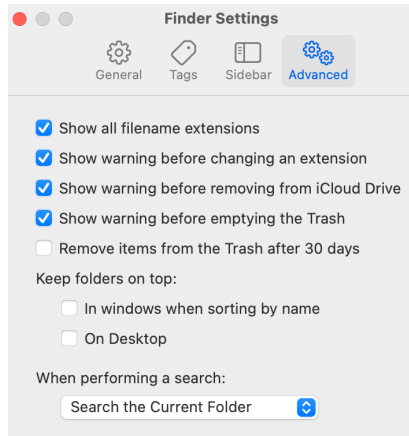
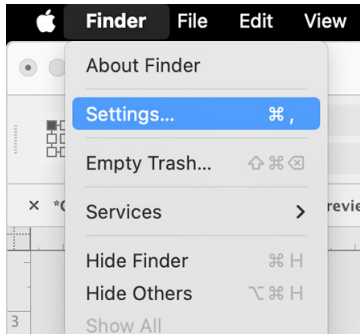


CREATING AN EFFICIENT WORKSPACE GRAPHIC DESIGN

GET READY:



Graphic Designers work with all kinds of images so it is good to be able to identify them.

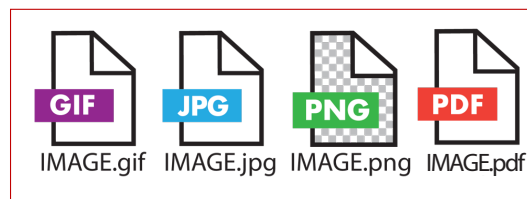
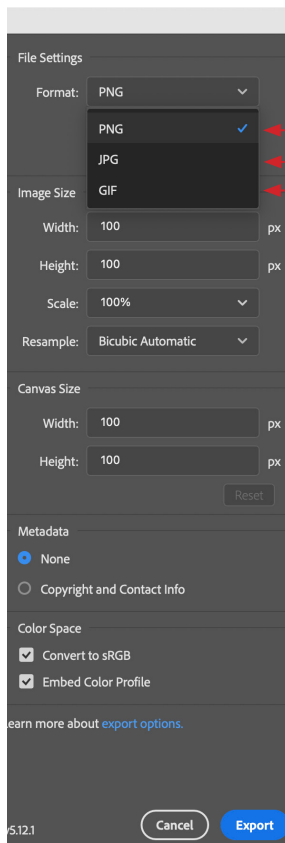
Set the default on your desktop to reveal your file types by going to: **FINDER/SETTINGS** then Click on the **ADVANCED** icon and check the box for: **SHOW ALL FILENAME EXTENSIONS.**

Close the window by clicking on the **RED** colored dot on the top left corner of the Finder Settings menu..

MAPPING IMAGES TO USE THEM SEAMLESSLY WITH ADOBE SOFTWARE

1 STEP 1: CREATE IMAGE FILES

Graphic designers work with a ton of images daily so must create an efficient workflow. You will want to map the following image file types to open in Adobe applications instead of the native Mac Preview application. That way you can easily edit files within the application and seamlessly make PDFs for printing and distributing for reviews.



Create the following file types and save them to your desktop so that they can be mapped in one session.

- 1.1 Open **Adobe Photoshop** and create an image file 100 pixels x 100 pixels, with a white background, uncheck the artboard then Do a **Save As** and name your file: **IMAGE**. The file will have the Photoshop extension **.PSD** (PSD=Photoshop Document).

EXPORT EACH OF THE FOLLOWING 3 FILES TYPES:

- 1.2 **Export/Export As:** Choose **PNG** and save the image to your desktop. The Export As menu pops up. Select PNG from the Format dropdown, click EXPORT (PNG=Portable Network Graphic).
- 1.3 Repeat **Export/Export As:** Now Choose **JPG** from the dropdown, click EXPORT. (JPG=Joint Photographic Experts Group originally called JPEG)
- 1.4 Repeat **Export/Export As:** Now Choose **GIF** from the dropdown, click EXPORT (GIF=Graphic Interchange File)
- 1.5 **NEXT:** The PDF file must be created differently. Do a: **File/Save As:** and select **Photoshop PDF** in the Format dropdown. from the Format dropdown box to your desktop.

CREATING AN EFFICIENT WORKSPACE GRAPHIC DESIGN

2 STEP 2: REMAP THE IMAGES FILES THAT NEED TO OPEN IN ADOBE PHOTOSHOP



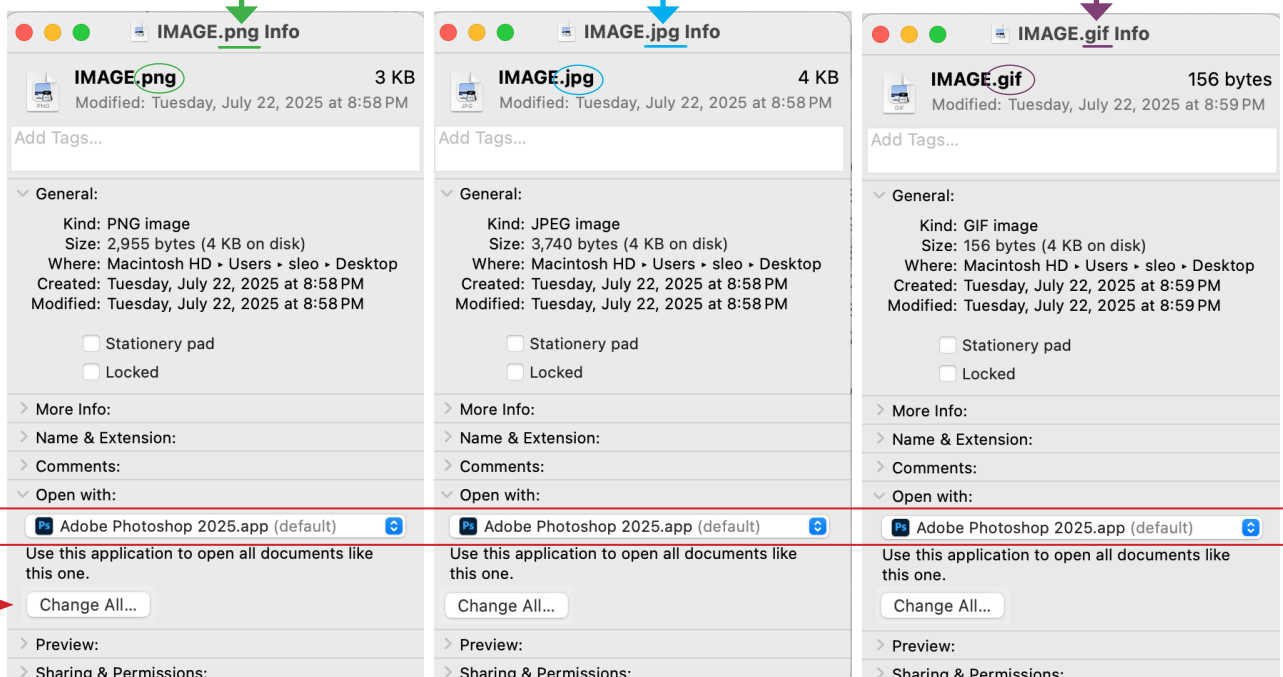
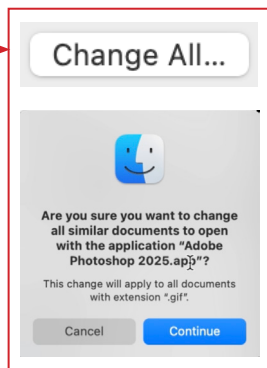
- 2.1 Go to your desktop and select the **IMAGE.png** image.
- 2.2 Hit **⌘ I** to open up the **INFO** menu for the file.
- 2.3 Remap the image file to **Adobe Photoshop** by twirling open the **OPEN WITH** option. Locate the Adobe Photoshop.app and select that.

2.4 Click the **CHANGE ALL** button to remap all same file types to open in Adobe Photoshop. You will get an alert asking if you want to change ALL files types, click CONTINUE. This will change all fall types.

2.5 REPEAT Steps 2.2 thru 2.4. Go to your desktop and select the **IMAGE.jpg** image. And map that image to open in Adobe Photoshop.

2.6 REPEAT Steps 2.2 thru 2.4. Go to your desktop and select the **IMAGE.gif** image. And map that image to open in Adobe Photoshop

If you can't see the application in the dropdown, scroll to other and navigate to the Applications folder. See the next page for instructions.

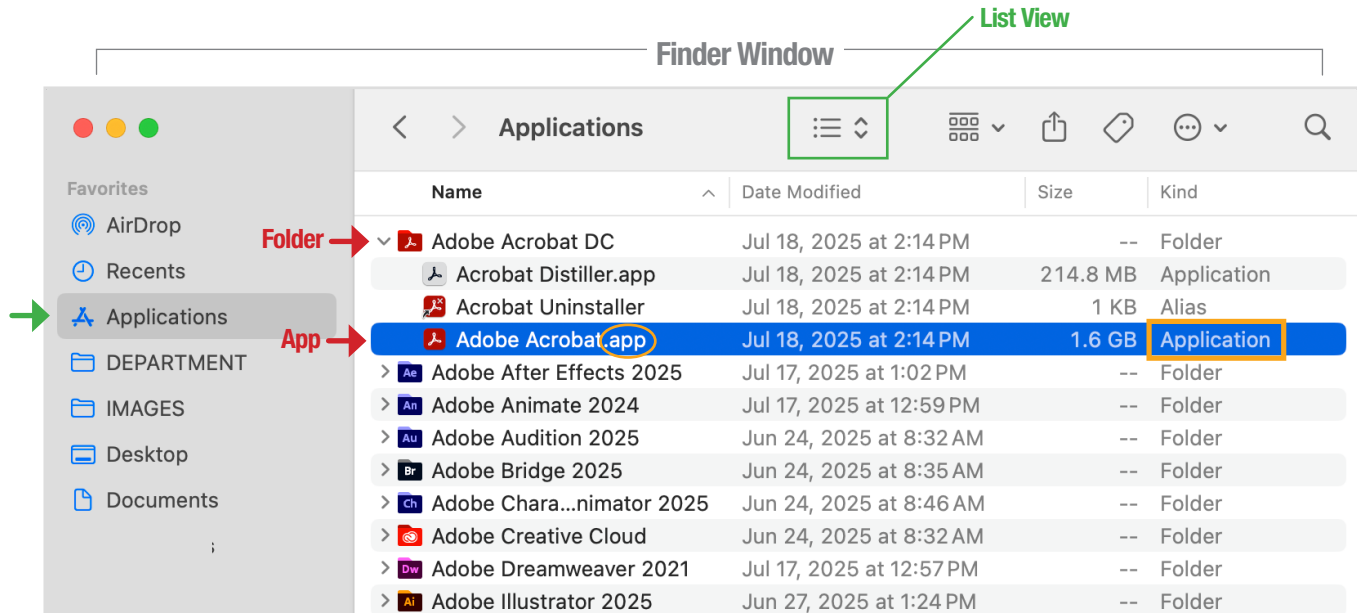


CREATING AN EFFICIENT WORKSPACE GRAPHIC DESIGN

FYI: WHERE YOUR APPLICATIONS LIVE

Your applications live in the Applications folder that you can find in the left-hand gray menu in the Finder. When you open the Applications folder, you will see folders with application names on them. The default view is ICON view, but it's more efficient to set the view to LIST view. That way your files appear in alphabetical order to be quicker to locate. Click on the caret next to the folder, it will untwirl to display files the application needs to run on your computer.

You can identify the application by the file extension **.app**



3 LET'S COMPLETE RE-MAPPING THE **IMAGE.PDF** FILE TO OPEN IN ADOBE ACROBAT



- 4.1 Go to your desktop and select the **.PDF** image.
- 4.2 Hit **⌘ i** to open up the **INFO** menu for the file.
- 4.3 Remap the image file to **Adobe Acrobat** by clicking on the **OPEN WITH** dropdown. Locate the Adobe Acrobat.app and select that.
- 4.4 Click the **CHANGE ALL** button to remap all same file types to open in Adobe Acrobat. You will get an alert asking if you want to change ALL file types, click **CONTINUE**.



CREATING AN EFFICIENT WORKSPACE GRAPHIC DESIGN

4 NEXT LET'S REMAP THE DEFAULT FOLDER FOR DOWNLOADS ON YOUR BROWSER

Remapping your browser gives you control over where you download files. Browsers by default download everything in the Download folder. If you don't change this, managing your downloads soon will become a nightmare with hundreds of unidentifiable files.

GOOGLE



SAFARI



BRAVE



OPERA



FIREFOX



EXPLORER



EDGE

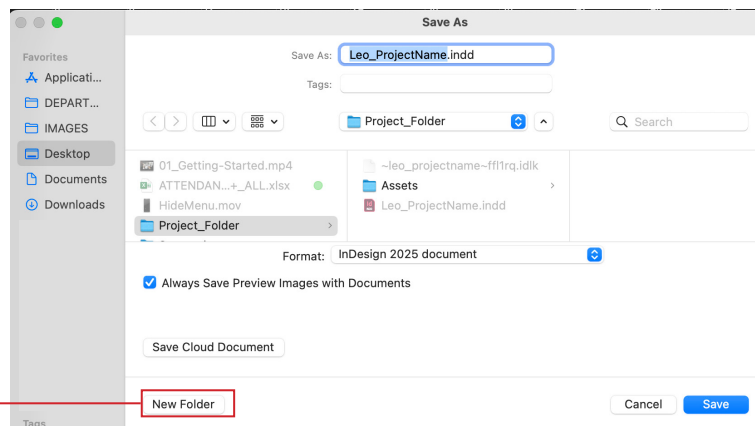


- 4.1 Open your browser of choice.
- 4.1 Go to your **PREFERENCES** menu and locate the **DOWNLOAD** Menu.
- 4.2 Select the **"ASK WHERE TO SAVE EACH FILE BEFORE DOWNLOADING"** button.
- 4.3 Each browser locates this feature in a different area. Ask me for help if you can't locate the setting.

IMPORTANT: **NEVER** store, place, or import images into your design document from the download folder! Change your browser to enable you to choose where to save your files and **ALWAYS** place your images into the appropriate PROJECT FOLDER associated with the project you are using it in. If you have a lot of resource files for a project, it is a good idea to create an ASSETS or IMAGES sub-folder within your Project Folder.

**There is no excuse
for not saving
your work into
a project folder.**

If you forget to create a project folder, when you start to design, you can create a project folder on the fly by clicking on the **New Folder** button.



➔ TIP WATCH OUT FOR THE # OF OPEN APPS ON YOUR MAC!

To see the applications open and running on your computer, hold down the Command Key **⌘**, then while you hold it down, tap the **TAB** key with another finger to toggle through the open apps running on your computer. Each open application uses a lot of memory. Try to limit the number of the open applications running on your computer as this can cause it to run slow or worse—crash. You can easily close (or quit) any open application while in this mode, continue to hold down the **⌘** key, lift your fingers after you stop on the app icon you want to quit and hit **⌘ Q**.

CREATING AN EFFICIENT WORKSPACE

PROJECT SET-UP

GRAPHIC DESIGN

1 MAKE A PROJECT FOLDER

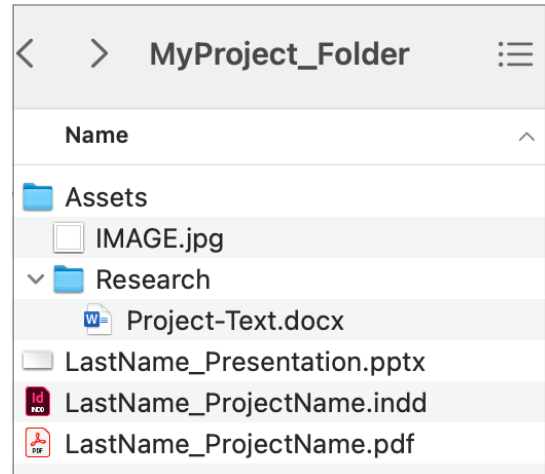
Start all your projects by creating a project folder somewhere on your computer—*preferably the Documents folder*.

Save ALL your work for the project into this folder. Create a folder name that describes the project so that you can easily locate it. Be aware that some Adobe software will not operate properly if you don't have your files organized this way.

Better to form good organizational habits at the start!

2 CREATE AN ASSETS FOLDER IN YOUR PROJECT FOLDER

Save all the images you create or download into this folder. You can create sub-folders on the fly for research. articles, images, and other support files, etc.



Keep your native applications and your PDFs in the main project folder and any of your imported (placed) images into the assets folder.

3 CREATE A FOLDER IN DOWNLOADS NAMED FONTS AND KEEP ANY DOWNLOADED FONTS IN THIS FOLDER

Put fonts that you download from the net into a separate folder within your DOWNLOADS folder named FONTS. This can be beneficial if you need to work on another computer, or purchase a new computer. This way, you only need to copy this folder onto the new drive and install the fonts onto your new system. Then any documents you bring over will render correctly. This applies only to downloaded fonts. Adobe fonts are exempt and can't be copied into your FONTS folder as they are managed and controlled by Adobe.

ADOBE NATIVE FILES & THEIR EXTENSIONS

IT IS NOT RECOMMENDED TO SAVE YOUR WORK TO THE ADOBE CLOUD



ACROBAT = .pdf



ILLUSTRATOR = .ai



INDESIGN = .indd



PHOTOSHOP = .psd

Cloud documents have a cloud icon next to their name in-app. The file extensions are: **.psdc** (Photoshop) and **.aicc** (Illustrator). Adobe discontinued its Creative Cloud Sync'd files feature in February 2025. This meant that the desktop synchronization service and the ability to share folders and files through Creative Cloud sync'd files were no longer available. Additionally, cloud-based copies of files were removed. Designers need be aware that Adobe's mobile apps (Photoshop for iPad, Illustrator on iPad, Adobe Express, etc.) and web apps *only open Cloud Documents*. For power users, especially those dealing with large files or tight security, **local storage is still the norm**.

CREATING AN EFFICIENT WORKSPACE

QUICK KEYS

GRAPHIC DESIGN

KEY TO SYMBOLS

- ⌘ = Command
- ⇧ = Shift
- ⌥ = Option

DESKTOP BASICS

- ⌘ A = Select All
- ⌘ E = Eject External Disk
- ⌘ F = Find
- ⌘ i = File Information
- ⌘ P = Print
- ⌘ Q = Quit
- ⌘ R = Turn Rulers On
- ⌘ S = Save
- ⌘ TAB = Toggle thru Open Apps
- SPACE BAR = Preview Image

SCREEN CAPTURE/RECORD

- ⇧⌘ 3 = Screen Shot Entire Screen
- ⇧⌘ 4 = Screen Shot Selection
- ⇧⌘ 5 = Capture, Record, Select

UNIVERSAL QUICK KEYS

- ⌘ C = Copy
- ⌘ G = Group
- ⇧⌘ G = Ungroup
- ⌘ V = Paste
- ⌘ X = Cut Save to Clipboard
- ⌘ Z = Undo
- ⇧⌘ Z = Reverse Undo

WORKING WITH OBJECTS

- ⌘⇧[= Send Behind
- ⌘⇧] = Send in Front

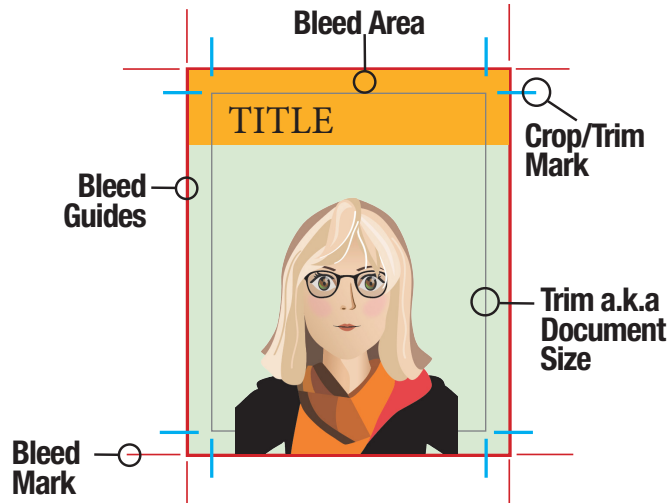
MENU QUICK KEYS

- ⌘ T = Character Menu
- ⇧⌘ T = Tab Menu

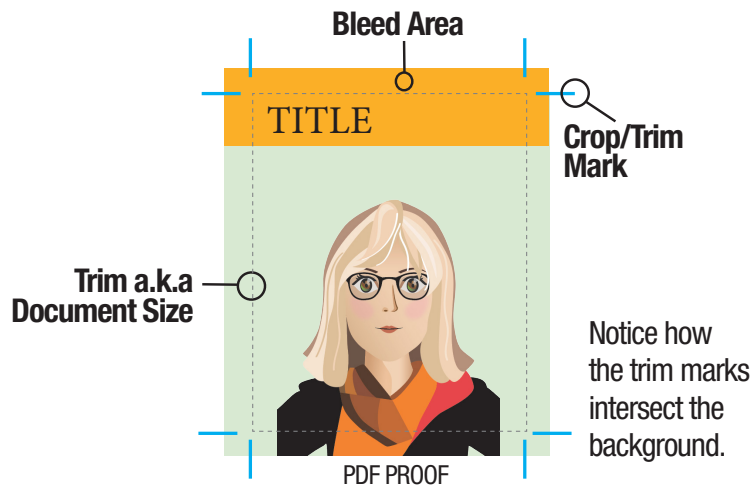
WORKING WITH TEXT

- ⌘ B = Bold
- ⌘ i = Italic
- ⌥⇧- = Dash
- ⌥- = En Space
- ⇧⌘ C = Center Text
- ⇧⌘ L = Left Align Text
- ⇧⌘ R = Right Align Text
- ⇧⌘ O = Convert Text to Outline
- ⇧⌘ O = Convert Text to Outline
- ⌥ [= Begin Quote “
- ⌥ ⇧ [= End Quote ”
- ⌥] = Apostrophe ’

ANATOMY OF A PRINT-READY FILE



WHAT IS REQUIRED ON YOUR PRINT-READY PDFs



PRESS QUALITY, TRIM MARKS CHECKED, USE DOCUMENT BLEED SETTINGS CHECKED.



FINAL TRIMMED PRINT

See next page
for how to create
a print-ready PDF.



MAKING PRINT-READY PDFS

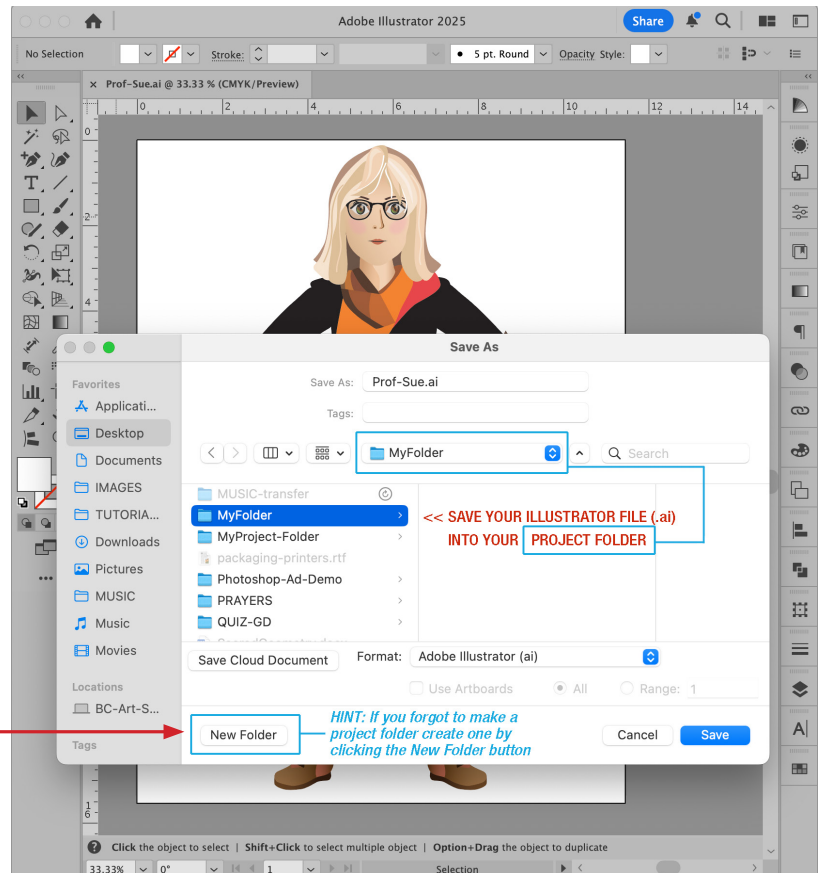
GRAPHIC DESIGN

1

Save your Illustrator (.ai) file starting with your **Last Name** to your **Project Folder**.

Hint:

*If you forgot to make a **project folder**, create one by clicking on the **New Folder** button at the bottom left-hand side of the pop-up window.*

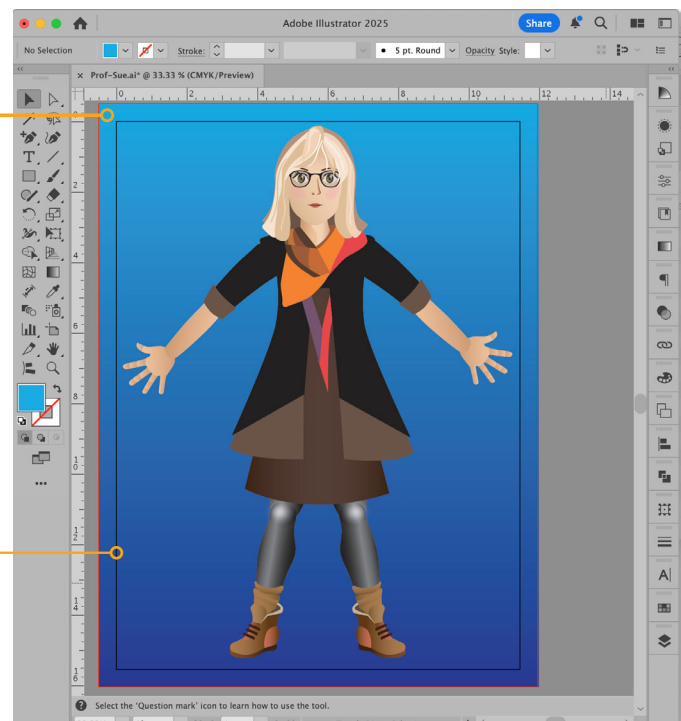


2

Make sure that any background color or image that you want to touch the edge of the page **extends** into the bleed area to the red bleed guideline.

Bleed Area

Bleed Guideline



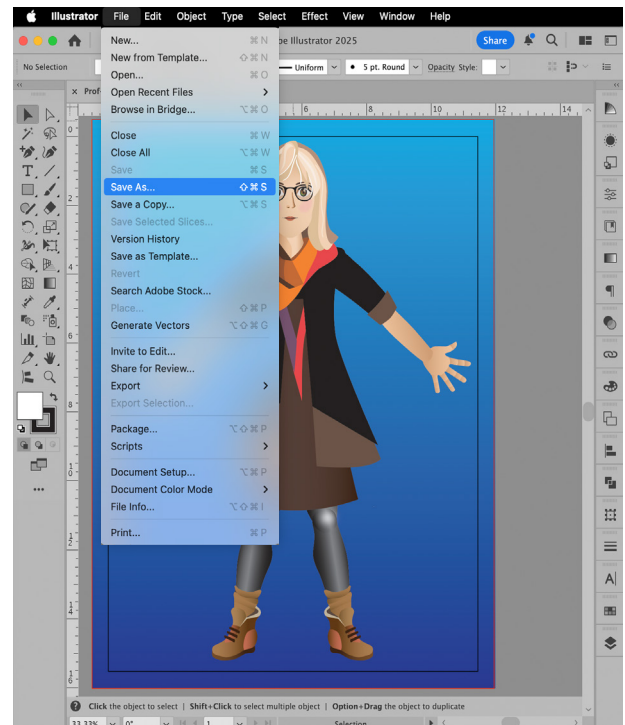


MAKING PRINT-READY PDFS

GRAPHIC DESIGN

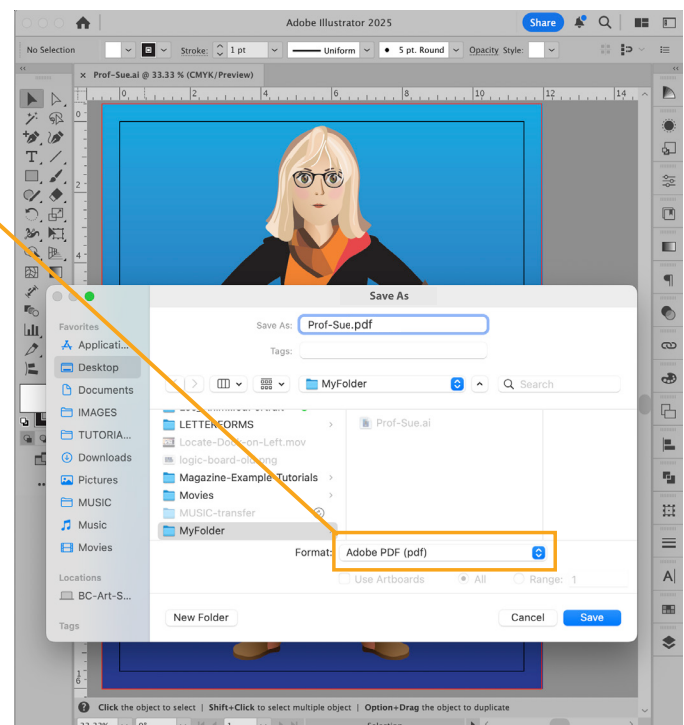
3

Create the PDF:
File/Save As



4

Choose **Adobe PDF** as the format. Then click the blue **Save** button in the bottom right-hand side of the **Save As** pop-up.



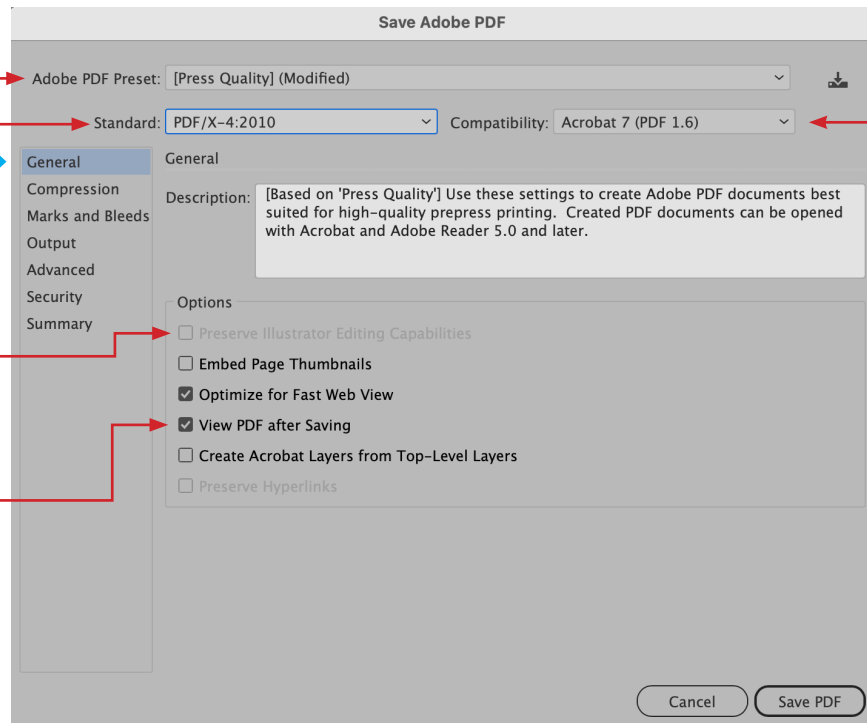


MAKING PRINT-READY PDFS

GRAPHIC DESIGN

5

Adobe PDF Preset: Press Quality



GENERAL menu tab

UNCHECK
Preserve Illustrator
Editing Capabilities*

CHECK
View PDF
after Saving

Standard: PDF/X-4 : 2010

Feature	PDF/ X-1a:2001	PDF/ X-1a:2003	PDF/ X-3:2002	PDF/ X-3:2003	PDF/ X-4:2010
Color Spaces	CMYK, Spot	CMYK, Spot	CMYK, Spot, RGB, ICC	Same as 2002	CMYK, Spot, RGB, ICC
Transparency Support	✗	✗	✗	✗	✓
Layers Support	✗	✗	✗	✗	✓
Output Intent Required	✓	✓	✓	✓	✓
PDF Version Base	PDF 1.3	PDF 1.4	PDF 1.3	PDF 1.4	PDF 1.6

* **UNCHECKING** "Preserve Illustrator Editing Capabilities" will significantly reduce the PDF file size—so make sure you always **UNCHECK** this option.

FILE SIZE

The goal is to have the highest (or best) resolution PDF at the smallest file size.

When the Preserve Illustrator Editing Capabilities option is checked, extra editing metadata and object-level information that Illustrator needs to reopen the file as if it were still a native Illustrator file, is embedded in the PDF.

This makes your print file much larger than it needs to be because it contains two formats in one: 1) a fully editable Illustrator version, and 2) a print/display-ready PDF version.

Compatibility: Acrobat 7 (PDF 1.6)

Feature	Acrobat 4 PDF 1.3	Acrobat 5 PDF 1.4	Acrobat 6 PDF 1.5	Acrobat 7 PDF 1.6	Acrobat 8 PDF 1.7
Transparency	✗	✓	✓	✓	✓
Layers (Optional Content)	✗	✗	✓	✓	✓
JPEG2000 Support	✗	✗	✓	✓	✓
Object Compression (Streams)	✗	✗	✓	✓	✓
3D Content (U3D)	✗	✗	✗	✓	✓
ISO Standard (PDF 1.7 / PDF 2.0)	✗	✗	✗	✗	✓
Color Management (ICC)	Basic	Better	Full	Full	Full



MAKING PRINT-READY PDFS

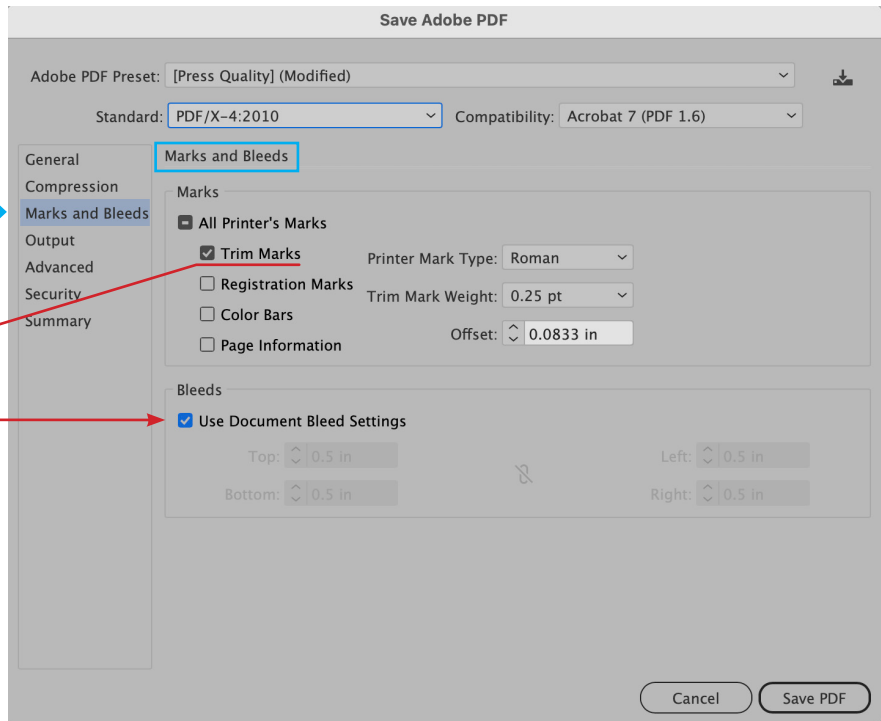
GRAPHIC DESIGN

6

Select the **Marks and Bleeds** menu →

In the MARKS section
check: **Trim Marks**

In the BLEEDS section at the bottom
check: **Use Document Bleed Settings**



7

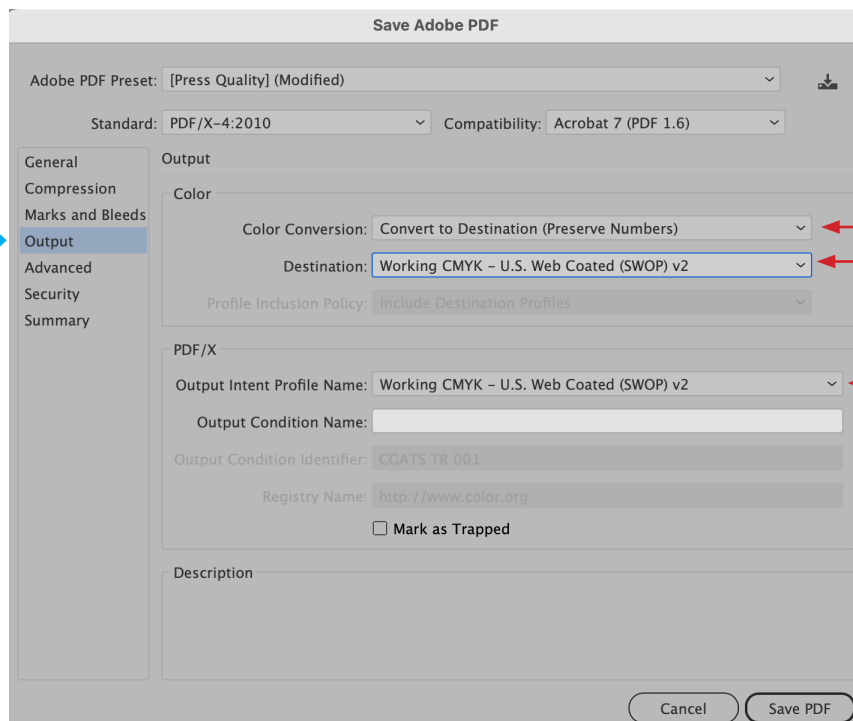
Select the **Output** menu →

COLOR CONVERSION:
Convert to Destination
(Preserve Numbers)

DESTINATION:
Working CMYK - U.S.
Web Coated (SWOP) v2

PDF/X:
Set the Output Intent
Profile Name to:
Working CMYK
- U.S. Web Coated
(SWOP) v2

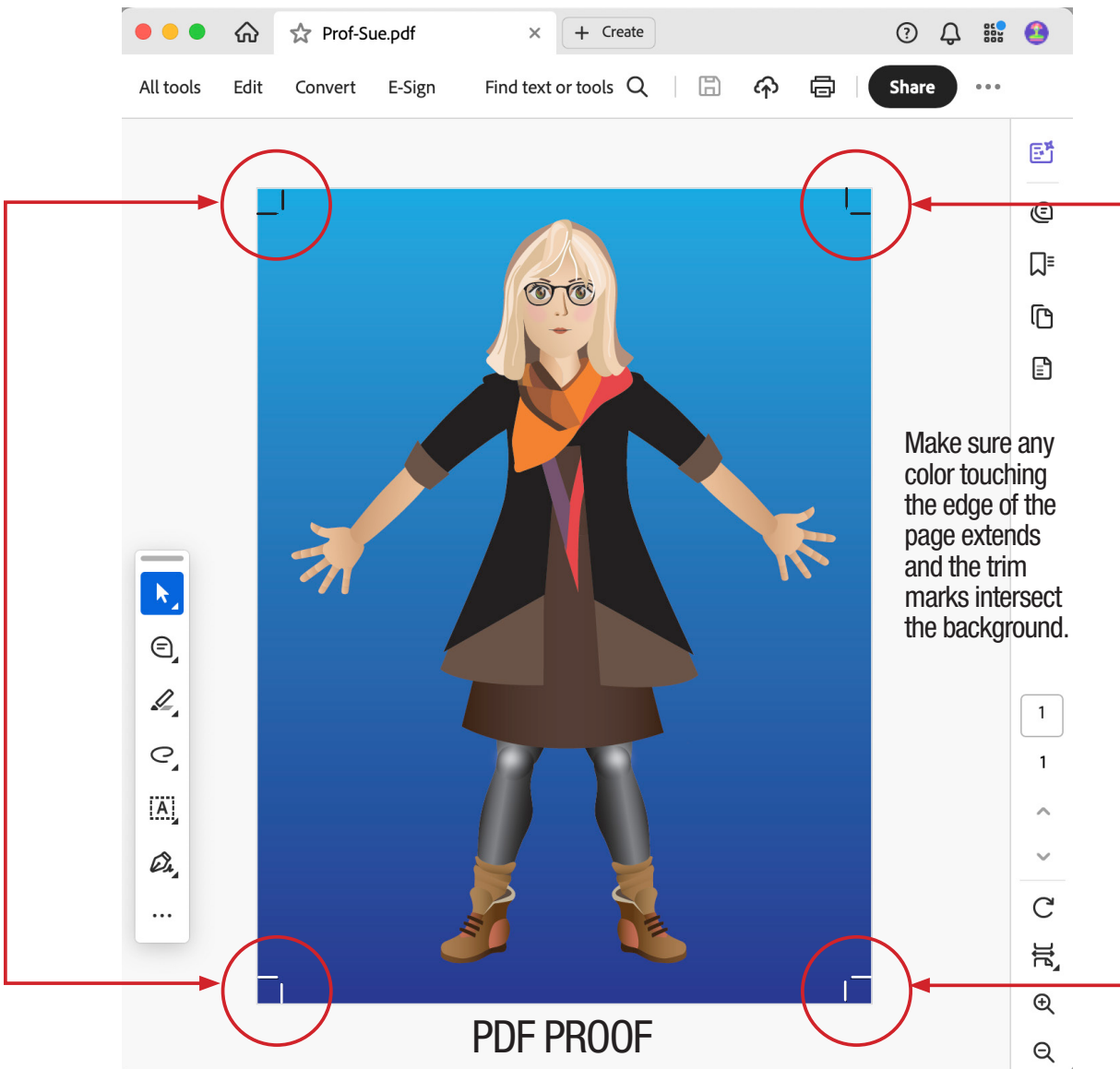
Click on the
Save PDF button
to create your PDF



8

The rendered PDF will automatically open.

ALWAYS PROOF your pdf file to make sure it has the required printer's marks based upon the project's requirements.



Note: If you have properly mapped all PDFs to open in Adobe Acrobat (see page 3) then when you create a PDF file from either Illustrator or InDesign, the PDF will automatically open making it easy to proof your file before you submit or print it.

MAKING PRINT-READY PDFS

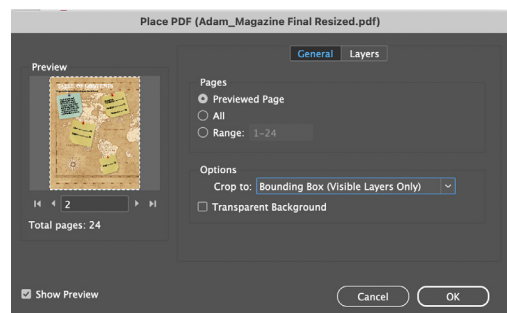
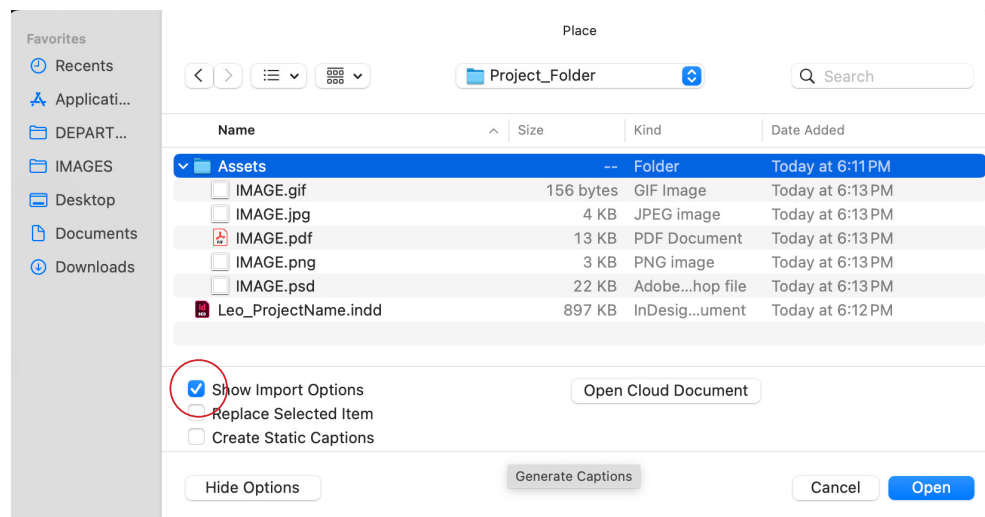
GRAPHIC DESIGN

➡ TIP PLACING IMAGES IN DOCUMENTS!

FILE/PLACE select your image (jpg, gif, png, pdf)
Be sure to check the **SHOW IMPORT OPTIONS** box
and **UNCHECK** the default **Replace Selected Item**

☒ Show Import Options
☐ Replace Selected Item
☐ Create Static Captions

☐ Show Import Options
☒ Replace Selected Item
☐ Create Static Captions



The **Show Import Options** pop-up menu has a view finder where you can click through all the pages in the file (if there are more than one) and gives you cropping options. You can also place all pages, the preview page or you can select a range of pages to place in your document.

DO'S & DON'TS a.k.a ALWAYS & NEVER

NEVER DRAG IMAGES DIRECTLY INTO YOUR DOCUMENT AND EMBED THEM, YOU WILL LOSE ABILITY TO EDIT THEM.

ALWAYS USE THE PLACE FEATURE for images: **FILE/PLACE** otherwise you lose the ability to edit the image.

DON'T just copy and paste images or drag them into your document directly from the internet. **ALWAYS** DOWNLOAD and **SAVE** them into your Project Folder.

DON'T download images into your Downloads folder! (See page 4 for changing the default on your browser).

ALWAYS PLACE the image into your document (**FILE/PLACE**) otherwise you will lose the ability to edit the file.

ALWAYS SPELLCHECK your work before you submit it for review or printing. Spell check is located at: **EDIT/SPELLING**