

école

intuit.lab

FRENCH

INSTITUTE OF DESIGN

DIGITAL & STRATEGY

POSTGRADUATION PROGRAMME

Advertising,

Design And

Digital Communication



NEW DELHI
MUMBAI
KOLKATA
PARIS
MARSEILLE
SÃO PAULO
SHANGHAI

MANAGED BY
JS INSTITUTE OF DESIGN



ADITI REGO

I was always drawn to art and design, but didn't feel like it would lead somewhere concrete. After getting my BA in psychology, I knew that I needed to pursue design and the postgrad program at École intuit.lab was the perfect fit. It's curriculum was holistic and in the hands of accomplished faculty. The teachers were thorough, committed and I only wished to have to more time with them.



ZEESHAN SHAIK

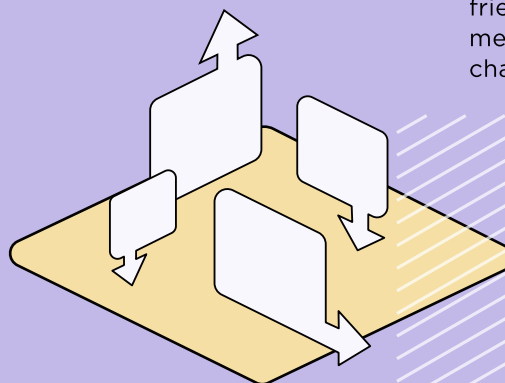
From being a science graduate to being a professional designer, école has helped me realise my design dream! I undertook a one year diploma course and it was worth every single penny! From working alone on challenging design briefs to executing team projects, it's been a beautiful learning experience. École has helped my design thinking and working style, and I'll always be thankful to this fine institution.



RUSHIKA MAHESHWARI

Masters in Branding at School of Visual Art, New York

I was a fresh graduate from Bachelor in Business Administration when I came across Intuit.labs pioneer Lab Pro course. The meticulously designed course structure just caught my attention and I took the most spontaneous decision to jump into it, which is thus far my best decision. Coming from a finance background and getting into design was challenging but the professors and mentors at intuit.lab made this challenge exciting. Their guidance and patience was commendable as they gave personal attention to every student to help them craft their career path. The holistic and varied subjects helped me grow as a design thinker. My classmates are now my closest friends. École intuit.lab is like family to me and probably the most impactful change in my life.



AN ACADEMIC AND PROFESSIONAL APPROACH TO EDUCATION

Founded in 2001 by academicians and professionals from the world of creativity, design and communications, école intuit.lab is an institution that is primarily dedicated to specialities in design and is committed to cultivating a globally integrated design sensibility.

Ecole intuit.lab is a French design and visual communication institute, co-founded in 2001 by Patrick Felices along with Clément Derock and Frédérick Lalande. Taking forward the idea and practice of business application in design, intuit.lab Paris opened its first international campus in Mumbai in 2011.

COURSE FEATURES

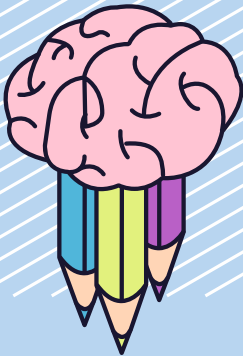
- Duration of the course is 18 months
- International workshops hosted on campus and in France
- Compulsory internship of 2 months with top agencies
- Week-long live client projects
- 15 day study trip abroad



OBJECTIVE OF

Lab Pro

The Lab Pro programme in Advertising, Design and Digital Communication is the perfect gateway for creative minds to enter the world of professional design. The curriculum is carefully crafted in order to provide the most inspiring environment for young artists. Students delve into the exciting world of branding and design, while they learn the nuances of communication strategy. Design experimentation is at the core of this programme. And the students make the most of it with live assignments, workshops with industry veterans and a mandatory two-month internship. This programme prepares the students for the world of design and transforms them into innovative professionals.



LAB PRO

Course

ADVERTISING

- Introduction and social role of advertising
- Creativity concept and campaign planning
- Art direction
- Copywriting
- Agency nuances

BRANDING

- Creative concepts for brand platforms
- Branding and corporate identity
- Branding in consumer brands and retail designs
- Typefaces and brand types

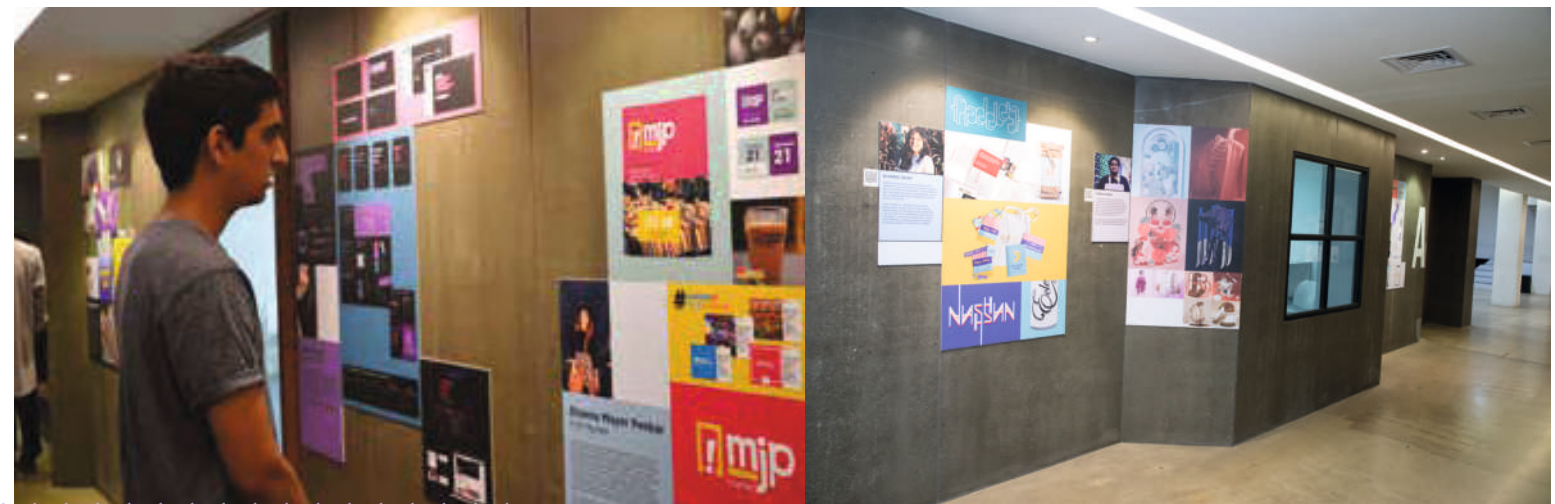
GRAPHIC DESIGNS

- Visual identity
- Packaging
- Computer graphics
- Motion graphics
- Creative thinking
- Editorial
- Infographics
- Typography

MARKETING

- Marketing and digital strategy
- Human science
- Semiology
- Consumer behaviour





ADVANCED WEB DESIGN

- Trends and techniques
- Advanced front-end development techniques (HTML, CSS, JavaScript)

MODERN WEB ANIMATION

- Transforms
- Transitions
- Looped animation
- User action-triggered animation
- Scroll-based animation

MODERN WEB PROTOTYPING FRAMEWORKS

- Twitter bootstrap / Zurb foundation
- Responsive grid layouts
- Responsive website navigation
- Advanced web typography
- Form elements
- Commonly used interactive page elements

MOBILE APPLICATION DESIGN

- UX design basics
- Understanding app navigation
- Building wireframes and iterations of the same, based on user testing
- Branding mobile apps
- Creating app design mock-ups, based on wireframes

MOBILE APPLICATION PROTOTYPING

- Introduction to mobile app prototypes
- Popular prototyping tools
- Building a prototype based on students app designs in the previous module

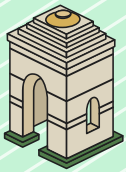
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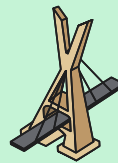


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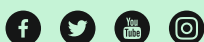


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