Non-Adobe® InDesign® Workflows

Tools Needed:
QuarkXPress 7.5/8 or other Postscript Generating Application
Adobe Acrobat Distiller (version 5+)

Though most Blurb PDF to Book users are employing InDesign to make their books, we are always trying to expand the possibilities of using other software applications that will create compliant PDF/X-3 files. If you are successfully using a software application that isn't listed below, and would like to be a hero and share your experiences, we would love to hear from you at Customer Support.< http://blurb.custhelp.com/app/ask/>

Though this workflow is specific for QuarkXPress® it can be used as a generic workflow for any software application that can produce a compliant postscript file like MS Word. A postscript file is a file that would normally be sent to a postscript printer, but is intercepted and written to a file instead of being sent on to a print device. They will have a file extension of .ps or .prn.

In order to use this workflow for Quark or any other postscript generating application, you must also use Adobe Distiller to create the PDF/X-3 from a postscript file generated. If you do not already have a copy of Adobe Acrobat Pro which includes the Adobe Distiller Application you can download a 30 day trial at http://www.adobe.com/products/acrobatpro/

CURRENT SUPPORTED WORKFLOWS
QuarkXPress®

QUARKXPRESS® WORKFLOW
Once you have QuarkXPress® and Adobe Acrobat/Distiller installed you are all set to make a book with Blurb's PDF to Book workflow.

1. Create your document.
The first step is to go to our Advanced Specification Tab and determine the sizes of your Quark Documents. You will need to know the amount of pages in your document to get accurate information for your Cover, so you may need to revisit the Specifications after you finish your Pages file. The Advanced Specifications can by clicking on the "Download Blank Template" button on the PDF to Book How to make my book webpage.
Select the Book Size, Cover Type, Page Count (guess if you are not sure), Paper Type and enter Points as the Unit of Measurement. The Page Count is not important for creating your Pages Document, but when you revisit the Specifications Tab after completing your Pages Document you will need an accurate Page Count for the Cover specifications.

Open Quark and change the Units of Measurement to Points.
QUARKXPRESS->PREFERENCES->MEASUREMENTS
Create a New Document and enter in the **Final Exported Size** as the Quark document size. FILE->NEW->PROJECT
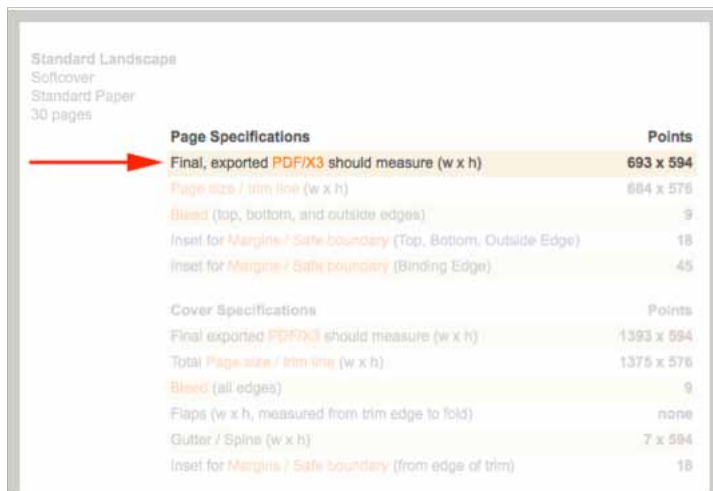
Be sure to select Facing Pages and enter in the Margin Guides from the Specifications into the New Project Window. (Fig 2)

Note the Inside Guide should be set to 0 Points, but the Top, Bottom and Outside should be set from the value of the Bleed. (Fig 3)

The Document set-up is now complete so click OK.

Fig 2

2. Add pages to your document and set safety margins.

Now add pages and create the pages of your book. Be aware that the Margin Guides you have set are the actual Trim of the book, so do NOT place any important text or graphics close to this edge. If you are using images or graphics you want to bleed off the page then pull these items to the edge of the document and they will get trimmed at the margin guide when printed. To determine the Safety Margins for any important Text/Graphics check back with the Book Calculator and pull guides in Quark to the determined values. (Fig 4)
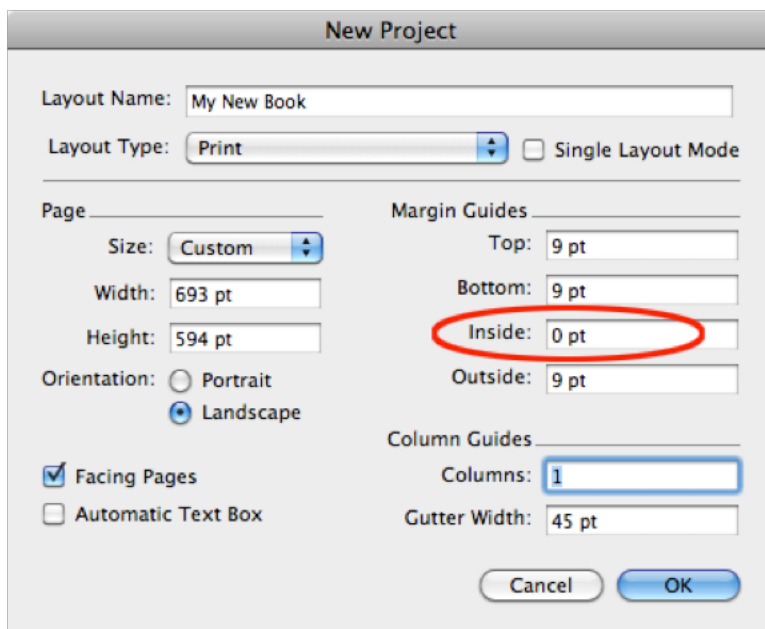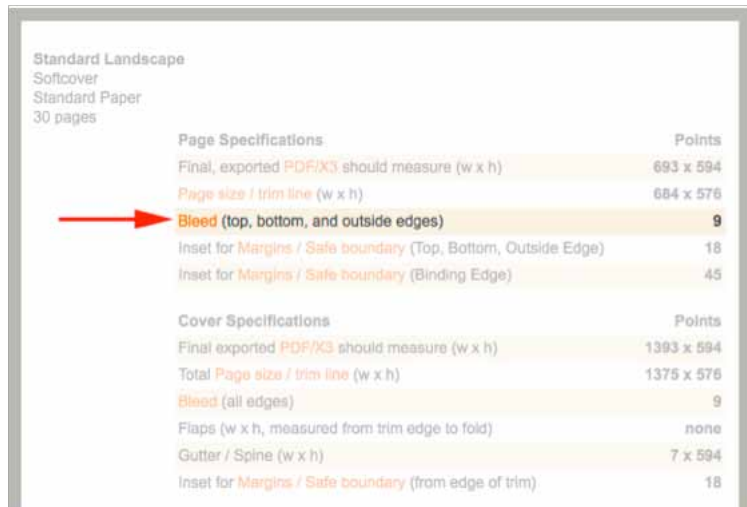
Once the Pages of your book are completed, save the file and make note of the page count. (Remember it needs to be an even number of pages).

3. Create your cover document.

Return to the Book Calculator and enter in the information about your book including the now known Page Count. You will now be creating a one-page document for your Cover. The book will be laid out as if you opened a book, turned it facedown and placed it on a table. The back cover will be on the left, the spine in the middle and the front cover will be on the right.
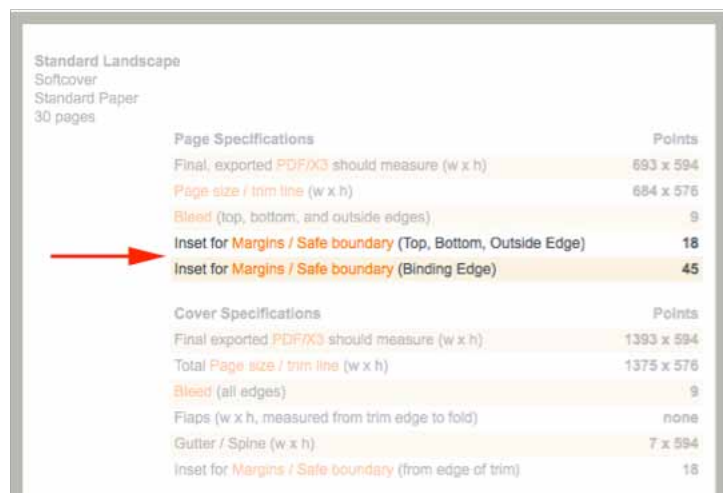
Create a new document in Quark with the dimensions of the Final exported PDF/X3 from the Book Calculator. Enter the Bleed amount into the Margins for the Quark document. Click OK to create the Cover document. (Optional:) Pull Guides in from the edges for the Safe Boundary according to the Inset for Margins/ Safe boundary from the Book Calculator. (Fig 5)

The next step for your cover is to determine the width of your spine. Find the horizontal center of your layout and place a guide there. Now go back to the Advanced Specifications Tab and get the value for the Gutter/Spine and drag a guide half that value to each side of your center guide. For example, if your spine is 33 as in the screen-shot below, you will drag a guide to the left 16.5 points and another to the right 16.5 points. This will give you a correct spine guide centered on your layout. (Fig 6)
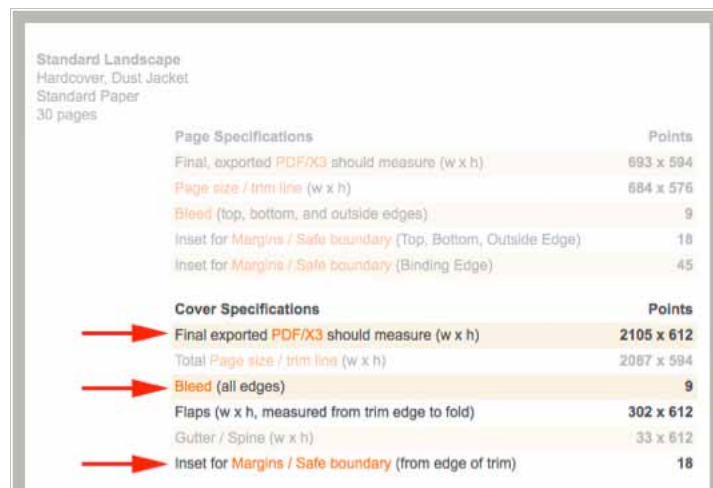
Fig 3

Standard Landscape
Softcover
Standard Paper
30 pages

Page Specifications	Points
Final, exported PDF/X3 should measure (w x h)	693 x 594
Page size / trim line (w x h)	684 x 576
Bleed (top, bottom, and outside edges)	9
Inset for Margins / Safe boundary (Top, Bottom, Outside Edge)	18
Inset for Margins / Safe boundary (Binding Edge)	45

Cover Specifications	Points
Final exported PDF/X3 should measure (w x h)	1393 x 594
Total Page size / trim line (w x h)	1375 x 576
Bleed (all edges)	9
Flaps (w x h, measured from trim edge to fold)	none
Gutter / Spine (w x h)	7 x 594
Inset for Margins / Safe boundary (from edge of trim)	18

Fig 4

Standard Landscape
Softcover
Standard Paper
30 pages

Page Specifications	Points
Final, exported PDF/X3 should measure (w x h)	693 x 594
Page size / trim line (w x h)	684 x 576
Bleed (top, bottom, and outside edges)	9
Inset for Margins / Safe boundary (Top, Bottom, Outside Edge)	18
Inset for Margins / Safe boundary (Binding Edge)	45

Cover Specifications	Points
Final exported PDF/X3 should measure (w x h)	1393 x 594
Total Page size / trim line (w x h)	1375 x 576
Bleed (all edges)	9
Flaps (w x h, measured from trim edge to fold)	none
Gutter / Spine (w x h)	7 x 594
Inset for Margins / Safe boundary (from edge of trim)	18

Fig 5

Standard Landscape
Hardcover, Dust Jacket
Standard Paper
30 pages

Page Specifications	Points
Final, exported PDF/X3 should measure (w x h)	693 x 594
Page size / trim line (w x h)	684 x 576
Bleed (top, bottom, and outside edges)	9
Inset for Margins / Safe boundary (Top, Bottom, Outside Edge)	18
Inset for Margins / Safe boundary (Binding Edge)	45

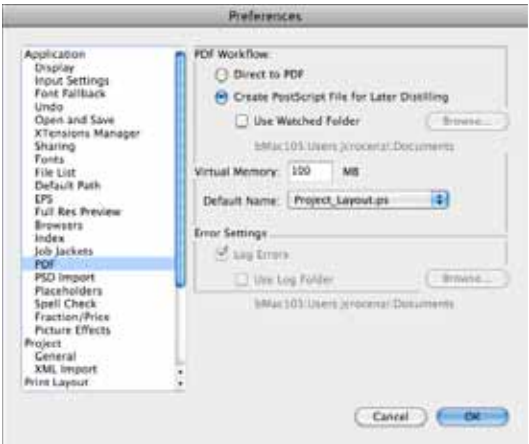| Cover Specifications	Points
Final exported PDF/X3 should measure (w x h)	2105 x 612
Total Page size / trim line (w x h)	2087 x 594
Bleed (all edges)	9
Flaps (w x h, measured from trim edge to fold)	302 x 612
Gutter / Spine (w x h)	33 x 612
Inset for Margins / Safe boundary (from edge of trim)	18

If you are creating a Dust Jacket book cover, then you have one more layout adjustment to make. From the Book Calculator get the value of the Flaps and drag guides from each left and right MARGIN guide, not edge of document.(Fig 7)

Finish your design of your cover and save your file.

4. Export your Inside Pages file and Cover file to Postscript.

You now have two Quark files, one for the Cover and one for the Pages. Save the files and now we will get QuarkXPress® set-up to export a compliant postscript file which we can have Adobe® Distiller® convert to a PDF/X-3 file for Blurb.

In QuarkXPress® select QUARKXPRESS->PREFERENCES and select the PDF tab. In the PDF Workflow area on the right select the Create Postscript for Later Distilling button. (Fig 8)

Fig 6

Fig 7

Fig 8

The next step is to download the QuarkXPress® Export PDF Style here <Contact Blurb Support for the Quark Export Style> and import the Style into Quark by going to EDIT->OUTPUT STYLES.
NOTE: If you are not using QuarkXPress then just be sure that you export a postscript file that embeds all fonts and images and does NOT include any bleed or registration marks. (Fig 9)

Fig 9

Click on the IMPORT button and locate the downloaded Blurb_Qxp_PDF_ExportStyle and click SAVE. You are now ready to export your postscript for Adobe Distiller.

Open your Cover or Pages Quark file and select FILE->EXPORT->LAYOUT AS PDF. In the PDF STYLE selection choose the installed Blurb PS Export Setting. Choose a location and name for your file designating Cover or Pages, but leave the .ps ending. Then click SAVE. Now your all set to create a PDF/X-3 for Blurb with these Adobe Distiller Instructions.
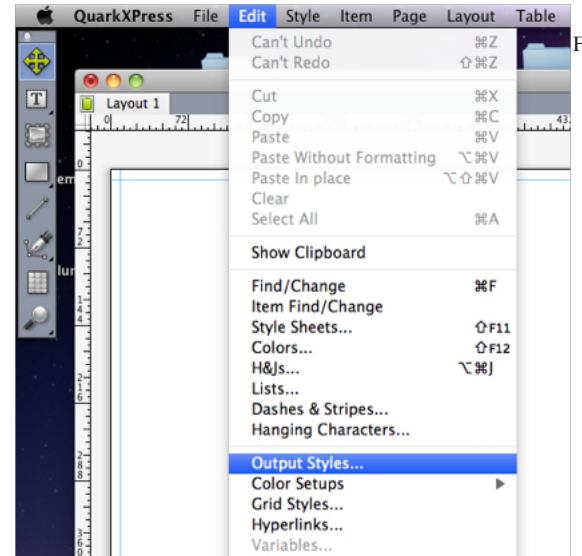
ADOBE DISTILLER INSTRUCTIONS
Download and unzip the Blurb PDF/X-3 Export Preset.
Open the Adobe Distiller application and select SETTINGS->ADD ADOBE PDF SETTINGS and locate and choose the Blurb PDF/X-3 Export Preset.

The only setting that you need to change on the Preset is for your particular Page Size. The Preset needs to be told exactly what your PDF Page size will be. This is the Blurb Final Expected PDF size you got from the Book Calculator when originally creating your document. In Distiller choose SETTINGS->EDIT ADOBE PDF SETTINGS and in the GENERAL tab enter your final page size into the Default Page Size area. (Fig 10)

Fig 10

Now go to FILE->OPEN and locate your postscript file and a compliant PDF/X-3 file will be generated by Distiller ready to upload to Blurb.

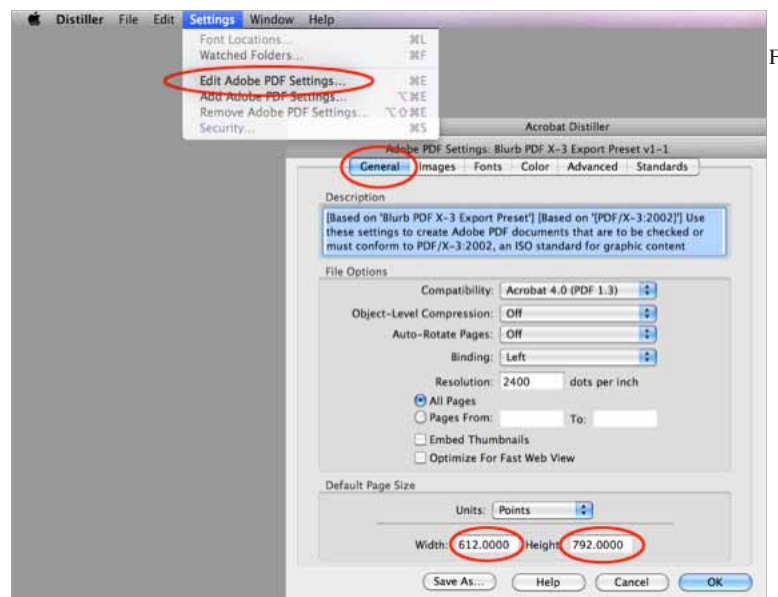Note: Do not forget to change your Default Page Size for each file.

blurb

I Don't Have Adobe Distiller

If the above workflow cannot be used and you are using QuarkXpress 7+, you may try our secondary QuarkXpress Export Workflow below though it is not as reliable in creating compliant PDF/X-3 files as the above postscript to Distiiler workflow.

Follow Steps 1-3 in the above instructions to design your book.

4. Set the QuarkXPress for direct PDF/X-3 Export
In QuarkXPress® select QUARKXPRESS->PREFERENCES and select the PDF tab. In the PDF Workflow area on the right select the Direct to PDF button. (Fig 11)

5. Download and install the Blurb Export PDF Style

The next step is to download the QuarkXPress® Export PDF Style here <Contact Blurb Customer Support for the Quark Export Style> and import the Style into Quark by going to EDIT->OUTPUT STYLES. (Fig 12)

Click on the IMPORT button and locate the downloaded Blurb_Qxp_PDF_ExportStyle and click SAVE.
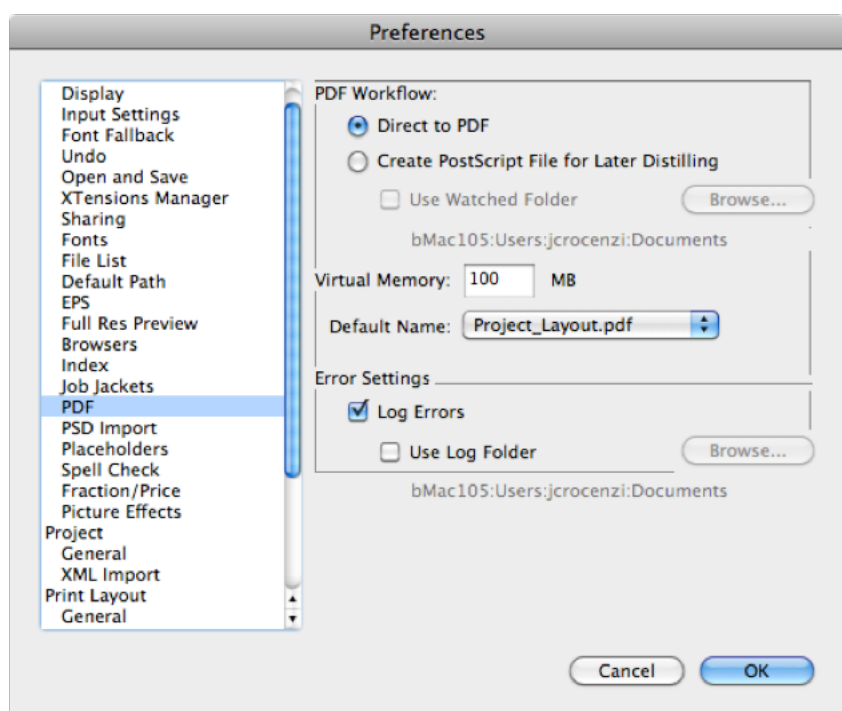
Or you can create your own Export PDF Style following the settings shown at end of this document.

Open your Cover or Pages Quark file and select FILE->EXPORT->LAYOUT AS PDF. In the PDF STYLE selection choose the installed Blurb Export Setting. Choose a location and name for your file designating Cover or Pages PDF. Then click SAVE.
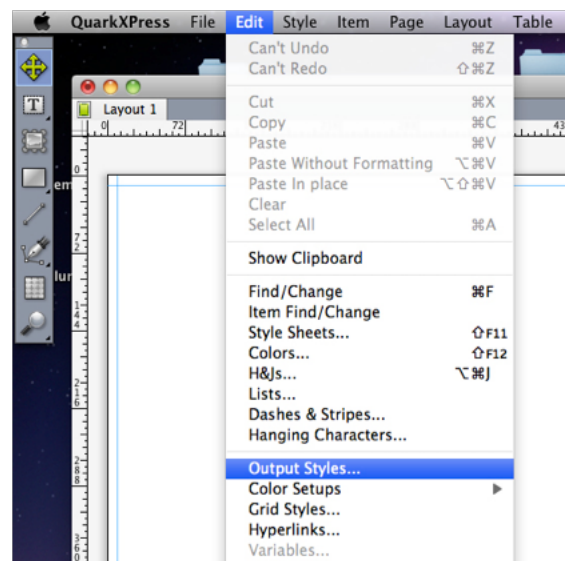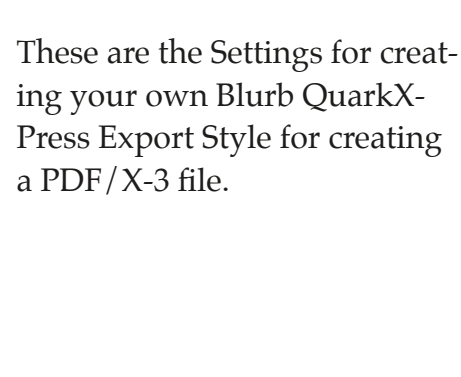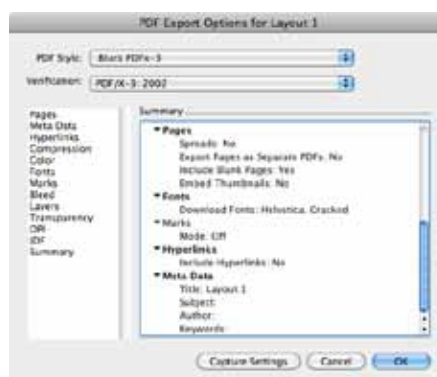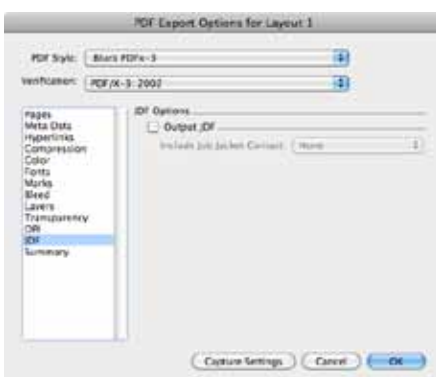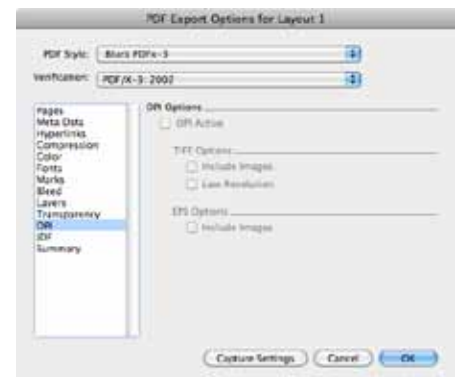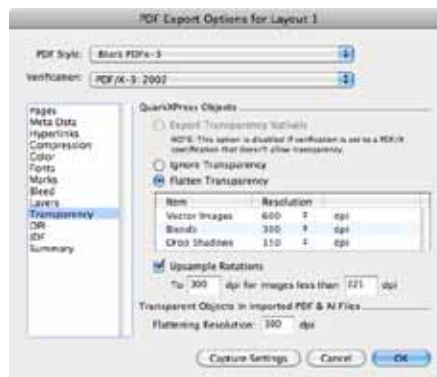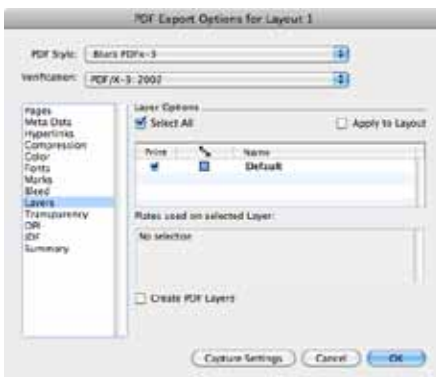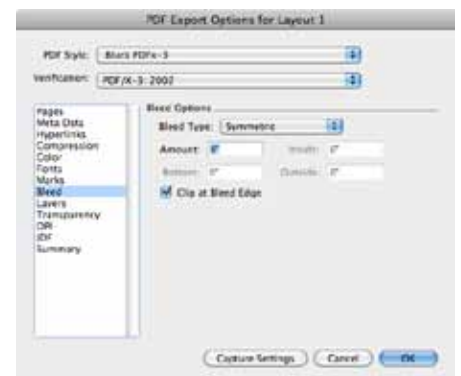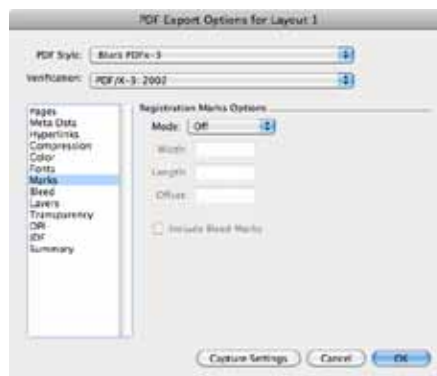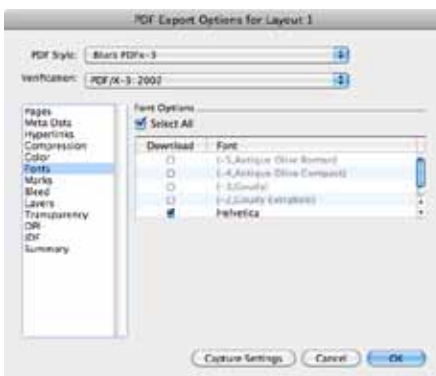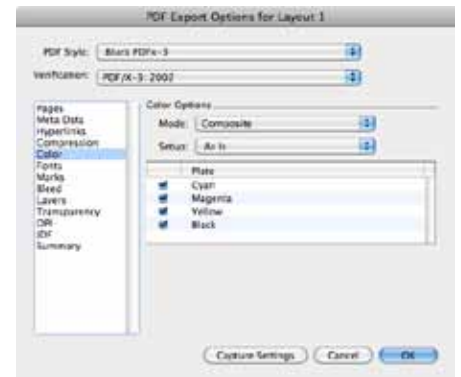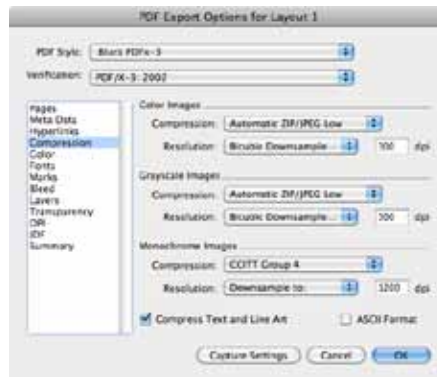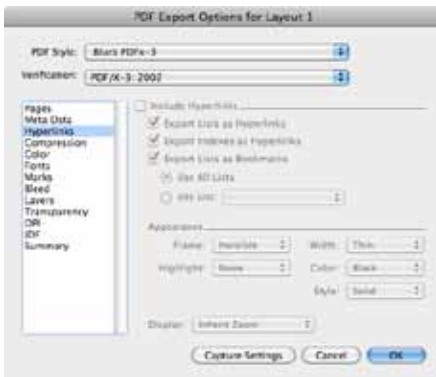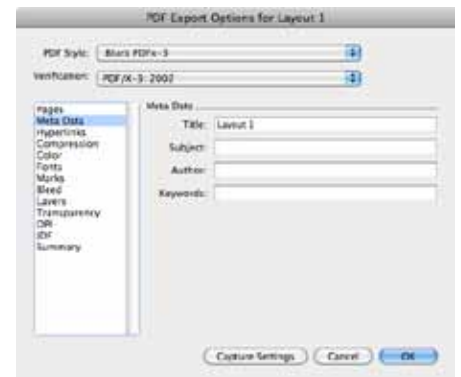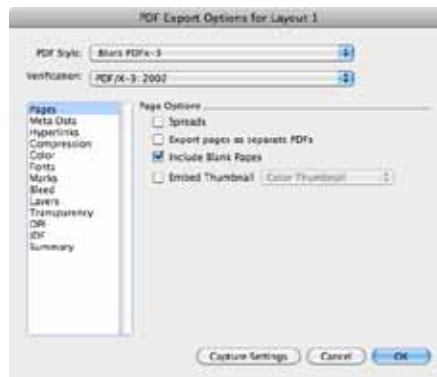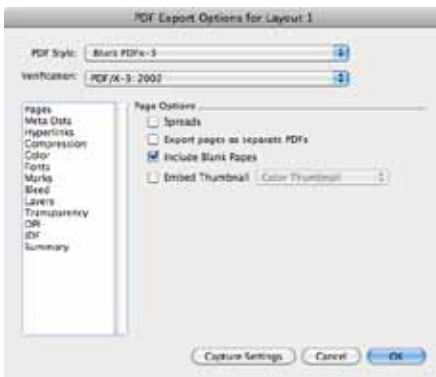
These are the Settings for creating your own Blurb QuarkXPress Export Style for creating a PDF/X-3 file.