OVERALL PROCESS: Folder Creation + Draft Finalizing

FIRST check to see if a PM has already created a folder in *GBMS Common* > *Creative*. Typically, this will appear as a link in a final subtask called "Google Shared Drive Info for Creative team: [Task Name]" that is generally assigned to the designer. If a folder exists, there's no need to create one. Just make your writing draft inside the existing WORKABLES folder for the task.

1. If not already created by the Project Manager (PM), the writer should create a project folder in *GBMS Common* > *Creative* > _____
    i. Two possible locations:
        1. *Major Projects* - ASJ, Briefings, Mkgt Campaigns, Big projects touching multiple teams.
        2. *Creative Task Queue* - Dept. tasks
    ii. Name the folder using our naming convention.
2. Inside the folder, create a "Final" and "Workables" folder. Create the draft in the "Workables" folder.
3. Share the new project file path (or link to the folder) in the Asana parent task description. Tag the PM, making them aware.
4. Name the Gdoc file (your draft) using our naming convention. Once the Gdoc draft is complete (final, after review), share the Gdoc link in Asana with the designer.
5. After design (and proofing process),
    i. Make a copy of the *latest* Gdoc (before design).
    ii. Update copy to match final design proof.
    iii. Label FINAL. Leave it in the WORKABLES folder.
    iv. Where applicable, load ASJ final Gdoc files to the Localization folder for RSLs -> **locked** GBMS Common >ASJ > ASJ Copy

Naming Convention - Folders

- The MAIN FOLDER for the project should include the following information:

    [Mkgt Bucket/Dept.] [Project/Task Name] [Month Year] [Audience]

    Ex: ASJ Partner Kit Aug 2024

    Please match this with the name of the task in Asana or whatever it's referred to in meetings as much as possible. Add other distinguishing details as needed but keep the name 4-5 words long or less. Month/year ideally for when the piece is for/will be used.

- Two SUBFOLDERS should be nested in the MAIN FOLDER:

    FINAL → for storing final design file(s).
    WORKABLES → for storing all design (image) assets and Gdoc drafts, including the FINAL Gdoc draft.
        Raw Materials - Copy → for storing research materials (emails, interview transcripts, meeting notes, info from online resources, etc.)

Naming Convention - Copy

- The COPY file name should include the following information:

  [Status] [Asana Task Name] [Launch/Use Date] [Draft/Edit number]

  Ex: Working Draft - Pitch Email + Save the Date (Aug 24) -d1

  Add other distinguishing details as needed but keep the name 6-7 words long or less.

  - Status = In Progress, Working Draft, Approved, Ready for Design
  - Date = Month Year (shorthand is fine in this order - MM YY). Use day (DD) only to distinguish similar tasks for the same month but on different days.
  - Draft/edit number
    - Use this when reviewer edits/comments require reworking/redoing the draft extensively or entirely to preserve draft(s) for a future task or have a paper trail of the evolution of the draft.

    Draft number = d1, d2, d3, etc.
    Edit/revision number = e1, e2, e3, etc.

6. After design (and proofing process),
   i. Make a copy of the *latest* Gdoc (before design).
   ii. Update copy to match final design proof.
   iii. Label FINAL. Leave it in the WORKABLES folder.
   iv. Where applicable, load ASJ final Gdoc files to the Localization folder for RSLs -> **locked** GBMS Common >ASJ > ASJ Copy

- **Final Notes:**
  - The latest and greatest draft should be placed in the main WORKABLES folder and labeled FINAL.
  - If any raw materials were gathered in preparation for or during drafting, they can be placed in a folder called “Raw Materials - Copy” within the WORKABLES folder.
  - When a report is ready to go into design, the document should be clean. That means “Track Changes” should be turned off (all edits accepted). The doc should be clear of typos/errors and has no additional changes outstanding. The designer can pour it into the design as is. –

