



# DDAP Instructions for Creating a PostScript File Quark 4 for Macintosh using Adobe PS and the DDAP PPD

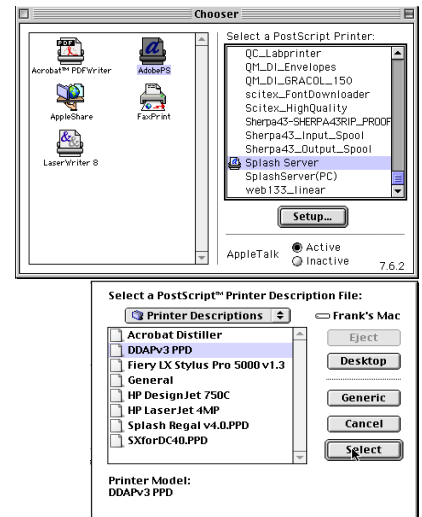
Please obtain the latest version of Adobe Printer Driver at:  
<http://www.adobe.com/products/printerdrivers/main.html>

Also obtain the DDAPv3 PPD from the DDAP web site at:  
[http://www.ddap.org/tools/univppd/DDAPv3\\_PPD.hqx](http://www.ddap.org/tools/univppd/DDAPv3_PPD.hqx)

You have to install the Adobe Printer Driver on your system. Follow the instructions when you run the installer. You have to copy the **DDAPv3 PPD** to the **Printer Description** folder that's located in the **System** folder, **Extensions** folder. Please remove any old DDAP PPD files.

1. In **Chooser**, you need to setup a **PostScript Printer** with **Adobe PS** and the **DDAPv3 PPD**. It is recommend that you setup a **Virtual Printer**, see instructions below. If you do not have a PostScript printer available, see the note below.

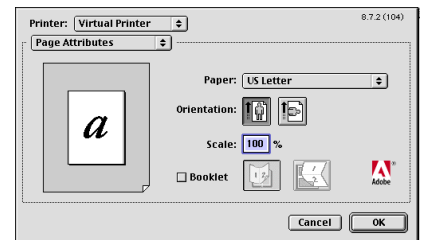
1



## How to Set up a Virtual Printer:

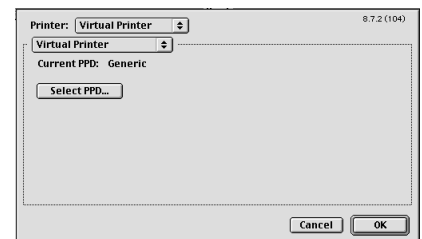
1a. Open a document and go to **Page Setup** and click on **Printer:** Select **Virtual Printer**

1a

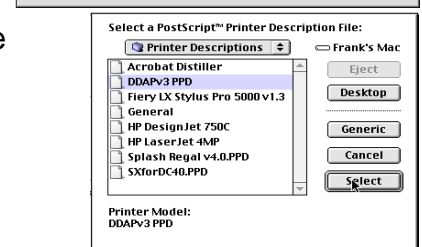


1b. Once you've chosen **Virtual Printer**, you should select the Virtual Printer Pull-down, then **Select PPD**. You will be shown a dialog box, which lists all the PPDs that are in your **Printer Descriptions** folder. Highlight the **DDAPv3 PPD** and then click on **Select**.

1b



1c. You should select **DDAP\_Single** as your **Paper** size. You have now configured the **Virtual Printer** with the **DDAPv3 PPD** and can use the **Virtual Printer** icon, that appears on your desktop to make your PostScript files. The **Virtual Printer** can only create PostScript files; it does not allow you to print to a LaserWriter or other printer. When you need to make another PostScript file, you can select it by clicking on the icon and type (**Command-L**).



1c

**Note:** If you do not have a PostScript printer available, you can still create a **Virtual Printer** by using the **Desktop Printer Utility**. Select **AdobePS** as the Print Driver and "**no printer connection**" as the **Printer**. Change the PPD and **Select** the **DDAPv3 PPD** then click **Create**. Once the printer has been created, open a document and go to **Page Setup** and click on **Printer:** Select **Virtual Printer**, then follow the steps above.

**2. Document Setup:** (Document Setup: **File** menu) Ensure that the document page size is not larger than the maximum image area. Check to ensure that the ad's live matter is within the trim and safety of the publications in which the ad will be printed, if the ad goes beyond the trim, that there is sufficient bleed image defined. The DDAP Association recommends that the file's image size is made larger than the trim and bleed and that actual trim and bleed marks be included along with agency information and color bar (see the DDAP Sample pages for examples).

**3. Spot Colors:** (Edit Menu: **Colors...**) Unless it is a paid-for spot color, check to ensure all colors are process. Also check that all illustrations have spot colors converted to process.

- Select the Color
- Edit the Color
- Model: **Pantone** or **CMYK**
- Spot Color: **Off**
- Click: **Save**

**4. Font Usage:** (Utilities menu: **Font Usage...**) Check all fonts to ensure they are OK. Confirm that all fonts read style <<plain>> in this menu.

**5. Picture Usage:** (Utilities menu: **Picture Usage...**) Check for any pictures that need updating or are missing.

- Print:
- Type: **EPS** or **TIFF**; No CT
- Status: **OK**

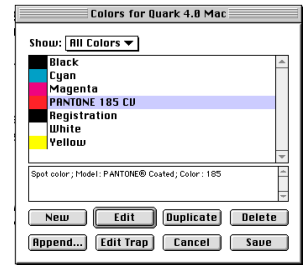
**6. Print Dialog** (File menu: Print... **Document** Tab)

- Separations: **Off**
- Spreads: **Off**
- Include Blank Pages: **Off**
- Thumbnails: **Off**
- Back to Front: **Off**
- Page Sequence: **All**
- Registration: **Off**
- Tiling: **Off**
- Bleed: **.125"**

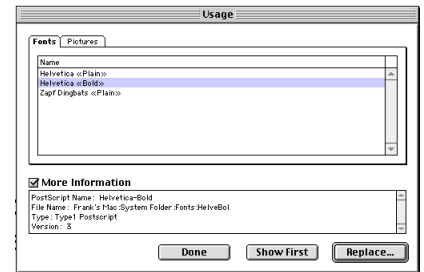
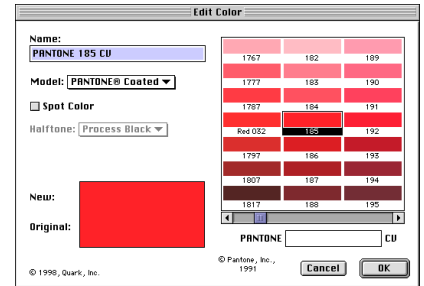
**7. Print Dialog** (File menu: Print... **Setup** Tab)

- Printer Description: **DDAPv3 PPD**
- Paper Size: **DDAP\_Single** or **DDAP\_Spread**
- Reduce or Enlarge: **100%**
- Page Positioning: **Center**
- Fit in Print Area: **Off**
- Orientation: **Portrait**

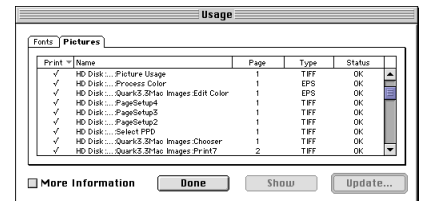
3a



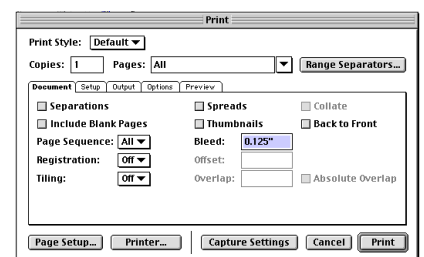
3c



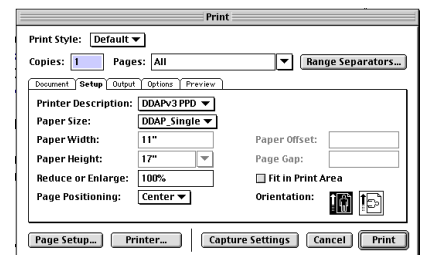
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6



7

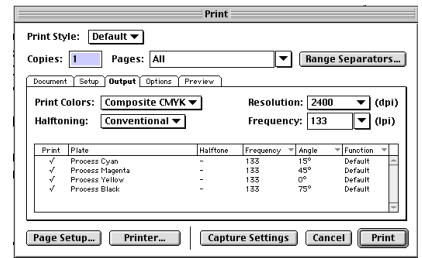


**8. Print Dialog** (File menu: Print... **Output** Tab)

- a) Print Colors: **Composite CMYK**
- b) Halftoning: **Conventional**
- c) Resolution: **2400**(dpi)
- d) Frequency: **133** (lpi)

**Note:** C, M, Y, K, should be the only colors listed for 4/c ads.

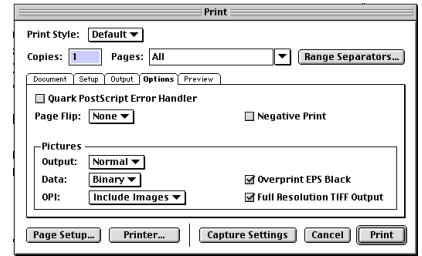
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**9. Print Dialog** (File menu: Print... **Options** Tab)

- a) Quark PostScript Error Handler: **Off**
- b) Paper Flip: **None**
- c) Negative Print: **Off**
- d) Pictures: Output: **Normal**
- e) Data: **Binary**
- f) OPI: **Include Images**
- g) Overprint EPS Black: **On**
- h) Full Resolution TIFF Output: **On**

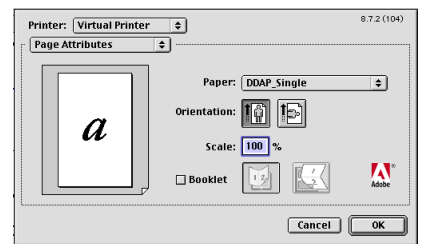
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**10. Page Setup Dialog:** (File menu: Page Setup... **Page Attributes**)

- a) Printer: **Virtual Printer**
- b) Paper: **DDAP\_Single** or **DDAP\_Spread**
- c) Orientation: **Portrait**
- d) Scale: **100%**

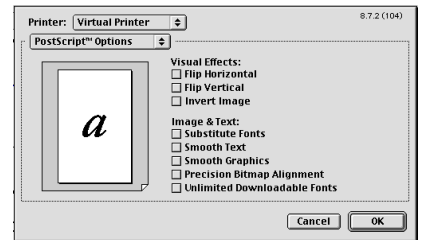
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**11. Page Setup Dialog:** (File menu: Page Setup... **PostScript Options**)

- a) De-select all **Visual Effects and Options**
- b) De-select all **Image and Text Options**

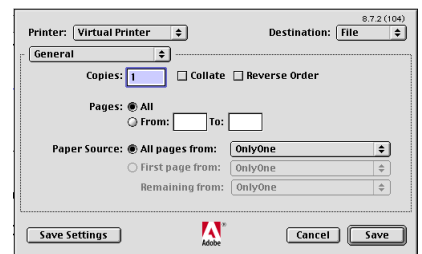
11



**12. Print Dialog:** (File menu: Print... **General**)

- a) Destination: **File**
- b) Copies: **1**
- c) Pages: **All**

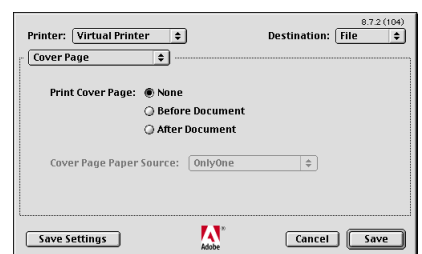
12



**13. Print Dialog:** (File menu: Print... **Cover Page**)

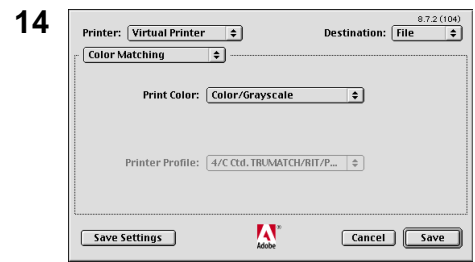
- a) Print Cover Page: **None**

13



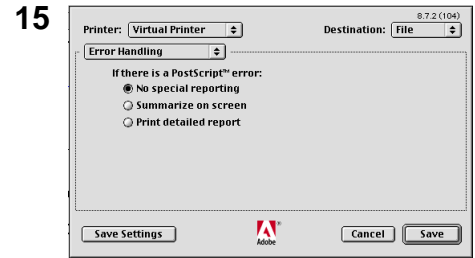
**14. Print Dialog:** (File menu: Print... **Color Matching**)

- a) Print Colors: **Color/Grayscale**



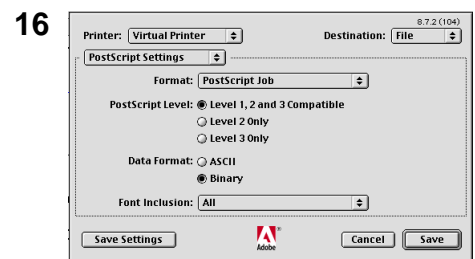
**15. Print Dialog:** (File menu: Print... **Error Handling**)

- a) If there is a PostScript error: **No Special Reporting**



**16. Print Dialog:** (File menu: Print... **PostScript Settings**)

- a) Format: **PostScript Job**
- b) PostScript Level: **Level 1, 2 and 3 Compatible**
- c) Data Format: **Binary**
- d) Font Inclusion: **All**
- e. Click: **Save**



**17. You should get a new Dialog box**

- a) Navigate to the folder in which you will save the file:
- b) Name: Type your **File Name.ps**
- c) Click **Save**

