

école

intuit.lab

FRENCH

INSTITUTE OF DESIGN

DIGITAL & STRATEGY

UNDERGRADUATE PROGRAMME

Visual Communication

& Digital Design

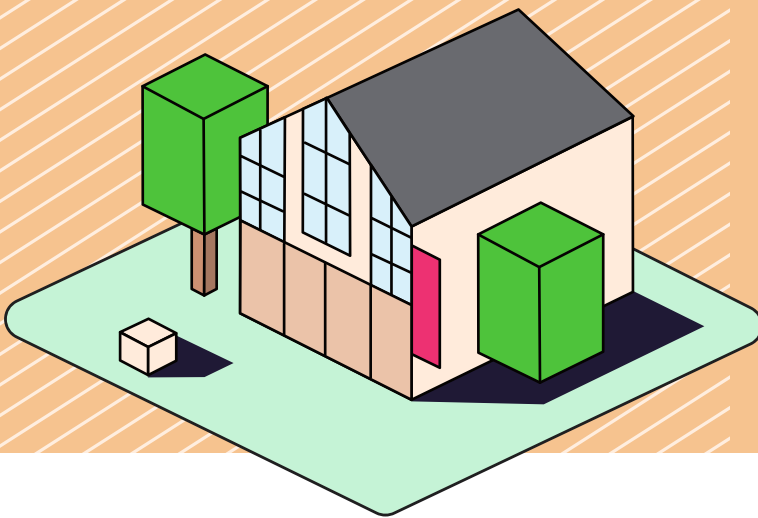


**NEW DELHI
BENGALURU
MUMBAI
KOLKATA
PARIS
MARSEILLE
SÃO PAULO
SHANGHAI
DUBAI**

**MANAGED BY
JS INSTITUTE OF DESIGN**

WELCOME

To École Intuit Lab



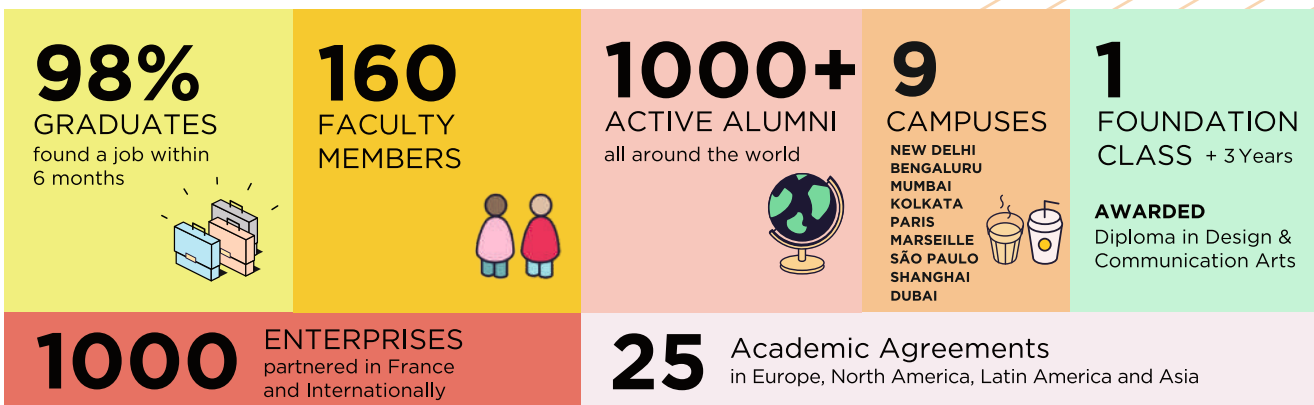
Founded in 2001 by academicians and professionals from the world of creativity, design and communication, École Intuit Lab is an institute that is primarily dedicated to specialities in design and is committed to cultivating a globally integrated design sensibility.

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



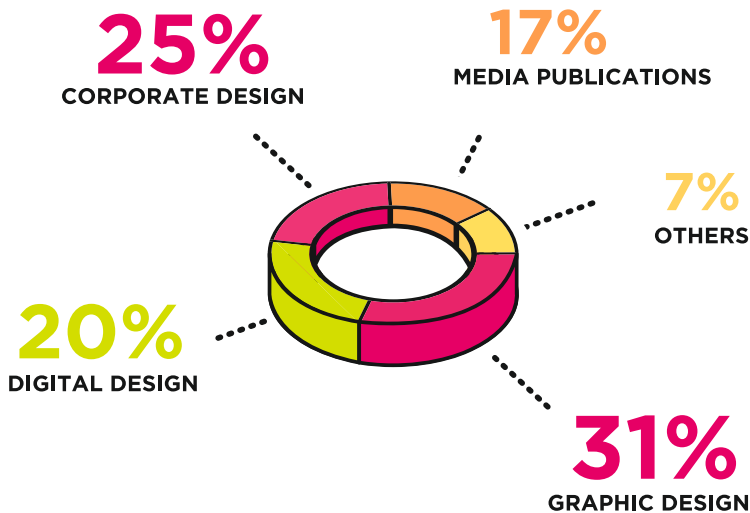
WORK

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:



BRANDS OUR STUDENTS HAVE WORKED ON:



GLOBAL INTERNSHIPS AND COMPANY PLACEMENTS

- | | | |
|------------------------|-----------------------------|-----------------------|
| Alok Nanda and Company | Tata Elxsi | Chillr |
| Havas Worldwide | Creative Land | Colourcraft Studios |
| | Umbrella Design | Creative Monk |
| | Human Design | Eureka Moments |
| | Halfbutfull | Isosceles |
| | Good Earth | Interbrand |
| | Chlorophyll | Rabia Gupta Design |
| | Please see | Radhika Chopra Design |
| | Studio Glyph | Size of US Design |
| | Ministry of New | Skarma |
| | Digital India | Vice Media |
| | Bhavishyavani Future Sounds | |

STUDENT

Testimonial



SURABHI THAKKER

(intuit.lab 2015)
Independent Designer
Brand, UX and UI designer

« The intuit.lab culture is positively infectious. You learn something new every day, be it through the brilliant faculty or the diversely interesting students. For me, being a part of this institute has been a life-changing experience. It has opened my mind and taught me how to use my creativity smartly. I do what I love as my career and for this, I am grateful to intuit.lab. It will always be my happy place. »



PRACHI DOSHI

(intuit.lab 2016)
Masters
University for the Creative Arts (UK)

« We were a mixed breed of chaotic and creative people, with varied skill sets from different cities in India. I was lucky to become a part of the intuit.lab family from a young age. From going to design conventions to having guest lectures, from external juries critiquing our work to us travelling across the seas to visit workshops in France. We have never lost an opportunity to connect with the international design world. My four years of learning at intuit.lab has opened my mind to the world of design in a very unique way. With the help of my portfolio and all the supportive professors, I am now studying Masters of Arts in Graphic Design in the University for the Creative Arts, UK. Will forever be in debt to this alma mater of mine. »



ADITYA MEHTA

(intuit.lab 2015)
Co-op Programme & Founder at Studio Disrupt
école intuit.lab

« It's been a roller-coaster ride. The best 4 years of my life. A well-designed 4-year programme with the best of teachers and workshops has given me a lot of exposure in design. Every day has been different. Every day there has been something new to learn. The atmosphere in the school has always been energetic and motivating. intuit.lab has given my classmates and me the confidence and the support to start our own design studio (Studio Disrupt). Currently enrolled in the Co-op programme at intuit.lab »

TVESHA SHAH

(intuit.lab 2018)
Masters
Boston University (USA)

« "Most of the colleges were really impressed with my portfolio. They said the standard of work wasn't normal - it was better than most Indian work they see. I feel like the system of teaching in the US is very similar to what we studied here, can't thank my school enough!" »



SHWETA PATHARE

(intuit.lab 2019)
Student internship
Park Inc. (Japan)

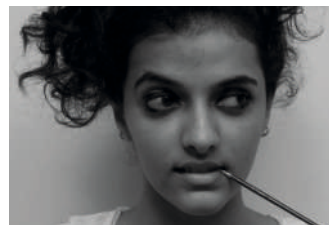
« 4 years, 3 countries and this beautiful journey, I am truly short of words to describe my life-changing experience at Ecole Intuit Lab. However my biggest takeaway from this journey is— Confidence. While everyone is blessed with a unique talent, it's confidence that drives one to excel and express it. From the exchange programme in Paris to my exciting internship in Tokyo, Intuit Lab has been a silent revolution in driving my personal growth by instilling the much needed knowledge, skills and professionalism. I am proud to be a part of this institution which nurtures students at every juncture, the key to an illustrious future. »



SANJANA KADAM

(intuit.lab 2018)
Graphic Designer
Umbrella Design

« Coming to Intuit.lab at an early age helped me with more than the academic aspect of my life. Not only did I learn a great deal about design here, but also experienced an all round adventure in terms of growth of skill, responsibility, and the ability to overcome failure. I was also given the chance to do a semester abroad at the Aix en Provence campus in France, an experience which truly elevated my time here, and helped me acquire some of my most vital skills. The four years at Intuit.lab were a roller coaster ride, and I am amazed at how much I was able to get out of it, all with the help and support of our faculty. »



KAVISHA DHARIA

(intuit.lab 2014)
Founder
Squares & Squiggles

« I was actively seeking an international curriculum for design in India, when I was told about intuit.lab. I was on-board from the word go and waited a year before the school opened its doors. In the truest sense, it has been a lab for me. I experimented, learnt and naturally grew into the designer I am today. The school broke the dynamics of a classroom. We got a hands-on experience and wonderful mentors, at home and abroad through internships and the masters in Paris. From a design student to a professional in the industry, I was groomed entirely because of intuit.lab. »



RUCHI MEHTA

(intuit.lab 2018)
Design Director
Savor

« For me, joining Ecole Intuit Lab was an experiment. All I knew was that I loved to draw and paint and the corporate world with all the numbers and statistics wasn't for me. The four years of Intuit lab opened up a whole new world for me, with industry professionals, international faculty and students from all different backgrounds - Science majors, photographers and filmmakers, CA aspirants or just right out of school created a very healthy diverse environment to learn in, develop our style and identify our strengths and weaknesses. Add in an opportunity to intern at a design agency in Paris, work for live clients on projects trying to solve real-life problems during our course and also being encouraged to fuel our passion through design really helped shape my career. I have also been lucky to have found my perfect first job as a designer in a culinary experience agency called Savor which helped me combine my skills in design and the love for the culinary arts, through Ecole Intuit Lab. »

ABOUT

Visual Communication & Digital Design



Our 4-year undergraduate programme trains students to infuse words and images with life and meaning, in ways that can persuade, educate, entertain or inform.

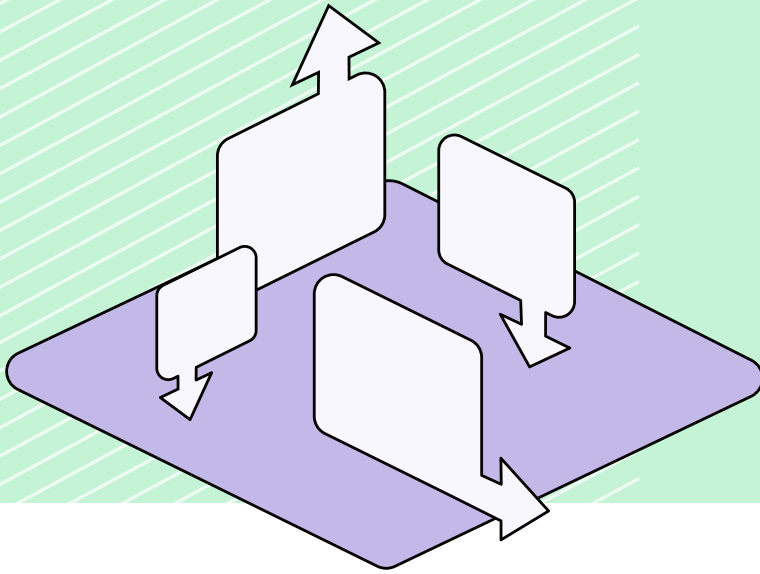
Technology and design together, are leading the world through its most monumental transformation. In interwoven multicultural markets, during an era of explosive data culture, the ability to convey messages in creative, visual and universally comprehensible ways has become a powerful tool.

Our programme, spread across theoretical classes, studio classes, frequent real-world projects and two industry internships prepares students for a creative career. Our students leave the programme prepared for a variety of design careers like Art Direction, Digital Design, Brand Strategy, Typography, Advertising, Illustration, Communication, Graphic Design and a host of other creative specialisations.



STRUCTURE

Of The Course



Visual Communication & Digital Design

Creativity, Expertise and Professionalism

The fundamentals and finer nuances of design are brought alive by the training and education provided at École Intuit Lab.

4-YEAR PROGRAMME

FOUNDATION LAB 1

- Basic visual arts training
- Learn various artistic techniques
- Develop your creativity
- End-of-year personal project and portfolio

APPLIED TRAINING LAB 2

- Internship (2 months minimum)
- Workshops (by invited international professionals)
- Project weeks with assessment panels
- Artistic training to the level of one or two years of higher education

APPLIED TRAINING LAB 3

- Study trip to France or abroad
- Project weeks (cross-functional projects, teamwork)
- Workshops (by invited international professionals)

PROFESSIONAL TRAINING LAB 4

- Internship in India, France or abroad (4 months)
- Three main panel workshops
 - Editorial design
 - Major project (end-of-year)
 - Grand portfolio panel

CURRICULUM

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

- Graphic design • Page layout • Typography • Web design
- Computer graphics • Branding • Photography • Illustration • Writing
- Motion design • Storyboarding • Press cartoons • Graphic culture
- Human sciences • International workshop • Portfolio • French

3 Day Print House Internship

- Internship • 3D • Computer graphics • Advertising
- Editorial design • Motion design • Digital design • Packaging
- Copywriting • Graphic design • Art direction
- Human sciences • Portfolio • French

- Visual identity • Brand strategy • Packaging • Editorial design • Digital
- UI/UX • Story telling • Semiotics • Master class • Grand project
- International workshop • Internship • Portfolio • French

INTERNATIONAL

Internship/Exchange



9 GLOBAL CAMPUSES & 25 UNIVERSITY PARTNERSHIP

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

WORKSHOPS

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

2-week workshops in France.

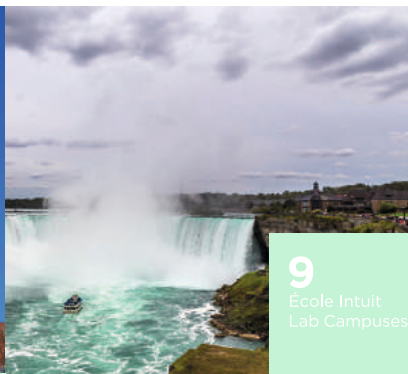
EXCHANGE & INTERNSHIP

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

A semester exchange programme that allows students to transfer to either of the international campuses.



ÉCOLE INTUIT LAB DISTINGUISHES ITSELF THROUGH ITS STRONG GLOBAL PRESENCE



9
École Intuit
Lab Campuses



25
University
Partnerships



1158
Cultural
Connections

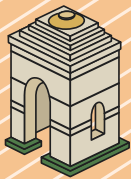
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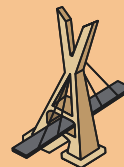


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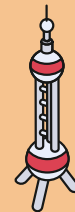


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