école
intuit.lab
FRENCH
INSTITUTE OF DESIGN
DIGITAL & STRATEGY

UNDERGRADUATE PROGRAMME

Digital

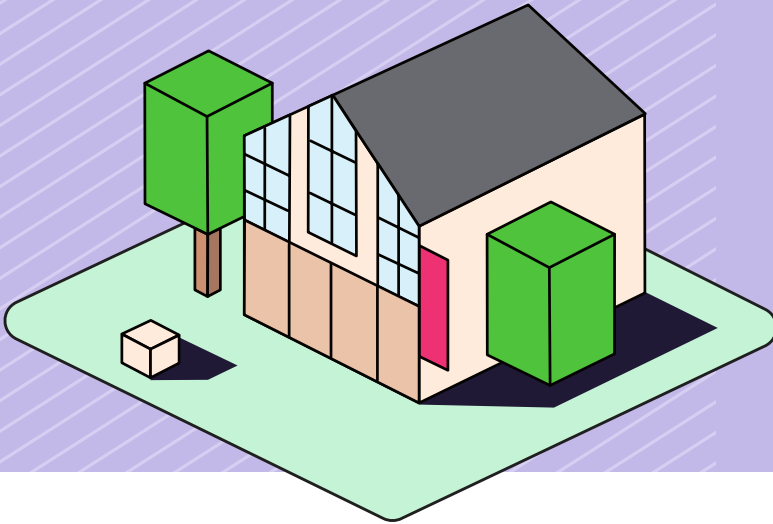# Product Design

NEW DELHI
BENGALURU
MUMBAI
KOLKATA
PARIS
MARSEILLE
SÃO PAULO
SHANGHAI
DUBAI

MANAGED BY
JS INSTITUTE OF DESIGN

WELCOME

To École Intuit Lab

Founded in 2001 by academicians and professionals from the world of creativity, design and communication, École Intuit Lab is an institute that is primarily dedicated to specialities in design and is commited to cultivating a globally integrated design sensibility.
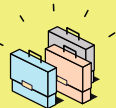
A Synergy Between Pedagogy And Professionalisation

A design institute where the academic and professional worlds convene.

As a leading institute of design in France, and with campuses across 3 continents, École Intuit Lab understands international creative markets. Our programs produce highly skilled industry-ready professionals attuned to the needs of the world of business and equipped to adapt their creativity to meet them. We achieve this by integrating professional experiences and real-life exposure to the academic programme. 98% of our students find a job within the first 6 months of graduation. We invite students to come to design their creative futures.

ÉCOLE INTUIT LAB IN FIGURES

98%
GRADUATES
found a job within 6 months

160
FACULTY MEMBERS

1000+
ACTIVE ALUMNI
all around the world

9
CAMPUSES
NEW DELHI
BENGALURU
MUMBAI
KOLKATA
PARIS
MARSEILLE
SÃO PAULO
SHANGHAI
DUBAI

1
FOUNDATION CLASS + 3 Years

AWARDED
Diploma in Design & Communication Arts

1000
ENTERPRISES
partnered in France and Internationally

25
Academic Agreements
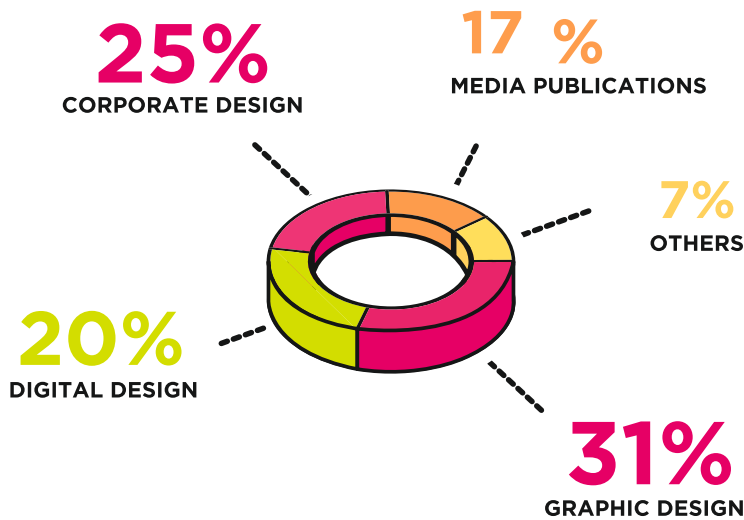in Europe, North America, Latin America and Asia

WORK

After École Intuit Lab

Students in India earn their Undergraduate diploma at the end of this year. Our career resources team and end-of-semester recruiting events provide opportunities for students to find their work study, or in the case of India, their first jobs.

ÉCOLE INTUIT LAB GRADUATES WORK MAINLY IN THE FOLLOWING SECTORS:

25%
CORPORATE DESIGN

17 %
MEDIA PUBLICATIONS

7%
OTHERS

20%
DIGITAL DESIGN

31%
GRAPHIC DESIGN

BRANDS OUR STUDENTS HAVE WORKED ON:

fixy

ESTĒE LAUDER

EdelGive Foundation

Romedy NOW

CHANDON

BNP PARIBAS

98.3 FM RADIO MIRCHI It's Hot!

NATIONAL GEOGRAPHIC

VOGUE

FC GOA

Alliance Française

GLOBAL INTERNSHIPS AND COMPANY PLACEMENTS

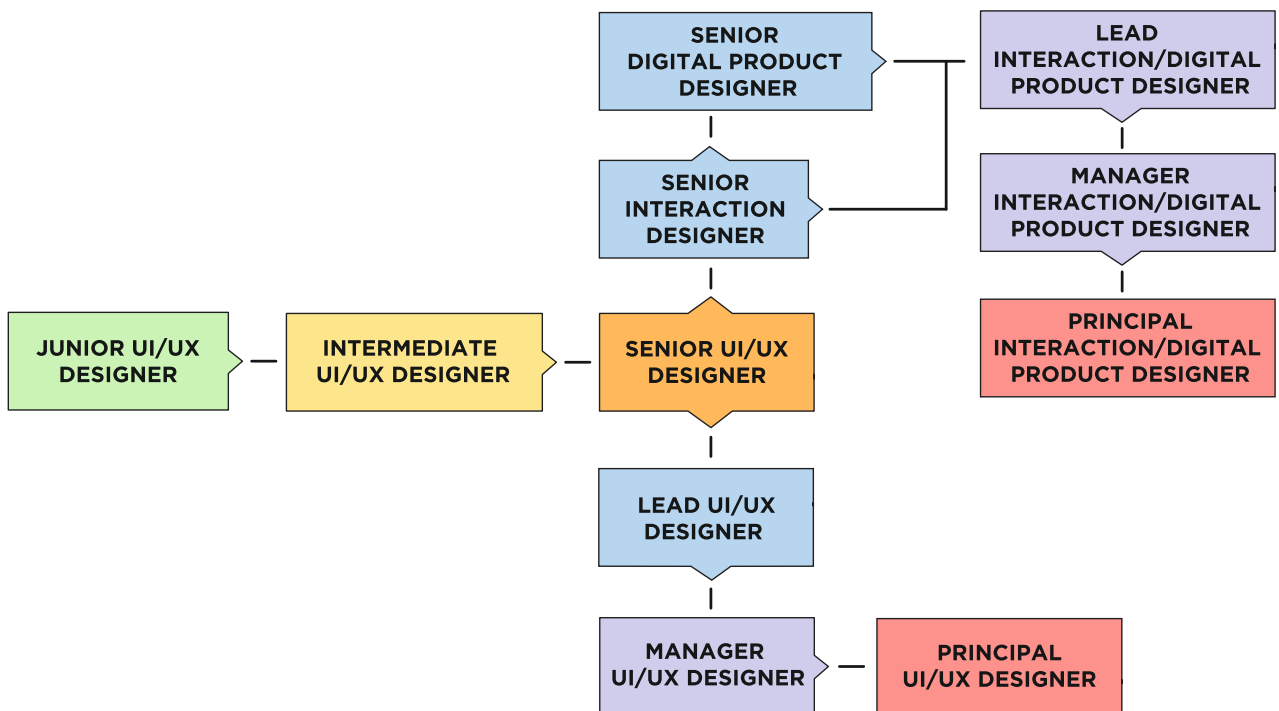|		
Seenk	Tata Elxsi	Chillr
Landor	Creative Land	Colourcraft Studios
JWT	Umbrella Design	Creative Monk
O&M	Human Design	Eureka Moments
Alok Nanda and Company	Halfbutfull	Isosceles
FITCH	Good Earth	Interbrand
The Minimalist	Chlorophyll	Rabia Gupta Design
Raison Pure	Please see	Radhika Chopra Design
Havas Worldwide	Studio Glyph	Size of US Design
Abracadabra	Ministry of New	Skarma
TBWA	Digital India	Vice Media
ASDS	Bhavishyavani Future Sounds	

CAREER
Possibilities

Digital Product Design

This course opens up opportunities to become a UX/UI Designer, Design Partner, UX Manager and Consultant, Interaction Designer, Visual Designer, Motion Designer, UX Researcher and more.

Career progression flow:

- SENIOR DIGITAL PRODUCT DESIGNER → LEAD INTERACTION/DIGITAL PRODUCT DESIGNER
- SENIOR INTERACTION DESIGNER → MANAGER INTERACTION/DIGITAL PRODUCT DESIGNER
- PRINCIPAL INTERACTION/DIGITAL PRODUCT DESIGNER
- JUNIOR UI/UX DESIGNER → INTERMEDIATE UI/UX DESIGNER → SENIOR UI/UX DESIGNER
- LEAD UI/UX DESIGNER
- MANAGER UI/UX DESIGNER → PRINCIPAL UI/UX DESIGNER

UI Concepts

Interaction Design Principles
Branding & Typography
Usability
Wireframing and Prototyping.
User Research and Personas.
Information Architecture
Style Guides
Responsive Web Design

UX Concepts

Design Thinking
User Journey & Research
Wireframing and Prototyping
Content
Project Management
Gamification
Empathy Mapping
User Interviews & Personnas

Software

Adobe Photoshop
Adobe Illustrator
Adobe XD
Adobe Indesign
Adobe After Effects
Figma

Digital Product Design

Our 4-year programme in Digital Product Design teaches students to research the user experience and design a great user interface.
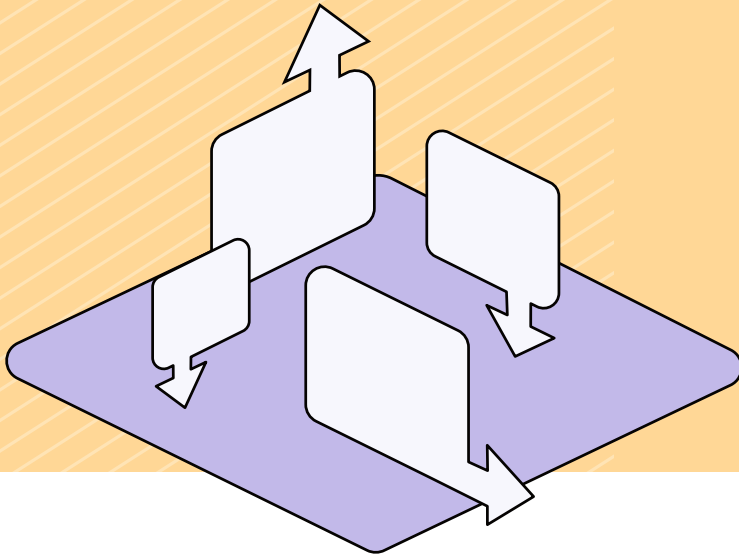
Be it booking a cab, ordering food, or searching for a route via maps, humans now have access to all kinds of services or solutions right at their fingertips. How has it been possible? All through designs!

Digital Product Design is nothing but a domain where you learn to observe human behaviour, identify the needs, and come up with a solution through designs that are functional and efficient.

STRUCTURE

Of Course

Digital Product Design

The combination of conceptual and technical training at an advanced level prepares our students to become functional UI/UX designers that create the best experience for users which they interact with the product and follow the pathway towards making a name in the creative industry.

4-YEAR PROGRAMME IN DIGITAL PRODUCT DESIGN

CURRICULUM

FOUNDATION
LAB 1 (25-28 Hours per week)

Anatomy Style & Expression History of Arts French Visual Expression
Perspective Illustration Creativity Colour Environment Design Volume
Introduction to Social Media Mechanics of games Introduction to interaction
Storytelling Storyboarding Creative Writing Gesture Drawing
Introduction to Photography Character Design Props Design Analytical Drawing
Live Model Sketching Exterior Drawing

DESIGN IN CONTEXT: PRINCIPLES & TECHNIQUES
LAB 2 (24-27 Hours per week)
1-2 Months Internship

Graphic design Page layout Typography Computer Graphics Branding
Photography Illustration History of Design Contemporary Design Case Studies
Writing Motion design introduction 3D / Virtual Reality Graphic culture
Human sciences French Research Methods Digital Design Tools I
Typography on the Web Websites on CMS Strategic Innovation: Ideas to Pitches
Hello World: Web Languages Digital Culture: Consumption & Addiction

EXPANDING DIGITAL EXPLORATIONS - INTERFACES AS A MEDIUM
LAB 3 (23-26 Hours per week)

Interface Ergonomie Prototyping with XD/Sketch/Figma Digital Design Systems
Advanced prototyping with Framer 3D visualisation and Printing
Digital Art Direction Information Architecture Developing from Scratch, the basics
Developing from Framework, Front-end The Product Pitch
Emerging Tech (IoT, Virtual Reality, Arduino) Copywriting for Digital
Digital Product Project Management Back-end systems: and introduction to
forms, functions and databases

INNOVATING FOR DIGITAL: INTERFACES AS PRODUCTS
LAB 4 (Sem 2 - 20 hours per week)
Internship
Start-up Project

Tools in Project Management Advanced Programming: Gatsby, React, etc.
Advanced Design Seminar (Humans and Choices) Marketing
The Technical Web (SEO, SEA, Accessibility) Entrepreneurship
Crafting the Pitch Digital Strategy Digital Narratives
Micro-interactions & Movement

INTERNATIONAL

Internship/Exchange

9 GLOBAL CAMPUSES &
25 UNIVERSITY PARTNERSHIP

With École Intuit Lab, have the privilege to explore
global education in digital, art and culture.

WORKSHOPS

1-week workshops conducted by professionals from
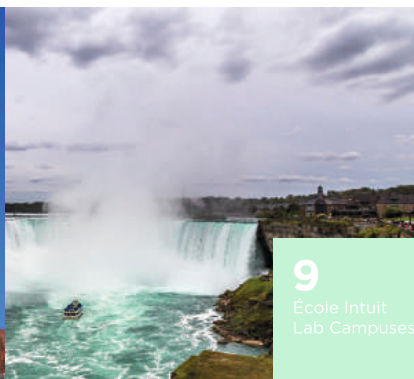all around the world tackling multi-cultural problems.

2-week workshops in France.

EXCHANGE & INTERNSHIP

4-month international internship, in places like Europe,
Asia, North & South America.

ÉCOLE INTUIT LAB DISTINGUISHES ITSELF THROUGH ITS STRONG GLOBAL PRESENCE

9
École Intuit
Lab Campuses
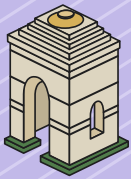
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University
Partnerships

1158
Cultural
Connections

école
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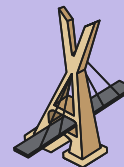**info@ecole-intuit-lab.com**

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