

# FrameMaker-to-Acrobat Advanced Techniques Seminar

London, England: August 19-20, 2004

Newark, New Jersey: October 21-22, 2004

Dallas, Texas: November 29-30, 2004

Phoenix, Arizona: December 9-10, 2004

The FrameMaker-to-Acrobat Advanced Techniques 2-day seminars are designed for users with good working knowledge of FrameMaker and Acrobat, who would like to create and maintain high-quality, interactive Acrobat PDF files. The usual procedure for creating such files – and the only one referred to in the FrameMaker and Acrobat manuals – is to use Acrobat to add all interactivity/settings over and above the links created automatically by FrameMaker. This is a repetitive and time-consuming process which is limited to the current PDF: as soon as you update the source file and redistill, you lose all features previously added in Acrobat.

In the FrameMaker-to-Acrobat Advanced Techniques Seminar you will learn a multitude of undocumented techniques, creative solutions and tips and tricks for defining all Acrobat features in the FrameMaker source file so that they are automatically and consistently reproduced in the PDF file when the source is updated (*see seminar outline, next page*).  
*Note:* The techniques taught in this seminar are equally applicable to FrameMaker 5–7, Acrobat 4–6.

Participants receive:

- Software add-ons: FrameMaker-to-Acrobat TimeSavers (including Bookmark Controller), Navigation + Defaults Assistants (MicroType), Link Checker (ARTS), PageLabeler (Carmen Publishing) – \$490 value
- A personal gift: **How To Read a Film: multimedia edition** DVD-ROM (winner of the 2001 DVD Excellence Award by the US DVD Association)
- Extensive workbook (which includes reference materials, step-by-step exercises, demonstration of undocumented possibilities, numerous tips, examples and sample files)
- Two months of e-mail support/guidance for completion of course exercises and assignments and guidance in implementing course techniques in on-going projects (as the workbook is also designed as an “interspondence” course, it is especially suited to self-paced practice).
- Access to the Frame2Acrobat discussion/support list, where subscribers can share their experience, techniques and creative solutions.

Price: US\$1250. Discounts: 10% early bird; additional 10% when you register to two seminars, or for two participants from the same company, 15% when you register to three seminars.

The logo for MicroType, featuring the word "MicroType" in a serif font with a stylized ampersand between "Micro" and "Type". The text is white and set against a purple rectangular background with a vertical gradient.

*“I wanted to let you know that we rolled out our new online documentation format in PDF, using the features I learned about in your class, and the response has been overwhelming – rave reviews all around... Thanks again for making this all possible!”*

Elise Kaplan,  
CommercialWare

*“I want to thank you again for your Frame-to-Acrobat course. The knowledge I’ve gained has earned me a raise and promotion and I have attained the happy status of PDF expert for our department.”*

(name withheld)

*“This course is the ‘definitive’ course to attend if you are in any way interested in creating PDF files from FrameMaker. On the top, the course covers the basics you need to create more effective PDFs. Delving more into the course you’ll also discover features that you wouldn’t think are possible without having to do a lot of manual work in Acrobat after first creating your PDFs.”*

Mark Poston,  
Mekon Ltd. eContent Solutions

*“This was probably the best course I’ve taken in a long while... We have been able to apply what we’ve learned and are already using your TimeSavers.”*

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# FrameMaker-to-Acrobat Advanced Techniques Seminar Outline

The logo for MicroType, featuring the word "MicroType" in a serif font with a registered trademark symbol, set against a purple-to-white gradient background.

## Making the Most of FrameMaker's Built-in PDF-Related Capabilities and More

- PostScript printer drivers and recommended settings
- Distilling & the Save As PDF function
- Avoiding negative side-effects in the PDF file (text/graphics)
- PDF features supported by FrameMaker
- Cross-references: uses & techniques in PDFs
- Hypertext capabilities
- Bookmarking techniques (properties, hierarchy, extracting Figure/Table bookmarks and more)
- Handling FrameMaker books with cross-file links
- Creating optimized print and screen versions from a single FrameMaker source
- Problems, solutions & workarounds
- Testing your PDFs

## Beyond What's Built-in – Automating the Creation of High-Quality Interactive PDFs Authored with FrameMaker

- **Using pdfmark commands to define Acrobat features in FrameMaker** (via TimeSavers shortcuts, PostScript text frames or prologue/epilogue files):
  - Buttons with actions (such as Search, Close, Print)
  - Document Information fields (standard/custom)
  - Full control of default view options
  - Associating an Acrobat index with your PDF
  - Annotations
- **Additional bookmark options:**
  - Custom bookmarks (e.g. pointing to web sites, e-mail feedback)
  - Quick-access bookmarks
  - Cross-file bookmarks
- **Enhancing navigation and interactivity:**
  - Chapter tabs, dynamic document maps
  - Transparent navigation in a PDF document collection
  - Drop-down menus pointing to common destinations, related topics, web-based files, pre-defined searches or JavaScript functions

*"This was the best training course I've ever attended, bar none. I will recommend it to everyone I know in our field... Excellent course materials, thorough and well organized, professional appearance, plenty of detailed theory backed up by explicit examples... The seminar exceeded my expectations. I got Everything and More from this terrific course!"*

Randy Heath,  
Ascend Communications

*"I was genuinely impressed with the class... I learned a lot and could actually apply it when I got home."*

Penelope Perkins,  
Synergex

*"It was one of the best courses I've attended... Thanks a lot. I will highly recommend your course and materials to everyone."*

Rosemary Marano,  
Teradyne

*"I was truly stimulated by the information I learned and it is the kind of knowledge I want to have."*

Peter Spicer,  
DASCOM

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