

What is PDF?

- PDF stands for Portable Document Format.
- It was developed by Adobe Corporation to allow efficient electronic distribution of large documents.

Adobe Acrobat PDF format

- John Warnock, Co-founder and CEO of Adobe Systems, Inc. defined the Adobe Acrobat Portable Document Format:
- **“PDF is an extensible form of paper, a hypermedia that is device independent, platform independent, color consistent and it is the best universal transmission media for creative and intellectual assets.”**

Why create a digital portfolio in PDF rather than HTML?

- NO programming or coding files - easier to learn
- WYSIWYG - PDF files look exactly like the original document
- All one document, not fragmented files (graphics & text)
- Easier to integrate multimedia (sound and video)

Why create a digital portfolio in PDF rather than HTML?

- Ideal format for CD-ROM
- Easily integrate documents created by a variety of different software packages
- A variety of ways to navigate a document:
 - Bookmarks
 - Links
 - Thumbnails
 - Toolbar

HTML or PDF?

HTML Works Best	Both Work Well	PDF Works Best
HTML WSSIWYG editors	Word processing programs	Desktop publishing programs
Text editors	Spreadsheet programs	Illustration programs
Database programs	Document yet to be created	Presentation software
Documents already tagged (SGML)	Document in RTF format	Document already produced
e-mail	Basic specification sheets	Document exists on paper only
Memos	Graphs	Newsletters
Basic letters	Order forms (information receipt)	Magazines
Simple reports	Links to URL's (WWW)	Posters
Various text-based documents	Mailto: links	Annual reports
Server side information (two-way)	CGI's (Image maps)	Books, brochures
Server-push information	Forms	URL's with links over text & graphics
Index service (search and retrieve)		Document-based security
Database connectivity		Movie and sound playback
Frames		High-resolution images
Java applets		Page numbers
		Text over images

Source: Kent, G. *Internet Publishing with Acrobat* Adobe Press, San Jose, CA, 1996.

Other References:

1. Adobe Acrobat *Classroom in a Book* (with CD-ROM). The official training workbook (Mac and Windows). Adobe Systems Incorporated, San Jose, CA, 1997.

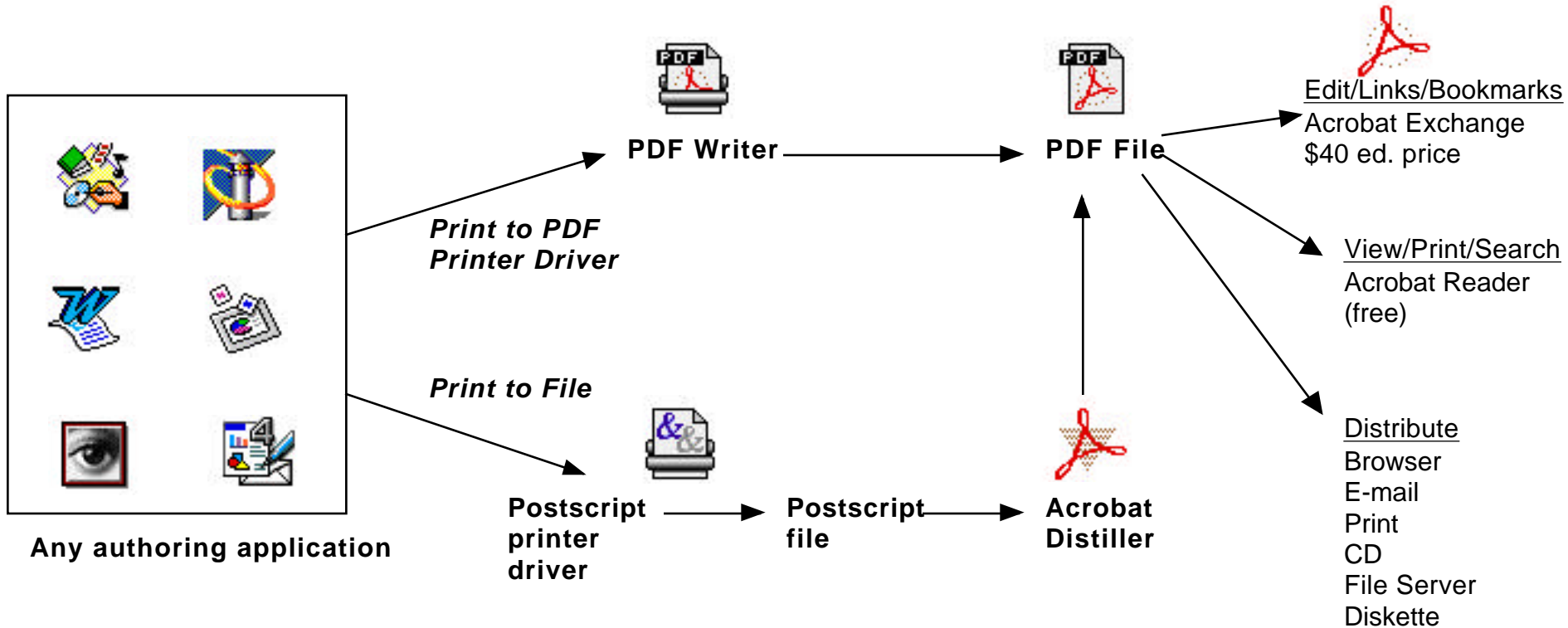
2. Alspach, Ted *Acrobat for Macintosh and Windows* Peachpit Press, Berkeley, CA, 1997

Acrobat vs. HTML

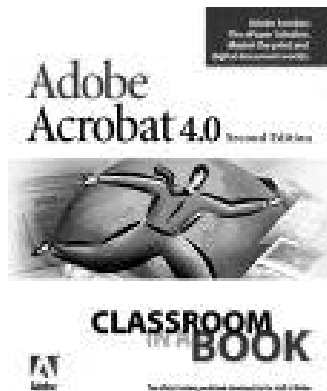
- PDF based on a page description model
 - » The absolute style and layout imposed upon a document is preserved in electronic publication and distribution.
- HTML based on a page markup model
 - » Web browsers' interpretation of the HTML code, along with users' font size and style preferences, have a significant impact on the final visual result.

Why use PDF for ePortfolios?

- Power and simplicity for both portfolio authors and end-users viewing the portfolio
- Instant Publishing of Existing Documents
- Unlimited Document Control
- Using Familiar Tools
- Combine documents from multiple applications
- No need for end-users to have original programs



Learn about Acrobat



Adobe Press
ISBN: 0201702843
\$31.50 (Amazon)

A great tutorial



IDG Books Worldwide
ISBN: 0764532421
\$31.99 (Amazon)

A great reference



Peachpit Press
ISBN: 0201354616
\$14.39 (Amazon)

A “quick&dirty” guide