

## 10.3 Embedding Page Transitions

*The major limitation associated with using page transitions is that they are controlled by the preferences on each user's machine. Fortunately, there are several ways to embed the instructions for page transitions within the document. This makes it possible to create sophisticated page transitions that play anywhere, without relying on the user's preference settings.*

### ACROBAT PDFMARKS

Back in the days of Acrobat 3, the Acrobat CD contained a folder of transition EPS files. You imported an EPS into the page layout. When the document was distilled, the transition was embedded as part of the page. These transitions overruled the preference settings and allowed different transitions for each page. If you have access to an Acrobat 3 CD, you can still use those files.

### EMBEDDING PAGE TRANSITIONS FROM THE JAVASCRIPT CONSOLE

These days there are easier ways to embed page transitions. The JavaScript Console lets you type in commands (calls) that control page transitions. Using the JavaScript console, you can set different transitions for the various pages. You can also set the length of time each transition runs. More importantly, these transitions work in the normal and full screen modes. This method of embedding transitions also works when the document is viewed in Reader 4.

Is this easy? We asked the most code-phobic member of our team (Santee) to try it. Here are the steps she took to add the Box In transition for the first two pages of a document. Don't try to understand the code, right now;

we'll explain it all after you've followed the steps and seen it work.

#### Step 1 Open the JavaScript Console

Choose Tools>JavaScript>Console. The JavaScript Console dialog box appears. Don't worry about any text that may be in the console area. The main concern should be the new text you enter.

#### Step 2 Type the JavaScript

Click inside the white area of the console, and make sure you're on a new line. Enter the following code as one line, exactly as written. (Watch for the spaces after the colons and commas.)

```
this.setPageTransitions({nStart: 0,
  aTrans: [-1, "BoxIn", 1], nEnd: 1});
```

Press the enter key on the numeric key pad to send the code from the console into the document. If you've entered the text correctly, you will see the word "undefined" appear in the console text area. If you're on a keyboard that doesn't have a numeric keypad, hold the Alt key (w) or Control key (m) when you press Enter (Return) to execute the script.

#### Step 3 Save and Test

Save the file, close the document, and then reopen it. Use any of the navigation controls to move between pages. The first two pages

#### ON THE CD

*The JavaScript from this section is included on the Acrobat Master Class CD. You can copy and paste it from our text file into the JavaScript Console.*



will appear with the Box In transition. The other pages will appear with whatever transition has been set in the Full Screen Preferences. If you want to modify your embedded page transition, you must enter the new call in the console and then press the Enter key to send it to the document.

### UNDERSTANDING THE JAVASCRIPT PAGE TRANSITIONS CODE

Here's a breakdown of the JavaScript code in the previous exercise.

```
this.setPageTransitions({nStart: 0,
  aTrans: [-1, "BoxIn", 1], nEnd: 1});
```

This phrase says the script is to set the page transitions.

```
this.setPageTransitions({nStart: 0,
  aTrans: [-1, "BoxIn", 1], nEnd: 1});
```

nStart specifies the page of the document for the transition. Acrobat starts numbering pages with 0.

```
this.setPageTransitions({nStart: 0,
  aTrans: [-1, "BoxIn", 1], nEnd: 1});
```

aTrans sets the definition array for the transition.

```
this.setPageTransitions({nStart: 0,
  aTrans: [-1, "BoxIn", 1], nEnd: 1});
```

The information in the square brackets is an array, and sets the definition of the transition. The first number controls how long (in seconds) the page is displayed. The value of -1 turns off automatic page advancing.

```
this.setPageTransitions({nStart: 0,
  aTrans: [-1, "BoxIn", 1], nEnd: 1});
```

This is the name of the transition as it appears in the preferences. Type the name of all transitions without any spaces.

```
this.setPageTransitions({nStart: 0,
  aTrans: [-1, "BoxIn", 1], nEnd: 1});
```

This number sets the duration of the transition. The 1 here stands for one second.

```
this.setPageTransitions({nStart: 0,
  aTrans: [-1, "BoxIn", 1], nEnd: 1});
```

The nEnd number stands for the last page you want the transition applied to. If you want only one page to have the transition, you can delete this part of the code.

### Applying a Transition to All the Pages

If you want to apply a transition to all the pages in a document, use this code. (Here, we changed the transition to Dissolve.)

```
this.setPageTransitions({aTrans:
  [-1, "Dissolve", 1]});
```

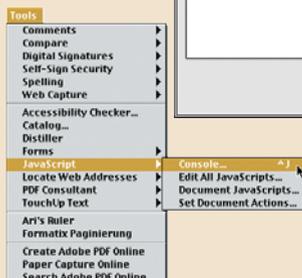
### Deleting the Embedded Code

What if you want to get back to a normal document without embedded transitions? You'll have to send a command to delete the embedded transitions. (Clearing the JavaScript Console won't work.) Here's the code to delete the transitions from the first two pages.

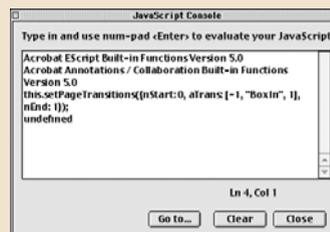
```
this.setPageTransitions({nStart: 0,
  nEnd: 1});
```

## EMBEDDING TRANSITIONS

- 1 Choose Tools > JavaScript > Console. The JavaScript Console dialog box will appear.



- 2 Type the text for the code and then press the Enter key on the keypad. The word "undefined" appears.



- 3 Save the document and test the transition in the Full Screen mode.



# ARTS PDF Tools

Pattie Belle calls ARTS PDF Tools her Acrobat time management system. It's actually a customizable tool bar that comes with more than 70 pre-defined tools and advanced Acrobat commands. You can also make and edit your own tools.

Imagine, if you will, having a button on your tool bar that instantly applies all your favorite Open Document options! The Set Open Options button allows you to define any or all of your favorite Docu-

ment Open Options: Open with the page only; with bookmarks or thumbnails; page number, magnification and layout; open in normal or full screen mode; and hide or display the menu, tool bar or window controls.

You can add any of the pre-defined tools by selecting them and importing them onto the tool bar. You can also make new tools by selecting your own commands and menu items, and then assigning a tool bar button to them. You

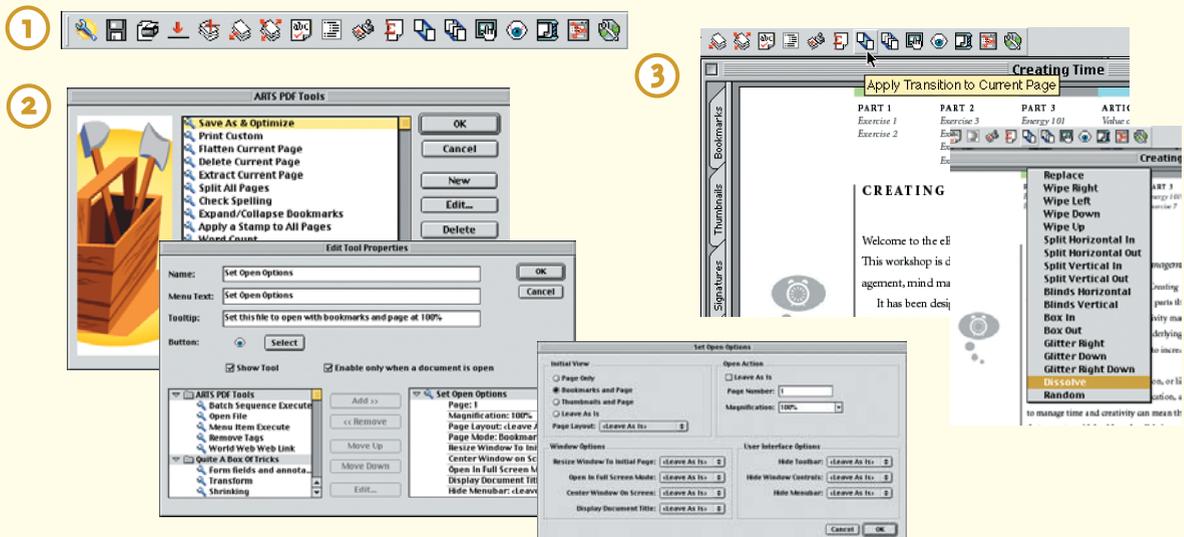
can copy and share your custom tools with other users by using the Import/Export feature. You can even create a new blank PDF from within Acrobat.

Although ARTS PDF Tools is available for both Mac and Windows, it's the first product that provides a user interface to customize and embed page transitions on the Macintosh. It comes with three tools for page transitions: Apply Transition to Current Page, Apply Transition to All Pages,

and Display Current Page Transition.

ARTS PDF Tools also gives you access to advanced tool creation with JavaScript. Many of the plug-in's built-in tools contain JavaScript that is completely open to modification. This means it can be used in the creation of other custom tools.

The demo version allows you to use five tools before you have to restart Acrobat. ARTS PDF Tools is available for \$149 at [www.epublishstore.com](http://www.epublishstore.com).



1 Some of the ARTS PDF Tools as they appear on the Acrobat tool bar.

2 Want those instant Document Open Options? Click on the Wrench to open the tool box, select the Open Options tool from the list and click Edit. The dialog box lets you select all your

favorite settings. From that point on, all you have to do is click the Open Options button on the tool bar and the options will be instantly set.

3 Click the Apply Transition To Current Page button to pick from the list of Acrobat's built-in page transitions. These can be applied to individual pages, as well as the entire document.

## 10.4 Transition Magic

*When we first saw Glenn Page's PDF presentations we were blown away! They were unique—they looked more like Flash movies than Acrobat files. When we found out how he created them, we were even more amazed. The first thing you'll notice when you view his documents is that they seem to be self-running presentations. Then, they stop and let the user interact with the elements. Certainly, that can't be possible—but there it is. Here's a little background on Maestro Page, and some of the secrets behind the curtain.*

Glenn Page calls himself a corporate consultant, but that hardly does justice to his talents as a designer, copywriter, salesman, voice-over announcer, and PDF-magician.

### FROM PRINT TO INTERACTIVE MARKETING

Glenn is the principle director of GPM Communications, a corporate sales and marketing firm. Several years back, Glenn felt he had reached a creative dead-end with print documents and decided to make the move to digital marketing. He had been working in QuarkXPress and InDesign and was looking at the possibilities of multimedia and interactive presentations

using Macromedia Director. Then one of his client requested a PDF proof of a project.

While researching the features of Acrobat, Glenn came across information on interactive PDF files in Ted Padova's PDF

Bible. His interest was piqued. Unlike Director, Acrobat and PDF allowed him to use his familiar print software and still create animated, interactive projects. He also had much better control of text. Acrobat was the multimedia application he had been looking for.

Glenn's first project was an interactive portfolio for himself. He was immediately

impressed with Acrobat's ability to transform print-based documents into multimedia experiences. He also realized that interactive, PDF brochures (Glenn calls them iBrochures) are much more than ordinary slide presentations. They give the viewer a range of options for navigating through the document. The more time a viewer spends playing with one of Glenn's iBrochures, the more likely they are to call or e-mail for more information.

### BEHIND THE SCENES AT GPMC

Glenn uses his own small studio with professional audio equipment and software. This is very important, as he makes ample use of sounds and voice-over narration.

His Acrobat files start in InDesign with a page size of approximately 9 x 6 inches. This allows them to fit neatly into most computer screens, with just a little background color.

The iBrochure presentations are designed to be downloaded from a company's website or sent as an e-mail attachment. The animation for the iBrochures comes not from movie objects, but through the clever use of page transitions. This helps keep the size of the iBrochure to a minimum.

For the page transitions, Glenn used BBE-dit to open the EPS files from the Acrobat 3 CD. He then changed the timing of the transi-

**ON THE CD**

*Samples of Glenn Page's PDF presentations can be found on the Acrobat Master Class CD. You can find more information about Glenn's work at [www.gpmconnect.com](http://www.gpmconnect.com).*

make your sales people more

GPMC iBrochures are designed with all the care of print documents. This type of control is not possible with other presentation applications.

interactive immediate targeted credible

the power of choice

interactive format

The value of an interactive marketing presentation goes well beyond its look, slides, or lessons. The true value is found in its ability to give the recipient the freedom to choose their preferred route to the knowledge they need to select you. An interactive presentation communicates your abilities, strengths and accomplishments in the order recipients find most compelling — because they choose the order. Have you ever wondered if there was a solution to generic marketing language? There is. Our digital presentations create an individualized learning experience each time they are opened. ...The very definition of original marketing.

returns

GPMC Communications

main menu

take our guided tour to explore GPMC on your own

- Introduction
- guided tour start
- brochure sections
  - overview
  - our services
  - the value of digital communication
  - how we work with you
  - how to take the next step
- your consultant
- show glass page

back exit main email

sections

Please select your next section or follow the red arrow to continue the guided tour.

overview: the value we add

our services

the value of digital communication

how we work with you

how to take the next step



Think of GPMC as a "special operations" marketing team. We are new business development specialists with the expertise to develop the digital marketing presentations you need to be competitive in the electronic marketplace of the 21st century. GPMC combines sales acumen with advanced technology to create powerful interactive presentations that work with your people to help them sell more effectively, or function independently as **virtual marketing presentations**. Here is an example:

scenario: reaching the hard to reach

back exit main email

tour

5 benefits

Hudson & Petzer

debt collection

Welcome

Select any menu item to explore a topic:

- Practice Overview
- FastTrack Collection
- Client Service
- Experience
- Our Professional Team
- Rates & Service Areas
- Contact Information

The power of professional debt collection, defined.

H&P Exit

Service

Our service commitment extends beyond the traditional attorney/client relationship. ... to one of creating a working partnership with our clients. We will work closely with your staff to ensure that your collection effort is continuous and on a fast track. The commitment is supported by a staff of the law infrastructure. We have the technological and staffing capacity to handle a high volume, ensuring that all of your arrears cases move forward expeditiously. Our sophisticated computer system allows us to generate up to the minute reports to keep you abreast of all account activities. Of course, even the most expeditious service is useless if you cannot reach us quickly and efficiently. When you contact us, in the great majority of cases, you'll reach the person you are calling immediately. If our staff member is not available, he or she will call you back at the next available moment.

(What our clients say)

Back H&P Forward

tions—faster or slower—to suit his needs. The timing of these transitions is actually the most critical aspect. The transitions can't be too long or too short. Glenn spends a lot of time testing the transitions.

He then imports these EPS files onto their own layer on the appropriate pages in InDesign. He can also put one transition on a master page to apply it to all the pages in the document. He then converted the InDesign documents to a PDF document using Distiller. Although InDesign has an Export as PDF feature, that feature does not recognize the EPS transition files.

### CREATING A CUSTOM AUTO-RUN PRESENTATION

Glenn uses the EPS page transition files from the Acrobat 3 CD. However, you can achieve the same effect by embedding page transitions using the JavaScript Console. The following steps show how to use page transitions and

**FOLLOW ALONG**

Look on the CD for before and after versions of the Autorun document featured in these steps. You can open the after version to see the finished effect. Then open the before version to follow along with the steps.

page actions to create a custom self-running presentation. The benefit of using the embedded transitions is that they override any transitions set on the user's machine.

The presentation opens in the Full Screen mode. When the document opens, the first five pages are automatically displayed with custom transitions that wipe from left to right. The

visuals create a countdown effect: 05 04 03 02 01. On the fifth page, the presentation stops. A button lets the viewer move to the next page. On the last page, the viewer clicks a button which exits the full screen mode.

#### Step 1 Set the Page Transitions

Our first step adds the code to the JavaScript Console. Choose Tools>JavaScript>Console. Click in the Console field and enter the following code.

```
this.setPageTransitions({aTrans:
[-1, "WipeRight", 1]});
```

This code set applies the Wipe Right transition to all the pages with a one-second transition time. We set the timing for all the pages so we could control the appearance for the entire document.

Don't set the timing too fast. At first we tried a tenth of a second and found that Acrobat couldn't combine the page transition with the page actions at that speed. The presentation just jumped to page five without any transitions at all.

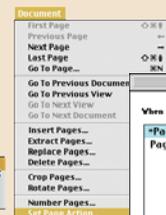
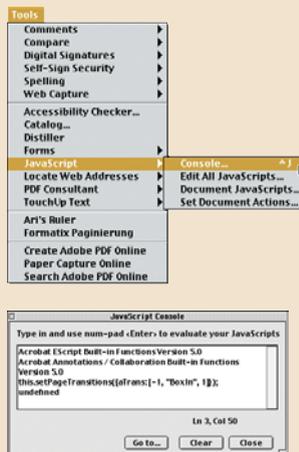
Don't forget to save your work. The code isn't embedded in the document until it is saved.

#### Step 2 Set the Page Actions

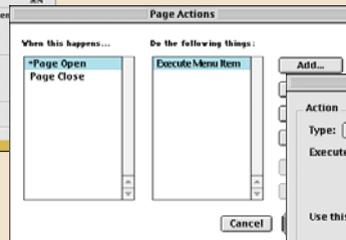
Now you'll need to set the page actions for the first four pages. This moves the presentation automatically through the numbers 05, 04, 03,

## AUTO-RUN PRESENTATION

**1** Choose Tools>JavaScript>Console. The JavaScript Console dialog box will appear. Type the code in the Console and press the Enter key.



**2** Move to the first page and choose Document>Set Page Action. Choose Page Open and click the Add button. For



Action Type, choose Execute Menu Item and then choose Document>Next Page. Repeat for pages two, three, and four.



and 02. It then stops on the page that contains the number 01.

Move to the first page (numbered 05) and choose Document>Set Page Action. Click the Page Open event and click the Add button. In the Add an Action dialog box, set the Action Type to Execute Menu Item. Then click the Edit Menu Item button. Choose the Document>Next Page menu command. Click OK and Set Action to close the Add an Action dialog box.

Move to the next page (numbered 04) and repeat this step. Then move to the next page and repeat the step. Continue until you get to the fifth page, (numbered 01). Then stop. Don't apply a page action to that page. That's where we want the presentation to pause for the viewer's input.

When you set Page Actions to advance from one page to another, you may find it difficult to go back and edit the pages. As soon as you go to the page, the Page Action takes you to the next page. Set the View to Continuous-Facing. This stops the Page Actions, so you can edit pages. You may have to increase the magnification so the odd-numbered pages touch the left-side of the document window. That's how Acrobat recognizes that you're working on a specific page.

### Step 3 Create the Buttons

At this point, we want the presentation to stop moving from page to page, in order to allow

the viewer to control page navigation. To do this, you'll need to add a custom navigation button. (Glenn Page's presentations are much more complex than this simplistic example, but the principle is the same.)

On page five, (numbered 01), use the Form tool to draw a button. Name the button, and set the action to Execute the menu item to go to Document>Next Page.

On the last page, (labeled AB), use the Form tool to draw a button. Name the button and set the action to execute the menu item View>Full Screen. If the document is in Full Screen, the command exits the mode.

### Step 4 Set the Open Options

As a last step, choose File>Document Properties>Open Options. Set the Window Options to Open in Full Screen. Set the Magnification to the size that is appropriate for your document. We chose Fit in Window. We also chose the Page Layout as Single Page. This forces us to remember to reset the document from Continuous-Facing to Single Page.

Save your work and close the document. Reopen the file and test all the transitions and buttons.

3 On page five, use the Form tool to create a button with the Document>Next Page command.

01

On the last page, use the Form tool to create a button with the View>Full Screen command.

AB

4 Choose File>Document Properties>Open Options. Set the Window Options to Open in Full Screen. Set the Magnification as desired. Set the Page Layout to Single Page.

