Training for Posting to the Snowden Overlook Website
Winter 2016
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Part 3: Posting Documents

Introduction

> Document Files
> - Must be .pdf format. *(enforced)*
> - Reduce picture size before embedding them in the document.
> - Set the PDF file's link option to "Open link in a new window/tab".
> - Create the file so that the file contains text, if possible. "Print to PDF" usually works well.
> - Use "scan to PDF" as the last resort. Compression can make the file smaller, but has its limits.

"PDF" (**P**ortable **D**ocument **F**ormat) is a popular format for document files. They can be viewed on just about any computer or printed to just about any printer. When viewed or printed, the exact format of the document is preserved to the last detail. PDF files were invented by Adobe. The Adobe reader program is still the most popular program for displaying and printing PDFs, but it is not the only one. Modern browsers can display PDF documents in a web page natively. (That means they don't need any extensions, add-ons, or helpers.)

Commercial web sites generally display documents in a new tab (a best practice). This is done by posting documents as PDF (Adobe reader) files, then going back to edit the link to select on "Open in new tab".

Make sure to follow the same file naming conventions as were used for picture files.

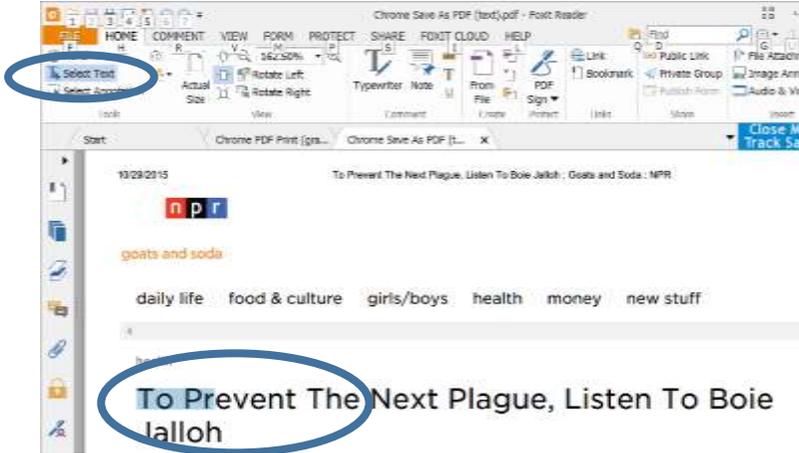**Training for Posting to the Snowden Overlook Website**
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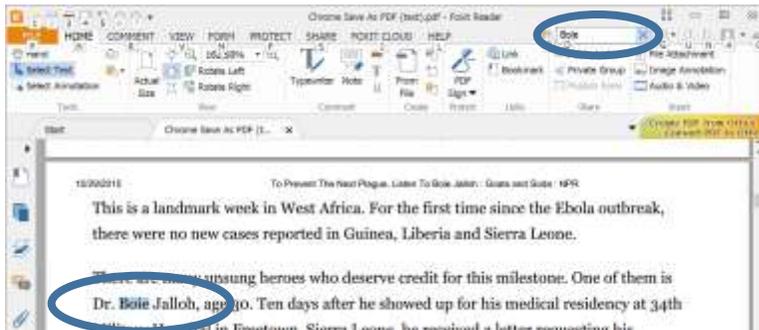Dennis Eichenlaub – deichenlaub@gmail.com – 410-872-0429

Types of PDF Files

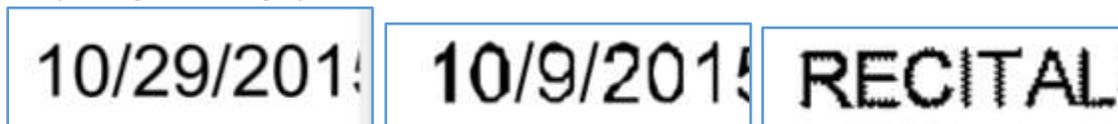PDF documents can be either graphic or text. There are three hallmarks of a text PDF document.

If the file is text, then the "Select Text" function works.

Text documents are searchable.

When magnified, text documents display clear text. The first of these three files is text. The second is a computer-generated graphic. The third is a scan.

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Deficiencies of graphic PDFs
Cannot select or search text
Text is not smooth when magnified, can be fuzzy or pixelated and difficult to read
Files are larger

Advantages of graphic PDFs
Can store stamps and signatures

File size
Document files are limited to 2 MB (the same as picture files). The most productive ways to keep document files small are:

- Reduce the size of picture files before adding them to a document. 800 x 600 is a good compromise between file size and print quality.
- Make sure the file is text, not a graphic.
- Where graphic PDF documents are required, if the file size exceeds 2 MB, contact the webmaster.

Controlling the Size of PDF Files

If a document contains pictures, these will have the largest impact on file size. It is best to reduce the size of pictures before inserting them into the document. If you receive a Word document from somebody else and it already has pictures in it, you can still reduce the size of the pictures. Word makes this very easy (at least for the 2013 version). To reduce the size of all pictures in the document all at once:

Click on one of the pictures. This will turn on "Picture Tools", which you should click.
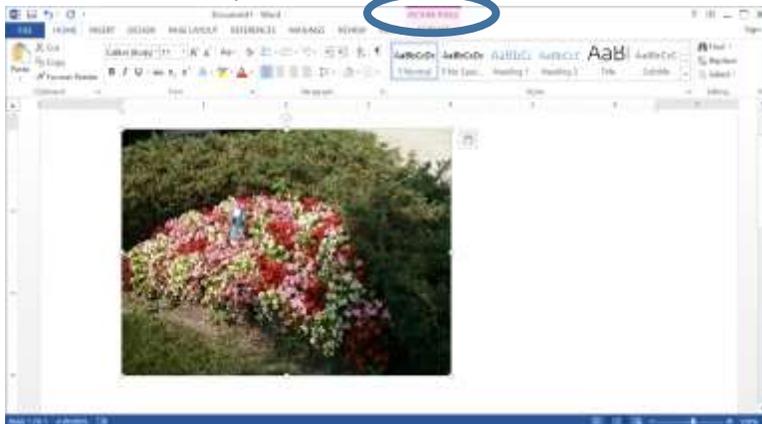
Click the "Compress Pictures" tool.

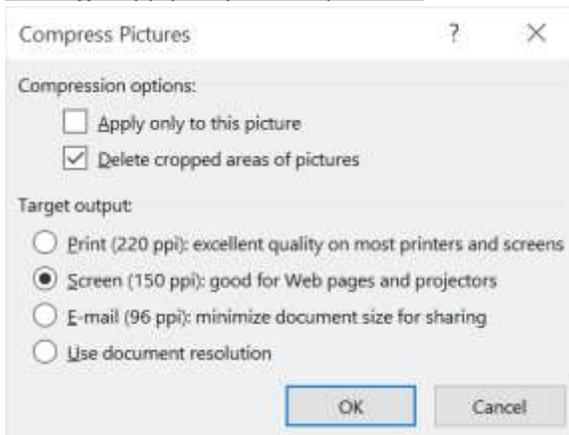# Training for Posting to the Snowden Overlook Website
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Select one of the options. "Screen (150 ppi) should give a good quality picture, even if the document will also be printed. Make sure you also select "Delete cropped areas of pictures."

Turn off "Apply only to this picture", so Word will reduce the size of all pictures in the file, all at once.

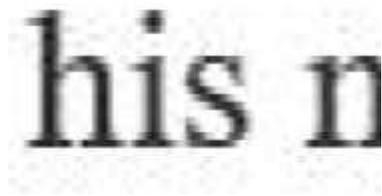When you are done, save your copy of the document.

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Making PDF Files

When creating a file, get as close as you can to the original source document. Every transformation reduces the quality of the document. Here is a PDF created from a JPG.

You can create a **graphic** PDF from anything printed on paper by using a scanner, and have the scanner create the file in PDF format. It's a good idea to use a compression program such as SmallPDF.com. Avoid scanning to a picture file such as JPG and then converting the JPG to a PDF. The result is a poor quality document.

If you have a graphic file such as a flyer or the "paper" monthly calendar, you can create a graphic PDF using the "Print to PDF" technique discussed below. This will look better than scanning a printout.

To make a **text** PDF, start with a document file. You can easily create a PDF document from a Word document, your web browser, an Excel spreadsheet or just about any other type of file.

Usually, the best way to create a text PDF is to use "Print to PDF". This is a software printer that saves a document to PDF format. If you have Windows 10 or MAC, your computer already has a PDF printer. Otherwise, you can add a program that includes a PDF printer. (More on this below.)

Once your computer has a PDF printer, simply select your program's "Print". Change the printer from your normal printer to the PDF printer. Then click "Print". The PDF printer will create a PDF file. What happens next depends on your PDF printer. Most printers open a window so you can set the file name and select where you want the file stored. A few printers create the PDF file and store it in a default folder (Downloads or Documents). Some also open the document in a PDF reader.

Another way to create a text PDF is to use your program's "Export to PDF" or "Save as PDF" feature. Some programs have this feature, others don't. You might find this easier than Print to PDF. The disadvantage is that this method saves more formatting information, so the PDF file is larger. The difference is not important, unless you are using a typesetting program (such as Publisher) and working on a large document (such as our quarterly newsletter).

When you create a text PDF, your computer must have all the fonts used to create the document. If somebody else creates the document and uses a font you don't have, you will get a warning that the font is missing. If you ignore the warning, the software will pick another font for the PDF document.

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Which method should you use? Create a text PDF if you can. Use the method that's easiest for you. If you must have a graphic PDF and it is larger than 2 Mbytes, the webmaster can put the document in the media library for you.

The Chrome Browser
There's always one software company that didn't get the memo. Google Chrome is the exception that proves the rule. This browser is popular enough that it is included as a special case. To create a text PDF in Google Chrome, Click the tool bar icon in the upper right, then select "Print". Click "Destination" to select the printer. Instead of selecting your PDF printer, choose "Save as PDF". You might have to click "Show All" to see this option.

How to install a PDF printer
If you don't have a Mac or Windows 10; or if you don't like the PDF printer that comes with your computer, you can install Foxit Reader. See the Posting Help document on the Admin → Web Admin page.

If you set the Foxit PDF Printer's properties, you can get the small but very readable PDF file. Start by clicking "File", then "Print. Select the Foxit PDF printer.
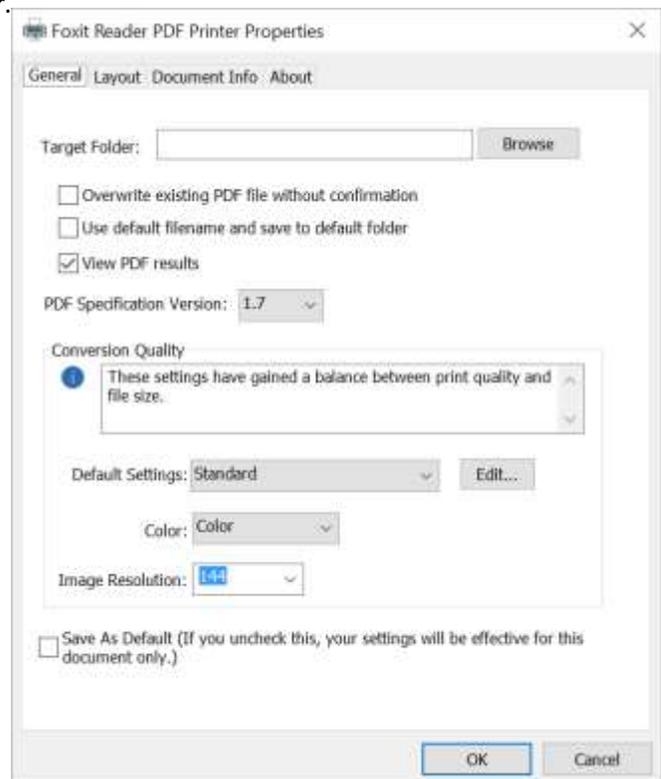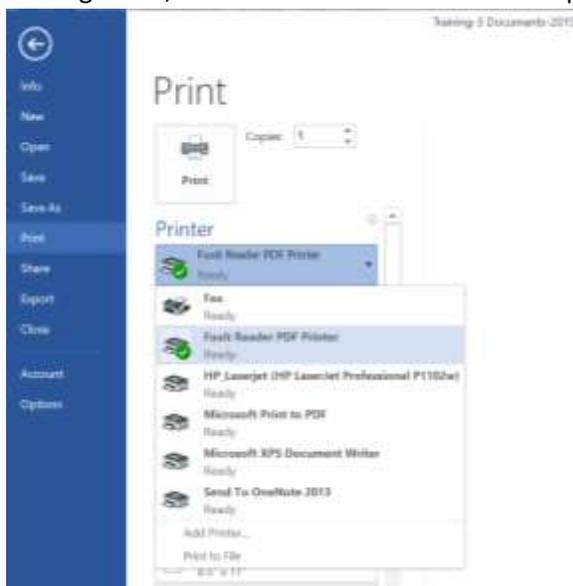
Click "Printer Properties.

Set the printer properties as shown on the right above.

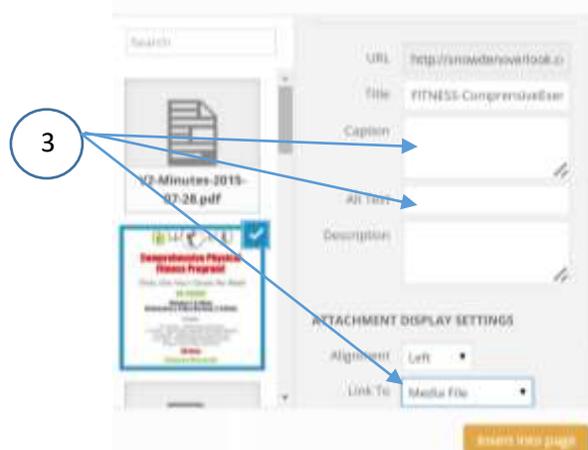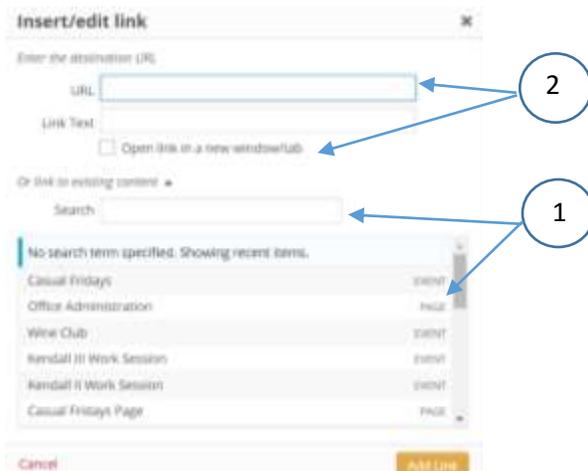**Training for Posting to the Snowden Overlook Website**
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Inserting the PDF document into your page

Adding a PDF is similar to adding a picture. Simply select "Add Media" and select your PDF file. After the link is set, remember to go back, edit the link, and click the "Open in new tab" option.

It's easy to get confused by the difference between a link, a picture, and a document file. All three use the HTML anchor tag. But WordPress has different ways to put them on a page. Here's a summary:

1. When adding a link to another page on our website, use the "Link" tool (looks like a chain). Use the search to find the page. Do not click "Open in new tab". Make sure you link to a page, not an event.

2. When adding a link to a web page not part of our site, use the "Link" tool. Copy the URL from your browser into the "URL" box. Click "Open in new tab". If this is not your content, link to the home page (include only the domain – everything before the first "/". If this is your content, link directly to your page. Make sure the content is public.

3. When adding a picture, use the "Add Media" button. Select a .JPG or .PNG picture file from the Media Library. Fill in a caption if you wish. Fill in the "Alt Text" for seeing impaired users. By default, WordPress includes a link to the picture. If the user clicks the picture they see a page with just that picture, displayed full size. If you don't want that, (such as for icons and graphic page separators) use "Link to None".

4. When adding a document, use the "Add Media" button. Select a .PDF document. After the link is inserted, go back to edit the link and click "Open in new tab". (See the homework section for screen shots.)

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Homework

Add a text (not graphic) document to your page.

Homework Help for Button Pushers

If your computer doesn't have a PDF printer, install Foxit Reader. See the Posting Help document on the Admin → Web Admin page.
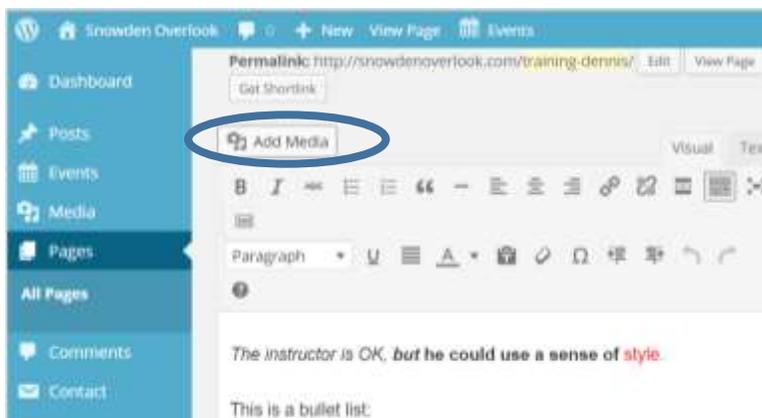
Start with a file such as a Word document.

Create an empty work folder and copy the document into this folder.

Rename the file to "Category-Description-yyyy-mm-dd".

Open the document. Reduce the size of the picture files (p. 3-4).

Save the document, then print it to PDF (p. 5)

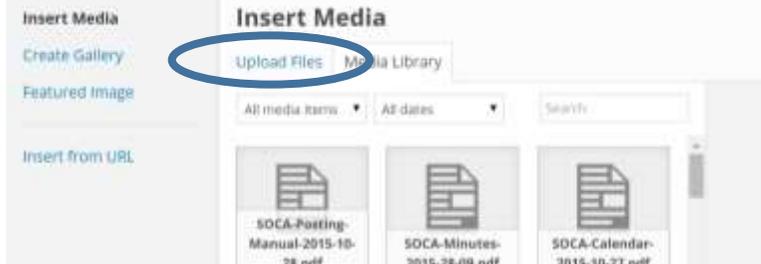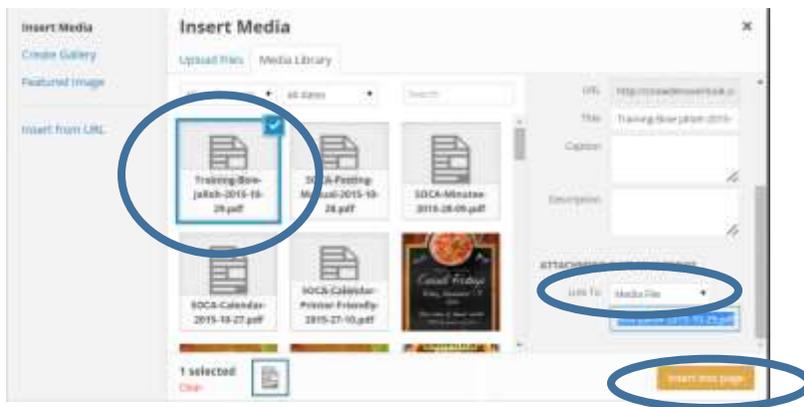Go to your website page edit window and click "Add Media"

If the file is not in the media library, click "Upload Files"

Drag and drop your PDF into the next screen, or click "Select Files" and find the folder that has the PDF.
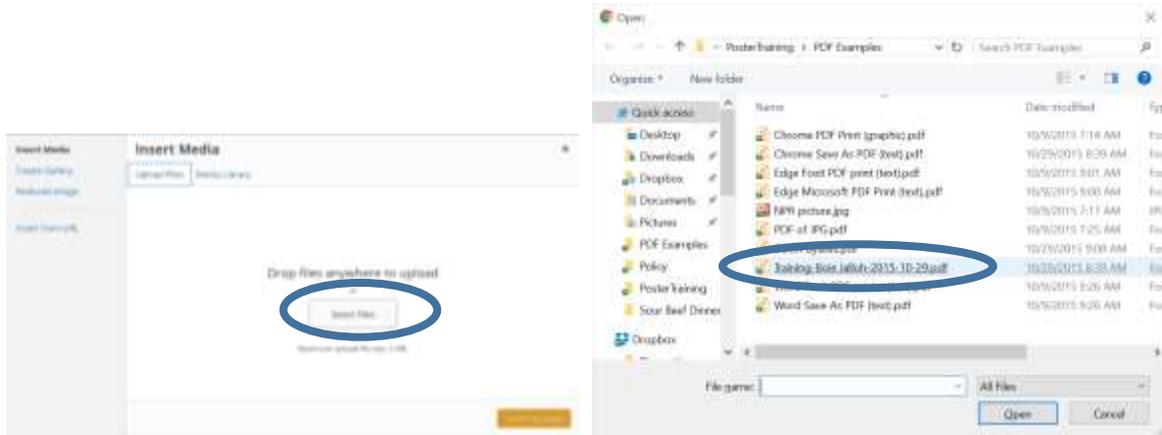
The file is uploaded and selected. Make sure the "Link To" option is set to "Media File". Click "Insert into page".
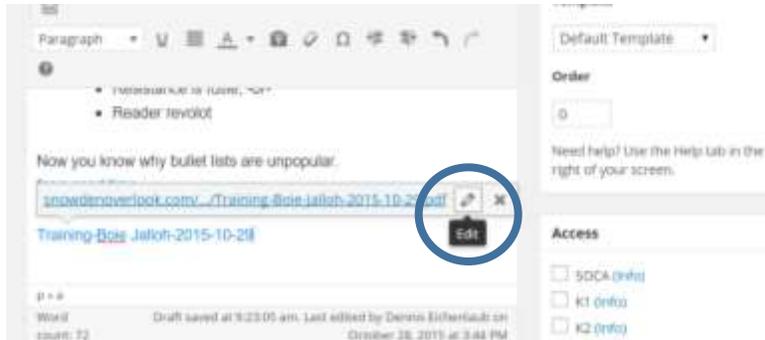

(more on next page)

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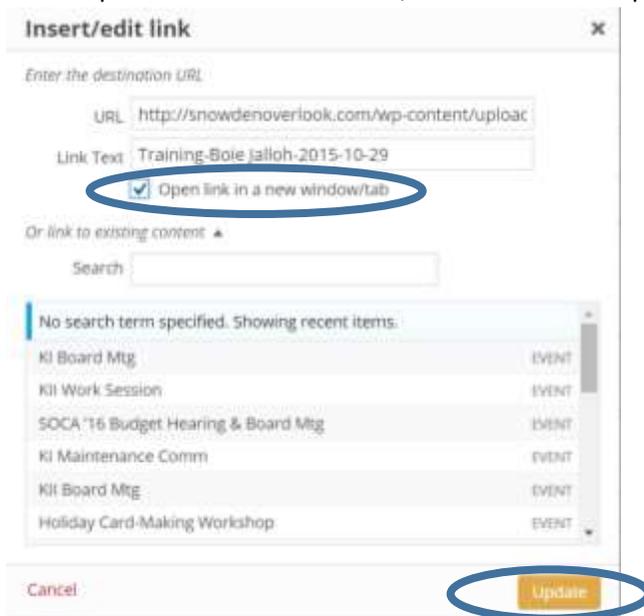Winter 2016
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The link WordPress creates needs to be modified to "Open in New Page".
- Click anywhere on the page to set the link.
- Then click the edit icon for the link.

Click "Open link in a new window/tab". Then click "Update".

Now update the edits on your page. Open the preview and check the link. Make sure the document opens in a new tab.