

Tech Tome March 2010

Happy Spring and welcome this issue of the Tech Tome. I hope everyone's warming up. Here in Michigan we've lost most of our snow and have started getting into the 60's. March Madness is also underway. Next year maybe we'll have a friendly bracket contest. We appreciate the positive response we've received so far from our first readers. It's great to hear the positive comments and suggestions. We want to hear more of your feedback, both good and bad, so please let us know how you like it.

Fun from Publish-L-

<http://www.businessinsider.com/21-things-that-became-obsolete-this-decade-2009-12#pdas-1>

I thought this link was interesting. It was posted by a user on the Publish-L user group I mentioned last week. It's a list of 21 things that became obsolete, or mostly obsolete, last year. The person posting was good to point out that books didn't make the list. I think the bookstore will go sooner than books will. Unfortunately that's already started to happen. Long live the book! (and the authors and publishers and printers and ...)

Happy Birthday InDesign-

www.indesign10anniversary.com

Time flies. It's hard to believe that InDesign is 10 years old. That's how long I've been here at Thomson-Shore. I remember InDesign 1.0, so much potential but so many bugs. I was impressed when it came out and knew it would get better. Now we have InDesign 6 (CS4) and we've all forgotten about that first iteration. Give the website a look. It has some video tips that I'm sure will be helpful. I've picked up a couple things I didn't know.

Fonts not embedded?-

If you create or receive PDF files, one of the most important things it must have are the fonts embedded in it. Embedding fonts into a PDF file is usually defined in your Export to PDF settings or Distiller setup. It should be set to Embed all Fonts. On a Windows system, there may be an Adobe PDF or Distiller printer in your printer control panel. You can access those settings by right clicking on the printer, go to Properties, then click on Printing Preferences. You should see some Adobe PDF settings and you'll probably notice a Standard setup already there. That setup won't embed all of the fonts and will downsample graphics to 150 dpi. If you select that and change it to Press or a custom preset, then it should embed all your fonts. To check if your fonts are embedded, just open the PDF file up in Acrobat. Click on File-Properties. You should see a list of tabs, click on the fonts tab. You're looking for (embedded subset or embedded) next to each font name. If you don't see this, then the font isn't embedded and we won't be able to print it. One of the services we offer here is help in getting your files configured correctly. If you need help with any of this, you can contact me here and I'll walk you through the process.

Saving font history one letter at a time-

www.woodtype.org

In Hamilton, Wisconsin sits the Hamilton Woodtype and Printing Museum. This museum is dedicated to the preservation, study, production and printing of wood type. I didn't know there was such a thing until I came across a video they have that gives a quick overview. Click on the **What's New link** and give it a look. I really enjoy the older history of printing as I came into it in the early 90's when computers were just starting to take over. It's amazing to see the craftsmanship of these typefaces and to see how they are created and used. I'm glad that someone is preserving that for future generations to see. I haven't been to visit, but would definitely enjoy it. If anyone has been there please email me and I'll post your comments. If you know of other print related places of interest, I would like to hear about them.

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