

**LEARN
GROW
THRIVE**

@ROCK PAPER SCISSORS

An introduction to who we are and how you can thrive at Rock Paper Scissors.



THE DESIGNER EDITION

ABOUT

What we do better than anyone else:

We understand clients. We create brands that reflect our clients using business-based creative.

We are a team of **type-A creatives** who bring fresh ideas based on solid business sense. We develop strong branding programs that sustain long-term results through the integration of our experience, creativity, and technology. **We inspire growth through creative solutions** that increase visibility and profitability for our clients.

We seek partners, not just clients, vendors, and staff. We believe in long-term relationships, and that through trust and collaboration we are greater together than if we stand alone.

We do all of this because we want to be a part of something big, we want to make a positive contribution, we want to be better, and we choose design to get us there.

Branding & Web Development



1985

Randy and Cindy Sutt moved to Atlanta so Randy could pursue a job in nuclear consulting. As an economics major with work experience in banking and utilities, Cindy wanted to use her creative skills for more than just a hobby. She enrolled at the Art Institute of Atlanta to learn how to make prints of her watercolors. There she discovered the graphic design department and fell in love. When Cindy graduated, she purchased her first Mac SE. Her professors and fellow students told her she was crazy, but she was back at the school six months later teaching them how to use the computer.

1986

At 35 years old, Cynthia Sutt started her design business as a second career. This company was started with a strong business basis. Understanding how business works gave Cindy a strong footing to apply her creative skills for design and marketing.

The company started as CynDesign in the lower-level of the Sutt home. As Cindy got busier, she started to hire designers and staff members.

1995

It started to get a little crowded in the Sutt house so the business moved to their first office in Downtown Duluth where they stayed for the next ten years.

1994

Randy was ready to retire from his nuclear engineering career and started ARC Digital Imagers along side CynDesign in the Sutt home. This business complimented the design with pre-pressing and printing much of the materials produced by CynDesign.

1998

As the pre-press needs were fading and creative needs were rising, CynDesign and ARC Digital Imagers merged into **Rock Paper Scissors**. Around this time web design and development were added to the mix of services.

2005

Amanda Sutt joined the family business to focus on operations and web development.

2007

RPS Started to explore the business side of social media.

2008

After being in downtown Duluth for over ten years, RPS moved into our own building in Lawrenceville after a two year renovation project.

2010

There were always more questions from clients and local businesses about how they should use social media. Rock Paper Scissors heard these questions and started a started hosting Social Media workshops for the community.

2014

After a year long battle with cancer, Cindy passed away. Amanda and Randy have taken up the reigns and brought on Beckie Manley as interim creative director.

Our History



Message from the CEO:

I joined Rock Paper Scissors because I am passionate about creative people sharing their talents while thriving. We must satisfy our need to create while sustaining a balanced life for ourselves.

We create not by choice but because we can see no other way to exist. We should be celebrated for this passion. We choose to share this only with those who see our greatness.

—Amanda Sutt

Company **BHAG** {Big, Hairy, Ambitious Goal}:
Together, we are creating an agency of
endurance, sustainability and respect
that **empowers** everyone.

MISSION:

Nurturing Growth Through Creativity

Clients

We help clients see where they can grow and show them how they can achieve this through a solid brand strategy and by leveraging technology.

Company

We are building a culture and developing systems that support our efforts to grow our clients and ourselves in a way that is sustainable and scalable.

Self

Before we are designers, we are people. We have a desire to grow and learn, and this is a key to our culture at Rock Paper Scissors. By taking care of ourselves, we take better care of our clients and our company.

Our Culture



Our Culture at RPS reflects the shared values, attitudes, standards and beliefs we aim to uphold in our day-to-day lives, both in and out of the walls of our office. We see our shared culture as an essential component in the ultimate success of our business. These are our core values and how apply them.

Seek Balance

Passionate & Resourceful

Account for Yourself

Honest Relations & Sincere Communications

Lifelong Learning & Sharing

Always Grateful & Open

Playful

Respect & Empathize

Belong to the Team

Scalable & Sustainable

Do

Who We Serve



We have worked with a range of industries over our three decades in business. We currently serve the following industries:

Small to Medium Manufacturing based in the Southeast United States. We provide product branding and interactive campaigns.

Service Professionals including medical, liturgical, financial, and information companies. We provide branding, print, and digital marketing support.

Non-Profits including education, religious, and economic development. We provide branding, print, and digital marketing support.





Position Agreement



What is a Position Agreement?

A position agreement outlines what your new job will look like and what you will need to do to be successful. **If you are not an expert at everything we have listed, but have the desire to both create and grow your skills, then this is the place for you!** The world around us is changing too quickly to be able to know everything, all we ask is that you are ready to learn new things and continually challenge yourself to be better. We do not expect our new team members to walk in the door being perfect at everything. Perfection will come with time. We will work with you to develop skills you need.

Designer

Position Results:

Creating and collaborating on successful design campaigns that are unique and profitable for our clients and Rock Paper Scissors. Contributing to our design innovations to maintain our status as a cutting edge creative agency.

The Designer is passionate about the creative process and continually strives to push the edges, always keeping foremost in their mind the client's brand, the goal of the project, and the strategic objective of Rock Paper Scissors. The Designer is responsible for working with the creative team and client as well as executing concepts for both print and web-based campaigns.

Reports To: Traffic Manager

Mentor: Art Director

Collaborators: We are a team and each one of us has our own specialty. We believe in using the right tool for the right job. These are the tools that are always available to make your projects bigger and better than you could have imagined.

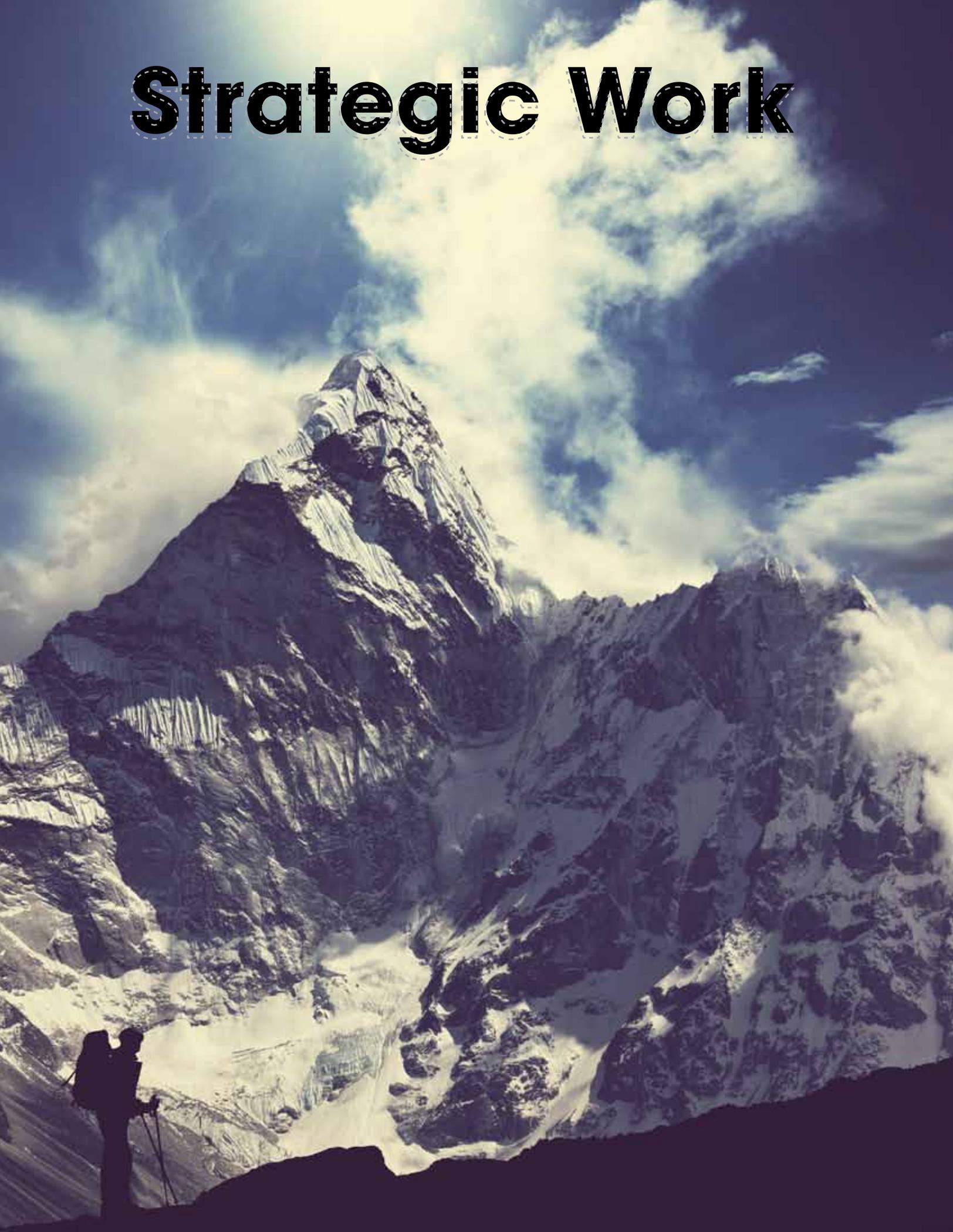
- Client
- Creative Director
- Art Director
- Web Developers
- Copywriters
- Photographer & Videographer
- Media Strategists
- Printers
- The Pups

Things you MUST Love:

- Design
- Passion
- Collaboration
- People
- Organization
- Technology
- Dogs

Hire character. Train skills.
- Peter Schultz

Strategic Work



At Rock Paper Scissors, we do more than just make pretty pictures. We create change and momentum for ourselves and our clients. We do this by not just looking at the task in front of us, but taking the time to look at the big picture to make sure we are on course and to continuously see if there is a way to be better.

*Change does not take place with Tactical work.
Change only takes place as a result of Strategic work.*

Be the energy behind the program. Proactively keeps abreast of clients' audience, marketing and media plans, and provides customized branding solutions before and at the exact moment the client needs this. Stays abreast of current developments in technology, branding, marketing, and design to ensure efficient and customer-sensitive implementation of services.

Define your path. Knows where projects are and where they should go. In the ever increasing noise of our world, always seeking ways to optimize and streamline projects and processes. Be organized.

Be proactive. Reviews existing agency-produced and maintained web/interactive campaigns and recommends ways to improve existing campaign functions, or to add digital components where needed.

Be a bridge builder. Develops unique strategies and builds upon the clients' current strategies to meet/exceed objectives. Continually looks for new opportunities with both existing and prospective clients.

Be a forward scout. Spots current and potential future trends to help better understand consumer behavior, matching these with the brand desires to create truly beneficial opportunities and solutions.

Tactical Work

IF YOU WANT TO BE SUCCESSFUL,
IT'S JUST THIS SIMPLE.

Know WHAT YOU ARE DOING.
Love WHAT YOU ARE DOING.
AND *Believe* IN WHAT YOU ARE DOING.

- Will Rogers

Once you know where you are going, you have a job to do! The following outlines the specifics that you will be in charge of.

Project Management

Scope management. Meets assigned deadlines and completes projects within budget. Alerts senior art director/creative director/traffic manager if deadlines or budgets cannot be met for any reason, and if an extension or change order is required.

Reporting and communications. Writes and transmits regular weekly/monthly campaign performance reports and notes to clients and agency team members. Maintains daily timekeeping records. Records all job costs and maintains email record of correspondence with client, in-house team, and project vendors.

Client's keeper. Maintains complete, digital records of all contracts, agreements, client project files, and preferences for assigned clients.

Maintenance. Assists in archiving and maintaining digital files, project hard copies, photography, illustrations, logo art, type styles, historical collateral samples, etc., of client materials and resources, and in maintaining a log of said archives to assist other team members in locating necessary files and references. Maintains prescribed file naming convention for digital project files. Follows procedures in closing out jobs and archiving client files for future reference.

Growth. Participates in new business initiatives for both existing and new clients.

Design

Collaboration. Works with client, art director and additional creative team members to concept and complete assigned projects and campaigns on-time and within budget. Works with senior art director/creative director in selection of design elements, papers, vendors, models, freelancers, broadcast talent, and any and all outside sources/purchases needed to fulfill production of each project the art director designs.

Industry knowledge. Conducts thorough client industry research and analysis to help expand and evolve content.

Execution. Creates designs and illustrations (digital and/or traditional) from conception to completion as required. Designs print ad campaigns, brochures, booklets, catalogs, fliers, billboards, websites, interactive/web ads, storyboarding for video productions and more according to strategic plans provided by creative director/account executive, and by assignment from the creative director. Has experience with stock photography management, computer retouching and image manipulation.

Turnover. Works with production personnel, providing complete input, and any instruction and supervision required to smoothly complete production of approved design. Provides all required specifications (colors, fonts, papers, sizes, etc.) to production and our web teams.

Craftsman. Maintains high skill levels in software programs required to perform assigned job functions; seeks individual training in the use of new design and illustration software to keep up with changes in technology or as the agency requires.

Position Standards



We want to make sure that from day one you will know what you need to succeed. We don't expect you to know everything there is to know in the world, but there are some skills you will need, and there are some skills we will work on. We have a very hands-on approach with our creative team – you are working side by side with the client so that you have the ability to adjust your course when brilliance is placed before you.

Thought Process. The role requires an innovator and a progressive thinker who can connect a client's brand to all other aspects of a client business and create growth opportunities.

Foresight. Balances analytical thinking with creative thinking to create a long-term vision.

Proficiency. Understands the production process, best practices and strives to incorporate them seamlessly in day-to-day agency processes. Has reasonable drawing skills; solid understanding printing processes and specification; paper and ink specification; familiarity with type styles, type design and type specification; stock photography management; computer retouching and image manipulation; art direction of original photography; and good communication skills.

Software knowledge. Proficient in Adobe InDesign, Illustrator, Photoshop, Word, Excel, PowerPoint (and/or iWorks) and bring a broad knowledge of web development, online marketing and integrated campaigns.

*Ideas are cheap.
Always be passionate
about ideas and
communicating those
ideas and discoveries
to others in the things
you make.*

- Charles Eames

*Unless you try to do something
beyond what you have already mastered,
you will never grow.*

- Ronald E. Osborn



You know you are doing a *Great* job when:

1. Projects are on time and on budget.
2. You are a pleasure to work with - clients and colleagues alike comment on how much they enjoy working with you.
3. You are ahead of the curve - neither the client nor the team has to ask the status of your projects because you proactively communicate the details and status of your work.
4. You develop a personal connection with your clients - they think you are on the ball and often ask for your advice.
5. The creative team admires the detail in your presentations and briefings.
6. Your projects are profitable.
7. At least 50% of your time is billable to clients.
8. You treat in-house projects with the same care you show for clients - on budget and on time.
9. You enjoy sharing ways to do things better and raise the bar on quality and creativity.
10. You keep your word and do what you say.
11. You are prompt and respectful of other people's time.
12. Your timesheet is up to date so that everyone can see where you are on your project.
13. The dogs like you.



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