

The **Quick Guide** to using customisable PDFs



As a test exercise, the WEA's marketing department has produced a small range of PDF-based promotional templates that can be customised on a personal computer.

The idea is to start providing marketing tools that can support volunteers, tutors and staff involved in the promotion of local WEA courses and events.

We have produced three templates to start with – in two different colour versions - and would like to gather feedback about how easy (or hard) these are to use, their usefulness, and your views on design.

The templates require you to have some experience of using a personal computer.

They can be used for producing individual posters and multiple copies of home-produced leaflets to promote courses, course programmes and events in classrooms and community venues.

The three test templates are:

- A simple A4 poster, in portrait, for promotion of single courses or events
- An A4 landscape sheet which can be folded to one-third of A4 to become a leaflet
- An A4 landscape sheet which can be folded to A5 to become a leaflet

Two ways to use the templates

The documents have been produced as PDFs and you will need Adobe Reader software to open the documents. There are two ways to use the documents:

- Printed out on a colour or black-ink printer as blank sheets in order to be used as base paper/stationery – i.e. fed back through your printer using a companion Microsoft Word template to add images and text to the areas of white space.
- Edited directly in Adobe Reader and printed out on a black-ink or colour printer



Obtaining Adobe Reader software:

You will need Adobe Reader 7.0 or 8.0 to be able to use and edit the templates.

Adobe Reader 8.0 is the latest version and is the most helpful version since this version of Reader has been enhanced to allow users to easily see which areas of text can be edited.

Adobe Reader is available as a free download from the Adobe website on:

<http://get.adobe.com/uk/reader/>.

If you have trouble downloading the latest version of Adobe Reader you can contact the WEA IT Department for help on 0207 426 3456.

About customisable PDFs

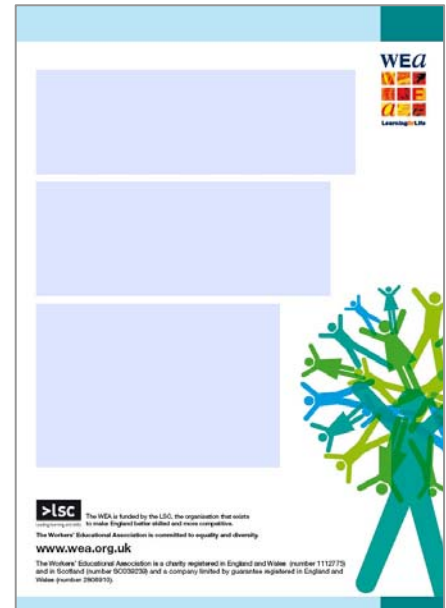
The PDFs have been created as form-based PDF files which allow you to edit and add text to particular areas of the document – like filling in an interactive form. The document can have a fixed design but offers flexibility for your headline and body message. The elements of document that you can edit are called form fields. Each template carries the WEA's required charity and company details, equality and diversity statement and LSC logo. We are not required to show the Matrix logo.

Using Adobe Reader to edit a template

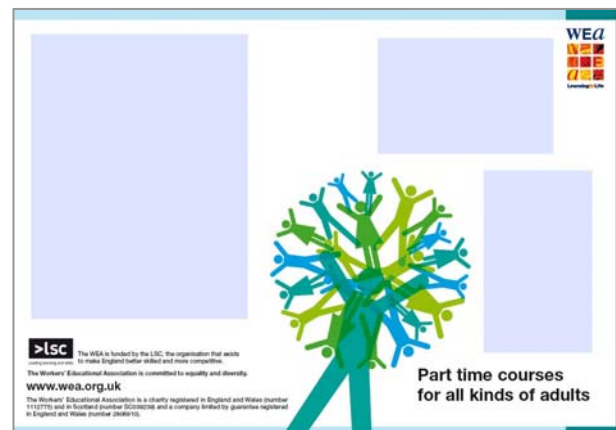
To the right you will see each of the templates as blank versions with the form fields highlighted.

Depending on your version of Adobe Reader you will see a slightly different view on opening the document.

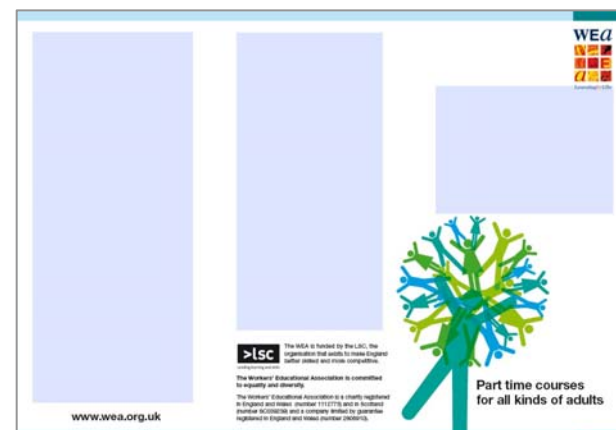
In Adobe Reader 8.0 the areas that can be edited are helpfully highlighted (as right). In Adobe Reader 7.0 this is not the case but it is fairly easy to tell which areas of text can be edited by clicking into areas of text. In Adobe Reader 7.0, clicking into in a form field turns your mouse pointer into a blinking cursor!



The A4 poster template has three text fields.



The A5 leaflet has three text fields. Two on the front page and one on the back page.



The small leaflet has three text fields. One on the front page, one on the back page and one on the inside fold.

To edit an area of text, hover your mouse anywhere over a form field and click into a paragraph. You can simply start deleting or typing as you would in Microsoft Word. You can underline (CTRL + U) and make bold (CTRL + B).

The form fields are fixed in position and size and have a default font called Arial. Arial is an excellent font for reasons of availability and high legibility. The Royal National Institute for the Blind recommends Arial as one of the easiest to see for people with poor or partial sight.

Although you can type as many characters as you like in each text field you will find that scroll-bars appear when the amount of text entered exceeds the size of the text-box. Any 'surplus' text will not show on your printed version.

Each template currently contains explanatory text within the form fields. To print out a blank version of the templates simply delete the text.

Saving your PDF

Adobe have recently upgraded their software to allow users to edit customisable PDFs and save changes using Adobe Reader. Until recently this function was available only to purchasers of Adobe Professional – a more high-powered version of Adobe Reader.

You should, in theory, be able to edit these PDF templates and save your changes. However, this does not always seem to happen in practice we have found. According to Adobe if you are using Adobe Reader 7.0 or 8.0 you can edit and save your changes.

If you do have trouble saving the revised document, a good tip is to have Microsoft Word open in the background with your text elements saved - ready for any problems or for the next time you use the templates.

Alternatively using a Word template will give you the capability of saving your text and printing on a previously-printed blank PDF template sheet.

Your feedback on this aspect of using the templates would be greatly appreciated since the facility to



A good tip!

The picture above shows the text panel on the front of the small leaflet.

The standard headline font is set to Arial Bold in a font size that allows your audience to clearly see your message – and allows you to insert a sufficient amount of characters for your needs, we hope. If not, you can be creative!

Adobe Reader is not like a word processor where you can very easily change the format of the text in a textbox. However, you can copy and paste text in a different format from another document – a good cheat.

By experimenting with the PDF templates you will find it is easy to produce good-looking documents.

The WEA's standard font for national publications is Helvetica. This is also seen as a 'good' font for legibility – like Arial and Times New Roman.

save your edits in Adobe Reader is what makes the templates really useful and offers further potential if the general idea is well received in the WEA.

Using a Microsoft Word template

If you are adept at using Microsoft Word you will find it easy to set up a new Word document with text boxes in the appropriate areas to add text – and even images.

If you are not confident in your abilities there are companion Word templates to each of the PDF templates, available from the WEA marketing department.

Producing simple two-sided leaflets

Two of the templates have been produced to help in the production of simple leaflets. Many tutors, volunteers and course organisers are using Microsoft Word to print out information on two sides of A4 paper and then folding this to A5 or one-third of A4 to produce a home-made leaflet.

The two leaflet templates have been produced with this in mind, and you can continue to use the reverse side of the page as the internal pages of your leaflet.

A Word template is available to help the layout of text on the second side of the A5 and one-third of A4 versions.

Printing

It's a basic matter of selecting the print icon (or your preferred route) to print your edited document.

Please note: The templates have in each case been designed to allow for sufficient space for the margin of a home printer – meaning you will lose part of the design border but not lose any of the text-based information or the WEA logo.

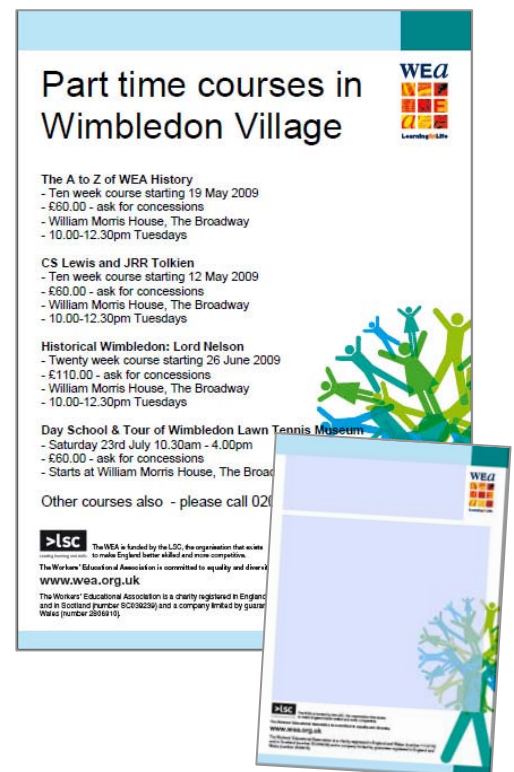
Comments and suggestions

Please let us know your views and experience of using these templates so we can understand whether they are a useful addition to your existing communications activities. We would also like to hear your suggestions and ideas for other tools that you think will help you in promoting the WEA.

Your suggestions and comments are welcome by email on national@wea.org.uk or by phone on 020 7426 3450. Please ask to speak to a member of the marketing department.

Using Adobe Acrobat Professional

If you have access to Adobe Acrobat Professional 7.0, or later, then you can edit the base templates. This means you can edit, delete and change the form fields (text boxes) and make new templates. For example, below, a course programme poster.



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