# HOW TO CORRECTLY EXPORT PDF FILES

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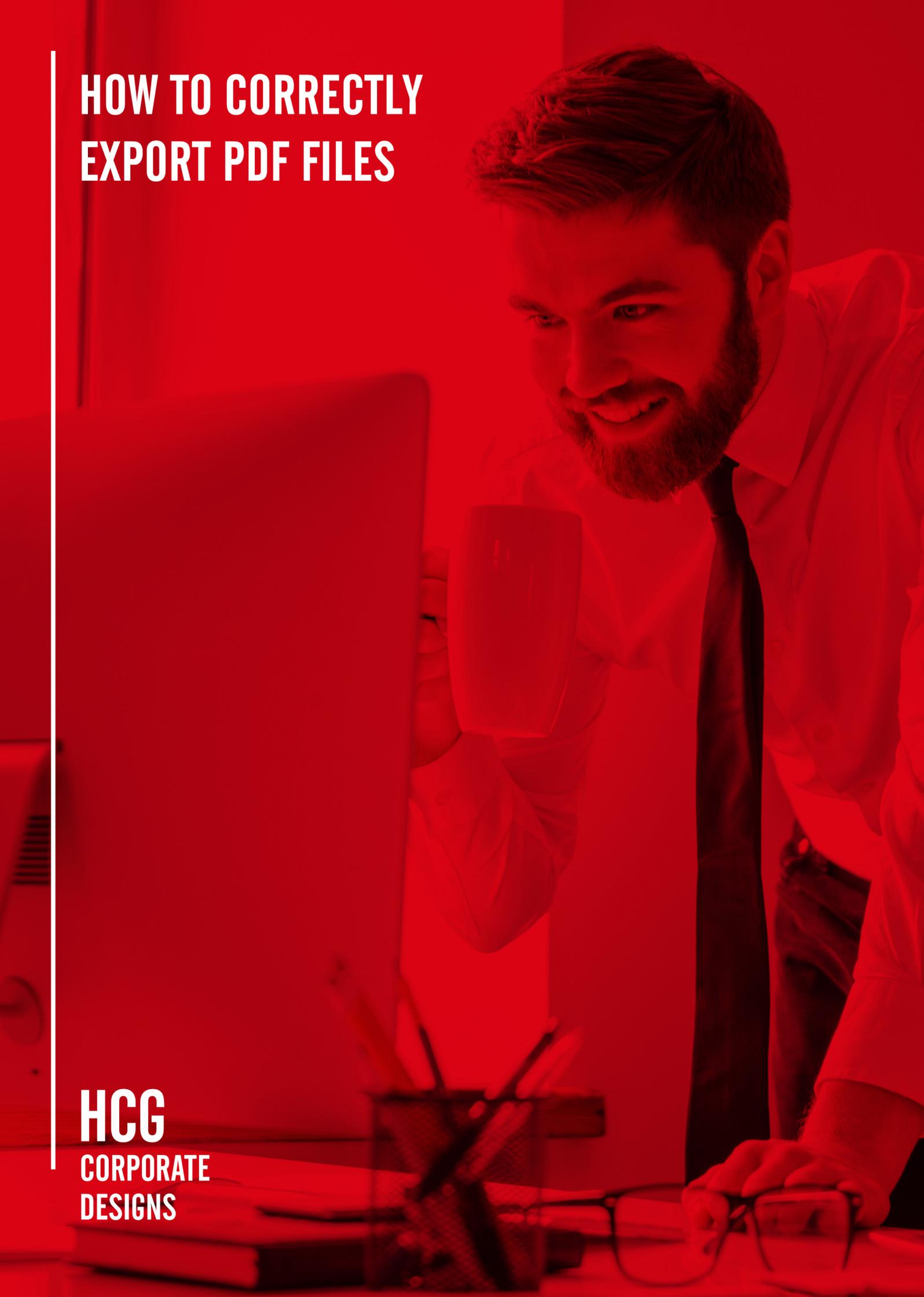
If you want to export an e-book, a brochure or another type of publication from Adobe Indesign into a PDF format, you should consider how this PDF file will be consumed by the reader.

The following example shows you why. In order to keep myself fit and healthy, I spend a few evenings per week in the gym and read newsletters, e-books or other articles on my iPad while crosstraining. In this case, I wanted to read an e-book on content marketing:
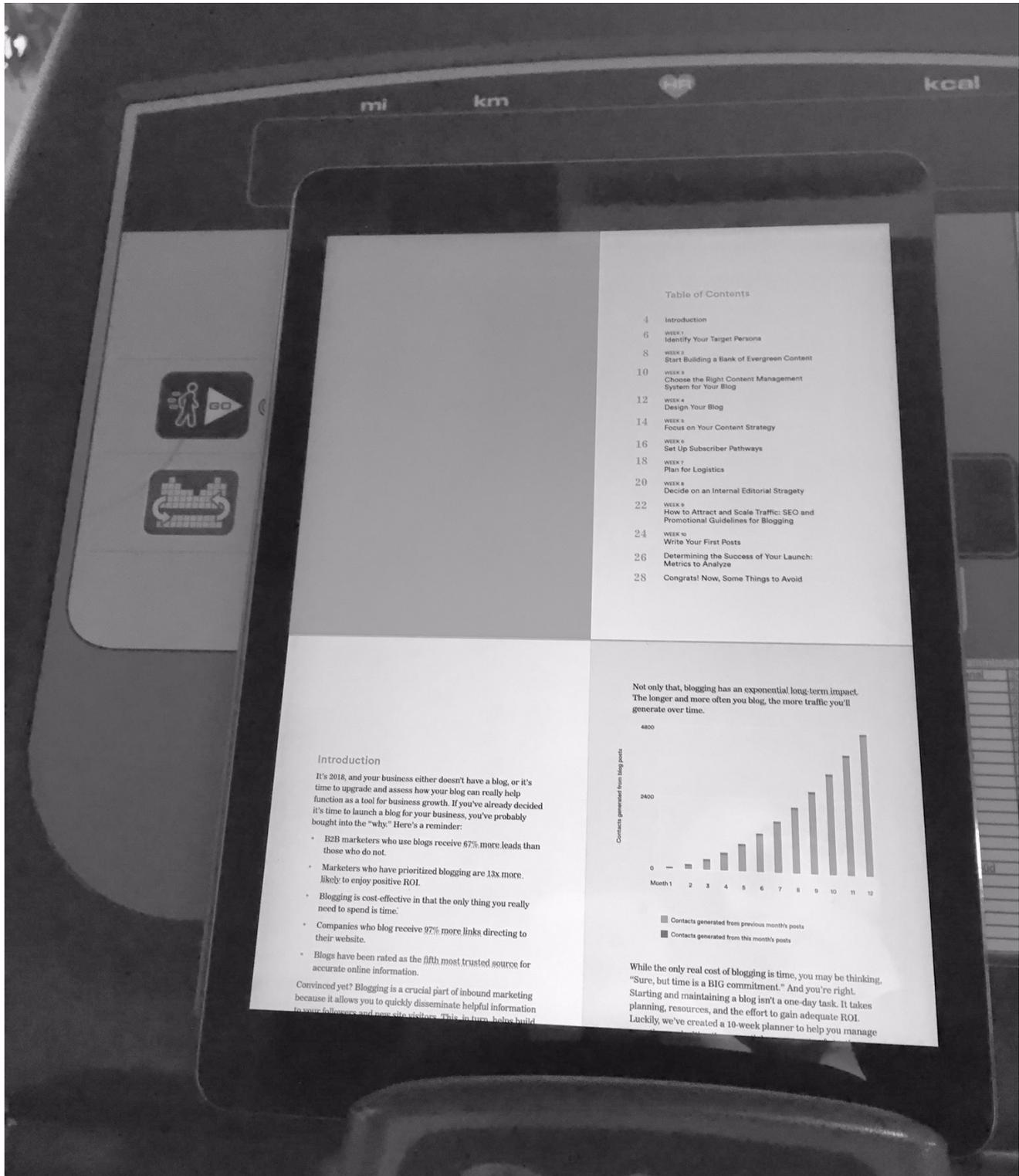
As this content was promoted as an e-book, the producer of the e-book should have taken into account that this PDF file would be consumed digitally, on a computer screen or a mobile device.
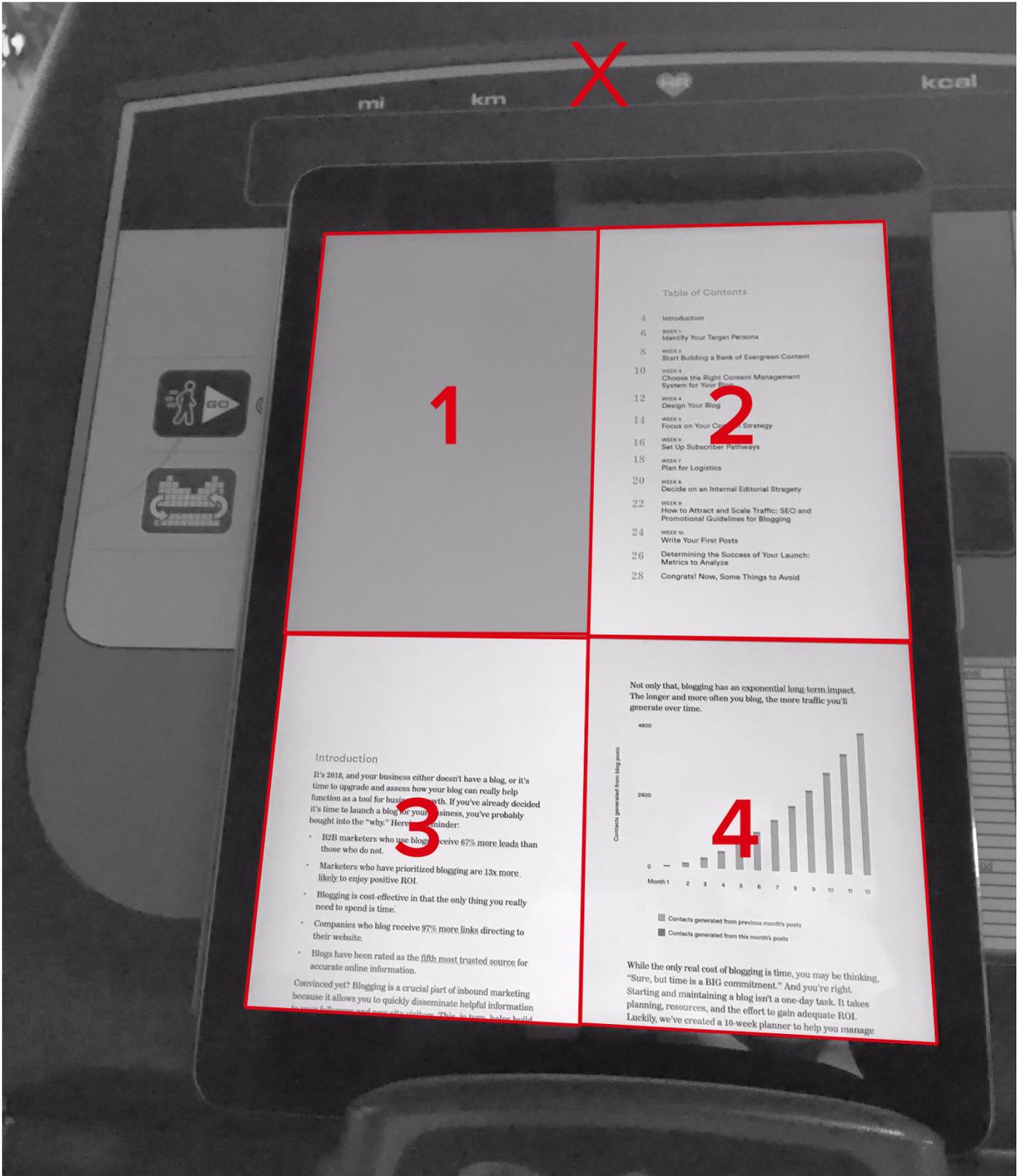
As you can see, the e-book was exported so that several PDF pages are visible at once. This e-book PDF was exported as spreads, so one PDF page does not equal one display page on the tablet. This made it very difficult to read this e-book as I constantly had to manually zoom in and out - on every single page!

As this e-book had approx. 30 pages, you can maybe imagine how nerve-wracking it was to consume this content. The reading flow was so impaired that many people would probably not finish reading this e-book. What a shame.

The solution: correctly export PDF files!

HOW TO EXPORT PDF FILES FOR DIGITAL READING

If an e-book or a PDF file is intended for digital reading (on a computer or mobile device), I recommend to export it as separate pages. This is how to do it (Adobe Indesign):
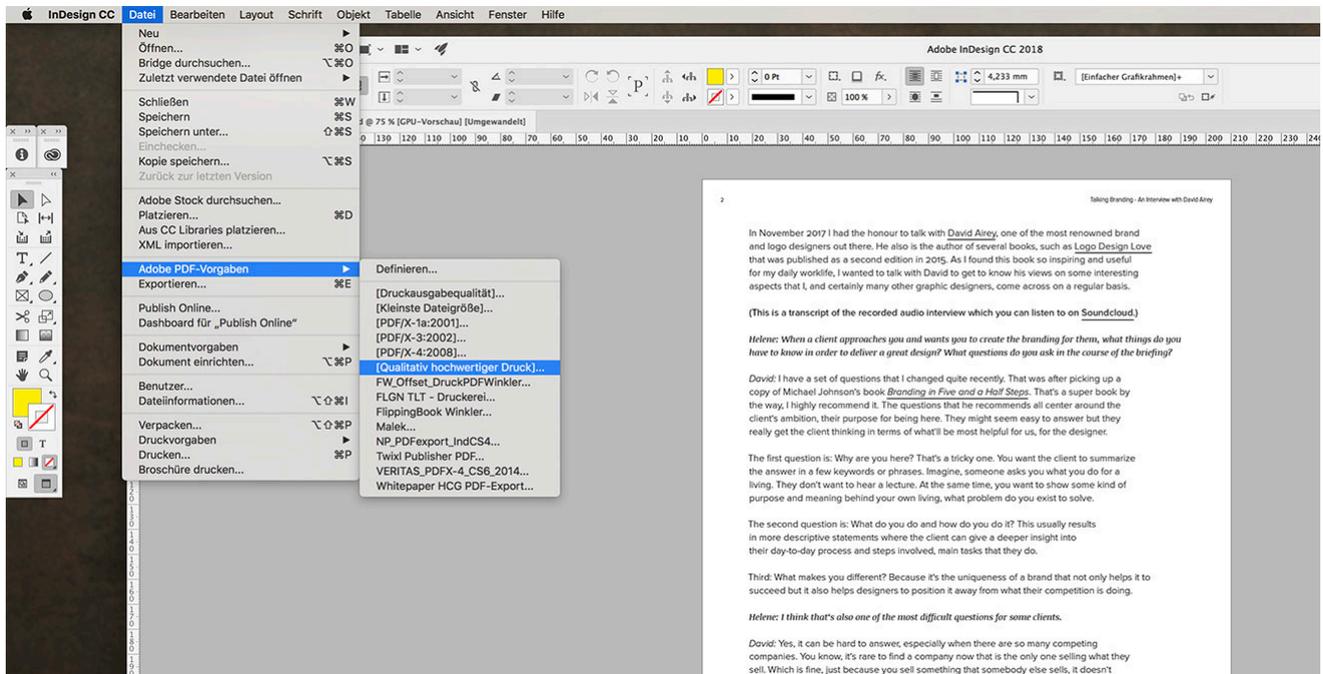

File (Datei) - Adobe PDF Presets (*Adobe PDF-Vorgaben*) *- High Quality Print (Qualitativ hochwertiger Druck)* (or another preset)
save (speichern)
select *Pages (Seiten)*
export (exportieren)
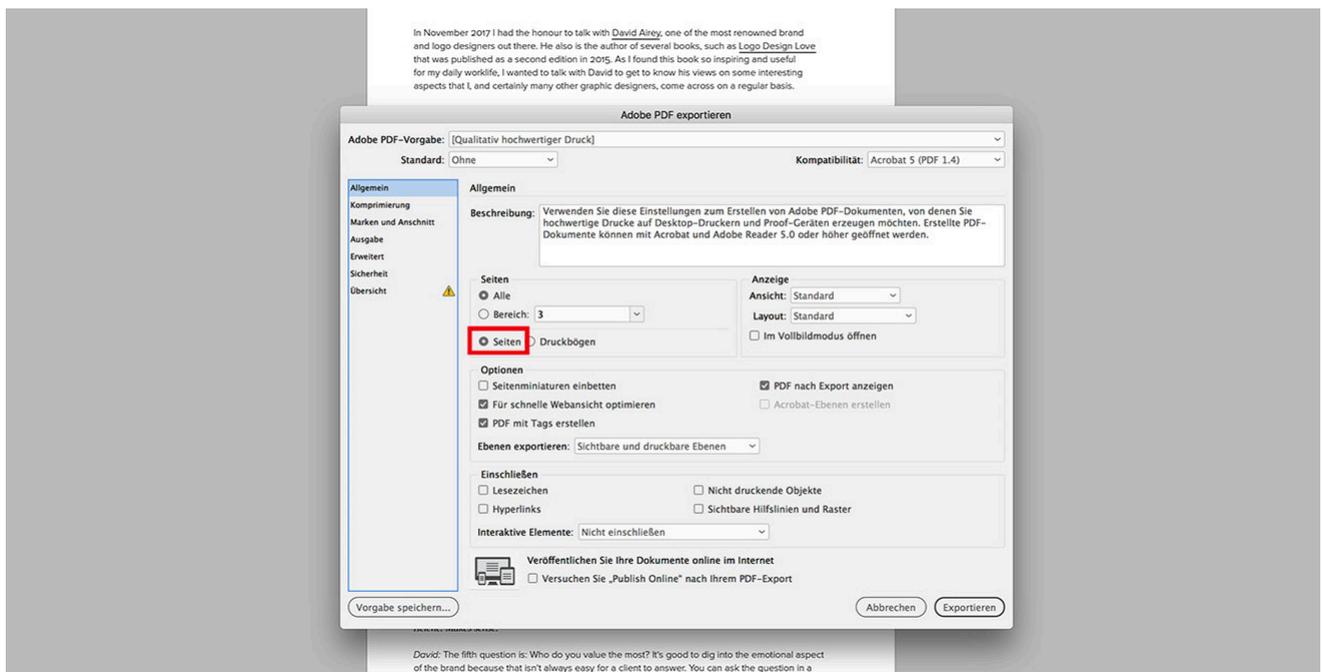
By the way, I recommend to activate the command *View PDF After Exporting (PDF nach Export anzeigen)* so the PDF file automatically opens up right after the export, so you can check everything again.

The end result is a PDF file that is displayed perfectly for digital reading. One PDF page equals one page on the iPad:
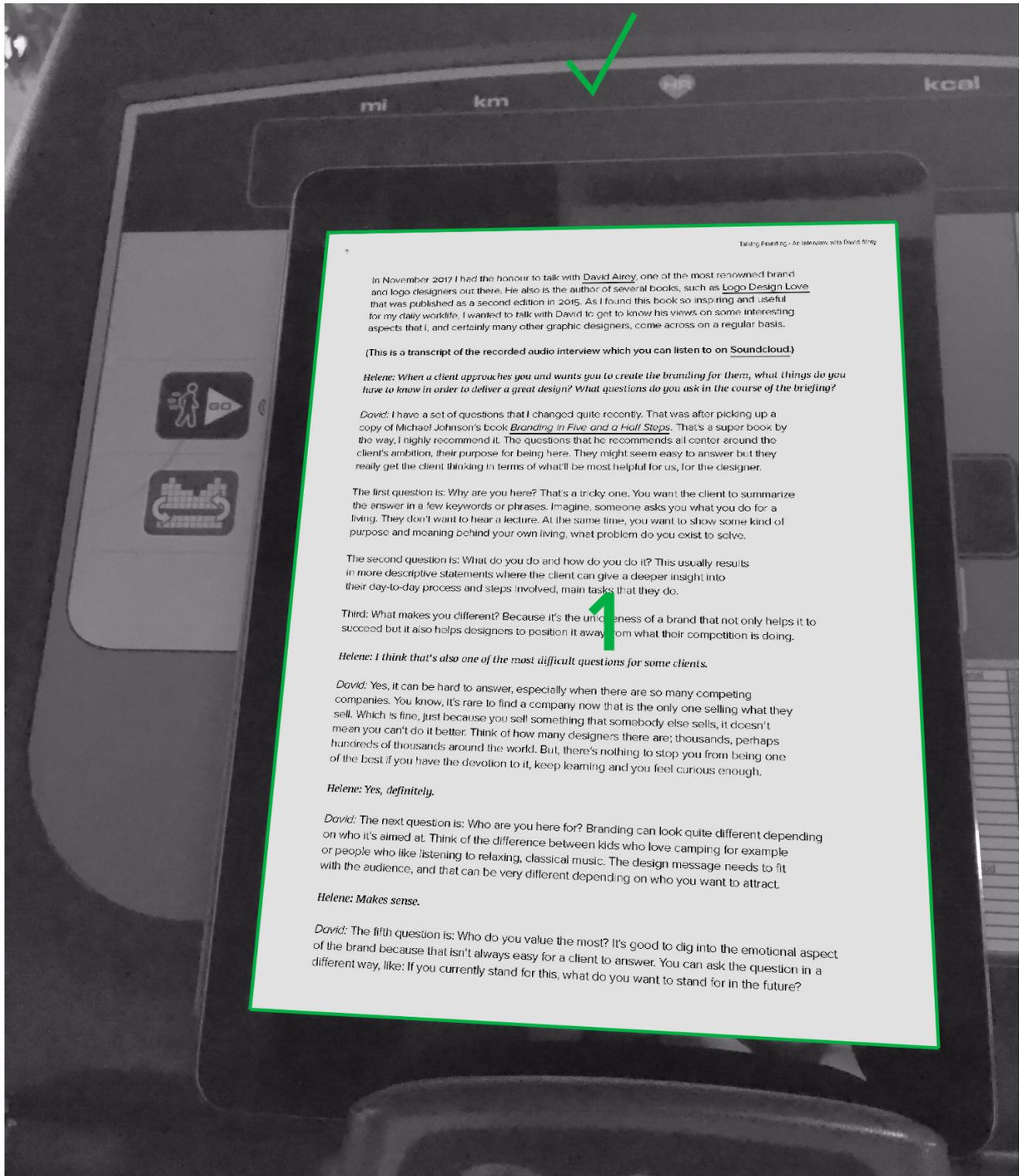
HOW TO EXPORT PDF FILES FOR PRINT

If a PDF file shall be read in printed format (i.e. book, brochure, magazine), I recommend to export it as spread. This is how you do it (Adobe Indesign):
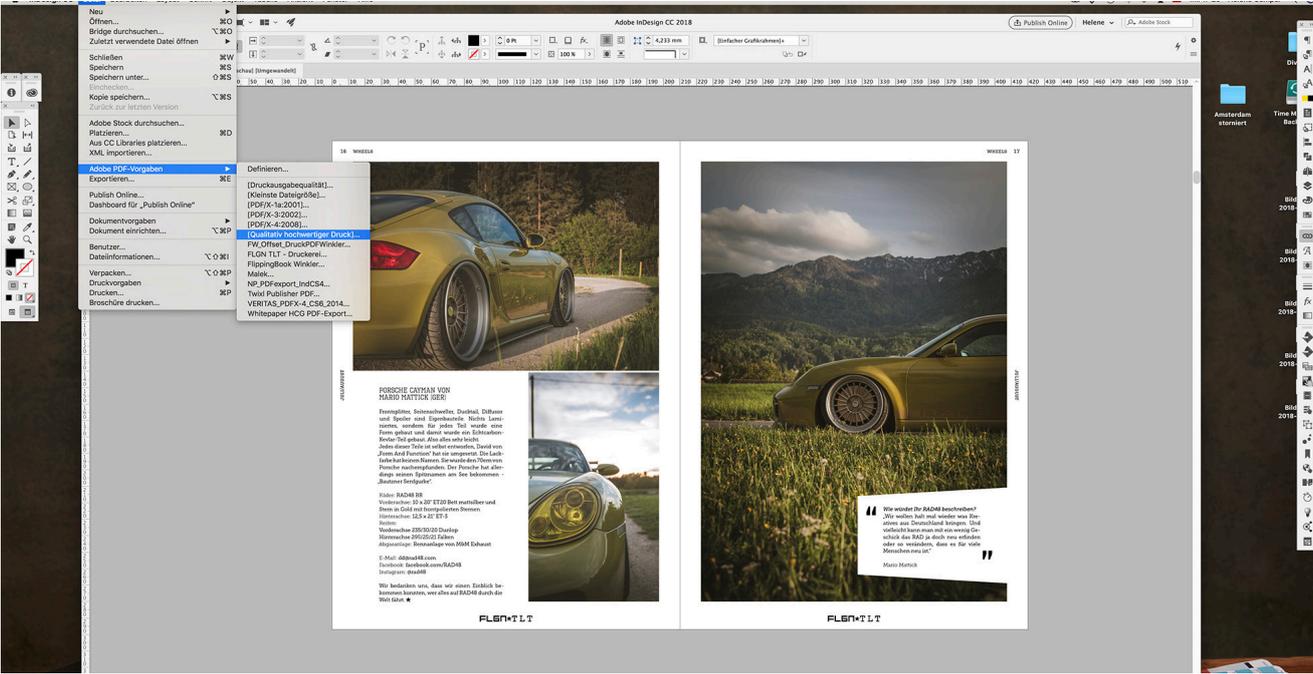
File (Datei) - Adobe PDF Presets (*Adobe PDF-Vorgaben*) - *High Quality Print (Qualitativ hochwertiger Druck)* (or another preset)
save (speichern)
select *Spread (Druckbögen)*
export (exportieren)
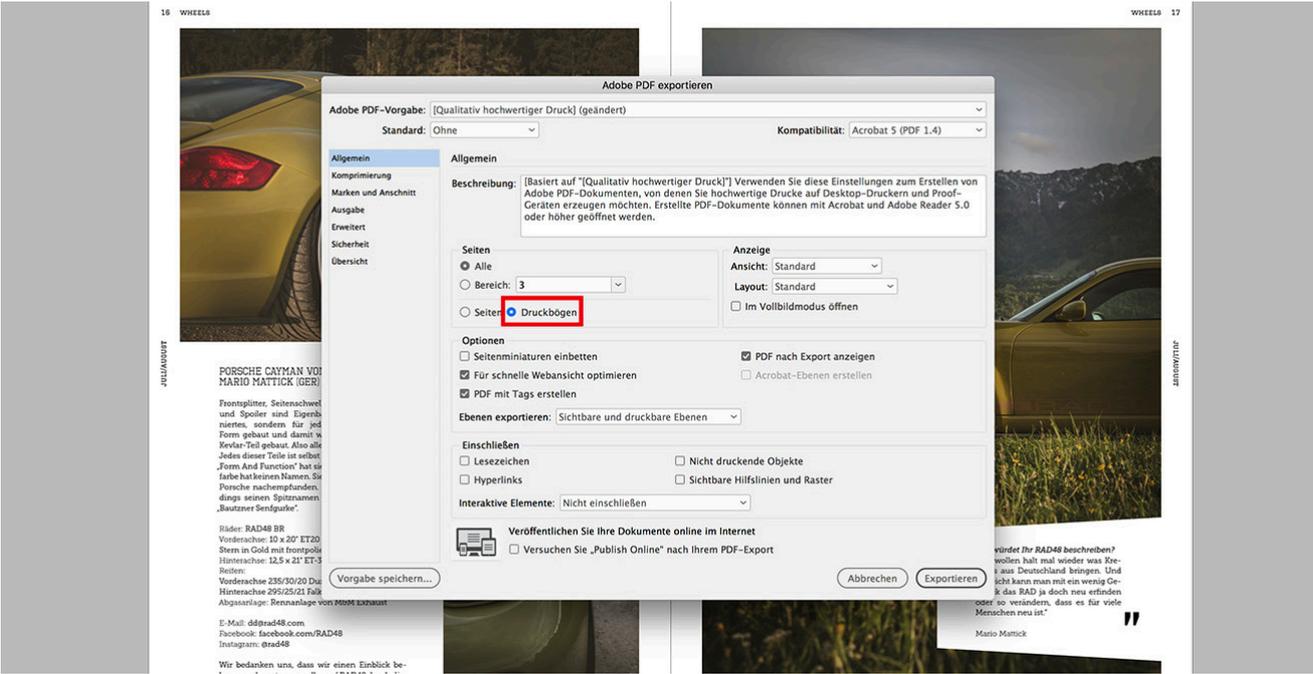
Attention though: Different printing companies work with different printing presets that should be taken into account during the export! If you want to export a PDF file for print purpose, always speak with your printer upfront to make sure you use the correct PDF presets.

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ABOUT THE AUTHOR

Hello, my name is Helene Clara Gamper. I'm a graphic designer that believes in a common thread – as illustrated in my logo. I help businesses build a visual identity, translate data into graphic landscapes and help publishers make their magazines look great.

I grew up in a publisher family. About ten years ago I started working in the creative field what in 2010 made me start my own business called HCG corproate designs.

Since then, I've designed for companies of many sizes from the German speaking area but also from other countries such as the USA or the United Kingdom. I created corporate design concepts for business start-ups, established editorial designs for publishers, designed and implemented rich media magazines for tablets and smart phones and visualized complex data for some great infographics.

When creating designs, I always try to get to the very essence of the character and the philosophy behind my clients' businesses and their products. This essence I include in a holistic design approach, that follows me through the entire creative process. Collaborating with my clients and exploring what makes their businesses and their products unique and stand out, I believe is an important part of my job as a designer. This is how I can develop unique visual concepts with a common thread running through them, which is something I'm really passionate about. It puts a smile on my face when I see people respond and interact with my design creations – and when my clients tell me about that.

Some of my clients say they appreciate my flexibility and transparency. I believe that being open and straight with my clients is a matter of fairness and respect and contributes to a positive and successful collaboration.

When I'm not designing you can find me doing sports, exploring nature or travelling. I get a lot of inspiration from seeing different places, doing new things or trying out new recipes with exotic spices I bought from different corners of the globe. In 2014, I fulfilled one of my biggest dreams: travelling through Peru and Ecuador and visiting the giant tortoises of the Galapagos Islands.

I live in the wonderful city of Innsbruck, Austria, the so-called "Capital of the Alps". The lovely scenery here inspires me every day.

Want to get get in touch?
I'd love to hear from you.

DESIGNS FOR DIGITAL AND PRINT