



MAGNETIC



File Naming Structure and Organization



Magnetic Project and File Naming Structure

This document outlines Magnetic's project naming structure, and file organization within Magnetics Google drive cloud server. Projects will be opened in Clickup by the Project Manager. The creative team is responsible for creating the organizational folders on the server for the job.

Projects

All projects created in Click Up will be broken down by client, scope of work, projects buckets, and tasks.

Example:

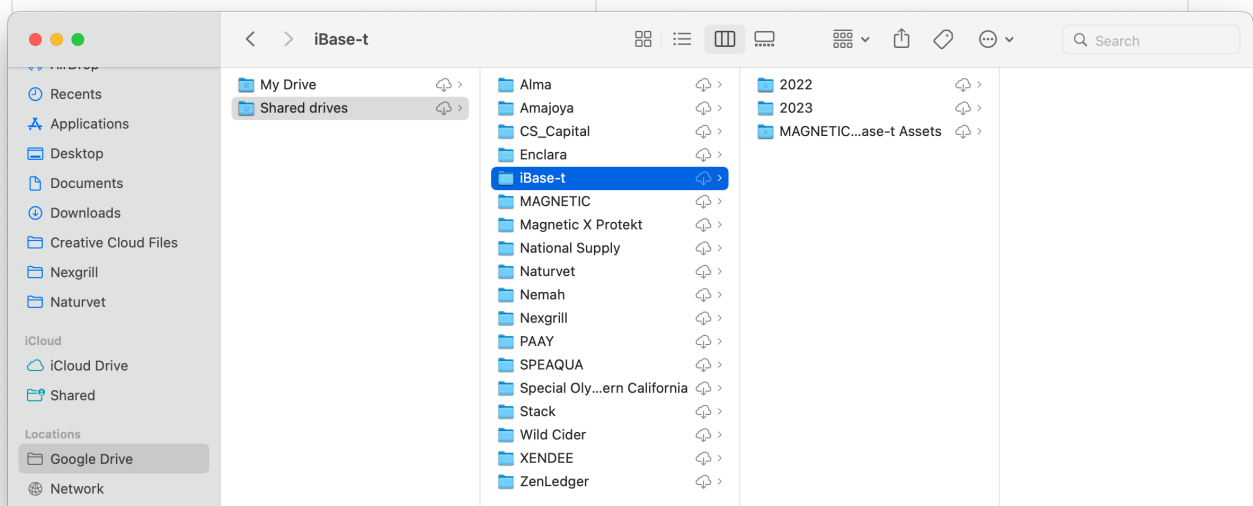
- Client
- Year
- Project (Align with folders in Click Up)
- Task (Match the list in ClickUp)

eg.

- Nexgrill (Client)
- 2023 Retainer (Year)
- Spire Brand Commercial/Lifestyle Content (Project)
- Storyboard (Task Name should match ClickUp)
- File Organization (Assets, Master, Review, Working, To Client)

Shared Drive

All files for projects should be uploaded to the Mag shared Google Drive within the respective client folder. Within the shared drive, you will find the names of all of Magnetic's active clients. Under each client will be a year folder where all projects from that year will be found.





Server Organization






Assets : Assets provided by client. This is where files received from client or vendor such as brand style guides, fonts, dielines, existing research, etc. PM's will have these resource within ClickUp, please migrate assets to the Assets folder within the respective project folder.

Master: This is where the most recent editable file can be found. Final layered, organized and layer-labeled Photoshop files, the final editable illustrator file and/or the collected InDesign file. All previous files before final should be in the working folder.

Working: Links, layered psds, stock photography, illustrations, supporting assets to master files, etc.

Review: This is where *version controlled files for presentation need to be uploaded in either PDF or JPEG format.

To Client: This is where final press-ready or dev-ready files can be found. Files should be collected and packaged nicely, layered files labeled and organized and include a low resolution "FOR REF" PDF. Fonts are required to be outlined on all vector based files and are not meant for editing. Please see master layered folder for editable creative files.

-  Assets >
-  Master >
-  Review >
-  To Client >
-  Working >

Version Control

To keep version control we will use a naming format that uses Round and Version. Round is for client, The first time a file is sent to client for review would be round 1. Version is used for internal feedback. So essentially the first file going to client could be called *r1_v2*. After client provides feedback the next file out will be updated to *r2_v3*.

Examples:

Logo_Moodboard_r1_v1 (initial file sent to client with no internal revisions)

Logo_moodboard_r2_v3 (Second round sent to client with 1 internal revision)

The word "final" should never be used, or we end up getting names like "final_v2 or final_final"



Team members should always be able to find the latest version by seeing the largest (v) number. Design will always change the (v) number for any changes to the file.

Working directly off the server

Please make a copy of the file in your finder window before making changes to artwork. When making a copy, rename that new file to include appropriate Round and Version number. Never make changes to a file without changing the file name first.

When putting files on the Google shared drive, make sure to include all necessary assets so that anyone needing to access the file will have what they need to work on the project. Please include Fonts, linked assets, etc.

If there is every any question on file structure or organization please consult with your manager.

Working on Adobe Cloud (XD)

When starting a new cloud document in Adobe XD, please make sure the file is shared immediately with mani@mag.cr, dc@mag.cr, and eugene@mag.cr to ensure that someone always has access to the file.

For version control within Adobe XD please use the file name drop down to version mark and name rounds and revisions. File name for XD files do not need to have round and version within the file name because of this feature.

Please upload all project fonts used within the XD file to the shared drive within the respective project folder. Also include all working assets including layered image files, and any other document assets that may need to be accessed.

The screenshot shows the 'Search version history' interface in Adobe XD. It features a search bar at the top, followed by a 'Marked versions' section. Under 'Marked versions', there are three entries: 'to Dev Handoff' (April 27, 9:23 AM), 'R1 V2' (March 23, 2:32 PM, 'Ready for round 1 preso'), and 'R1 V1' (March 22, 2:46 PM). Each entry has a version control icon (a square with a vertical line) to its right. A green box highlights the 'R1 V2' entry, and a green line connects it to the text 'Marked Version' and 'Version controlled naming'. Below the 'Marked versions' section is a 'Today' section with a list of versions, including '11:28 AM' which is highlighted with a red circle and labeled 'Marked Version'. Below that are unmarked versions like '11:07 AM' and '11:05 AM'. Further down are dates: 'Thursday, May 11', 'Wednesday, May 10', 'Last Week', 'April', and 'March'. At the bottom, a note states: 'End of history. Versions expire after 60 days. Mark the ones you want to keep.'