



## MEMORANDUM

To: IT Department  
Cc: Creative Department, Operations  
From: Management  
Date: 24<sup>th</sup> January 2025

### Subject: Collaboration Between IT and Creative Teams on Website Development

Management wishes to formally clarify the **working relationship and responsibilities** between the IT Department and the Creative Team in relation to **website development and digital platforms**.

With immediate effect, all website projects—whether internal or client-facing—must be executed through **close collaboration between IT and Creative**.

### 1. Creative Direction

The **Creative Team** shall be responsible for:

- Setting the **creative and visual direction** of all websites
- Defining layout, look and feel, branding, and user experience
- Ensuring alignment with brand guidelines and communication objectives

IT must not develop websites in isolation without approved creative direction.

### 2. Technical Development

The **IT Department** shall be responsible for:

- Technical architecture, development, and functionality
- System performance, security, and integration
- Ensuring websites are stable, scalable, and technically sound

### 3. Collaboration & Workflow

- Website projects must begin with a **joint briefing session** involving Creative and IT
- Creative direction must be approved **before development begins**
- Any technical limitations affecting creative execution must be discussed and resolved collaboratively
- No website may be deployed or released without **Creative sign-off** on design and brand compliance

#### 4. Accountability

Failure to follow this collaborative approach will be treated as **non-compliance with management directive** and may result in corrective or disciplinary action.

#### 5. Effective Date

This directive is **effective immediately** and applies to **all website and digital platform projects**.

Management expects both departments to work **collaboratively, professionally, and in alignment** to deliver high-quality digital outputs that reflect the company's standards.

#### Management

CC: Creative Director

Art Director

Head of Operations