

*2022 edition*

# **Intern & Co-op Guide**

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McGuffin Creative Group

mcguffin

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# McGuffin Introduction

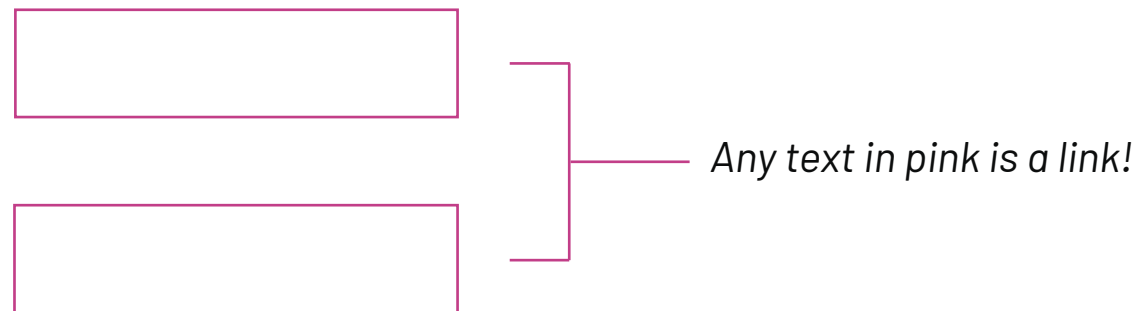


# McGuffin Introduction

## About McGuffin

Launched in 2004, **McGuffin** started as the Little Engine That Could, providing creative services for some major clients with just a few designers and a single account executive out of a little office in suburban Elmhurst, IL. Things changed fast. In quick succession, we added new clients, moved to Chicago and hired more team members – designers, writers, AEs, even a business manager.

Today, spitting distance from two decades in business, we can't fit our staff into a single car anymore (or several cars, actually) but we retain the qualities that helped us grow: we're approachable, nimble and endlessly motivated to do our best for our clients. Our team of thinkers, makers and doers aren't afraid of coloring outside the lines to help our clients achieve their goals. Our variety of experiences, insights and interests help make us both outstanding creative partners and good fun at parties.



Source: MCGF152 Onboarding Cliffs Notes 2021, McGuffin Employee Handbook

## Our Values

### Do smart work

Observe challenges at arm's length to get the best perspective.

### Practice diplomacy

Approach every interaction with respect, kindness and decency.

### Walk with humble confidence

Modesty is the oil that keeps our machine running.

### Stay driven

Commitment is built on dedication and follow-through.

### Seek to help

Celebrate good thinking, then collaborate to build something great.

— Day to Day

# Work Process

## A short overview of how McGuffin works in the day-to-day:

We meet daily to go over the job list. It's a simple weekly calendar with the deadlines and client meetings for each day.

Meetings are scheduled from 8am-5pm CT but working hours can be different.

Your working hours can flex as long as your weekly hours match your 40 or 36/44 per week.

*We will try our best to not schedule meetings past 4pm CT/5pm ET if co-ops are working 40 hr/week. It's also helpful if the co-op marks that time on their calendar as a reminder to the rest of the team.*

## Our creative process starts with creative concepting.

We name these files **ICE (Creative Exploration)**. After concepts are presented to the client, we move into phase **2CR** with client direction and feedback (**Creative Revisions**). Generally we go through 2-4 rounds of revisions depending on the feedback and client. When files are approved, we go into the final phase known as **AS (Assembly)**. The number correlates to however many rounds of revisions we went through.

**KO - Kick Off** (generally with the AE and creative team, sometimes with clients as well)

**ICR - Internal Creative Review** (review concept work with just the creative team)

**IR - Internal Review** (review refined concept work with the AE)

**AE - Account Executive** (person that owns the relationship with the client)

Source: MCGF152 Onboarding Cliffs Notes 2021, McGuffin Employee Handbook

# Expectations

## We hold each other to a high standard.

We push to better ourselves and one another. That whole weak link thing – don't be it.

## We ask for help – and give it.

Confused? Uncertain? Overwhelmed? No worries. McGuffin is one big support system. Someday you might need a hand up, the next day you might provide one yourself.

## We don't miss deadlines.

If you find yourself in a situation where you think that you may miss a deliverable, shout out for help early and loudly.

## We respect each other.

We are all adults and really amazing people. Please treat each other accordingly.

# Communication Process

Here's how we communicate with each other, **especially working from home:**  
**Communication guidelines document**

**Basecamp** - We use basecamp to communicate with the team. Projects follow the same phases that we use on the server. We keep it simple by only using "To-dos" and we do not use Basecamp to house files. We share PDFs for feedback and revisions. Copy and client feedback is also shared on Basecamp (not over email).

**Email/Hangouts** - We use email sparingly, and avoid using it for sharing project work, copy, PDFs, client feedback, etc. Those should all be shared via Basecamp. Hangouts are used for quick communication and sometimes groups are created for large projects and quick communication.

**After hours** - If someone emails you or posts something to Basecamp after hours, you do not need to respond until the next morning. The exception to this rule is if you have been made aware of a tight deadline or have been asked to be available for last minute updates.

**Enable screensharing for Zoom.** You can do this in your System Preferences. Select the Security & Privacy option, click the Privacy tab, scroll down to Screen Recording, and finally check the option for zoom.us. **Make sure under camera, microphone and screen recording, the zoom app is granted access.**

Source: MCGF152 Onboarding Cliffs Notes 2021

# Meeting Readiness

## Preparing for meetings

**Review** what you want and need to say in the meeting.

**Reread inscriptions** of what you are expected to bring. *This will usually be on basecamp. (If you are unsure reach out to your supervisor.)*

**Save** necessary files and ready them for screen sharing.

**Double-check** file naming and file structures so others can interact with it properly.

**Prepare** a page that will be shown in the meeting. Include final products assets that need review and anything else the client or colleague should see. Internal reviews will be more casual.

**Write notes** about what you want to discuss and what is discussed in the meeting. Prepare a way to write notes however is best for you.

## Meeting expectations

**Brainstorming meetings** – Come with notes and ideas, be ready to share.

**ICRs** – Can share within Adobe apps, come with several different idea directions and the thought process behind them.

**IRs** – Can share within Adobe apps, but clean up for non-designers, come with several different idea directions and the thought process behind them.

**Client presentations** – More formal, make sure everything is saved and put into the correct presentation format. No app sharing. Turn on Do Not Disturb if screen sharing. Review with your project lead on your role within a client meeting. Could be observing or presenting.

Aim to communicate with respect, and understanding.  
**It is best to ask when you don't understand!**

Source: MCGF152 Onboarding Cliffs Notes 2021, support.zoom.us



# Types of Meetings

We have a few daily, weekly, biweekly meetings. Your manager will send you the invite, so please ask if you haven't received it.

**Monday meeting.** Accounts and creative leads meet at 8:30am to discuss upcoming campaigns. Creative joins at 8:45am for their input.



**L10 - AKA Level 10 meeting.** The purpose of this meeting is to problem solve issues as a team and hold each other accountable on personal and company goals.



**Job list meetings.** We meet daily at 8am for about 5 mins (on Tue/Wed/Thur/Fri) to go over the deadlines for that day to make sure nothing falls through the cracks.



**Creative Team Training.** The creative team hosts monthly training meetings on a variety of topics. A different person presents each time on a subject they are intimately familiar with or something they recently learned about. The list is generated by our own team's interest level.



**Thursday Thoughts.** The same as the other daily job list meetings however this one can be longer and we share something we're working on, news, or cool found creative/advertising.

Co-op/intern should aim to host one training session within their time here. Reach out to Emily (emily.c@mcguffincg.com) for help, and more info.

Source: MCGF152 Onboarding Cliffs Notes 2021

The background features a gradient from light orange on the left to light pink on the right. Large, semi-transparent, organic shapes in shades of orange and pink are layered across the background. On the left side, there is a white graphic element consisting of a vertical line with a horizontal bar extending to the left, resembling a list item marker.

# Tools and Applications

# Application downloads & bookmark recommendations

## Desktop apps and links

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### Adobe Suite

Illustrator, InDesign, Acrobat and Photoshop

### Zoom\*

Set up profile picture, name and pronouns

### Figma

Desktop app works best

### Common Folders

MCGMKT165 Social Media

~McGuffin Jobs

~Secure Fonts

~McGuffin Templates

~McGuffin Art

and folders of projects you're regularly on

## Bookmark on browser

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### GSuite\*

Gmail, Calender, Docs, Sheets, and Drive. *Bookmark - Creative Team L10 and 2023 Job List*

### Workamajig

try to enter time daily, but time must be submitted weekly

### Basecamp\*

Where projects are organized

### Page proof

Used to review pdfs for projects

### Small Improvements

Team building and shoutout site

## Stock sites

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### Adobe stock

We get unlimited stock

### iStock

Includes watermarked comps, download full images once client approves

### Getty Images

We have access to download unlimited hi-res comps, and the final file will be purchased when the client approves a direction

\* It is recommended to download the comparable application on your phone to stay in touch when away from your desk

# Google drive

**Always have initials of the creatives on your project.**

Referencing who worked on a project last means we can minimize communication issues. This applies to both copy and design.

**The more you spread the job number, the better.**

If you see files or folders missing the job number on them, add it on. Do not wait for someone else to do it.

**Client codes and job numbers for campaigns can be found in**

**Workamajig.** If a job number has not been assigned to a campaign, reach out to the account executive to open a new job.

**Current naming convention prefers dashes to separate the components of a file name.** However, it is not wrong to use underscores or spaces.

## Google Drive File Stream setup

- We'll work directly off of the server
  - Via Google Drive for Desktop
  - Syncs quickly as soon as you save (there's a small delay for larger files)
- Google docs will be part of our server
- Microsoft Office docs will have version control
- Can access with any device
- Safe and Secure
  - We'll have Google backups
  - Plus, non-Google cloud server backups.
- Save and close files on the server when not being worked on

Linked here is the [How-to-guide](#).

Source: Google Cloud Server doc, MCGF\_FileManagementGuide\_11\_2020

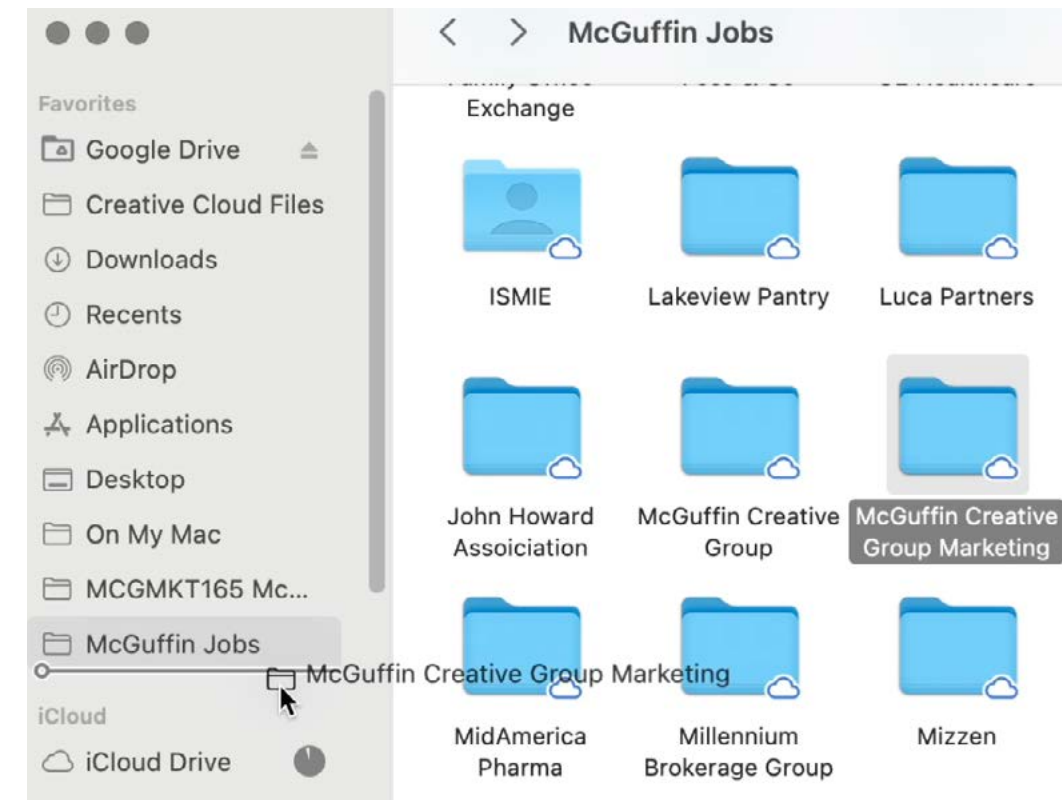
# Google drive naming conventions

We use a consistent file naming structure to help us stay organized. It makes it easy to find work, especially if someone else created it. We use this naming convention for all emails, meetings, file structure, and in basecamp.

See the **file management guide** for full naming and file organization instructions.

Save important files by dragging desired folder and dropping them under favorites.

- CE** - Concept Exploration (1 is the first phase, rarely CE is in the middle of a project if the client changes scope and we need to re-concept)
- CR** - Concept Revision (can be any number of rounds)
- AS** - Assembly (the last round, packaging files for release)



Source: MCGF152 Onboarding Cliffs Notes 2021, MCGF\_FileManagementGuide\_11\_2020.pdf

## Workamajig

### First and foremost: get your time in on time

AEs can account hours that are submitted and non-submitted, so be sure to **fill out your timesheets every day**.

Tracking time daily also allows you to **most accurately account** for your time and for us to bill the clients appropriately (this also helps us estimate new similar work).

If there's any confusion, **ask** someone for the job number or how they want it to be tracked.

Sometimes you take a call that is not about a certain job number, but instead can be tracked towards **client engagement**.

Be aware if there is a limited amount of hours **budgeted for a project**. Ask the AE if you are unsure.

Overall concern is more about bottom line than being super accurate about phases.

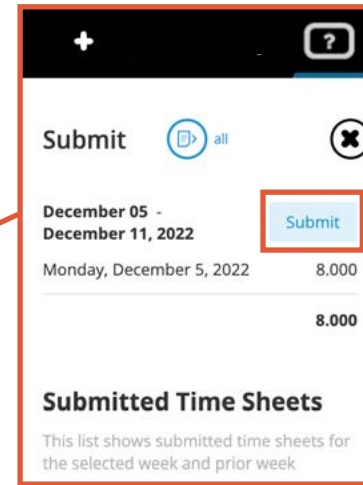
Can track down to **15 mins**, but don't need to go more granular than that.

**E.g.**  
**if responding to an email/BC message takes you about 10 mins, track 15 min towards the project**

**E.g.**  
**if a client meeting goes 10 mins over, add 15 min to that project**

# Workamajig how-to

My Time < > 12/5/2022 - 12/11/2022 open time sheets more



Click open time sheets to once filled out to submit your time sheet

day view week view Jane Doe

Project	Service	Mon 5	Tue 6	Wed 7	Thu 8	Fri 9	Sat 10	Sun 11
Project	Service							
Task								
undefined		0	0	0	0	0	0	0
insert row		8	0	0	0	0	0	8

Copy and paste or type in the job number here

Indicate the job phase name here

Input intern for the service section here

Indicate the amount of time worked for each day for that job here. 1 hour and 30 min would be 1.5

Total hours worked for the week

# Common job numbers on Workamajig

## **MCGF174 - Time Entry 2022** changes every year

For anything not client-related or doesn't have its own job number, general running of the business, 1:1's with team, catching up on emails unrelated to clients, general upkeep of industry knowledge or creative inspiration, etc. Service should be "Overhead Time"

## **MCGF124 - Workamajig training**

Most likely only used when onboarding a new employee

## **MCGF180 - Client Investment**

If you're light and brought onto a project as extra client investment, don't track your time towards the client, track it here

## **MCGF712 - Co-op/intern training**

Training time for when you're light or when you need to research how to accomplish something for a client

## **MCGF085 - Small Improvements**

Time spent writing your review, writing your direct report's reviews, and meeting to discuss reviews

## **MCGMKT000 - Marketing Resources**

For projects that are very small or don't have a job number yet

## **MCGNBD000 - New Business Resources**

For client proposals before starting a job number

## **MCGF141 - Creative Enrichment**

For Creative L10, monthly Lunch & Learn meetings and meeting prep

## **MCGMKT165 - McGuffin Social Media**

Co-op and interns commendly work on this and join the weekly meeting

## **MCGF180 - Client Investment**

You will be told by the AE and/or creative lead to track your time towards MCGF180, not the client job number