
INSTITUTION'S INNOVATION COUNCIL

Standard Operating Procedure (SOP)

Design and Creativity Head

Institution's Innovation Council (IIC)

1. Purpose

The Design & Creativity Head is responsible for developing creative content and designs for all IIC activities, including posters, banners, certificates, presentations, and promotional material.

2. Scope

This SOP applies to all visual content representing the IIC brand in print and digital formats.

3. Responsibilities

- Design promotional posters, banners, and event creatives in coordination with Event and Social Media Heads.
- Ensure that all designs align with IIC branding guidelines.
- Collaborate with the Multimedia Head for video graphics and creative integrations.
- Create certificates and other design assets as required.
- Introduce innovative and modern design approaches.

4. Authority

- The Design & Creativity Head is authorized to propose creative strategies but final approvals rest with the Student President and Board.
- Board Members of IIC reserve the right to remove the Design & Creativity Head at any time.

5. Review

This SOP shall be reviewed annually or as required by the IIC Board.