PDF Optimization

Step 1: Make a PDF

From any program
Using the Adobe PDF printer installed with all versions of Acrobat Professional

From Adobe programs
Using the built-in export to pdf or save file as PDF option (depending on program and version). Choose an appropriate PDF preset and / or continue to Step 2 to further optimize.

Step 2: Optimize the PDF

Is this PDF going to be printed?
At the Output Room or elsewhere?

To reduce file size and prevent printing difficulties the most important optimization settings are:
- Flattening Transparencies (check the box)
- Reducing the DPI of the largest images

Is this PDF going to be viewed on a screen?
e.g. You plan to Email or send a CD of your portfolio, Link it from your website, etc.

As the destination media (computer display) is much lower resolution than a printer (typically 72dpi), you can drastically reduce the file size by following the above steps for Print optimization, but choosing a lower downsampling resolution.