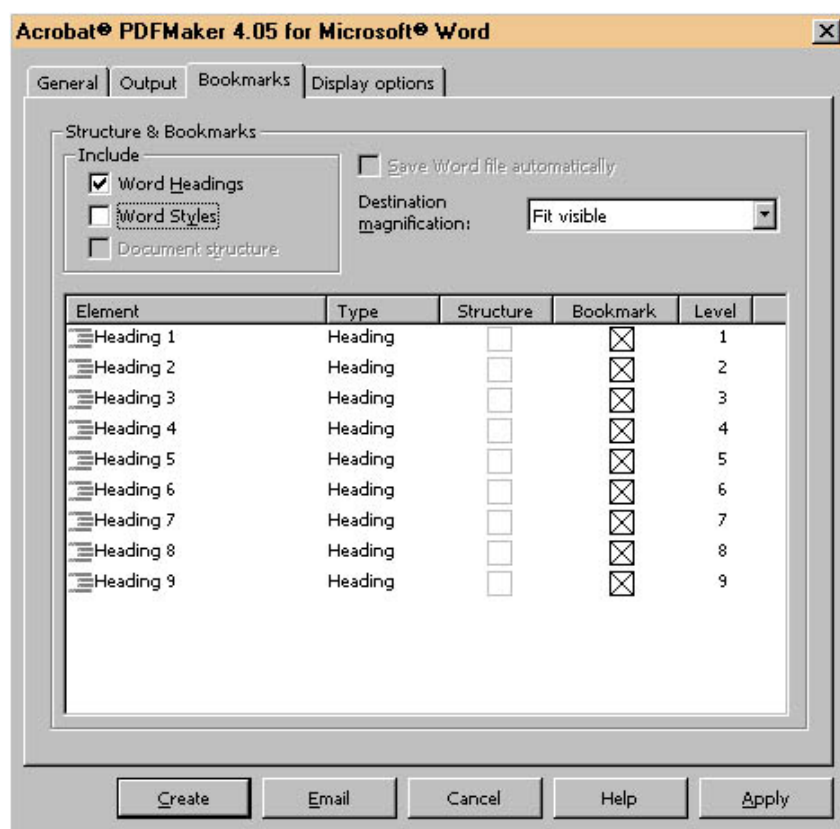
5. In the Bookmark Panel, Select Word Headings option and select Destination magnification as Fit Visible.

This option is very useful for importing the headings that you have defined while creating your eBook in Word.

You should carefully design your ebook in Word, especially by selecting different styles for Heading 1, Heading 2 etc.

This really pays while you are converting it in to PDF eBook as well as you are sending it to someone in Word format also. It shows your professionalism! 😊

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Not only can you use bookmarks to jump from page to page within a document, but you can also jump to linked documents (PDF or non-PDF) or to Web pages.

### **To create a bookmark:**

If you haven't created bookmarks (i.e. haven't defined Heading 1, Heading 2 etc.) in word, then you can create it directly in PDF, after you have created your eBook, by doing following steps.

But a more advisable method is to do it in Word.

1. Choose Window > Show Bookmarks.
2. Use the Next Page and Previous Page arrows in the command bar to navigate to the page you want the bookmark to link to.

3. Choose New Bookmark from the Bookmarks palette's pop-up menu (the right arrow in the palette). The new bookmark is displayed in the palette.
4. Type in the text for the bookmark label and then press Enter. When you're finished, you should test the bookmark by navigating to another place in the document and then clicking the bookmark. Follow the same steps to create additional bookmarks. You can click and drag bookmark icons in any order.

You can also link an action to a bookmark. For example, you can click a bookmark to execute a menu command, play a movie or sound, or change the magnification.

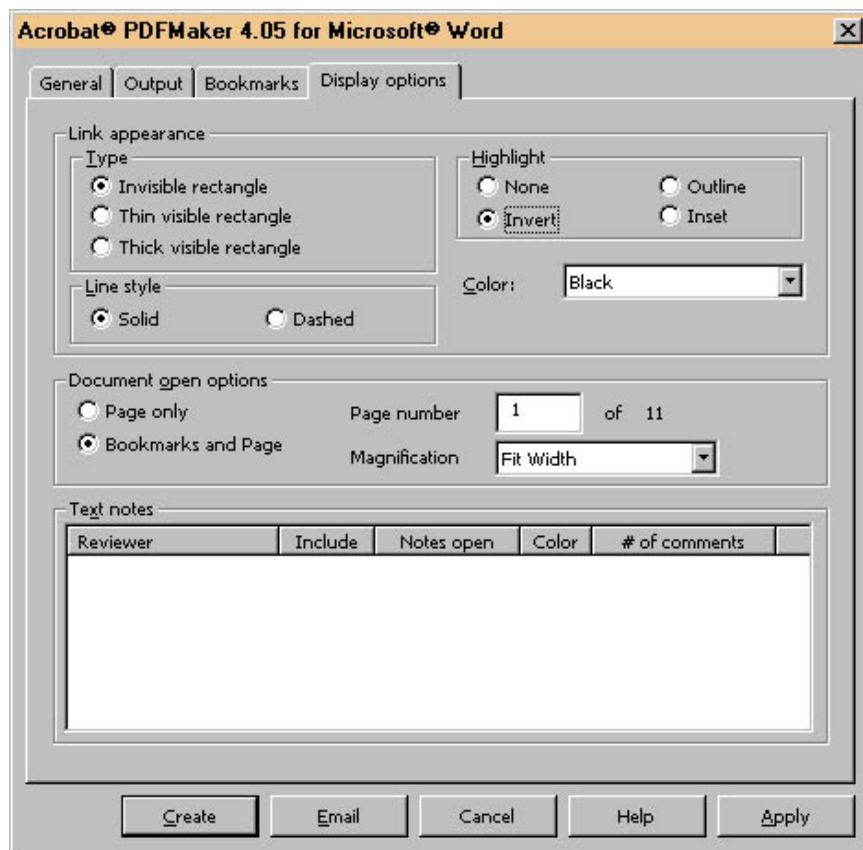
To link an action to a bookmark, select the bookmark, and choose Edit Properties. Then use the controls in the Bookmark Properties dialog box to specify an action. To delete a bookmark, select it and choose Delete Bookmark from the Bookmarks palette's pop-up menu.

6. Now, we come to the final, Display Options Panel. This is mainly used for the display of hyperlinks and PDF when it opens up.

Hyperlink can be displayed in three manners using Adobe Acrobat.

- a. Invisible Rectangle (Highly Recommended, web like appearance)
- b. Thin Visible Rectangle (thin rectangle appears around the link)
- c. Thick Visible Rectangle (Not recommended)

The other important aspect that we need to select is from Document open option. Here there are two choices available: Page Only or Bookmarks and Page. The second option is recommended because it gives the user a better navigation option and they can see the main contents upfront.



7. Now click Create.

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## **Bonus Report 2**

### **Tools and Services to Create PDF**

Microsoft Office doesn't come with built-in PDF support, so if you want to convert an Office document into PDF you have to purchase Adobe Acrobat, or use an online conversion site, or download and install a special program or printer driver.

So, how do you create PDF files? Well, if you can afford it, the best way is to purchase Adobe Acrobat 6 from your local mom and pop computer shop. The street price for Acrobat 6 Professional is US\$449 and the price for Acrobat 6 Standard is \$299

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