

Adobe Acrobat Business Solutions

Creating PDF eNewsletters

This course shows ways in which PDF can be used as a method to deliver electronic newsletters. Using files created from a number of applications the course explains how to create documents that include user navigation and interactivity; how to embed multimedia content, user forms and security. At the end of this course delegates will be able to create PDF documents from source files which can be distributed as electronic newsletters.

Topics covered in this course:

Introduction

- What is Adobe Acrobat?
- What is Adobe PDF?

PDF Newsletter Examples

- Examples of Newsletters using PDF Technology

Creating PDF Documents

- PDF Creation Settings
- Creating PDF Documents

Creating PDF Documents from Microsoft Word*

- PDF Creation Settings
- Converting Word Features into PDF

Creating PDF Documents from Adobe InDesign*

- PDF Creation Settings
- Converting InDesign Features into PDF

Creating PDF Documents from QuarkXPress*

- PDF Creation Settings
- Converting QuarkXPress Features into PDF

Adding User Navigation

- Creating User Navigation
- Creating Bookmarks and Links
- Creating a Navigation Menu Bar
- Linking to Websites
- Linking Between PDF Documents
- Creating Article Threads
- Custom Navigation via JavaScript

Multimedia

- Adding Audio Content
- Adding Video Content
- Adding Flash and 3D Content
- Controlling Multimedia Content

Feedback Forms

- Utilising Acrobat Form Elements
- Building a Feedback/Subscription Form
- Converting PDF Documents to HTML

Security

- Applying Permissions Security

Accessibility

- Accessibility Considerations

Course Information

Course Prerequisites

Before taking this course, students should be familiar with the basic functions of their computer's operating system.

Software

This course uses Adobe Acrobat Professional 7.0 and -

- The topics marked with an * (asterisk) designate applications will be used based on user requirements
- Additional software may be used to illustrate examples

Additional Prerequisites

All courses can be run on Windows and Macintosh platforms at Tidalfire's premises or on-site. Where there are operating system dependencies these are indicated in the factsheet.

Course Duration

1 Day

Acrobat Related Courses

- Adobe Acrobat for Microsoft Office Users
- How to Add Comments and Mark-ups to your PDF Documents
- Adding Security to Adobe PDF Documents
- Creating Accessible Adobe PDF Documents
- Creating PDF eForms with Adobe Acrobat
- Creating Interactive PDF Documents
- Creating PDF eNewsletters
- Working with PDF Document Collections