Creating Marks in Adobe Illustrator for use in Pandora

English

Pandora 2.x

731-00106C-EN Rev A

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Creo Inc.
3700 Gilmore Way
Burnaby, B.C., Canada
V5G 4M1
Tel: +1.604.451.2700
Fax:+1.604.437.9891

http://www.creo.com

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Creating Marks in Adobe Illustrator

This document describes how to create marks in Adobe® Illustrator® software for use in Pandora® software. The procedure describes how to create a label mark to print a time stamp, but you can use this procedure to create any of the marks as described in the *Pandora User Guide*.

Overview

This procedure was tested with Adobe Illustrator 8, 9, and 10, and with PostScript® Type 1 and TrueType® fonts.

To create a label mark using Adobe Illustrator CS, you must save the mark as a PDF file using the procedure *Saving the Mark as a PDF File (Adobe Illustrator CS)* on page 5 and then edit the mark using the procedure *Changing the font of a label mark (Adobe Illustrator CS)*.

The text substitution used to create label marks does not support double-byte fonts.

Creating a Label Mark Using Adobe Illustrator

To create a label mark, you must first create the mark, and set that the page size, kerning and tracking, and the ruler origin point. If you use Adobe Illustrator CS, you must also remove all graphic styles, brushes, and symbols from the palette, and delete all colors in the job other than White and Registration.

To create the label mark:

1. Create a new Adobe Illustrator document.
2. Select the **Text** tool.
3. Click the artboard to create an insertion point.
4. Type `Time: <Time>`

   When the Pandora job is printed, the brackets and text between the brackets are replaced by the computer's system time.

   The text between the brackets is case-sensitive. It must be capitalized as shown.

To set the kerning and tracking:

This ensures that the text appears correctly in the final output.

1. Using the **Text** tool, select all of the text.
2. From the **Window** menu, select **Type > Character**.

3. On the **Character** palette, type 0 in the Kerning and Tracking boxes.

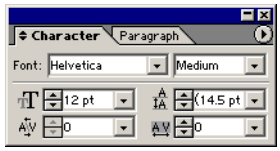


Figure 1: Adobe Illustrator Character palette

To set the page size:

1. From the **File** menu, select **Document Setup.**

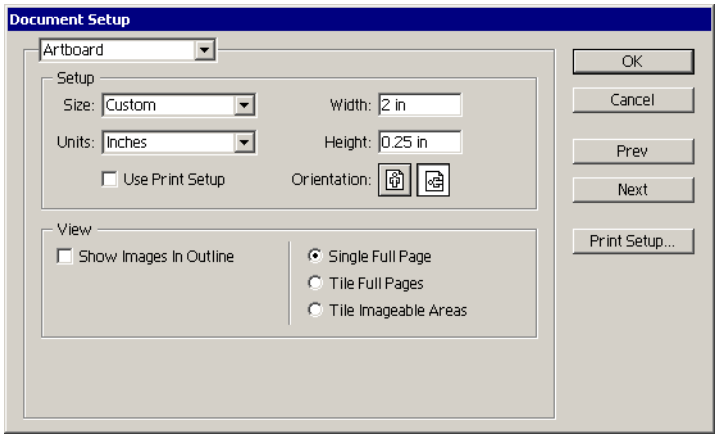
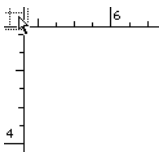


Figure 2: Adobe Illustrator Document Setup dialog box

2. Select **Artboard** in the list at the top of the Document Setup dialog box.
3. Type the desired mark dimensions in the **Width** and **Height** boxes. Make the mark wide enough to accommodate the text that Pandora fills in for the variable. Make the height slightly greater than the height of the text.
4. Click **OK**.

To reset the ruler origin point:

1. Reposition the text mark on the artboard so that it is flush with the left edge.
2. Reset the ruler origin point. This ensures that the mark outputs correctly on a Prinergy® system.
   a. From the **View** menu, select **Show Rulers**.
   b. Double-click the upper-left corner where the rulers intersect.



To delete styles and colors from the job (Adobe Illustrator CS):

1. Click a color in the **Swatches** tab.
2. Hold down the **Shift** key, and select all the swatches except **White** and **Registration**. You may need to scroll.



Figure 3: Adobe Illustrator Swatches tab

3. Click the Trash can.

   The Adobe Illustrator dialog box displays.
4. In the Adobe Illustrator dialog box, click **Yes**.
5. Repeat steps 1-4 with the **Graphic Styles**, **Brushes**, and **Symbols** palettes.

To change the White swatch to Registration (Adobe Illustrator CS):

1. Double-click the white swatch.
2. In the **Swatch Options** dialog box, in the **Swatch Name** box, type `Registration`.



CAUTION: Do not use the default Adobe Illustrator Registration color swatch. Pandora does not interpret this as registration color.

3. In the **Color Type** combo box, select **Spot Color**.
4. In the **Color Mode** area, in the **C, M, Y,** and **K** boxes, type `100`.
5. Click **OK**.

To change the text to Registration:

- Click the text tool, select the text you created: `Time: <Time>`, and click the **Registration** swatch.

Saving the Mark as a PDF File (Adobe Illustrator 10 or earlier)

To save the file to a PDF:

1. From the **File** menu, select **Save**.

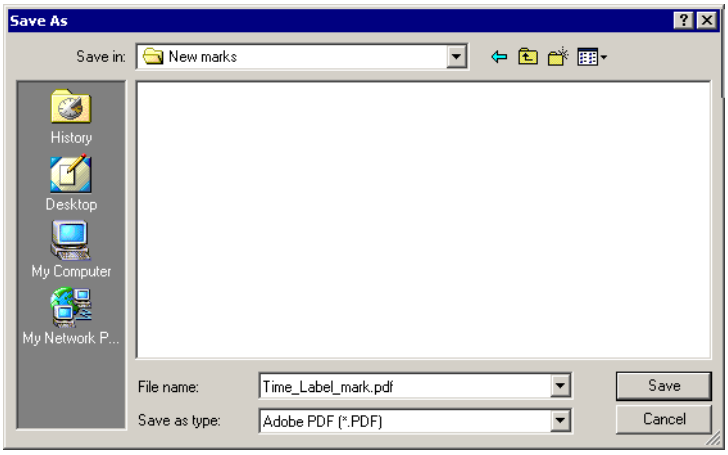


Figure 4: Adobe Illustrator Save As dialog box

2. Navigate to the location where you want to save the mark.
3. In the **File name** box, type a name for the mark.
4. In the **Save as type** list, select **Adobe PDF (*.PDF)**.
5. Click **Save**.

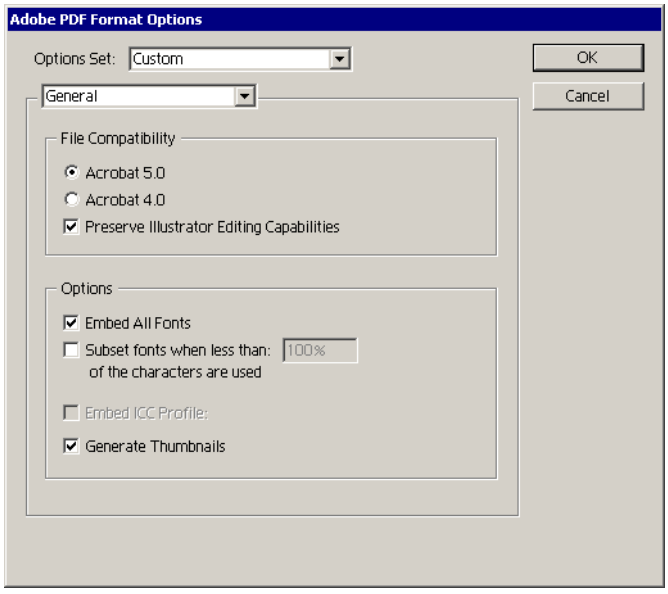


Figure 5: Adobe Illustrator Adobe PDF Format Options dialog box

6. In the Adobe PDF Format Options dialog box, select **General** in the list under **Options Set**.
7. In the **File Compatibility** area:
   a. Select **Acrobat 5.0** or **Acrobat 4.0** as desired.
   b. Select or clear the **Preserve Illustrator Editing Capabilities** check box as desired.
8. In the **Options** area:
   a. Select the **Embed All Fonts** check box.
   b. Clear the **Subset fonts when less than** check box.
   c. Select or clear the **Generate Thumbnails** check box as desired.
9. Click **OK**.

Saving the Mark as a PDF File (Adobe Illustrator CS)

To save the file to a PDF using Illustrator CS:

1. From the Adobe Illustrator CS **File** menu, select **Save As**.

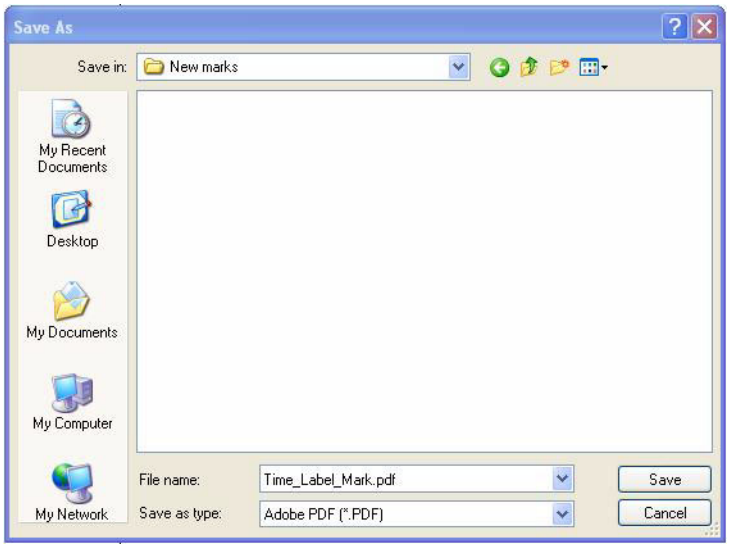
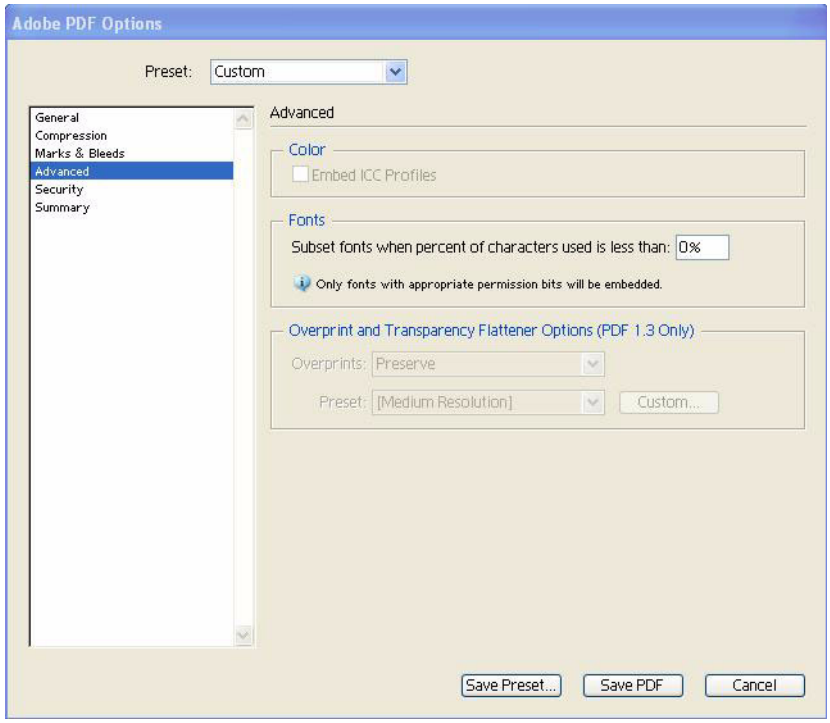


Figure 6: Adobe Illustrator CS Save As dialog box

2. Navigate to the location where you want to save the mark.
3. In the **File name** box, type a name for the mark.
4. In the **Save as type** list, select **Adobe PDF (*.PDF)**.

5. Click **Save**.



6. In the Adobe PDF Options dialog box, select **Advanced**.
   - In the **Fonts** area, in the **Subset fonts when percent of characters used is less than** box, type 0.
7. Click **Save PDF**.

Modifying the Mark in Adobe Acrobat

You must edit the label mark in Adobe® Acrobat® before you can use it in Pandora, and you must ensure the font of a label mark created using Adobe Illustrator CS is not subset using the following procedure.

Changing the font of a label mark (Adobe Illustrator CS)

Once you have created a label mark in Adobe Illustrator CS, you must change the font in Adobe Acrobat and ensure it is not subset.

To change the font in Adobe Acrobat:

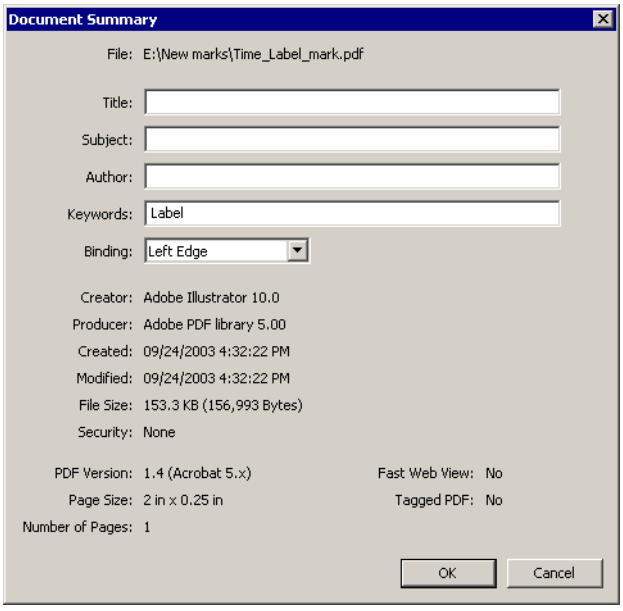
1. Open the file in Adobe Acrobat 6.0 and click the Touchup Text tool.
2. Select the mark test and right-click (CTRL+click on Macintosh) and select **Properties**.
3. Select the **Text** tab, and in the fonts box, select another font.
4. Select **Embed** (not **Subset**) and click **Close**.
5. Click **OK** to warnings related to double-byte fonts.

Setting the Label Keyword

You set the label keyword so Pandora knows to scan the mark for variable text.

To set the label keyword:

1. Open the PDF mark in Acrobat. (You must use the full version of Acrobat, as you cannot set the label keyword in Acrobat Reader®.)
2. In Acrobat, from the **File** menu, select **Document Properties > Summary**.



3. Type `Label` in the **Keywords** box.
4. Click **OK**.
5. From the **File** menu, select **Save**.

Using the Mark in Pandora

To import the PDF into Pandora as a mark:

1. In Pandora, click the **Import** icon on the **Marks** palette.
2. Navigate to and select the mark.
3. Click **OK**.

To test the mark:

1. Create a new Pandora job that contains a press sheet, an artwork, and the mark.
2. Print the job to a PDF file.
3. Open the PDF in Acrobat. If the mark is made correctly, the bracketed text is replaced with the time the job was printed.