

école

intuit.lab

FRENCH SCHOOL OF DESIGN
& CREATIVE STRATEGY

Interactive, Engaging, Accessible

Our short-term program in Digital Design is a guaranteed way to boost your business & acquire new skills.

**CREATING FUTURE-FOCUSED
DESIGNERS, TODAY**

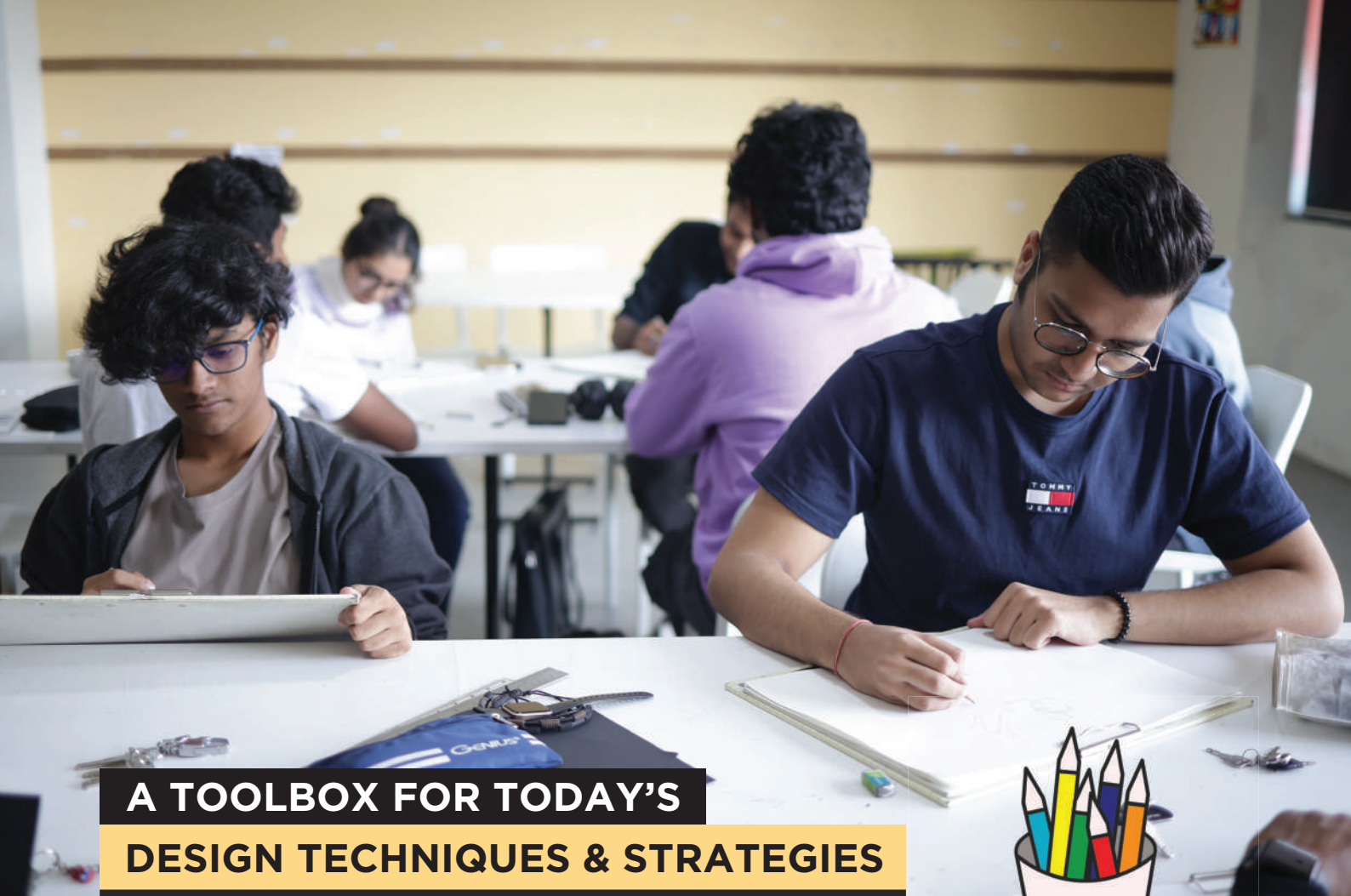
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ecole-intuit-lab.co.in





A TOOLBOX FOR TODAY'S DESIGN TECHNIQUES & STRATEGIES



From bakers to digital marketers, writers to influencers, everyone needs design in some capacity.

At **École Intuit Lab**, our short course brings together industry experts to teach you the fundamentals of design. You'll learn how to create visually appealing and functional designs that bring your professional work to life. The programme spans an array of subjects such as **Photoshop, Illustrator, Premiere Pro, Motion Graphics, Typography, CMS, Webflow, Artificial Intelligence, and much more!**

At the end of the course, you will be able to think like a designer. This means that you will view the world with a solution-oriented approach and design unique concepts that convey a meaningful message.

Join us and unlock your creativity with our expert-led programme.

Course Overview



DURATION

Saturday - 10:30 a.m. - 4:30 p.m.
12 - 14 weeks on campus

In this class you will learn the basics of some of the most used softwares in design. The program will cover topics such as Photoshop, Illustrator, Premiere Pro, Canva (introduction to free alternatives), design basics, (principles, logo design, stationery design, posters, flyers, basic marketing material), photography basics (composition, framing, light), video (orientation, audio, light, motion graphics basics), typography (basics), page layout (margins, hierarchy of information), colour, digital design, UI/UX (hierarchy of information, and artificial intelligence (using ChatGPT and MidJourney).



CURRICULUM

MODULE 1: INTRODUCTION TO

- Design and Software Tools
- Principles and tools of design
- Photoshop, Illustrator, and Canva
- Differences between free and paid software tools
- Basic functions and capabilities of each software tool

MODULE 2: DESIGN BASICS

- Introduction to the fundamentals of design
- Understanding the principles of graphic design
- Learning how to scale proportionally, crop images, and avoid overuse of special effects
- Creating logo design, stationery design, and basic marketing materials such as posters and flyers

MODULE 3: PHOTOGRAPHY BASICS

- Introduction to composition, framing, and lighting in photography
- Understanding the basics of digital photography
- Editing photos with software tools such as Photoshop and Canva

MODULE 4: VIDEO BASICS

- Introduction to video production and orientation
- Understanding audio and lighting in video production
- Editing videos with software tools such as Premiere Pro and Canva

MODULE 5: MOTION GRAPHICS BASICS

- Introduction to motion graphics and keyframing
- Creating animations and titles with software tools such as After Effects and Canva
- Designing for motion graphics and understanding the principles of motion design

MODULE 7: DIGITAL DESIGN AND UI/UX

- Understanding the basics of digital design and user interface user experience design
- Designing for websites and content management systems (CMS) such as WordPress and Webflow
- Creating hierarchy of information for digital design
- Introduction to email formatting and signatures

MODULE 9: ARTIFICIAL INTELLIGENCE

- Introduction to ChatGPT and MidJourney
- Understanding the capabilities and potential uses of artificial intelligence in design

MODULE 6: TYPOGRAPHY AND PAGE LAYOUT

- Understanding the basics of typography
- Creating hierarchy of information in page layout
- Using margins effectively in page design
- Understanding the principles of colour in design

MODULE 8: PRESENTATION AND REVIEW

- Using images and GIFs in presentations
- Creating effective presentations with templates and transitions
- Final review and presentation of work





UPON COMPLETION OF THE PROGRAM

- Students will have gained a solid understanding of design principles and techniques.
- They will be able to create basic marketing materials, web designs, and presentations with a professional and effective visual impact.

Course Highlights

This program is designed to provide participants with a comprehensive understanding of design principles and techniques, using various software and tools.



 GLOBAL LEARNING	 INDUSTRY EXPOSURE & PRACTICAL TRAINING
 INTERNATIONAL CERTIFICATION	 EXPERIENCED MENTORS

How to enroll

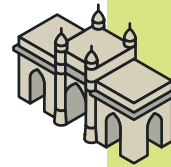
Looking for the best design short course in India? A place that understands your creative potential and makes you industry-ready? You've come to the right place. Unleash your creativity through our professionally guided program.

APPLY NOW!

<https://tinyurl.com/2z2pqy46>

MORE INFO?

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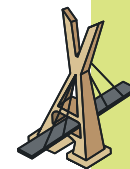
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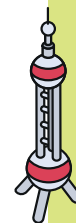
PARIS



MARSEILLE



SÃO PAULO



SHANGHAI



DUBAI

