PROJECT DRIVE

Project Drive

Production workflows, folder structures, and handoff systems. Briefs, version control, and archive strategies.

dablock.com/playbooks

Why Structure Matters

Every minute spent searching for a file is a minute not spent creating. A well-structured project drive is infrastructure that makes scale possible.

- Eliminates search time every asset has a predictable location
- Prevents version confusion with clear naming conventions
- Enables collaborators to navigate independently
- Survives team changes and drive migrations
- Scales from 10 projects to 100 with the same system

Master Folder Hierarchy

- 01_Briefs creative briefs, technical specs, client requirements
- 02_Assets raw footage, audio, design source files, stock resources
- 03_Edits working edits, revision rounds, color grades, final exports
- 04_References moodboards, competitor examples, visual inspiration
- 05_Deliverables final exports organized by platform
- 06_Archive complete project package after final approval

Naming Convention Standard

- Format: ProjectCode_Section_Description_Version_Date
- Example: DA2024_Assets_InterviewFootage_v03_2024-01-15
- Two-digit version numbers v01 v02 for correct sorting
- Never use spaces use underscores between segments
- ISO dates YYYY-MM-DD for unambiguous ordering

Brief Template Essentials

- Project name, code, and date for unique identification
- Creative team listing all primary roles and client contacts
- Goals and KPIs defining success and measurement
- Target audience demographics, platform, and content habits
- Key message the single most important takeaway
- Delivery requirements format, resolution, duration, deadline
- Approval workflow defining review gates and sign-off authority

Version Control for Creators

- Folder-based rounds with numbered subfolders per revision
- Checkout system to prevent file conflicts on shared projects
- Never overwrite feedback means new version, not edit
- Version log tracking what changed in each revision
- Approved finals marked clearly and archived immediately
- Project management tool integration for asset status tracking

Asset Handoff Checklist

- All files follow the naming convention with no exceptions
- Video exports use specified codec, resolution, and bitrate
- Design files include linked assets, embedded fonts, and preview
- Source projects cleaned of unused layers with assets collected
- Audio files labeled with duration, sample rate, and channel config
- Archive contains everything to reopen the project

Archive and Retention Strategy

- Archive immediately after final approval and delivery
- Include brief, source assets, all exports, and performance data
- Write a lessons-learned document per campaign
- Keep everything indefinitely cull working files after 12 months
- Tag archives by year, client, type, and platform for searchability

Resources & Links

Full playbook with updates: dablock.com/playbooks/project-drive

DaBlock Academy: skool.com/dablock-creators-8717

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