

File Naming & Conventions for
MARCUM/IT Documentation

Version 1.0



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1 Marcum IT Documentation: File Naming & Conventions

1.1 Purpose & Scope

The purpose of this document is to define and lock in naming standards associated with Marcum LLP's IT Department documentation, both internal- and Client-facing products. These rules cover everything from naming folders and directories to filenames for traditional documentation (user guides, installation instructions, et cetera) and internal support files, such as spreadsheets, Visio files, and so on.

In addition, use this tool to understand a document's life cycle, how it moves through the creation process from the cradle (zero minus draft) to the grave (deemed obsolete). It also outlines the best practices for creating and completing metadata fields and parameters.

Note: If additional guidance is required, send details and questions to ITDeptdoc@marcumllp.com

2 File Naming & Structure

2.1 Overview

Use this portion of the document to understand how to properly name a source file for a piece of the IT Department's documentation. Any naming and numbering standard has the following objectives:

- to find things accurately;
- to find things in an acceptable amount of time;
- to avoid storing duplicate items, especially duplicate items with different names; and
- to find a set of similar things with a unique characteristic.

The following principles apply:

- a bad naming convention applied consistently is better than a good naming convention applied inconsistently;
- constraints in one system or media can affect naming conventions elsewhere in the process;
- use one approved name to refer to a thing; and
- identify things uniquely so that they are identifiable in any context.

2.2 File Naming

In addition to properly creating metadata for a file, an easy way to add information about a PDF to the file is by giving it a proper filename. A thought-out name can tell a recipient much more about what the file is about than one that is overly generic.

2.2.1 Constraints: Documentation-Wide

- In Microsoft Word, during Save As, it attempts to use the document title as the proposed filename, but it truncates it at the first occurrence of a "-" (dash). For example, *Meeting Minutes 2020-02-10* gets truncated to *Meeting Minutes 2020*.
- A document title and its filename do not have to match. Abbreviations can be used to shorten the filename.

2.2.2 Standard: Internal- and Client-Facing

- Marcum IT Department limits the filenames for its documentation to 60 characters, plus "." (dot) and three-character extension:
 - 57 characters: filename
 - 1 character: dot
 - 3 characters: extension
- Document's actual filename and the document's filename in a document list must match.
- Document title and filename do not have to match.
- Do not use characters that are not supported in other operating systems or that have a special meaning in some applications: * < > [] = + " \ / , . : ; ? % # \$ | & •.
- Do not use a space as the first or last character of the filename.
- Don't use the words "current," "draft," or "version" as part of the filename.
- Don't type "pdf" as part of the filename. Otherwise, it will end up as XXX.pdf.pdf

2.2.3 Client-Facing

The word "Client" refers to more audiences than just a Marcum LLP Client. In this case, it is any end user, anyone who can be considered an audience, or consumer, of the document's subject matter. For example purposes, the following guidelines document how to name a file for an installation guide for the Citrix Workspace App, which has gone through the lifecycle review process and is being released to the user:

Marcum	Dash	Service	Dash	Component	Dash	Function	Dash	Version
Marcum	-	Marcum_ Cloud	-	Citrix	-	Installation_ Guide	-	v1.0

2.2.3.1 Example

Correct: Marcum-Marcum_Cloud-Citrix-Installation_Guide-v1.0.pdf

Incorrect: Marcum Cloud-Citrix-Installation Guide-Version 1.pdf

2.2.3.2 Filename Element Definitions

Element	Description
Marcum	All filenames start with the word <i>Marcum</i> .
Dash	Always include a dash after the word <i>Marcum</i> .
Service	The means of delivering value to the Client. In this example, it is Marcum Cloud. Could also be such solutions as Pulse, Inflo, and so on.
Dash	Always include a dash after the service.
Component	A part or module that answers a business problem and/or provides additional value to the Client. In this example, it is Citrix. Note: This is the only optional portion of the filename.
Dash	Always include a dash after the component, if it is used in the filename.
Function	Refers to the function of the documentation, the name of the actions able to be performed within a component, such as an installation guide, user guide, process flow, and so on.
Dash	Always include a dash after the function.
Version	Include the version ID as follows: vR.V R is for release, as in one complete cycle through the life cycle. (See Section 4 for additional life cycle explanation.) V is always an even number for Client-Facing documentation, such as v1.0, v2.0, and so on.

Note: For Client-Facing documentation, use a date to identify a file only if the date is part of the subject, such as for meeting agenda and minutes, i.e.: Marcum-Marcum Cloud-Citrix-Internal Product Agenda-03202020.pdf In addition, if any element has more than a single word, insert an underscore between each of the words, as shown in the example in Section 2.2.3.1

2.2.4 Internal-Facing

The word “internal” refers to those employees who play a role in moving a document through its life cycle. (Refer to Section 4 for additional explanation of a document’s life cycle.) Follow all of the guidelines outlined in the Client-Facing Section 2.2.3, with the following addition and exception.

2.2.4.1 Date

After the function, insert the date of the internal version, using the following format:

Element	Description
mm	Two-digit month, including leading zeros.
dd	Two-digit day, including leading zeros.
yyyy	Four-digit year.

Examples:

March 5, 2020 becomes 03052020

May 11, 2020 becomes 03112020

2.2.4.2 Internal-Facing Document Versions

Internal-facing documentation will adhere to the following additional standards:

- Standard is *vR.V*
- *R* is for release being created or worked on. For example, if this was a new piece of documentation, it would be as follows: *1*. Use *2* if a document is being revised after initial release to the Client, and so on.
- *V* is for version, interim iterations before an approved release, as the document moves through its life cycle. (See Section 4 for additional explanation of a document life cycle.) Version is incremented at the discretion of the author or at least once per version release.
- Refer to *v1.2* as “version one point two.”

2.2.4.3 Example

Correct: Marcum-Marcum_Cloud-Citrix-Installation_Guide-02302020-v2.3.pdf

Incorrect: Marcum Cloud-Citrix-Installation Guide-third internal draft.pdf

Note: In the above example, the installation guide has already been created and released to the Client for use. Changes are being made to the doc, and it is in the internal update and review process. There were two internal updates already, and someone is touching the document for a third time.

3 Folder Structure: “S” Drive

3.1 Overview

The IT Department’s documentation source files exist on the “S” drive, in the following file path: *S:\BUSINESS\Information_Technology\Documentation\Technical Writer*

Name	Date modified	Type	Size
 1099_Prep_Internal_User_Guide_v1.0_FINAL	12/5/2019 10:51 PM	Adobe Acrobat Document	2,951 KB
 Archived Submission Copies	2/17/2020 11:12 AM	File folder	
 Images	12/16/2019 3:26 PM	File folder	
 Projects & Assignments	12/16/2019 3:25 PM	File folder	

The folder named “Technical Writer” is the main documentation level/folder. It is organized as explained in the following table:

Folder/Item Name	Description
Individual PDF Files	Whenever a draft of a piece of documentation is ready for a SME review, the writer pastes a copy of the PDF in this folder. As the above example illustrates, the final draft of the 1099 internal user guide is ready for review.
Archived Submission Copies	Once the SME has reviewed the PDF file, the writer moves the review copy from the folder’s main level to this sub-folder.
Images	This sub-folder contains images that are high level, pics that could be used for any project.
Projects & Assignments	This folder contains all of the source documentation for every single project. Each writer has the same folder off of his/her local “C” drive. For example, the source files for any/all of Jane Doe’s doc projects exist both on her “C” drive and within this folder, on the “S” drive.

Note: Due to file size limitations, whenever a writer has a document ready for review, that project’s PDF file is placed in the “Technical Writer” folder, and a link to that file is used in the e-mail. Refer to Appendix A for an example of this method, as well as the standard verbiage used in a review e-mail message.

3.2 Project Folder Naming & Organization

Use the following principles when creating and organizing project folders and sub-folders:

- If possible, try to use no more than two or three words for a folder’s name.
- Use lower- and upper-case.
- Avoiding using all uppercase, as in CPACG MERGER. Use words that are short, familiar, intuitive, and to the point.
- To enable folders to sort in a logical sequence for context, use a number + an underscore before a folder’s name, as shown in the below example, for the Merger Documentation Project/folder.

Shared (S:) > BUSINESS > Information_Technology > Documentation > Technical Writer > Projects & Ass

Name	Date modified	Type	Size
1_CPACG Merger	11/22/2019 8:22 PM	File folder	
2_SKODA Merger	2/17/2020 11:18 AM	File folder	
3_OWA Documentation	2/17/2020 11:18 AM	File folder	
Merger_Source_Documentation	1/20/2020 6:36 PM	Compressed (zipp...	5,162 KB

- A folder should contain like items at each sub-level. In the examples below, the CPACG and SKODA mergers did not contain the exact same kind of project/documentation files, but the source files are handled similarly at the sub-folder level. Any user could navigate the files for both mergers and feel confident in what s/he is looking at.

Name
1_FAQ
3_Source Documentation
2_Welcome Packet

Name
1_Email Integration FAQ
2_System Integration FAQ
3_Welcome Packet

Additional sub-folders may be added and used, provided logical and consistent connections are maintained.

Note: As referenced in section 3.1, each writer maintains copies of the same source files on his “C” drive and the “S” drive. In the above example, the CPACG & SKODA merger documentation project files exist in both places. After the writer creates and/or updates the file(s) on the “C” drive, the files are copied to the “S” drive.

4 Document Life Cycle

4.1 Overview

Every document that Marcum LLP's IT Department creates has a status, which refers to the state of a document as it moves through its life cycle. Record a document's status in its read-me file, located within the document's source files on the S drive. (See Section 3 of this document for additional S drive information.) Use watermarks in the MS Word source file to visually indicate to the reader where this document is in its life cycle.

4.2 Status

Use the below table to understand how a document moves through its life cycle. Derive the status from the step in the document life cycle.

Status	Description/Watermark
ZERO MINUS	Use the "ZERO MINUS" watermark to indicate that the document is not ready to enter the review process. For example, when a writer is creating and assembling the doc, when the doc is shared with the doc supervisor for preliminary input, et cetera.
WIP	Label a document with the "WIP" (Work in Progress) watermark to signify a version of the file that is not a part of the formal review life cycle. For example, a senior member of leadership might request to look at a file for a variety of reasons. The document would continue to move through the process/life cycle, but a version of it would be made available with this watermark for sharing.
DRAFT	Use the "DRAFT" watermark for a document that is in the review process, but not yet approved/final.
REVIEW	The watermark in the source file remains "DRAFT." In the read-me file, the writer indicates the date on which the document went out to the SME for review, as an Adobe PDF file.
REVISE	The watermark in the source file remains "DRAFT." In the read-me file, the writer indicates the date in which the SME marked up and returned the PDF file to be revised.
APPROVED/FINAL	The watermark is removed when the SME's specified changes are incorporated.
SUPERSEDED	After the document is created, approved, and released, a new version may be required. If/when this is the case, in the read-me file, the writer indicates the date in which the older version was superseded and the new version was released.
OBSOLETE	If a document is no longer used with no plans to replace it, then the writer indicates the date of this decision in the read-me file.

5 Document Metadata

5.1 Overview

The term *metadata* translates as follows: 'data about data'. Metadata provides additional information about a certain file, such as its author, creation data, the title, the fonts used, security settings, possible copyright restrictions, the application used to create the file, and so on.

Some of this information is set by the person who creates the document, and some is generated automatically. Use the guidance provided in this portion of this document for instructions on how to set up and maintain metadata for documentation created by and for Marcum's IT Department.

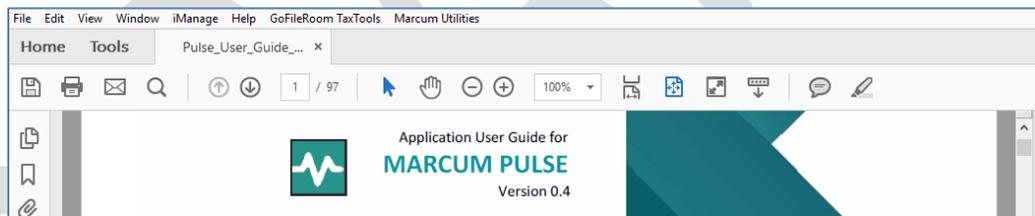
A .pdf file's metadata may be accessed via Adobe Reader or Adobe Acrobat. As a best practice, open the file in Adobe Acrobat to view and/or edit metadata. Adobe Acrobat provides access to the *Additional Metadata* window. Adobe Reader does not.

5.2 Accessing Metadata in an Adobe PDF File

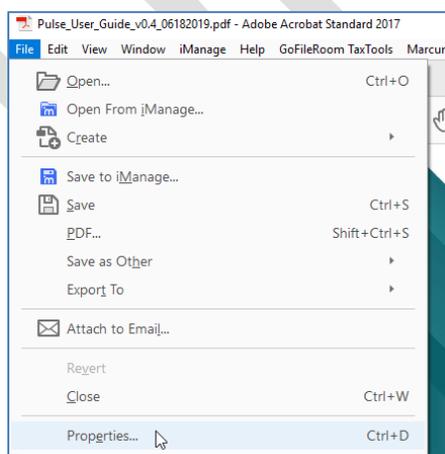
Adobe Acrobat allows a user to change any information that can be set by the document creator, unless the file has been saved with security settings that prevent changes.

To Access Metadata:

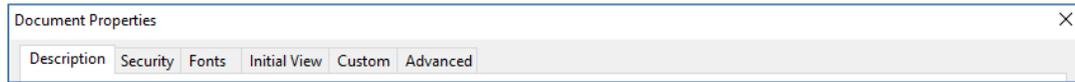
1. Open any Adobe PDF file. The file displays.



2. Click the **File** menu option. The menu displays.

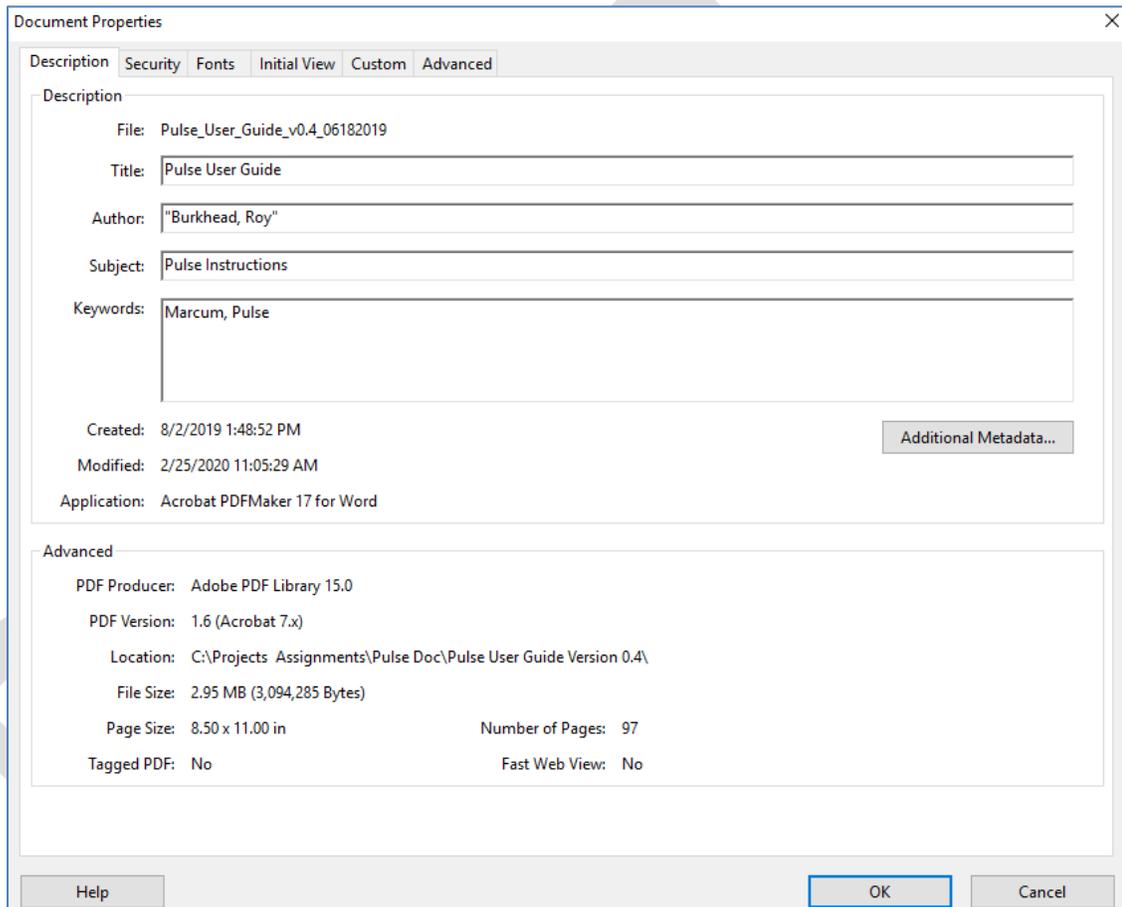


- Highlight and click the **Properties** menu option. The *Document Properties* window opens, displaying all of its tabs.



5.3 The Description Tab

This tab displays basic information about the document, including when it was created, last modified, and the source application. The title, author, subject, and keywords may have been set by the person who created the document and may be changed.



Field descriptions specific to the above example:

Field	Description
File	Displays the name of the file. Cannot be changed through metadata properties.

Field	Description
Title	<p>Displays the title of the document or file. Typically, it matches the plain-English title of the doc or file, but matching is not required.</p> <p>Note: Many search engines use the data in the Title field in their search results. If none, the plain-English title displays in the search results.</p>
Author	Displays the individual primarily responsible for making the content of the resource.
Subject	Displays a general description of the document's or file's topic.
Keywords	Displays any keyword(s) assigned to the doc or file. These can be particularly useful for narrowing searches. Separate each word by a comma.
The Advanced Area	Displays the PDF version, the page size, number of pages, whether the document is tagged, if it's enabled for Fast Web View. This data is generated automatically and cannot be modified.

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5.3.1 The Additional Metadata button: The *Description* Screen

The *Description* screen displays basic information about the document or file. In many cases, the fields are pre-populated by data entered either through the creation process or manually via one of the *Document Properties* tabs.

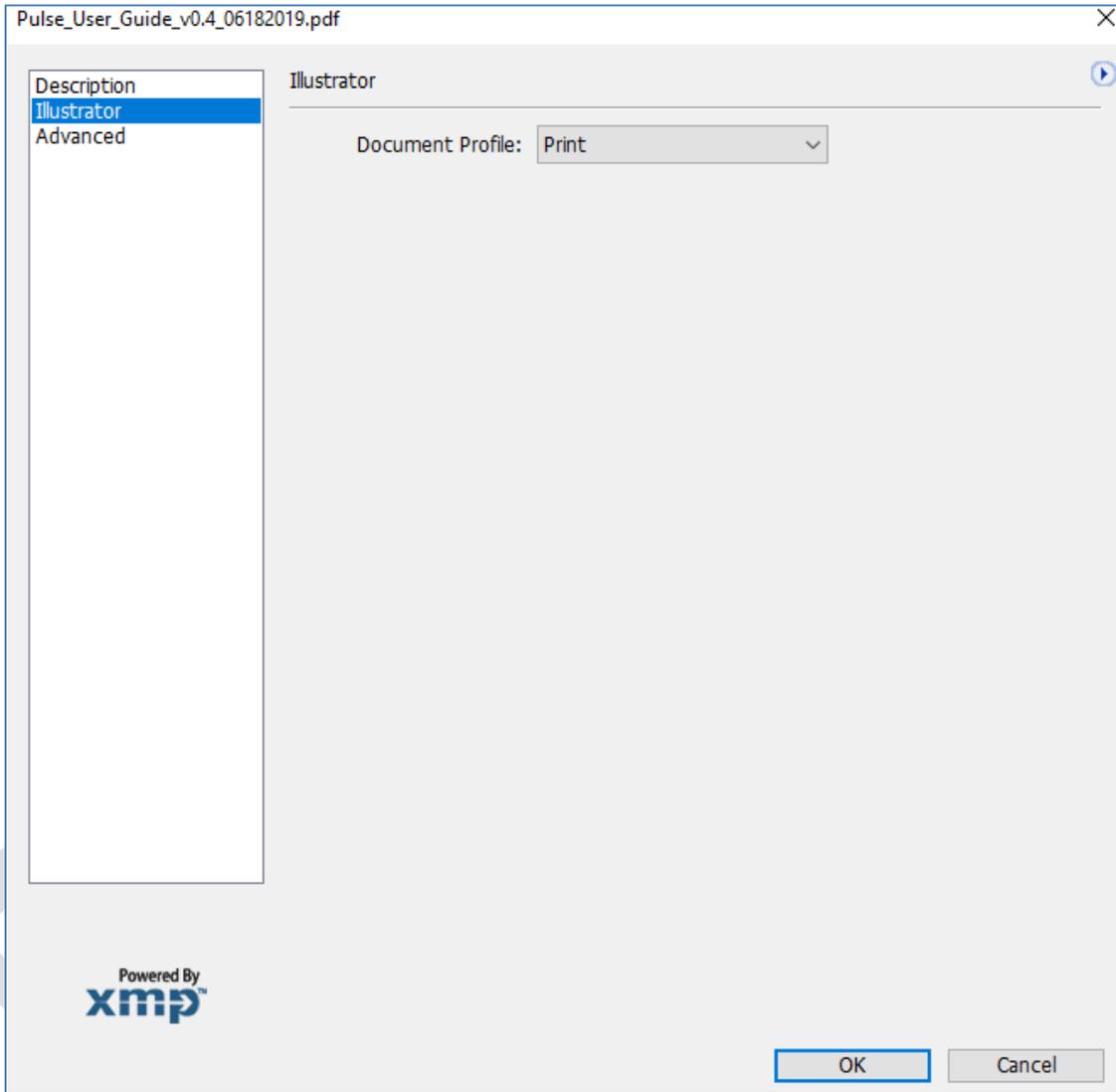
Field descriptions specific to the above example:

Field	Description
Document Title	Displays the document's or file's title. If none listed or to enter a different title, click in the field and type a title.
Author	Displays the individual primarily responsible for making the content of the resource. If none listed or to enter a different author, click in the field and type an author.

Field	Description
Author Title	Displays the title of the individual primarily responsible for making the content of the resource. If no title listed or to enter a different title, click in the field and type the author's title.
Description	Displays a description of the content of the resource. If none listed or to enter a different description, click in the field and type any plain-English description.
Description Writer	Displays the individual primarily responsible for writing the description for the content of the resource. If none listed or to enter a different writer, click in the field and type a writer.
Keywords	Displays any keyword(s) assigned to the doc or file. These can be particularly useful for narrowing searches. If adding keywords, separate each word by a comma or semi-colon.
Copyright Status	All documentation created for Marcum's IT Department should contain a copyright notice, usually on the last page of the document. Select <i>Copyrighted</i> from this drop-down menu. Other options are <i>Unknown</i> and <i>Public Domain</i> . Contact your supervisor for clarification before selecting one of these two options.
Copyright Notice	Copy and paste the copyright notice from the last page of the piece of Marcum IT Department document into this field, as shown in the example above.

5.3.2 The Additional Metadata button: The *Illustrator* screen

Use the *Illustrator* screen to define how the PDF's output will be used.

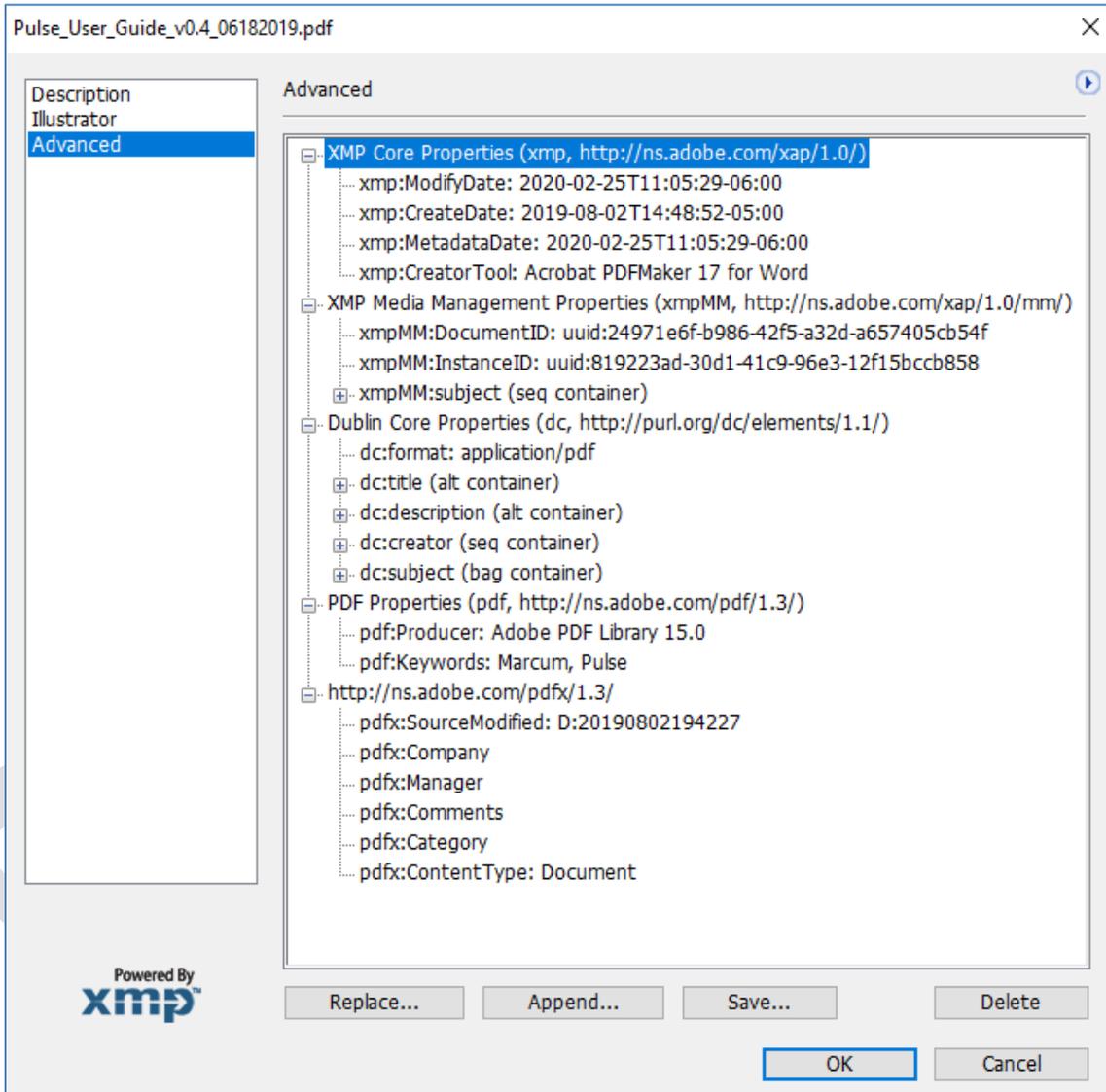


Field descriptions specific to the above example:

Drop-Down Menu	Description
Document Profile	Accept the default value of <i>Print</i> . Other options are as follows: <i>Web</i> , <i>Web and Film</i> , <i>Mobile and Devices</i> , <i>Basic RGB</i> , and <i>Basic CMYK</i> .

5.3.3 The Additional Metadata button: The *Advanced* screen

The *Advanced* screen displays all the metadata embedded in the document or file. The metadata displays in predefined groups of related information. Highlight the group and then complete one of the tasks in the table below.

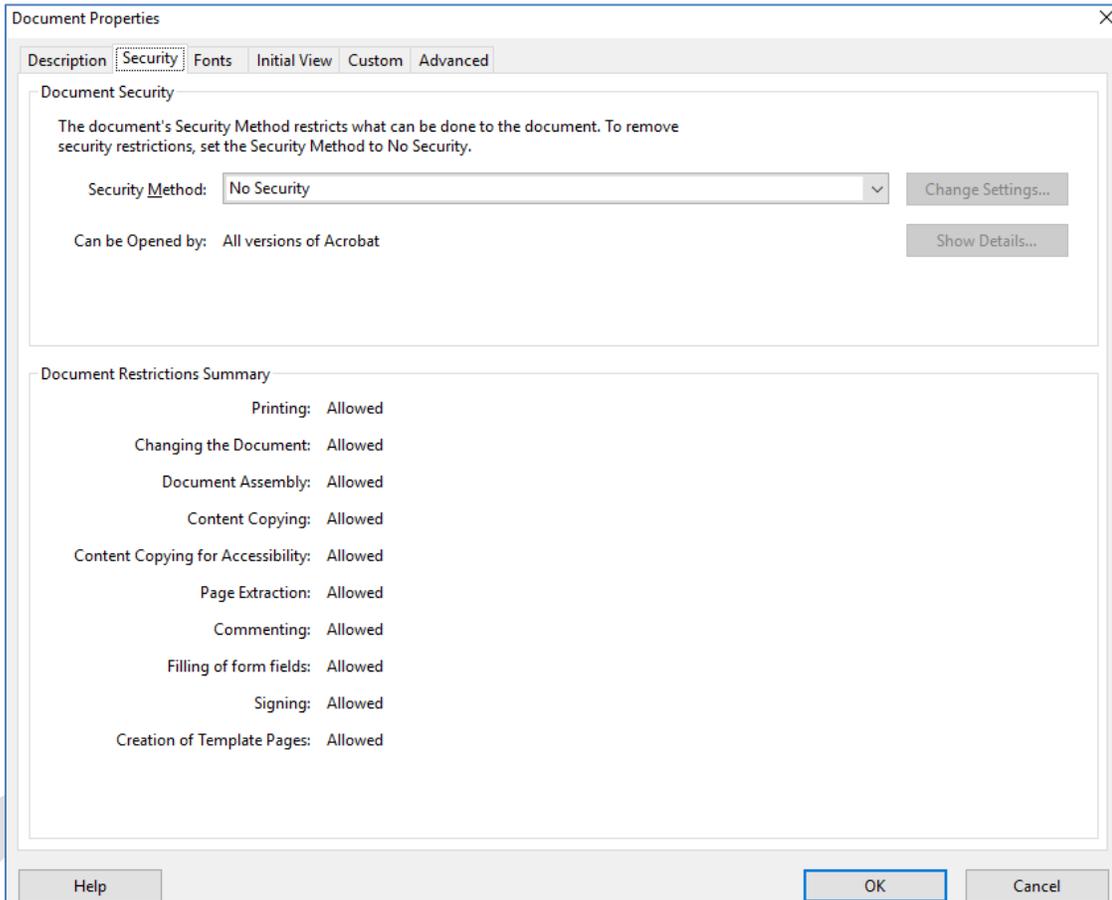


Button descriptions specific to the above example:

Button	Description
Append...	Click this button to add previously-saved information by navigating to and selecting an XMP or FFO file.
Replace...	Click this button to add new information and replace the current metadata with information stored in an XMP file.
Delete...	Click this button to delete an XML schema.

5.4 The Security Tab

This tab describes what changes and functionality are allowed within the PDF. If a password, certificate, or security policy has been applied to the PDF, the details display here.

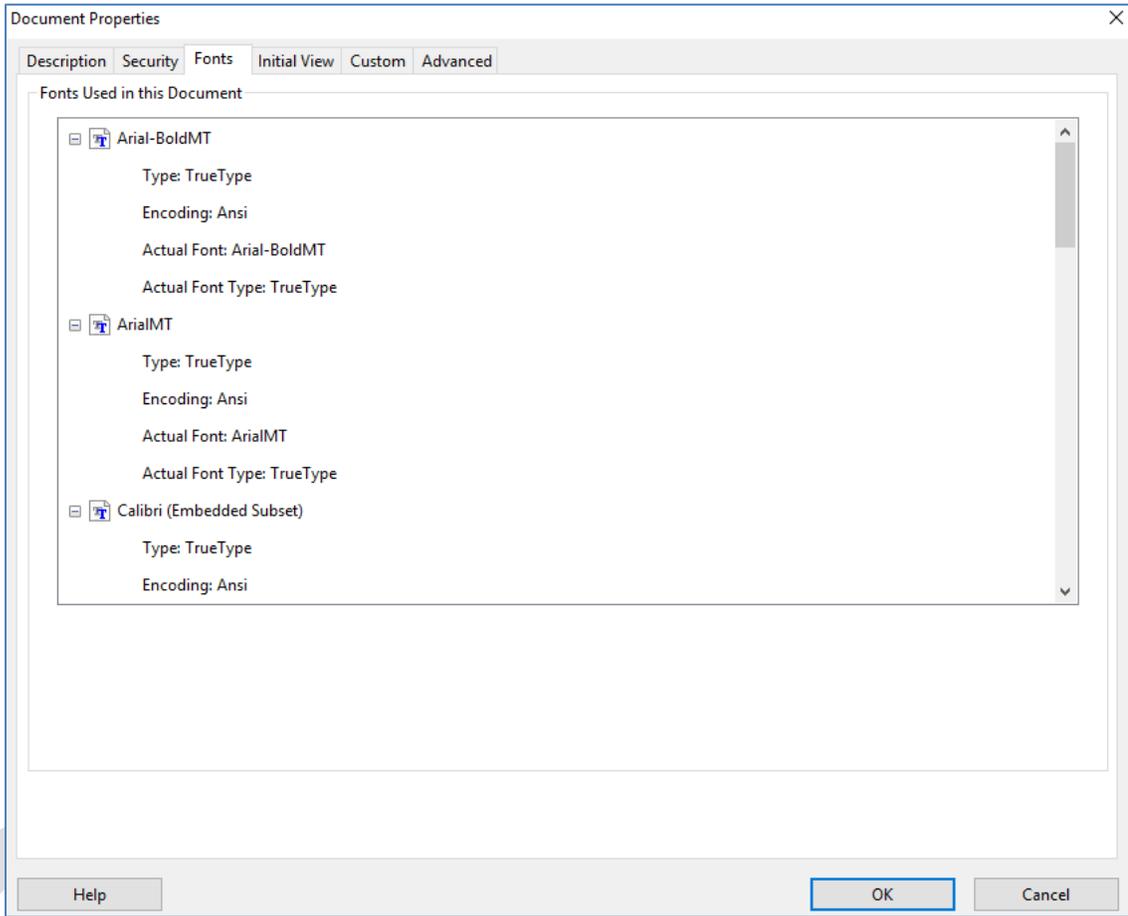


Element descriptions specific to the above example:

Element	Description
Security Method	Use this drop-down menu to apply one of the three following security measures to the document or file: Password Security, Certificate Security, and Adobe Experience Manager Document Security. Selecting one of these options displays the appropriate window. Contact your supervisor and/or your system administrator if you feel you need to apply these measures.
Document Restrictions Summary	Displays any of the restrictions put in place through the Security Method drop-down menu option. In this example, no security has been put in place; therefore, <i>Allowed</i> displays in this portion of the screen's fields.

5.5 The Fonts Tab

This tab lists the fonts and the font types used in the original document, and the fonts, font types, and encoding used to display the original fonts.



5.6 The Initial View Tab

Available in Acrobat only, this tab describes how the PDF appears when it's opened. This includes the initial window size, the opening page number and magnification level, and whether bookmarks, thumbnails, the toolbar, and the menu bar are displayed.

Field descriptions specific to the above example:

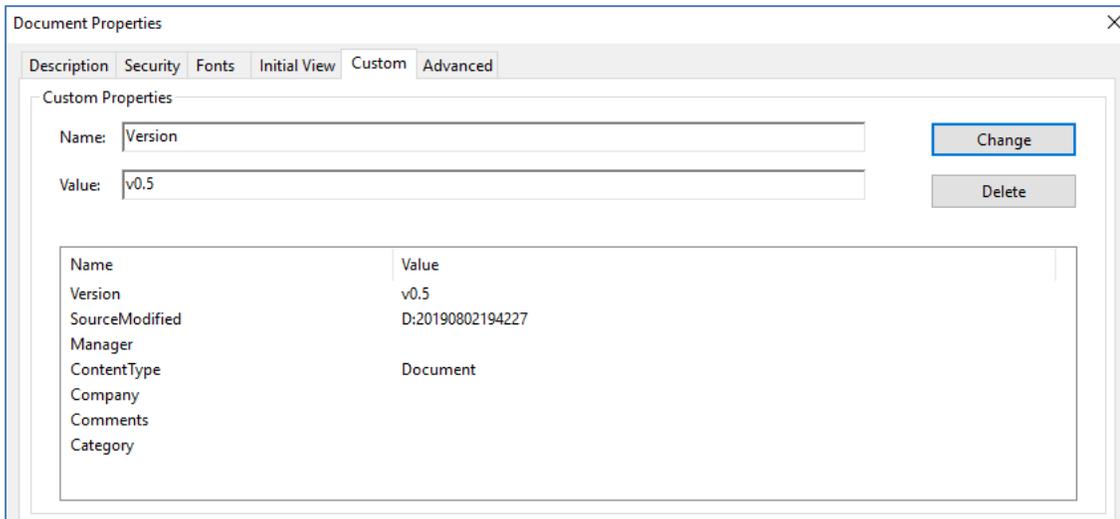
Field	Description
Navigation Tab	Displays how the file will launch, either as a page or as a page with one of the following left-hand panels: Bookmarks, Pages, Attachments, or Layers.
Page Layout	Displays if the file will launch as a single page or two pages, side by side.
Magnification	Displays the magnification level of the file's pages, once launched.
Open to page	Use this field to force the file to open to a specific page, other than the first/cover page.
Resize window to initial page	Once selected, this checkbox causes the window to resize to match the height/width settings of the initial file, once launched.
Center window on screen	Once selected, this checkbox causes the window to display in the center of the screen, once launched.

Field	Description
Open in Full Screen mode	Once selected, this checkbox causes the file to launch in full screen mode, without being surrounded by a window.
Show	This drop-down menu determines the data that appears at the top of the window, just above the menu bar. Select <i>File Name</i> for Adobe to use the file's name. Select <i>Document Title</i> for Adobe to use whatever is entered in the Title field, on the <i>Document Properties</i> window's Description tab.
Hide menu bar	Prevents the menu bar from displaying, the next time the PDF file launches. Note: If this checkbox is selected and if you need to change the properties, press F9 to force the menu bar to display.
Hide tool bars	Prevents the toolbars from displaying, the next time the PDF file launches.
Hide window controls	Prevents the left-hand window controls from displaying, the next time the PDF file launches.

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5.7 The Custom Tab

Available in Acrobat only, this tab allows you add unique, custom properties to your document. Each custom property requires a unique name, which must not be one of the following standard property names: Title, Author, Subject, Keywords, Creator, Producer, CreationDate, ModDate, and Trapped.



Field descriptions specific to the above example:

Field	Description
Name	Enter the plain-English name of the custom property to be created. In the above example, the new property is: <u>Version</u> .
Value	Type the data/info that you wish to be assigned to the custom property. In the above example, the version's value is: <u>v0.5</u>
Property List	The list of properties displays the newly-created custom property once the user clicks the Add button, which displays only when creating a new property. Note: As shown in the above example, whenever a custom property is clicked in the list, the Change button enables, allowing the user to change either the name or the value. The user may elect to delete the custom property, as well.

Note: To locate where the property is stored, click the **Additional metadata** button on the *Description* tab. It displays in the list of properties off the **Advanced** left-hand option.

5.8 The Advanced Tab

This tab lists PDF settings, print dialog presets, and reading options for the document. In the PDF settings for Adobe Acrobat, you can set a base Uniform Resource Locator (URL) for web links in the document, as well.

The screenshot shows the 'Document Properties' dialog box with the 'Advanced' tab selected. The 'PDF Settings' section contains a 'Base URL' text field, a 'Search Index' text field with 'Browse...' and 'Clear' buttons, and a 'Trapped' dropdown menu set to 'Unknown'. The 'Print Dialog Presets' section includes 'Page Scaling' (Default), 'DuplexMode' (Simplex), a 'Paper Source by Page Size' checkbox, a 'Print Page Range' text field, and 'Number of Copies' (Default). The 'Reading Options' section includes 'Binding' (Left Edge) and 'Language' (English). Buttons for 'Help', 'OK', and 'Cancel' are at the bottom.

Field descriptions specific to the above example:

Field	Description
Base URL	Specify a base URL to make it easy to manage web links to other websites. If the URL to the other site changes, edit the base URL verses having to edit each individual web link that refers to that site. The base URL is not used if a link contains a complete URL address.
Search Index	Use this field to associate a catalog index file (PDX) with the PDF. When the PDF is searched with the Search PDF window, all of the PDFs that are indexed by the specified PDX file are also searched.
Trapped	Leave this drop-down menu to the default of <i>Unknown</i> if not sure whether or not to trap the PDF in the printing process. Select <i>Yes</i> to trap. And select <i>No</i> not to trap.

Field	Description
Print Dialog Presets	Use these fields and drop-down menus to define presets for a document, which prepopulate the Print dialog box with document-specific values.
Page Scaling	Accept the default value of <i>Default</i> to scale the PDF's pages. Select <i>None</i> not to scale.
DuplexMode	Accept the default value of <i>Simplex</i> not to duplex the print job. Select <i>Duplex Flip Long Edge</i> to print on the back of the pages as normal, flipping pages left to right. Select <i>Duplex Flip Short Edge</i> to print on the backs, flipping up bottom to top.
Page Source by Page Size	Select this checkbox if xxxxxxxxx.
Print Page Range	Leave blank to print the entire document. To print a single page or range of pages, enter the page number(s).
Number of Copies	Accept the default value of <i>Default</i> for the application to print a single copy. Select <i>2</i> for two copies, <i>3</i> for three copies, and <i>4</i> for four copies.
Reading Options	Use these drop-down menus to define how the PDF is read by a screen reader or other assistive device.
Binding	Accept the default value of <i>Left Edge</i> to format the document to be read from left to right. Select <i>Right Edge</i> to format the document to be read from right to left.
Language	Accept the default value of <i>English</i> if this document is created in English. If a different language is used, select that language.

6 Appendix A

6.1 Overview

This section of the document contains additional examples referred to throughout the document.

6.2 Example, Submission E-Mail Verbiage

When a piece of documentation is ready for review, the writer generates a PDF for the SME to review and sends the below standard, e-mail. Use this same approach for all review e-mails.

Hello Everyone:

Version 1.0 of the Skoda Minotti FAQ is ready for review and mark ups. Please review the below "Items of Note" and provide guidance/direction when/as/if needed. The file is located in the following directory:

S:\BUSINESS\Information_Technology\Documentation\Technical Writer

The filename is:

SKODA_Merger_FAQ_v1.0_11222019_first_draft.pdf

The following link should launch the PDF file for you:

S:\BUSINESS\Information_Technology\Documentation\Technical Writer\SKODA_Merger_FAQ_v1.0_11222019_first_draft.pdf

As always, thanks, Roy

Items of Note

Use the following table for additional guidance with the review e-mail:

E-Mail Elements	Description
Subject Line	For the above example, the subject line should be something like, "Version 1.0 of Skoda Minotti FAQ Ready for Review" Always identify the version # and/or draft in the subject line. For example, if this were the second draft of the Version 1.0, then the subject line could read something as follows: Version 1.0 (second draft) of Skoda Minotti FAQ Ready for Review
PDF File Location	Include the file path for the PDF. It will always be the same, as shown in the above example.
PDF Filename	Include the plain-English filename of the PDF.

7 Amendment History

Summary of Change

Version #	Modified and/or Release Date	Section, Page(s), and Text Revised
1.0	3/17/2020	Original

Confidentiality Statement

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