UN-CS-RAI-USAA-DB01-2005-00029

Expanded Number **UN-CS-RAI-USAA-DB01-2005-00029**

External ID

Title

Chapter 02: How to prepare PDF (Portable Document Format) files of Procedural Manual for UNICEF Division of Communication (DOC) Web With User Guidelines.

Date Created	Date Registered	Date Closed
07-Feb-2005 at 11:58 AM	07-Feb-2005 at 11:58 AM	

Primary Contact
Owner Location **Common Service Task Force**
Home Location **UN-CS-RAF-USAA-DB01-2005-0001 (In Container)**
Current Location/Assignee **Common Service Task Force since 07-Feb-2005 at 11:58 AM**

FI2: Status Certain? **No**
FI3: Record Copy? **No**
J01: In, Out, Internal Rec or Rec Copy

Contained Records
Container

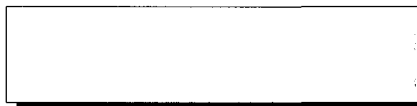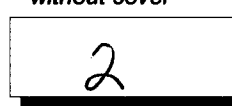| Date Published	Fd3: Doc Type - Format	Da1:Date First Published	Priority

Record Type **A02 UN-CS-RAI-COMMON SERVICE ECOMMODEM.WRITE**
Document Details **In TRIM Store, Adobe PDF File, 158** **C:\DOCUME~1\TRIMSE~1\LOCALS~1\Temp\b6r01300_1.pdf**

Print Name of Person Submit Image	Signature of Person Submit	Number of images without cover
		2

How to prepare PDF (Portable Document Format) files

A key issue in preparing PDF files for distribution on the Web is file size. If PDFs which include images or large numbers of fonts are not prepared properly, the files can easily be so large as to prevent users with slow connections from downloading them. Therefore, PDF files should be made as small as possible, while still preserving adequate text and image quality. File size should be proportionate to PDFs of similar documents (in terms of word count and images) which are already on the UNICEF Web.

The following guidelines will help keep PDF files accessible for all Web users.

Planning and design of publications

If a publication is intended for use as both hard copy and Web-based PDF, or as Web-based PDF exclusively, then thought must be given in advance to the requirements for PDF files. Specifically, **the following design features will inflate PDF file size—avoid using them:**

- background or "ghosted" images
- large numbers of fonts
- pattern shading of areas on a complex image, such as a map

Furthermore, if complex images such as maps must be included, then use them economically.

- Don't duplicate the same complex image on more than one page, instead use it only once.
- Use only as many complex images as are required.

Technical guidelines for preparing PDF files

Please adhere to the following guidelines when generating PDF files for use on UNICEF Web pages.

- Use only Adobe Acrobat to create PDF files. Files created with other applications may not be readable online via a web browser.

- **Consultants who create PDF files from print publications for use on the UNICEF Web must have experience with the PDF format.** They must know how to configure job options in Acrobat Distiller and should be familiar with how to reduce file size to an acceptable level with the type of documents they will be working with.

- **Use the "Screen Optimized" Acrobat Distiller job options. Ensure that colour and greyscale images are compressed with the 'JPEG' compression option (not the 'Automatic' option) at no higher than Medium quality, and that text and line art compression are turned on.**

- **Embed only those fonts required by the document you are converting.**

- **Avoid converting text to graphics--keep as text. (This will keep file size smaller and will allow users to copy text from the document.)**

- **All PDFs prepared for use on the UNICEF web should be made available as a single file. In addition: if a PDF file is larger than 2 MB, then it should also be broken up into chapters/sections and made available as a series of smaller files.** Consultants preparing PDF files should be prepared to generate both a single large file and a series of chapters/smaller files, for all documents larger than 2 MB file size. Staff hiring consultants must inform them of this requirement.

- **The maximum physical page size of a Web PDF document is letter size, or very close to letter size, so that users can print without resizing.** Exceptions can be made for high-resolution maps or other content that requires a large page size, but such content is ideally presented both on letter-size pages (perhaps spread over several pages) and on larger pages.

- **PDF files should be readable with Acrobat Reader 4.**

- Update your PDF-generating software and use the latest versions for PDF creation. This applies to Acrobat/Acrobat Distiller, and also to any other software that can export directly to PDF--for example Adobe Illustrator. Even a version update (e.g. 5.1 versus 5) may offer improvements in PDF creation.

- If preparing a postscript file as an intermediary step in creating a PDF, (i.e. if the process used is source--> *.ps --> *.pdf), then ensure that high-compression options are used in creating the postscript file.

- Computers used to prepare PDF files should have plenty of memory, so that Acrobat Distiller can run properly.

- If publication-quality output is required, use only Acrobat Distiller. But if utility rather than appearance is the primary goal, then consider using Acrobat PDFWriter instead. PDFWriter output files may not be of the same visual quality as Distiller output files, but will likely be smaller.

- If UNICEF staff are to distil a PDF file from other electronic files prepared by consultants, then the consultants must provide the fonts used in the documents, so that they can be embedded in the PDF. The source file formats must be readable by software used at UNICEF – check with the person who will do the distilling for acceptable file formats.

- PDF files should be transferred to UNICEF with Windows file formats and compressions only. If transferred on disk, then Windows formatted disks should be used.