

école

intuit.lab

FRENCH

INSTITUTE OF DESIGN

DIGITAL & STRATEGY








Design your  
Creative  
Future

MUMBAI  
KOLKATA



Bridging the gap  
between the real  
commercial world  
and the world  
of pure art;  
everyday.

A school that encourages reflection, learning, and understanding of design & the digital space and their interaction with the society we live in.

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## ABOUT THE SCHOOL

# Design, Digital, Strategy

École Intuit Lab is a French institute of design, digital and strategy, co-founded by designers & academicians who had a vision to build a culture — not just a school. Ours is a culture where creative minds are free to innovate, create and be part of a design revolution. Our programmes produce highly skilled designers and art directors who are attuned to the needs of the world of business and commerce and equipped to adapt their craft to meet them. Our dual academic and professional approach breeds creative practitioners who are conscientious, innovative and resilient.

Come, design your creative career!

# Pillars of the École Intuit Lab Education



## FULFILLMENT

**Engaging in intelligent creation that is rewarding to young artists and thinkers**

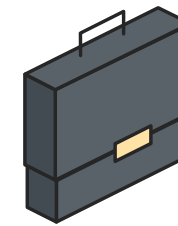
While user and client satisfaction are key, we also focus on the experience of our students as creators. We want them to be proud of their work and their field of expertise. This inner satisfaction reflects outwardly in happy, ambitious and engaged students and professionals.



## EXPOSURE

**Creating multicultural environments to enrich an understanding of the world**

International exchanges open minds and help individuals enrich their ideas. Our presence on multiple continents allows us to interact with cultures and elucidate different world views. We put this within the reach of our students to broaden their creative palette.



## PROFESSIONALISM

**Transforming students into the kind of professionals the industry needs**

We cultivate a balance between training and experience, between theory and practice, to introduce students into the real world during their education. We help students develop their own intelligent, reflective creative personalities alongside their professional approach and experience.



A LETTER FROM THE FOUNDERS

# Becoming Yourself



“Guiding students towards achieving their creative potential.”

As creative professionals ourselves, our engagement with design, strategy and communication has connected us to the evolving technologies and lifestyles that a civilisation in movement demands. We have always aspired to contribute to the learning required for this transition, to educate. We seek to equip our students not just with the skills we have acquired over our years, but with the versatility necessary to adapt to the technologies, communication, media and markets of their future. And we hope to respond to these transformations with a sensibility towards beauty and utility.

Our belief in “talent for all” defines our approach to education. We see talent as an innate quality in each of us that can be revealed with the right guidance. Our job as creative educators is to uncover this natural sensitivity to aesthetics, and to cultivate a conscious dedication to

functionality. Our creative education is not meant just to produce artists, but individuals who have developed altruism, humility, and a desire to contribute to their lives and those of the societies in which they live. This quest demands introspection and effort, which are integral to our pedagogical approach.

We consider it our role, the role of education, the role of creativity, and the role of our school in particular, to guide students towards their own individual, professional and societal identities; as they mature in their notion of who they are and how they contribute to this ever-changing world.

Here’s looking forward to a new wave in design education.

**Clément Derock, Frédéric Lalande**  
Co-founders of École Intuit Lab



## A Word from The Director

Starting a career in Design is exciting and opens up horizons that no other industry happens to offer. Choosing the right education is crucial but can also be challenging with countless options offered to the aspiring designer - numerous streams, various specializations and plenty of institutes offering training and innumerable promises.

I'm convinced that the best way to make valuable training is by curating a learning experience that helps students unlock their uniqueness and channelise it through a high standard methodology, taught in a very progressive manner.

The same way anyone can speak a language or calculate numbers, I believe anyone can be creative, when taught properly. Many doors to a promising yet creative careers have been shut on the basis that someone "was not made for it" or "not born with the necessary talent".

Being creative is not necessarily painting images on a canvas, it's also, and according to me, most importantly,

the capacity to see the world from a different perspective, and therefore, solving problems that have no solution written in a book.

This creativity can be largely increased when problems are tackled collaboratively. A simple idea often becomes the lever that puts someone else's plan in motion to become an innovative solution. While I'm fascinated by the possibilities offered by today's technology, I'm even more mesmerized by the creative usage only human brains make out of it.

École Intuit Lab's priorities are perfectly aligned with my personal vision of what any educational institution should be. I use them as a compass with my team, to make sure we are going in the right direction and students get equipped for an extraordinary career. I'm lucky to be surrounded by skilled professionals who know how to get to any given destination.

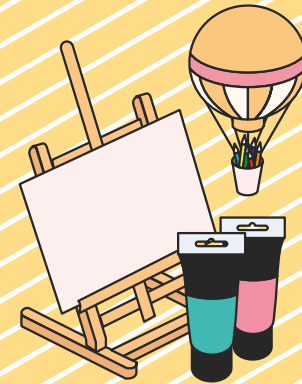
**Yan Garin,**  
Country Head, École Intuit Lab, India



# Design in the Indian Context

By bringing École Intuit Lab to India, we sought to draw on the cultural powerhouse that a French-Indian collaboration can bring.

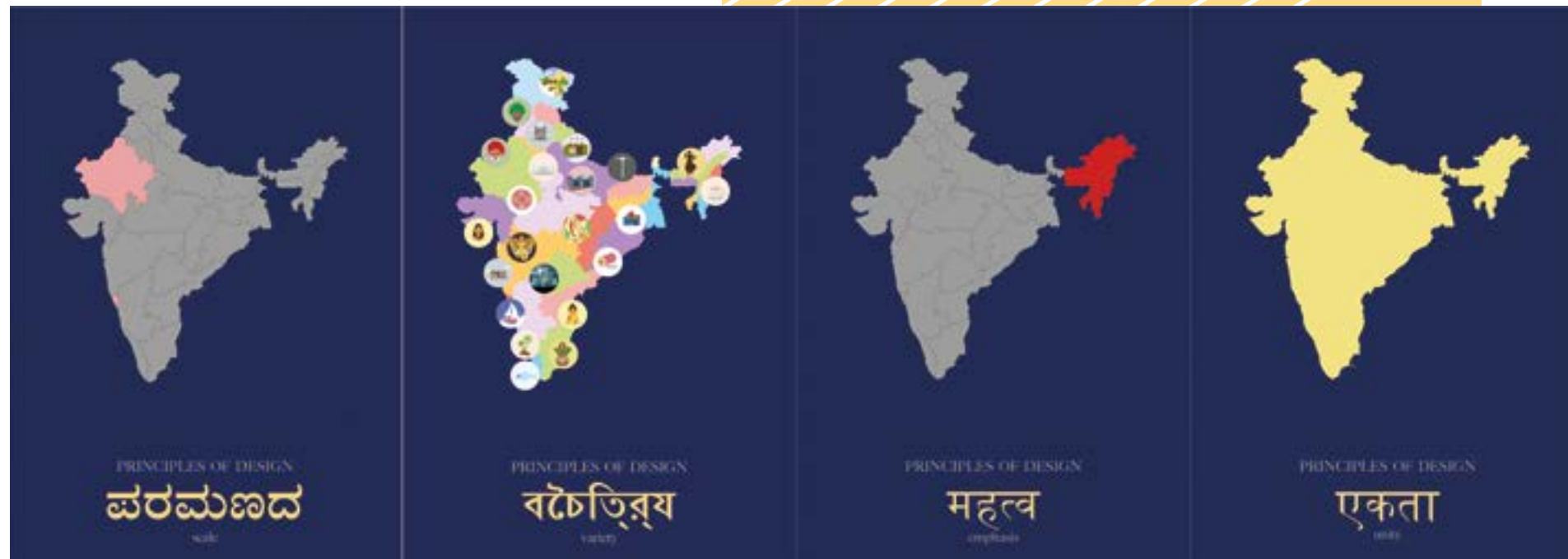
India has long been synonymous with art. It is time that our academic environments encourage study in design, to re-infuse our natural mastery of aesthetics into modern surroundings. It is only when creativity is taken seriously — for design has always played a key role, be it in the industrial revolution or the service revolution — that economic and social development in India will take place beautifully.



A creative education in a stimulating multicultural market.

No other time has been better than now for India, with its surging international growth and presence, to improve its design education. With a booming market and increasing affluence, India is the perfect environment for brands and products to thrive. The resulting marketing, branding and communication opportunities are some of the richest in the world.

With the increasing influence of digital platforms in our lives, a popular digital culture has emerged in India, which opens up a whole gamut of exciting avenues for designers.





FROM THE FACULTY

Experimentation.  
Exposure.  
Experience.

Responding to an innovation driven world by enriching innate talent.

We are a team of professional artists, designers, writers, sociologists, technologists, programmers and thinkers brought together by a common passion for creativity and the potential that our industry holds for future generations. Directly engaged with the demands of today's creative marketplace, we are observing a shift from an information-driven market to one that values innovation.

If there is anything that innovation demands, it is experimentation. This makes experimentation, exposure, and experience key to the modern education process. As opposed to classical methods that deliver a top-down academic instruction, we devise classes that call for reflection, feedback and application.

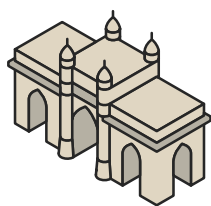
This is perhaps best expressed in the name of our school: "Intuit Lab" or the duality of intuition and laboratory.

Education is about striking the fine balance between these two, about revealing students' inner intuition and individuality through guided experiences. On one hand we are tasked with awakening intuition: a natural predisposition, something that allows students to arrive at an immediate truth without a specific rationale. Intuition is honed by experience, reflection and internalising the relation between cause and effect. Laboratory, on the other hand, refers to the process of experimental research and analysis that allows us to draw conclusions. We take students through a tireless journey of invention and reinvention, encouraging the exploration of new ideas and methods, crossing disciplines and cultures for new exciting results.

Together we join students in their journey to channel their innate skills into creating something unique and consequential.



# 5 campuses



## École Intuit Lab MUMBAI

As the financial centre of India, this island offers everything from chai at the sea and historical market lanes to an entrepreneurial economy brimming with opportunities. Global design and advertising legends service clients across the country and world from this melting pot of energy.

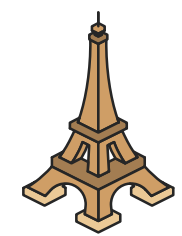
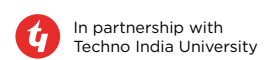
DGP House, 4th Floor,  
88C Old Prabhadevi Road,  
Prabhadevi, Mumbai 400025,  
India



## École Intuit Lab KOLKATA

Close-knit neighbourhoods, famous landmarks and the home of some of the finest artists in the country - this city of joy has an unmistakable creative edge. Rooted in both science and art, this rapidly advancing city offers a unique blend of heritage and technology.

20, DN Block,  
Saltlake Sector V,  
Kolkata, West Bengal 700091  
India



## École Intuit Lab PARIS

The dream of any aspiring designer, the French capital offers students dynamic and multicultural resources. As one of the most vibrant creative economies in the world, its heritage brands, forward-looking entrepreneurial culture, and access to Europe offers students extraordinary diversity.

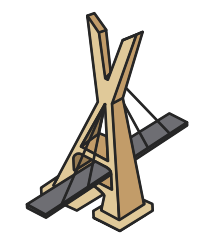
90 Rue de Javel,  
75015 Paris,  
France



## École Intuit Lab MARSEILLE

A historical home to nobility and royalty, this southern French university town benefits from an unparalleled artistic culture. Steeped in architecture, academia and agriculture, students are promised an enriching experience in the sunny south of France.

56-58 rue de la  
Joliette 13002  
Marseille, France



## École Intuit Lab SÃO PAULO

As one of Brazil's cultural capitals, the city presents a lively mix of Latin and international culture, where students can explore a mix of art, music and gastronomy in the middle of explosive financial growth. Museums, parks and skyscrapers come together for a rich cosmopolitan experience.

R. Aspicuelta, 216  
Vila Madalena, São  
Paulo, SP 05433-010,  
Brazil





## CAMPUS MUMBAI

**Our first campus in India was set up with a vision to fill a void in the market.**

This city of dreams is known for its bubbling entrepreneurial economy with umpteen opportunities for young graduates. Global design and advertising legends service clients across the country, and globe, from this melting pot of culture and energy.

Located in the heart of Mumbai, this design campus is an open space designed in a unique way for creativity to thrive. Walk down a corridor filled with design inspiration or dive into a bunch of creative books in a pink walled-library. This human-scale design school is a warm place that offers tailor-made design solutions for the next generation.

## CAMPUS KOLKATA

**Established in 2019 in collaboration with Techno India University.**



Famously known as the city of joy and the seat of art and cultural knowledge in India, Kolkata is one of the landmark cities of East India. Located within Techno India University at Salt Lake, our campus is vibrant, spacious and uniquely designed to provide a nurturing atmosphere for young creative minds.

Our unique collaboration with Techno India University offers you a Bachelors Degree with our courses, Visual Communication & Digital Design, Game Art & Design and Fine Arts — which are all AICTE accredited. A Masters Degree in Advertising, Design and Digital Communication is also offered.





## A Letter from TIU Leadership

Our education systems have become unable to bring students up-to-date with all the latest knowledge technologies and trends, partly because of institutional inertia and resistance to change, but mostly because change just happens too fast.

International Design Education, embodied by our latest initiative to bring École Intuit Lab to Kolkata through our flagship institution Techno India University, relevantly answers most of the changes we need to see happen in our education systems. First, its intercultural nature between France and India brings the international complexity and intricacy that students need to comprehend and play with in our globalised economy. Moreover, design curricula inculcate the right dose of educational personalisation, creativity, and freedom of creation that each and every student should be able to access.

This new international design campus and curricula will also enable our students to try and grow their skills on diverse, intercultural topics and materials. Partnering with a French design school is not a coincidental choice either: students will benefit from international standards in terms of professionalism

and placement opportunities beyond the strong expertise and tie-ups that Techno India Group already has in the local, national, and international professional spheres.

As an addition to its existing portfolio of courses in engineering, business, architecture, law to mention a few, Techno India University perceives Design as the next logical evolutionary step to embrace complexity itself the way it advocates it for its students, and to achieve interdisciplinary education.

We also believe that design, through art, aesthetics, functionality and practicality, can bring immense additional value to local ecosystems which for now are lacking such educational programmes. Design innovation in a day-to-day context, if/when smartly executed, has the power to change mindsets and behaviours and bring solutions to our 21st century's social and environmental challenges.

**Meghdut Roy Chowdhury, Pauline Laravoire**

Global Operations Director & Sustainability Director





**Where theory and  
practical learning come  
together for a unique  
educational experience.**





## ACADEMICS

# Creative Intelligence

Creative intelligence is at the heart of our teaching. Our approach to design asks that students create not only the beautiful, but the useful, contributing to the societies they live in. Beyond the application of knowledge and aesthetic, creative intelligence needs a thinker to adopt an imaginative yet tangible approach to creation.

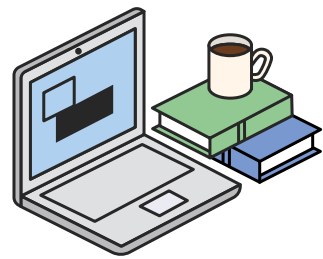
A designer must understand the context and function of a project, which requires an entrepreneurial approach rather than a classical training in applied arts.

Students must adapt to overcome challenges, drawing on personal culture and knowledge to find attractive, concrete and astute solutions.





École Intuit Lab



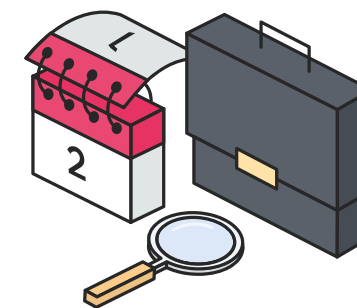
### EXPERTISE

Our academic programs are taught by a faculty of practicing designers and professionals attuned to the needs of the design industry and equipped to address the challenges set forth by the digital era, prepared to deliver more than just the theoretical foundations of design.



### CREATIVITY

Creative minds are given a chance to explore and enhance their skillset, to invent and reinvent, to create work that is unique and consequential with a unique artistic edge. Our learners see opportunities in challenges, creativity in constraints and inspiration in diversity.



### PROFESSIONALISM

Our approach does not just prepare students for the industry, it places them in the very centre of it. The courses of study are structured to deliver plenty of professional experiences, ranging from client projects and workshops to internships and apprenticeships.





## ACADEMICS

# An Industry First Approach

Our programmes propose a uniquely professional approach to curriculum. We introduce our students into the real world throughout their education, by cultivating a balance between training and experience; between theory and practice; and between academic and professional.

Through hand-picked, professional faculty members, regular workshops, exchange programmes and compulsory local & international internships, École Intuit Lab makes sure that every one of our graduates is ready for the professional world.

By bringing students in touch with their futures, we make sure that every student who walks out of our campus is ready for the professional world.



**Our range of undergraduate and postgraduate courses demand that you go beyond aesthetics and technical expertise to think intelligently, strategically and professionally about your contribution to the creative world.**





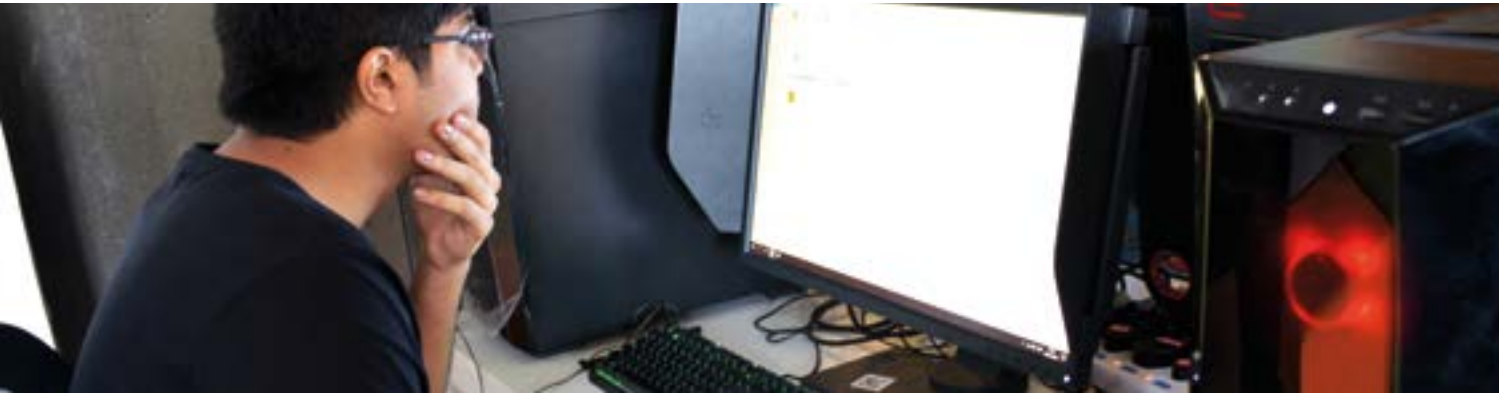
UNDERGRADUATE

# Visual Communication & Digital Design



UNDERGRADUATE

# Game Art & Design



UNDERGRADUATE

# Fine Arts



UNDERGRADUATE

# Digital Product Design



POSTGRADUATE

# Advertising, Design & Digital Communication





**UNDERGRADUATE**

**VISUAL COMMUNICATION**

**& DIGITAL DESIGN**

Technology and design together are leading the world through its most monumental transformation. In 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.

Visual Communication plays an important role in shaping our choices. This 4-year undergraduate programme trains students to infuse words and images with life and meaning, in ways that can persuade, educate, entertain or inform.

Our students complete the programme prepared for a variety of design careers in Art Direction, Digital Design, Brand Strategy, Typography, Advertising, Illustration, Communication, Graphic Design and a host of other creative specialisations.



Available at our Kolkata Campus as a Bachelor's Degree that is accredited by AICTE.





LAB 1

## Foundation Studies

This year serves as an introduction to the creative industries. The focus is on form, and its interaction with function. Students learn the fundamental principles of art and design, as the pedagogical building blocks for their future specialisations. They explore their creativity in a year-long personal project.

**Analytical drawing, Live model sketching, Outdoor sketching, Colour, Sketching, Creativity, Illustration, Visual Communication, Volume, Photography, Perspective, Human sciences, History of art, Project weeks, French**

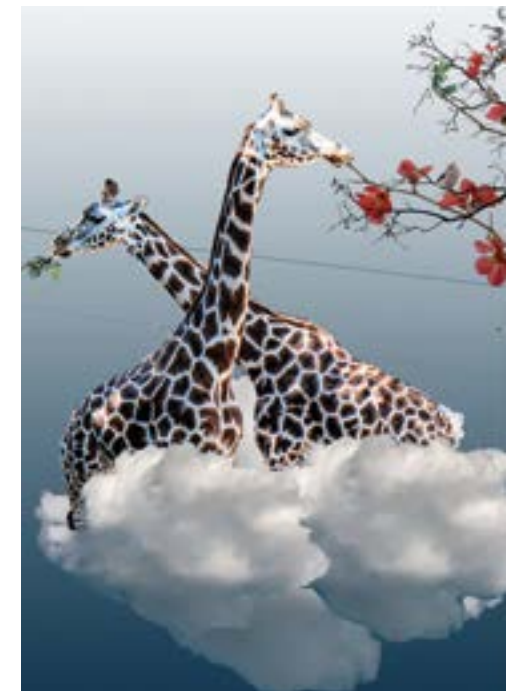


LAB 2

## Design Principles & Techniques

An important year of transition, students learn about the basic elements of visual and graphical communication; text, image and how they are related. Students participate in international workshops and intensive project weeks that combine conceptual methodology, technical training and research processes.

**Graphic design, Page layout, Typography, Web design, Computer graphics, Branding, Photography, Illustration, Creative writing, Motion design, Storyboarding, Graphic culture, Human sciences, International workshop, 3 day Print House internship, Portfolio, French**









# Short Internship

1-2 MONTHS

A summer internship at a design agency gives students their first taste of creative careers and processes of visual communication and digital industries. Observation and team participation introduce them to the challenges of applying creativity in professional contexts.



“

I made a few different logos and web banners for different projects and had fun learning how the process of website making works.

**SHREY SHAH**

Lab 2

“

I understood how an agency functions. One of the things I found most challenging is translating what the client expects into my design in the best way possible. I spent most of the hours ideating and visualising how the creatives will look.

**YOUSHA RATHOD**

Lab 2

“

The second and third week were amongst the busiest weeks. We were working on multiple artworks together. The company had faith in me and allowed me to access their website internally, so I tried my hand at a new software, although I was very nervous, I managed the task perfectly.

**MEHEK MEHTA**

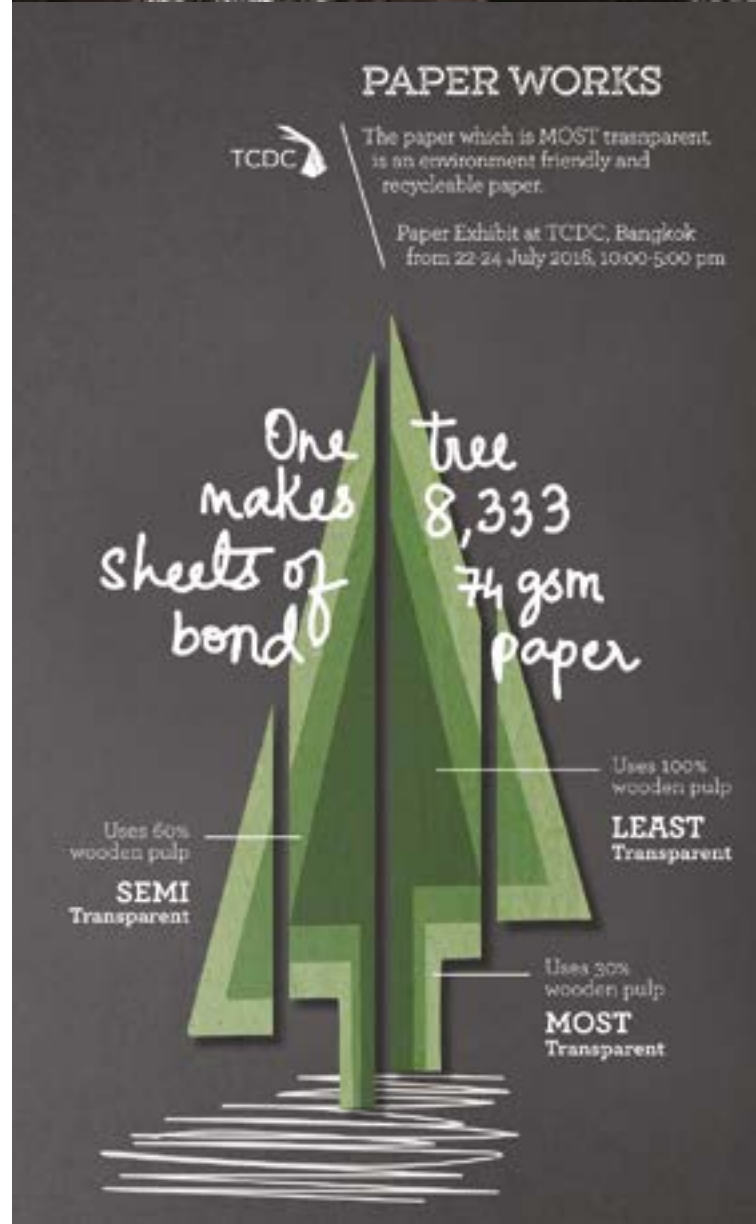
Lab 2

LAB 3

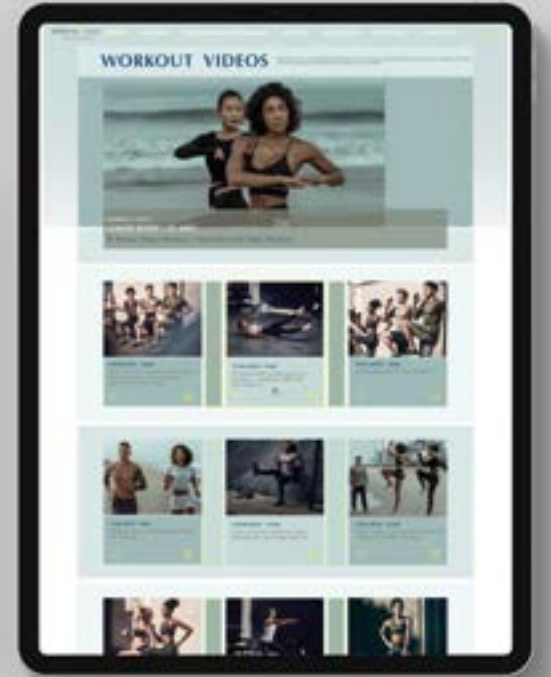
# Concepts & Communication with Design

Going a step ahead from the technical foundation given in Lab 2, students consider aesthetics and their relevance to the world. Through projects that involve teamwork and strategic completion of cross-functional live client assignments, students refine their ability to infuse creativity in concepts. They also have the opportunity to go for a semester-long exchange programme to France.

**3D, Computer graphics, Advertising, Editorial design, Motion design, Digital design, Packaging, Copywriting, Graphic design, Art direction, Human Sciences, Portfolio, French**







# Long Internship

## 4-6 MONTHS

An intensive semester-long internship in an agency in India or abroad gives students a chance to apply their experiences and expertise in a collaborative professional environment. Students in these internships work with professional teams and often take on full responsibility of client projects.



“

On the first day of my internship, I was introduced to all the clients of the firm.

**VEDANT HIRVE**

Lab 3

“

TDBstudios has added such value to my life!

**PANKHI KANANI**

Lab 3

“

I was lucky to have interned at India's best branding agency ABND for two months thanks to my school!

**KAVISHA BHANSALI**

Lab 3

“

I would like to thank École Intuit Lab for giving me such a good opportunity. We learnt things practically in a fun way, it was a great experience!

**VINEET JAYANTHI**

Lab 3

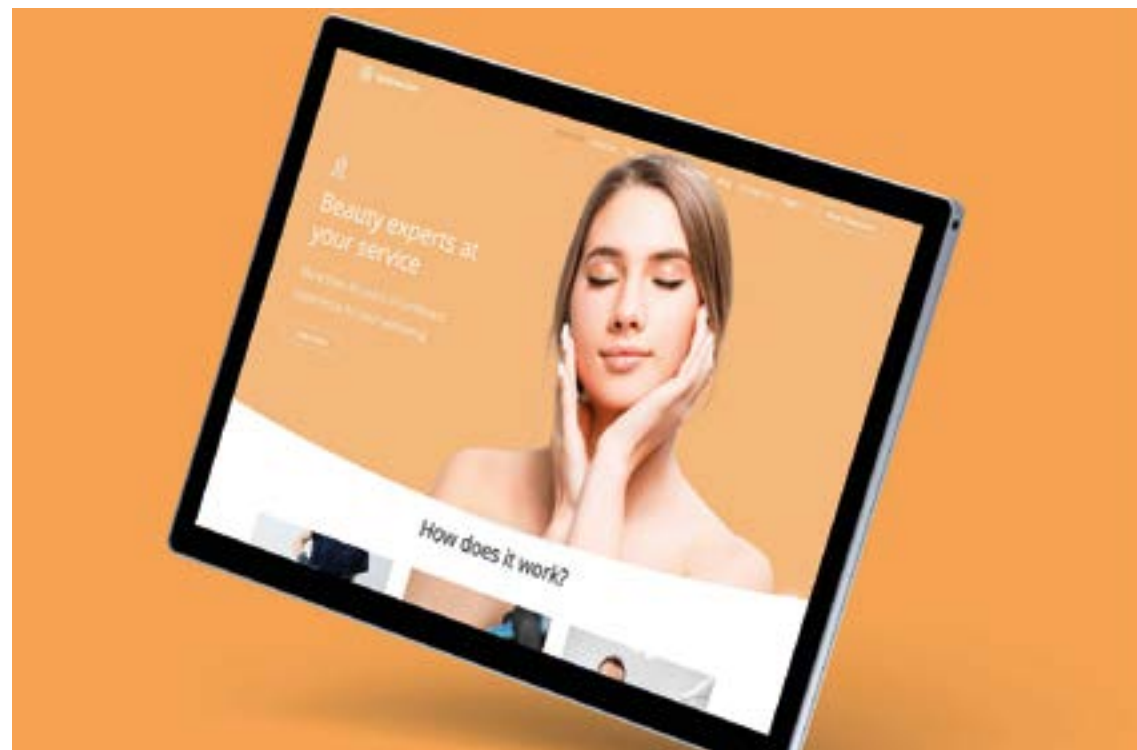
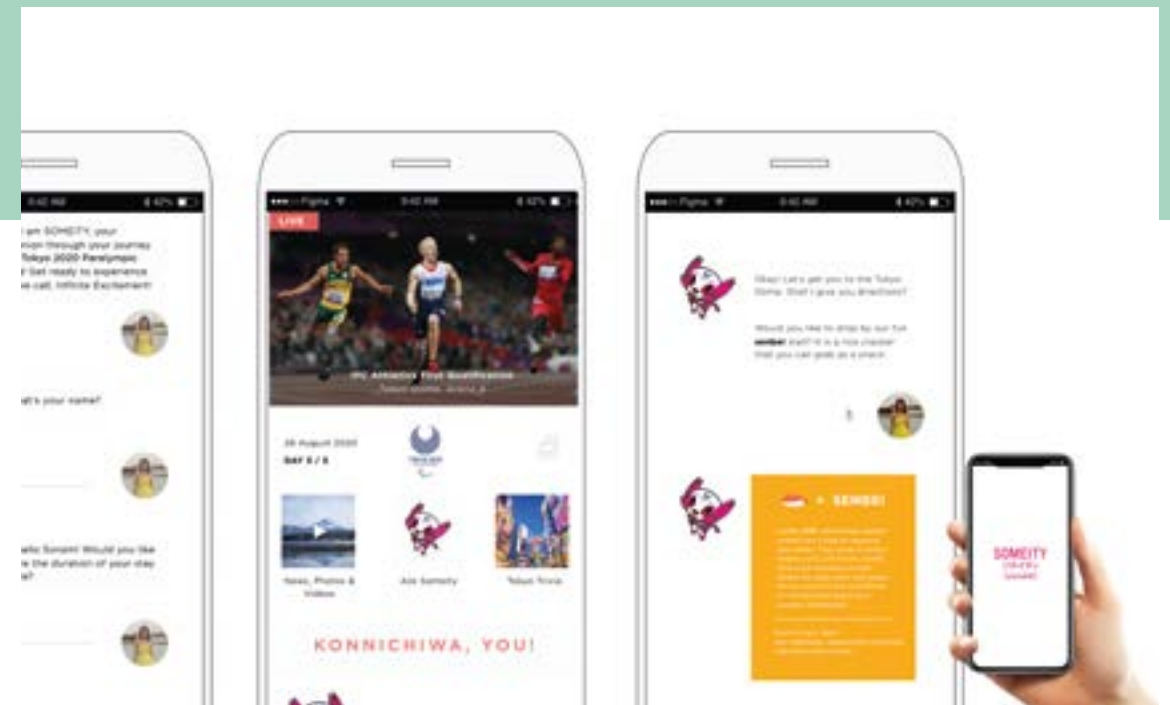


LAB 4

# Design & Brands in the Market

The last semester focuses on integrating economic realities and professional context with one's personal creative approach. An emphasis is placed on understanding competition, markets, clients and design strategy. Students work on a focused editorial project, as well as a grand project that requires them to address a brand problem through design. Our incubator setup, *The Kettle*, prepares them for an entrepreneurial ethos. Students finish the year armed with a curated portfolio, and work experience, with an industry-ready mindset.

**Visual identity, Brand strategy, Packaging, Editorial design, Digital Design, UI/UX, Storytelling, Master class, Grand project, International workshop, Portfolio, French, Start-up Incubator project**



# The Kettle

**From one-on-one interactions with Founders to being awed by inspirational entrepreneurship stories, Lab 4 students are given a unique opportunity to experience their own startup through our incubator, The Kettle.**

Incubator sessions are conducted by a wide range of young, successful professionals — giving students real-time insights into the industry and providing them with a set of elite contacts, grooming their networking skills.

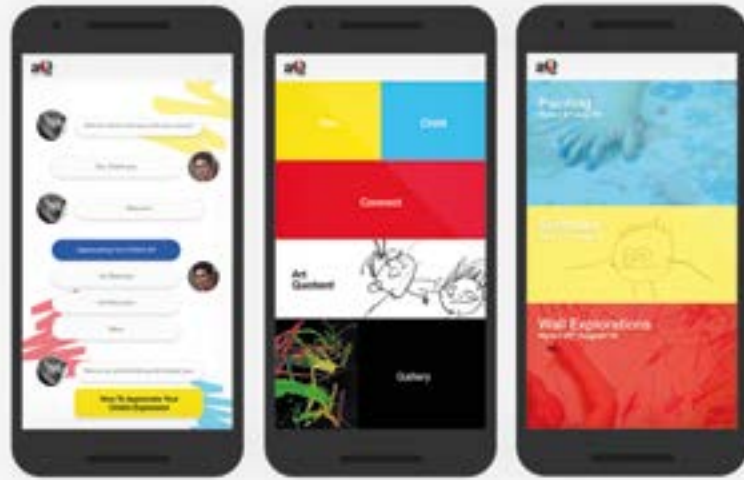
This programme is supported and supervised by Startup Reseau: a brand committed to training and connecting startups, enterprises and programmes.

Putting their knowledge into an actionable plan, the students culminate their journey by making Idea Pitch Presentations to a distinguished Jury.





ART QUOTIENT APP

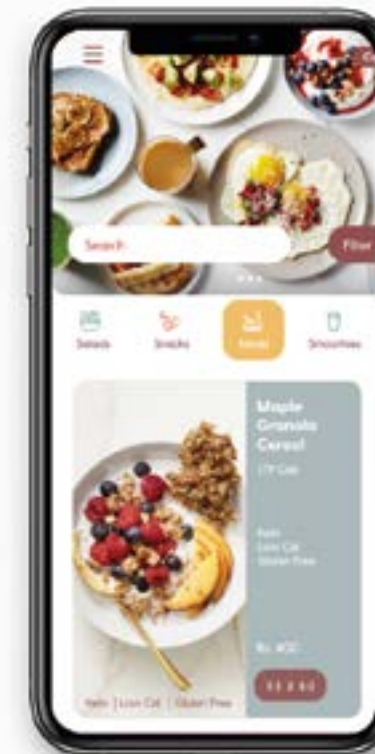


Maple Granola Cereal  
Keto | Low-Carb | Gluten-Free

Coconut | Walnuts | Puffed Seeds |  
Maple Syrup | Granola | Strawberries  
Flaked Almonds



12.99 | 400g





**UNDERGRADUATE**

**GAME ART & DESIGN**

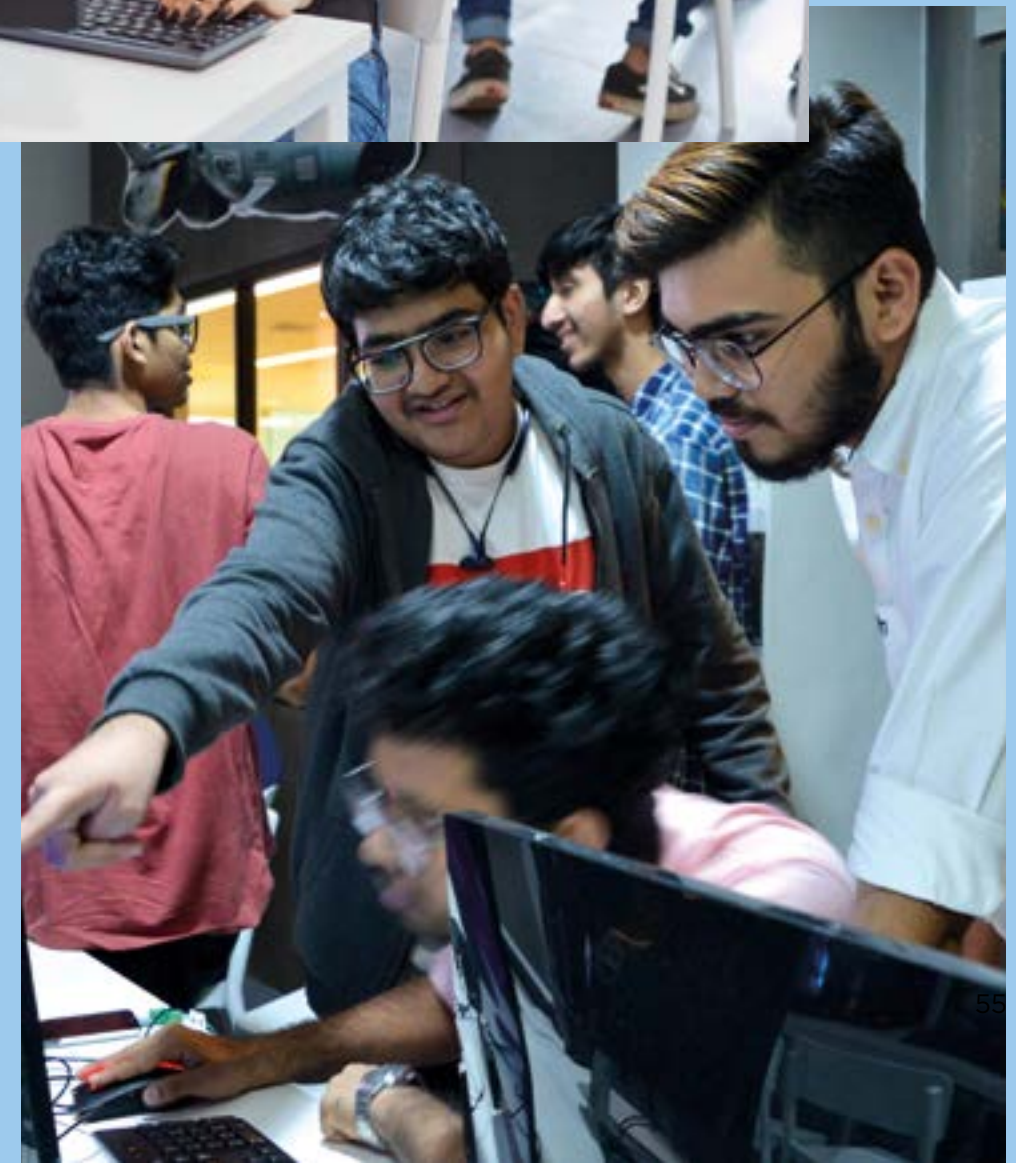
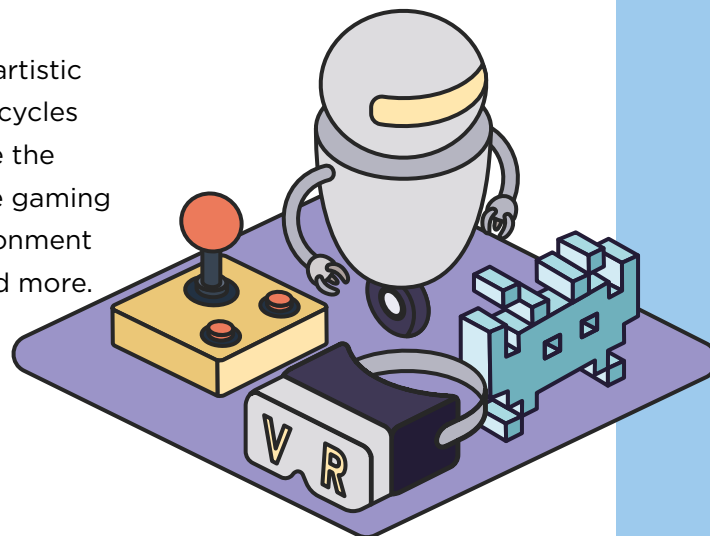
The creation and production of computer games has grown into a multibillion-dollar industry, not only entertaining millions of players but as a lever in the development of new technology, software applications and digital distribution.

Gaming began as etchings on stone walls, but today covers the spectrum from card and board games to computer and console games, and most recently AR and VR experiences. The ability of games to captivate players has made a strong influence on society and culture. This 4-year undergraduate programme focuses on digital gaming, trains students to conceptualise characters and stories, employs rules, levels and gameplay, creates a visual world for the game and ultimately, uses a wide range of technologies to produce the game.

With not only learning software technique and artistic expertise but being exposed to the production cycles and processes of games, our students complete the program prepared for a variety of careers in the gaming industry as concept artists, character and environment designers, 2D and 3D artists, level designers and more.

This programme and its curriculum has been created in collaboration with Ubisoft, India.

Available at our Kolkata Campus as a Bachelor's Degree that is accredited by AICTE.







## ABOUT

**Ubisoft India**

Ubisoft Entertainment SA is a French video game publisher with a rich portfolio of world renowned brands, including Assassin's Creed, Just Dance, Tom Clancy's video game series, Rayman, Far Cry and Watch Dogs.

The teams throughout Ubisoft's worldwide network of studios and business offices are committed to delivering original and memorable gaming experiences across all popular platforms including consoles, mobile phones, tablets and PCs.

“

Ubisoft India is proud to collaborate with one of the best art institutes in Mumbai. This initiative demonstrates our ambition to contribute to enhancing the new game talent in India.

Creativity and strong skillset are key in video game development; hence this unique curriculum supported by École Intuit Lab and Ubisoft will help to develop the right expertise for our industry. As a part of the course students will have the opportunity to exercise their learning during their practical internship with Ubisoft. The integration with our studios in Mumbai and Pune will allow students to be well prepared for the future career in video game.

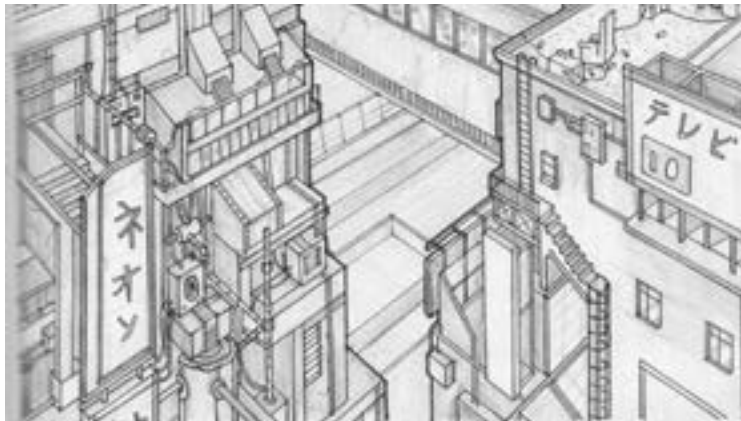
**SAMIRA CHABANI**

Human Resources Director at Ubisoft, India

LAB 1

## Foundation Studies

This year covers the visual fundamentals that will be essential for future game artists and game designers. The focus is on creativity, and artistic expression. Students learn the fundamental principles of design and the mechanics of successful games as the basis for their future specialisation.



**Non-Digital gaming, Analytical drawing, Live model sketching, Exterior drawing, Colour, Creativity, Illustration, Volume, Photography, Perspective, Personal project, Human sciences, History of art, Portfolio, French**

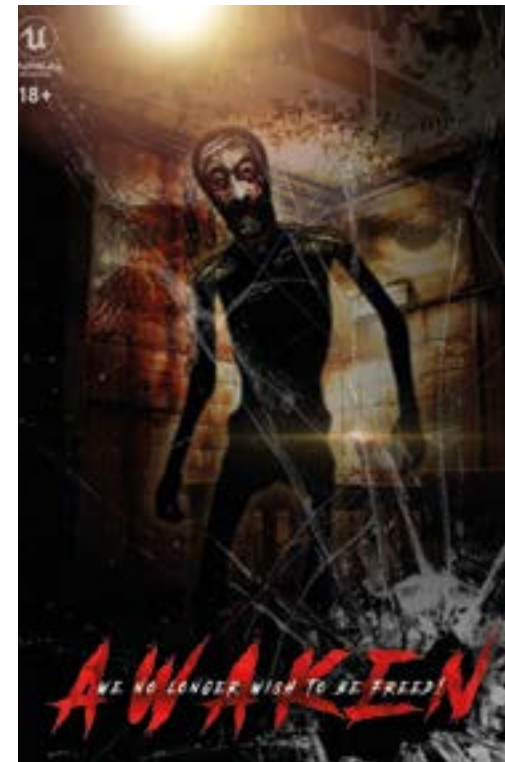


LAB 2

## Gameplay & Concepts

An important year of transition, students learn about the basic techniques of designing a game, conceptually and visually. Important techniques of 2D and 3D production, as well as game engine principles are taught all year long. Before the second semester students get to choose a specialisation in Characters, Concept Art or Environment Art. At the end of this year, we expect students to have a basic knowledge of the technical tools and to understand the specialisation chosen and the career opportunities therein.

**Global Culture, Gaming Culture, Game design & level design, 2D computer graphics, 3D Computer graphics, Character design, Introduction to Concept art, Environment design, Storytelling, Prototyping, Real time 2D-3D, Specialisation**





# Short Internship

## 3 MONTHS

A summer internship at a game production studio exposes students to the structure and processes of a studio. They observe various roles and responsibilities, team dynamics and leadership positions. They are given an opportunity to apply their specialised skills in real-world projects.



“

I have learnt a lot during my internship at Ubisoft India, and I'm glad it has made me a better version of myself.

**ADITYAVIKRAM JOSHI**

Lab 2

“

Working with Ubisoft fortified my fundamental skills and gave me the confidence boost I needed as an artist.

**ROHAN THORAT**

Lab 2

“

Being an art intern at Ubisoft for few months helped me understand the process and the right approach to game environment creation. Even though we did environment design during the internship, there were many fundamentals that I learned which I can use to be a better concept artist!

**AADITYA PANCHAL**

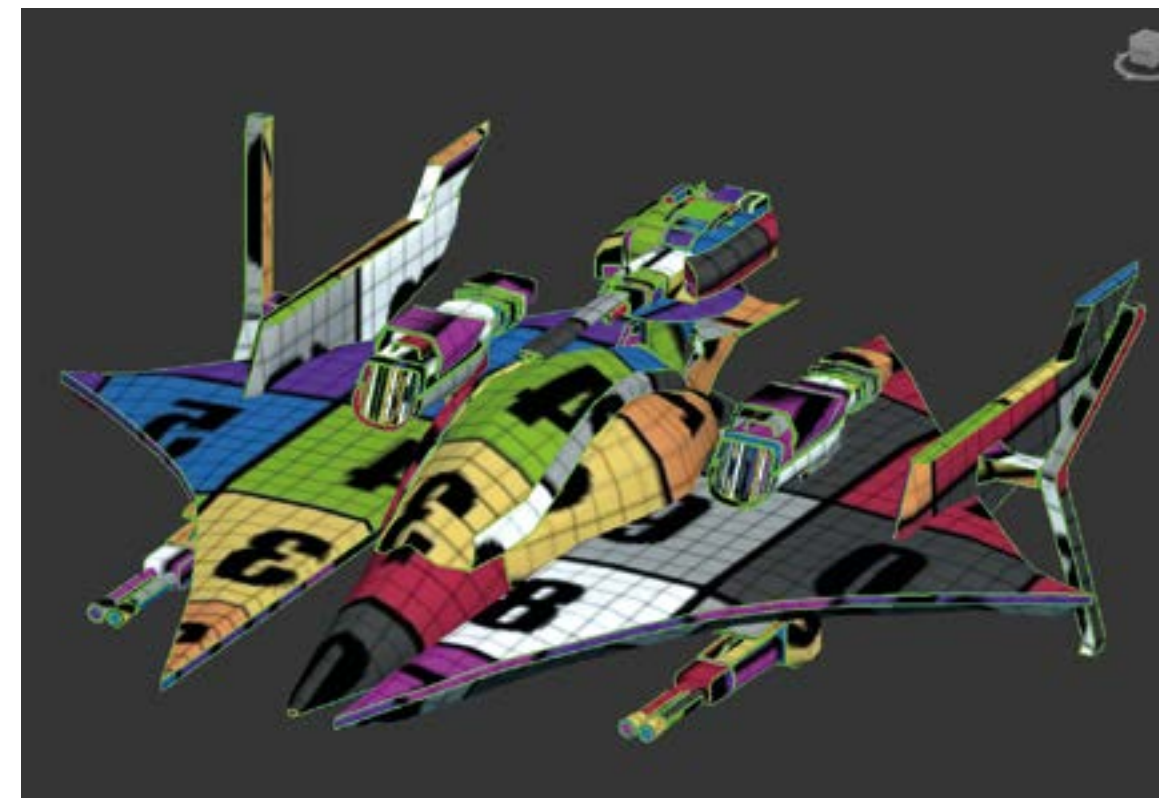
Lab 2

LAB 3

## Professional Game Design

Going further into their specialisations, students master their technical skills, building on previous years, and are introduced to the soft skills and production processes required by the industry, as well as upcoming technologies. Through projects that involve teamwork and strategic completion of cross-functional projects, students transform into industry-ready game artists and designers.

**Advanced 3D, Procedural generation, Pre-production, Production project management, Mediums & technologies, Artificial Intelligence, Storyboarding, Rigging/animation, UI UX, Art direction**









# Long Internship

## 6 MONTHS

**An intensive internship gives students a chance to take on greater responsibilities at their studio roles and carry out specialised work. They participate in the making of one of more games and integrate into the dynamics of their teams. For the first time, they play a key role in the game development process. Students have to document their internship by maintaining a blog and submitting a final internship report.**



# The Kettle

**From one-on-one interactions with Founders to being awed by inspirational entrepreneurship stories, Lab 4 students are given a unique opportunity to experience their own startup through our incubator, The Kettle.**

Incubator sessions are conducted by a wide range of young, successful professionals — giving students real time insights into the gaming industry and providing them with a set of elite contacts, grooming their networking skills.

This programme is supported and supervised by Startup Reseau: a brand committed to training and connecting startups, enterprises and programmes. Putting their knowledge into an actionable plan, the students culminate their journey by making Idea Pitch Presentations to a distinguished Jury.





OPTIONAL

## 4<sup>th</sup> Year Degree in the UK

**BA (Hons) Computer Arts** or

**BA (Hons) Game Design and Production**

A full year as an exchange student at Abertay University in Scotland completes the undergraduate track with a full Bachelor of Arts degree.

An honours project, from research and execution through to a dissertation, gives students an opportunity to fuse theory and practice to create a large scale portfolio of work, sensitive to critical theories, concepts and practices within their specialisation.

Modules dedicated to the creative industries help students prepare a strategy for employability, freelancing, or a startup. Students will examine the global marketplace for creative media, the development of business ideas, and the knowledge, expertise, and planning expected by employers and investors.



**Abertay is right at the heart of Dundee, combining all the advantages of a close-knit campus with the buzz of city centre life.**

Over 60 nationalities are represented on this world renowned campus. The faculty of researchers and practicing professionals promise to give students a wealth of opportunities for personal development: intellectually, professionally and individually.





**UNDERGRADUATE**  
**FINE ARTS**

**What it means to be an artist has evolved from a creator of aesthetics to a conveyer of thoughts, ideas and messages. Contemporary artists use their creativity and visual expression to share their visions and perceptions with the world.**

Art has become a powerful means of influence. Our 4-year undergraduate programme trains students not only to hone their skills in a variety of media but to use art as a platform to inspire thinking, start conversations and communicate with viewers.

Through personal practice, apprenticeship, an internship and exhibitions, students learn to channel their creativity to share ideas and messages with the world.

Ultimately, students are equipped to enter the world of contemporary art as confident professionals inspired to share their visions with the world.



Available at our Kolkata Campus as a Bachelor's Degree that is accredited by AICTE.







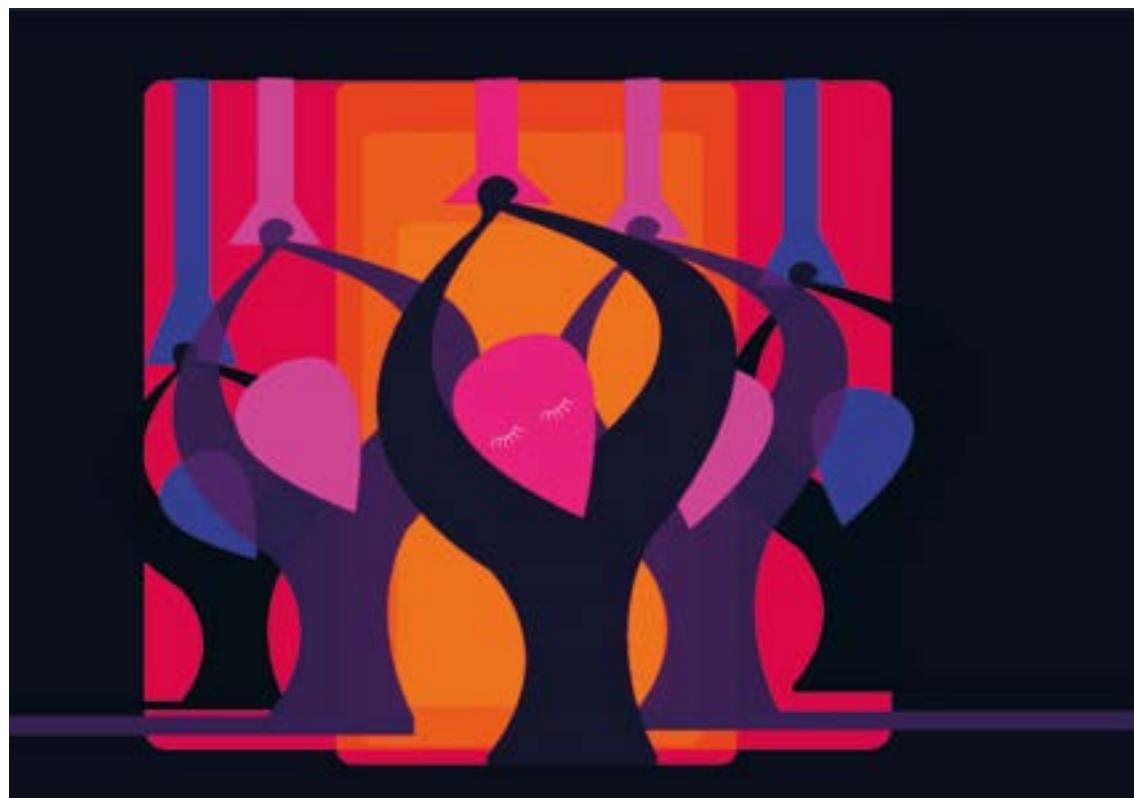


LAB 1

## Creative Foundations

This year serves as an introduction to the arts. Instruction and studio introduce students to the principles of visual presentation and basics of figure and form in drawing. Students are encouraged to explore ideas in progressively larger creative assignments.

**Analytical drawing, Live model sketching, Outdoor sketching, Colour, Sketching, Creativity, Illustration, Visual Communication, Volume, Photography, Perspective, Human sciences, History of art, Project weeks, French**



LAB 2

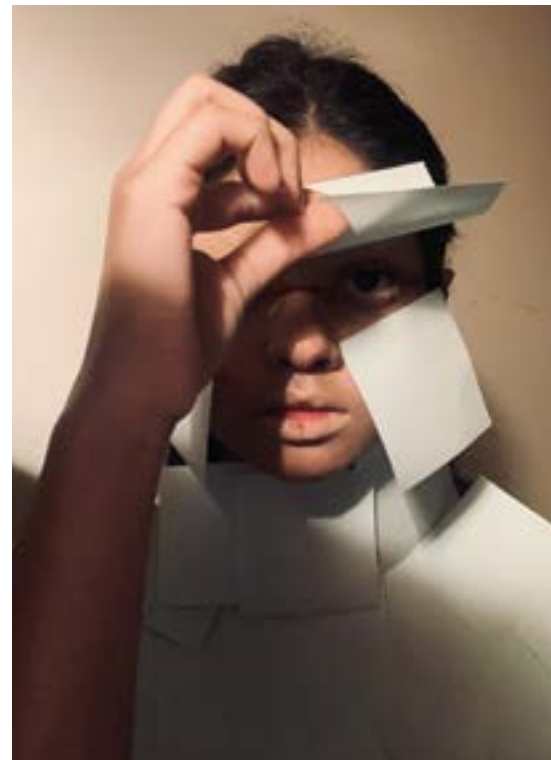
## Art in Context

The focus of this year is exposure; to historical and contemporary art and the messages that art is used to communicate. Students are encouraged to explore art styles and movements, as well as consider art as a tool for messaging. They will be asked to reflect on cultures, identities, societies, politics and the role that art plays in our lives, on a local & global scale through a short research project.

**History of Art I & II, Culture & identity, Affecting change through art, Theory & critique, Societies & politics, Expository writing, Art in India, The artist's journal, Interdisciplinary arts, Sculpture, Landscapes, Charcoal & Ink, Illustration, Portrait & Painting,**





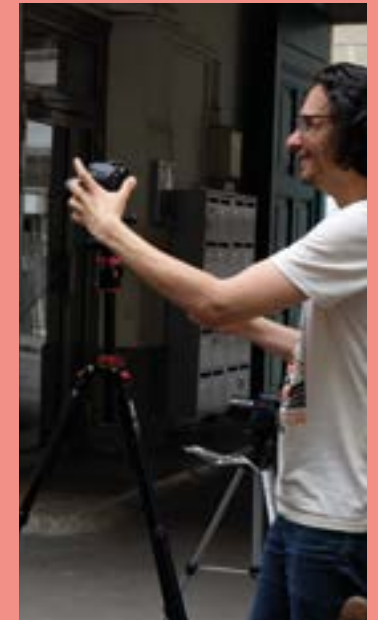




# Art Internship

## 4-6 MONTHS

A summer internship at a museum or gallery, with a focus on curation to experience art as a business. Students gain insights into the professional careers in art today. They experience how visitors and buyers react to art, the variety of reasons they seek out art, and how art affects them. They also learn how to select art, how to draw connections between the contemporary and historical and how to talk about creators and their creations.





LAB 3

# Art as Expression

The first semester is studio heavy, with exposure to a wide range of media. Classes include theoretical and practical components as students explore a variety of modes of expression. In the second semester, students choose 2 media specialisations and focus on using art as a means of expressing their messages, personal or collective. This is the year of skill mastery.

**Critical Studies -  
Advanced analysis,  
Semiotics & visual  
communication, Artists  
& their causes, Media  
specialisations to  
explore, Conveying  
your message in words,  
Symbolism & visual  
messaging, Creating a  
concept**









# Studio Apprenticeship

## 4-6 MONTHS

Students spend a semester working with an artist of their choice anywhere in the world. As an apprentice, each student will assist in all ways — be that in art production, communication, planning, networking, material sourcing or other. Students gain a full experience of what it means to have a career in fine art: the additional skills and resources they will have to acquire, the material and resource networks they will have to build, and most importantly, the artistic process of an individual.





## You as an Artist

The final semester is intended to develop each student's personal vision as a professional artist, and launch them into their careers. They will work on their own thesis exhibition of contemporary work, individually or in small artist collectives; as well as participate in seminars covering the business side of artistic careers.

**Positioning strategy, Pricing & selling art, Creating a personal brand, Your artistic voice, Digital platforms, Entrepreneurship in fine arts, Exhibition design, Collaboration and production in Creative industries, An artist's website, Artistic discourse, Talking to museums & galleries, Ethics in art, Art Law-intellectual property**









**UNDERGRADUATE**

**DIGITAL PRODUCT DESIGN**

**A synergy between pedagogy and professionalisation**

Our programme in Digital Product Design invites students to become drivers of the ever-present impact computational technologies are having on our lives by translating ideas to designs, and designs to functional products. They are tasked not just with the aesthetic demands of digital interfaces but with a value proposition, customer research, the creation of interactive prototypes and the fundamentals of digital product development. We create a dynamic, challenging and idea-driven environment that demands an innovative and entrepreneurial approach to the digital world:

The combination of conceptual and technical training at an advanced level for this highly interdisciplinary context prepares functional designers and creative problem solvers. Students complete the program equipped to manage the entire digital product life cycle. They have a keen eye for understanding the world and its needs, identifying opportunities, and responding with beautifully crafted and thoughtfully conceived user-experiences. Their exposure to complex systems, emerging technologies and integrated experiences prepare them for one of the most lucrative & in-demand design careers in the world.



Available at our Kolkata Campus as a Bachelor's Degree that is accredited by AICTE.



LAB 1

## Foundation

This year serves as an introduction to creative industries. It lets you explore the fundamentals of drawing, colour, narration, visual and creative expression, image, volume, and more. Students learn how to observe, frame, compose, tell stories, and also to discover themselves. Little by little they organise their passion into professional dreams.

**Analytical drawing, Perspective, Object drawing, Sketching, Outdoor drawing, Colour, Creativity, Illustration, Human Interactions: Games, Storyboarding, Volume 3D & 2D worlds, What is the Internet, Photography, Cinematics, Humanities, Art History**



LAB 2

## Design in Context

Students learn to use their fundamentals of aesthetics to craft the relationship between image and text. They work with colour, type, hierarchy, shape and proportion to create intentional visual representations of ideas and messages. As they delve further into modern visual history and contemporary design, their approach design conceptually, technically and graphically.

**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**

**Notions of Game Art, Notions of Fine Arts, Notions of Graphic Design**

*(choose one minor)*





# Short Internship

## 1-2 MONTHS

A summer internship at a Digital Product Design based company exposes students to the structure and processes of a product design. They observe various roles and responsibilities, team dynamics and leadership positions. They are given an opportunity to apply their specialised skills in real-world projects.





LAB 3

## Expanding Digital Explorations: Interfaces as a Medium

Expanding Digital Explorations: Interfaces as a Medium Delving further into the technical foundation of Lab 2, students translate their ideas into designs. Through projects that involve teamwork and strategic completion of cross-functional live client assignments, students are guided through digital design principles, with a focus on user experiences. They learn to use industry-grade software to craft models, and convert those to interactive prototypes for testing. They will also use code, data and digital tools to express and deliver their creative ambitions.



**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 Back-end systems: and introduction to forms, functions and databases, The Product Pitch, Emerging Tech (IoT, Virtual Reality, Arduino), Copywriting for Digital, Digital Product Project Management**

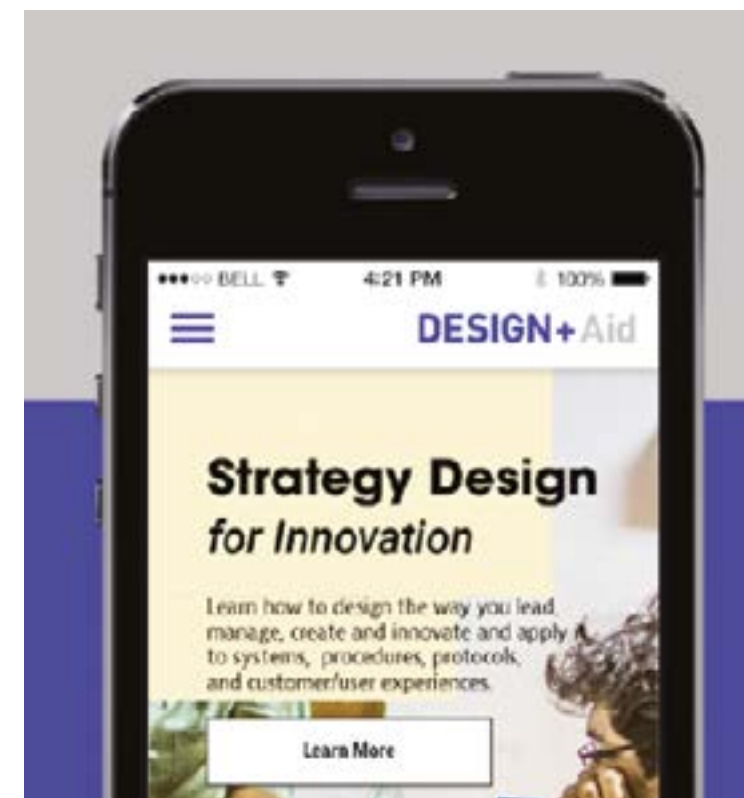
**Notions of Game Art, Notions of Fine Arts, Notions of Graphic Design**

*(choose one minor)*

LAB 4

## Innovating for Digital: Interfaces as Products

This year gives students both solid professional foundations and networks as well as the capacity to approach the digital landscape with an entrepreneurial mindset. Whether they are to ultimately craft their own products or work as designers and consultants within digital product teams, they will learn to evaluate value proposition, identify what is being “sold” and the ways in which they can capitalise on creative design to deliver engaging digital interfaces with clear end-user benefits.



**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**

**Notions of Game Art, Notions of Fine Arts, Notions of Graphic Design**

*(choose one minor)*

# Long Internship

## 6 MONTHS

This semester-long intensive internship at a digital design agency, digital startup or with a world leading Digital Product Brand gives students a chance to apply their experiences and expertise in a collaborative professional environment. They integrate fully in teams, with opportunities to take responsibility for a part or whole of a client.



# The Kettle

**From one-on-one interactions with Founders to being awed by inspirational entrepreneurship stories, Lab 4 students are given a unique opportunity to experience their own startup through our incubator, The Kettle.**

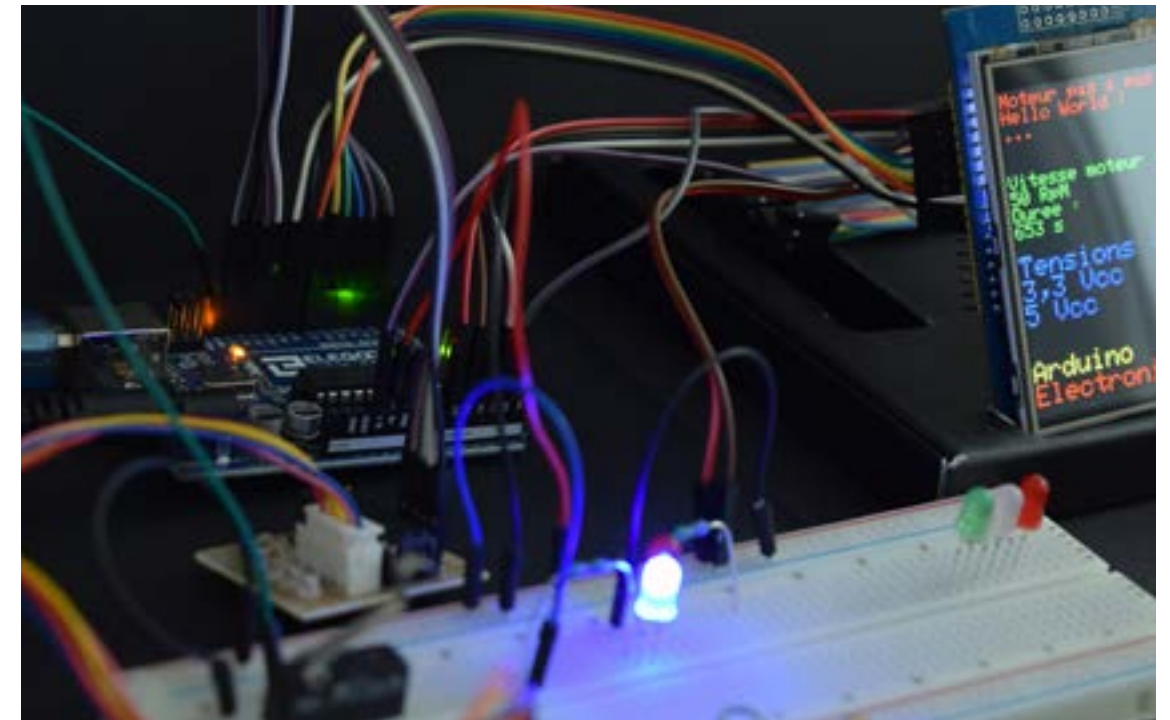
Students are required to identify a business problem and perform research to understand how customers think and behave related to the problem.

They will identify an opportunity for a digital product within the product space (this idea must be unique but may not be revolutionary — eg Delivering news in new and better adapted formats can count).

They will then dedicate the year (individually or in a group of up to 3) running through the entire Digital Product Design process for this idea: from research, user enquiry, pitching ideas, designing, prototyping, testing and at least preliminary development. Two mid-project juries will help students along, and their final pitch will be to a team of viable investors: this could be the start of their career.









**POSTGRADUATE**

**ADVERTISING, DESIGN**

**& DIGITAL COMMUNICATION**

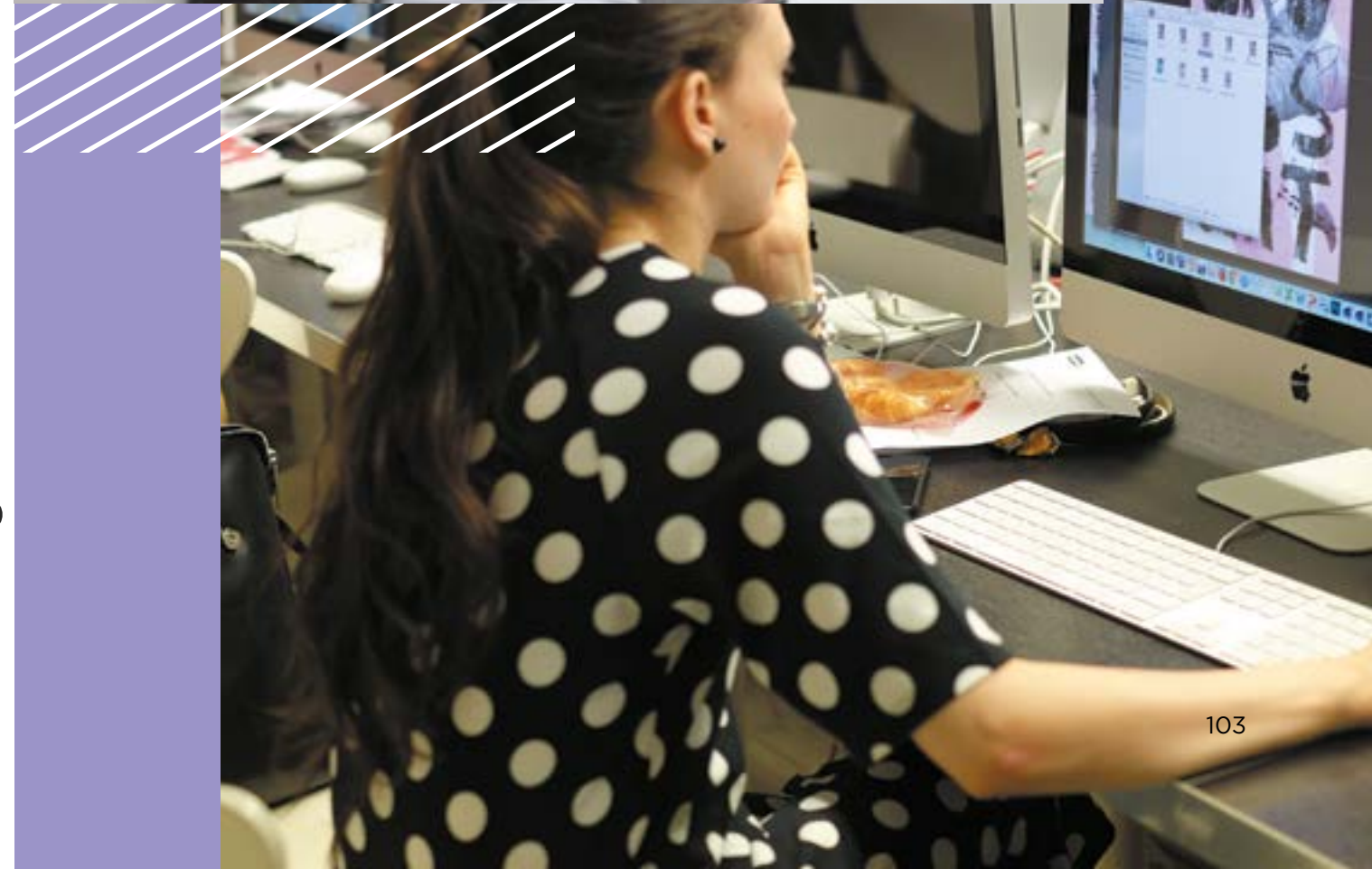
**Establishing communication through the understanding of design, branding, multimedia, and advertising strategy.**

This full-time 18 months programme provides an in-depth understanding of Advertising, Branding, Design, Digital and Communication Strategies.

The intensive nature of this programme extends the capacity of creative minds and transforms them into innovative professionals. They are equipped to partake in global marketing and communication campaigns as designers, strategists, art directors and above all, powerful communicators.



Available at our Kolkata Campus as a Master's Degree that is accredited by AICTE.





**SEMESTER 1**

**Foundation Studies**

Students are given an introduction to the advertising industries. They focus on the fundamentals of modern advertising through tools and technology.

This is done through a study of the fundamental principles of art and design, as the building blocks for their specialisation.

**Creativity, Graphic Design, Editorial Design, Computer Graphics, Branding, Visual Expression, Marketing, Social Medias, Web Design, Creative Writing**



**SEMESTER 2**

**Concepts, Communication & Design**

Students gain a stronger mastery of the basic elements of visual communication; text, image and how they are related. Students participate in international workshops and intensive project weeks, and work as a group through a structured sequence of projects that emphasise cross-cultural communication. They manage using creativity as an expression for concepts.

**Graphic design, Editorial design, Computer graphics, Brand design, Digital marketing, Social medias, Copywriting, UX Design, Art direction, Motion design**

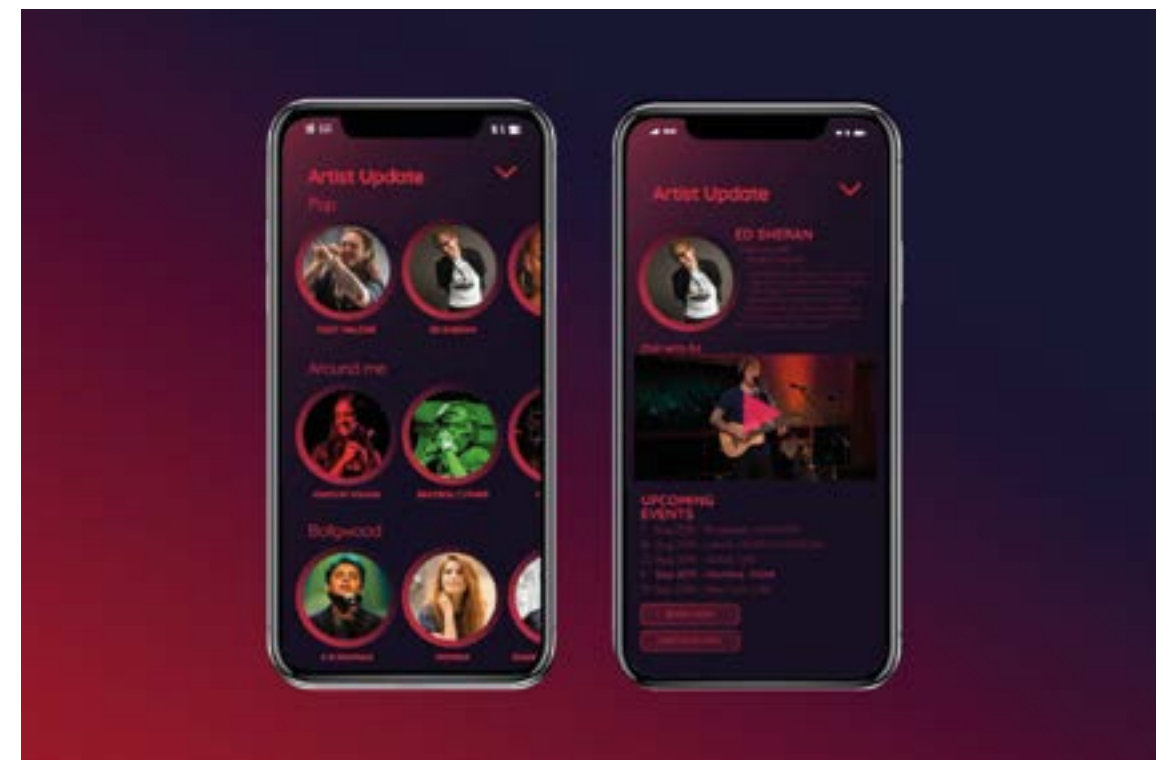
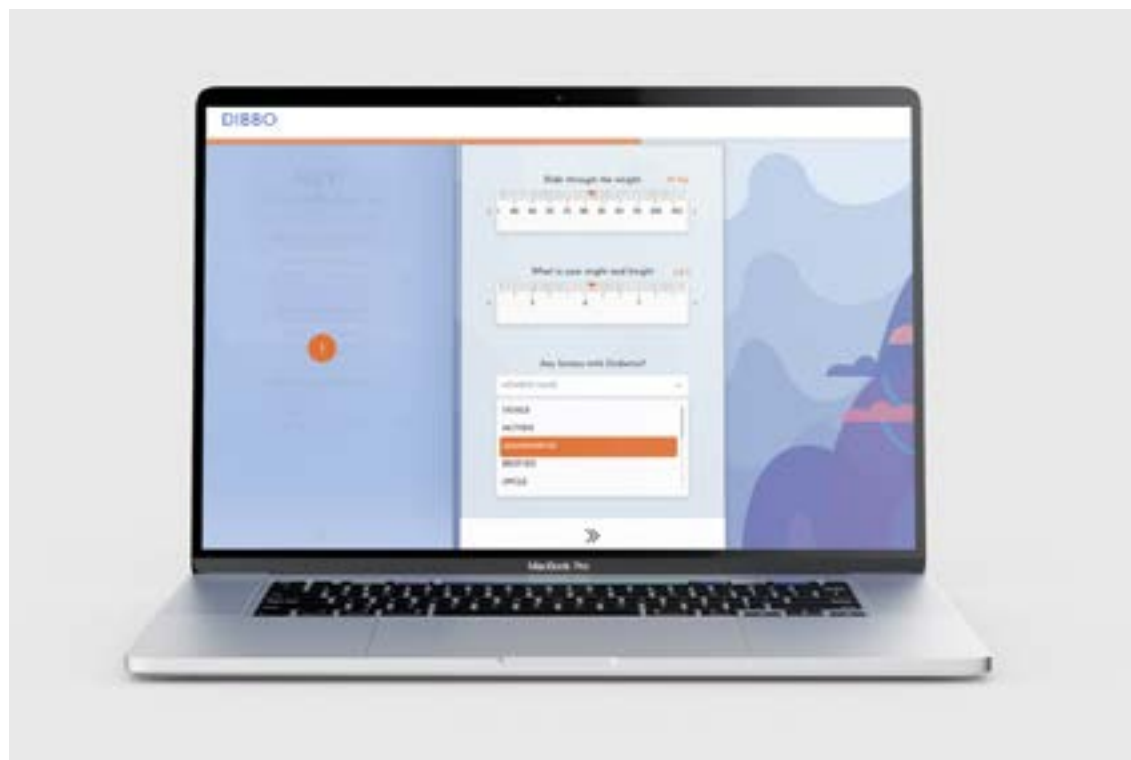
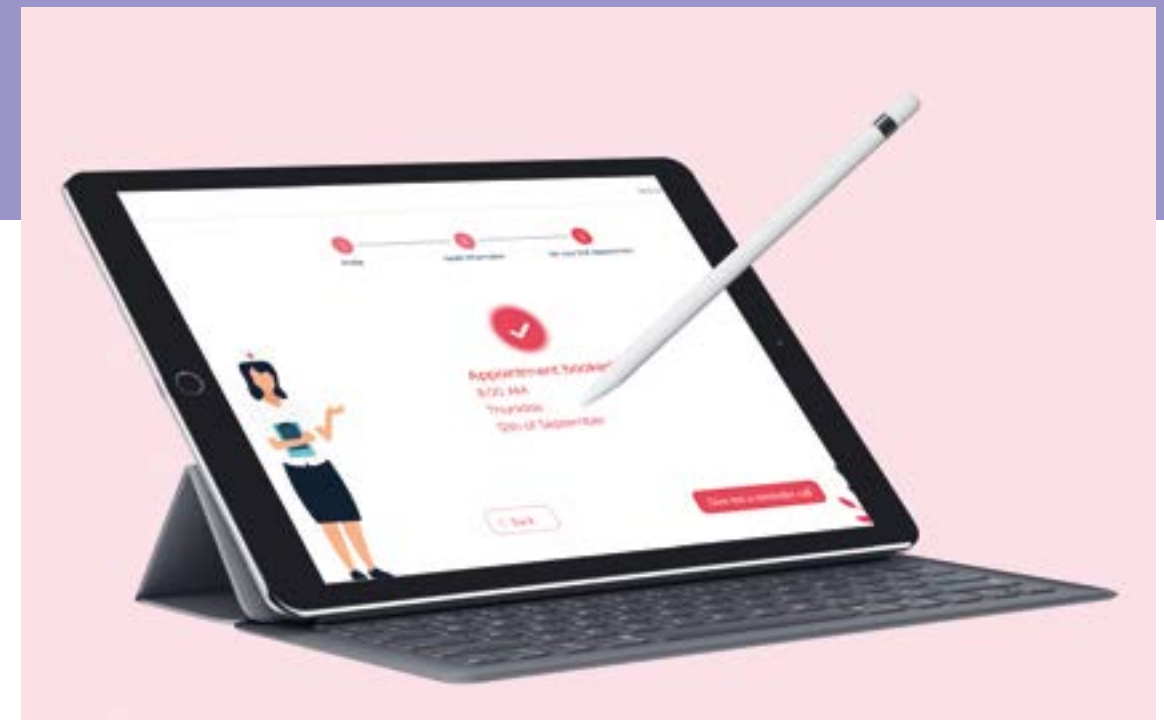


**SEMESTER 3**

**Professional Training**

The pedagogy used in this last semester focuses on integrating economic realities and professional context with one's personal creative approach. An emphasis is placed on understanding competition, markets, clients and design strategy. Students work on a focused editorial project, as well as a grand project that requires them to address a brand problem through design. They finish the year armed with a curated portfolio, background experience and a mindset ready for the industry.

**Digital Graphic Design,  
Visual Identity, UI Design,  
Digital Marketing,  
Digital Art Direction,  
Advertising, Advanced  
Motion Design,  
Entrepreneurship**





# Industry Internship

**3-6 MONTHS**

A required internship in a top agency of design or advertising ends the programme, giving students both a look through the window of creative industries and a foot in the door of their professional advancement.



“

Working on a UI/UX project for one of India's biggest conglomerate's digital platforms and designed a few videos for a Design Pitch towards an international brand at Landor!

**SIDDHANT HARIANI THORAT**

Lab Pro

“

I did everything inside and outside my job role and I am really proud of my journey. This journey has taught me a lot and gave me some amazing friends to hold onto for life. I appreciate every moment I spend and I'll never forget the days.

**NIHALI CHHEDA**

Lab Pro

“

I got to do research and referencing for animations of mobile websites & apps. Ideated on how I would design the scroll and how to make it interesting and engaging for the users!

**SANIKA JAIN**

Lab Pro



## INTERNATIONAL OPPORTUNITIES

# Explore the World

Anchored in the belief that exposure is key to broadening students' minds, we offer innumerable opportunities for students to interact with the world beyond them. Through our vast international network, we organise international workshops and masterclasses, exchange programs, travel and internships, for students to cultivate an understanding of other cultures.

As they explore unique perspectives, meet other artists and designers, and get introduced to historically and aesthetically significant cities, our students develop not one, but many cultures. They become truly international creative citizens of the 21st century.



Soak in languages, styles,  
cultures and perspectives  
from across the oceans



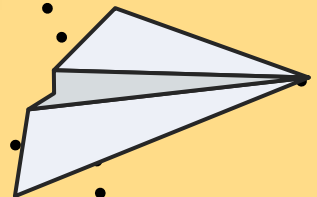
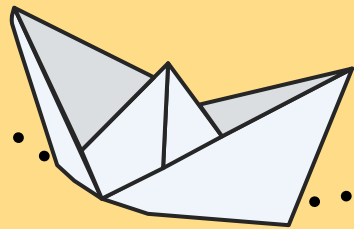
New York, USA



Mexico



Paris, France





## Study Abroad

Most of our undergraduate programmes offer a semester abroad at one of our own international campuses. Students can choose to take this semester in Lab 3. In addition to creative classes, we offer practical learning and language classes. Amongst the students and faculty on campus, students can explore the local culture and absorb a different aesthetic sensibility. A two-week stint abroad is also offered to all students in Lab 3, visiting both of our campuses in France.

Students have the opportunity to immerse into the creative culture of various countries through ten to fifteen days trips, punctuated by educational workshops. Amongst the destinations on offer are Paris, Aix-en-Provence and Mexico.

“

**Working in Paris gave me a very different and fresh perspective about my job. I went and saw how detailed and precise everything in branding is.**

**In India, graphic design is still new, but after interning abroad I realised the seriousness of my job. I am a proud alumnus of École Intuit Lab!**

**KARANJIT NARANG**



“

**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!**

**TVESHA SHAH**



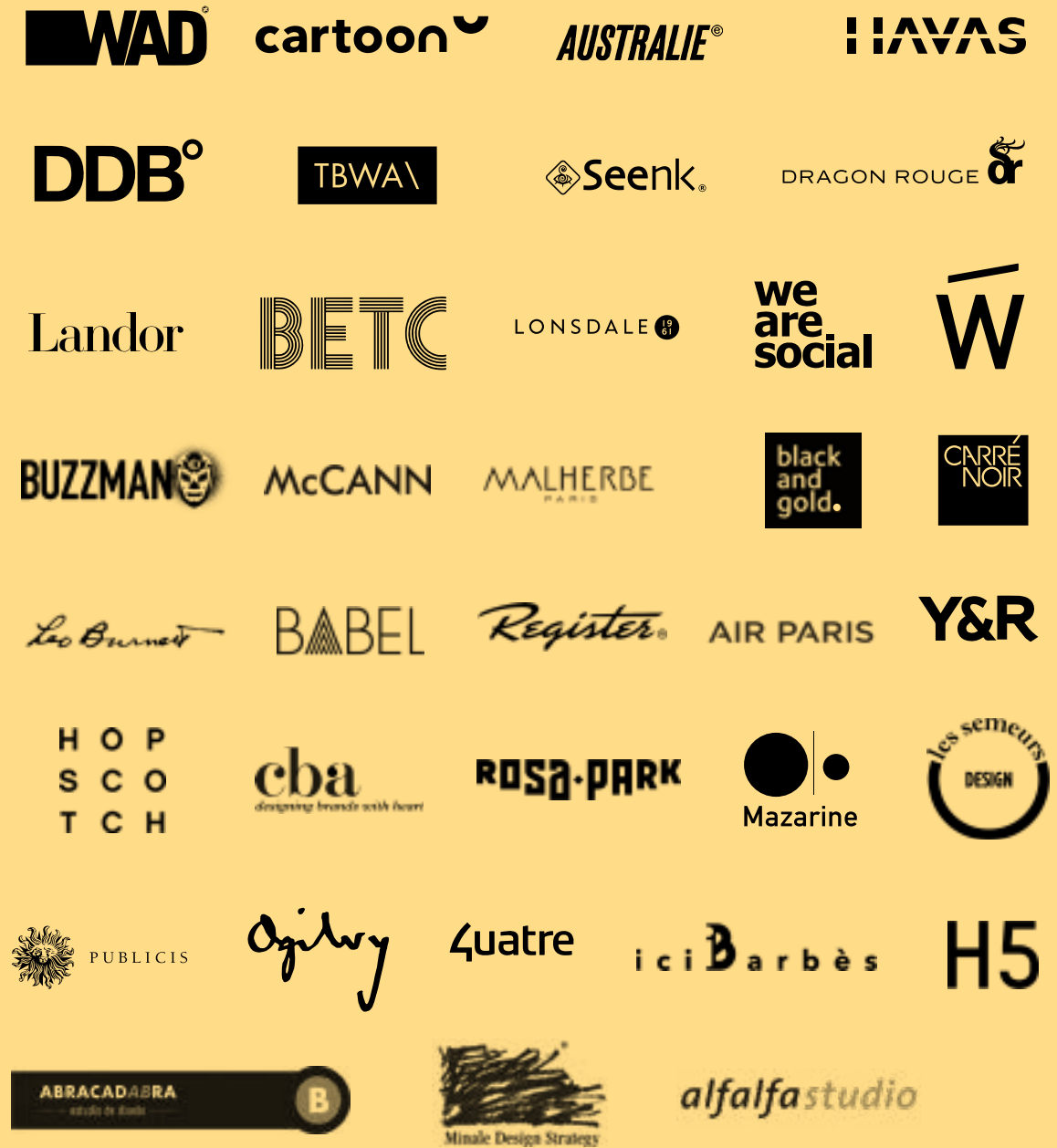


## Internships across the world

Our longstanding partnerships with agencies across the globe give our students a network of international choices for their internship. A unique exposure to foreign workplaces widens not only cultural perspectives but offers new approaches to work, organisation and process that students can incorporate into their own methods wherever they may go. For a number of our students, these first steps abroad have turned into long-term posts across the world.



our students have interned at...



## Bringing the Campus to our World

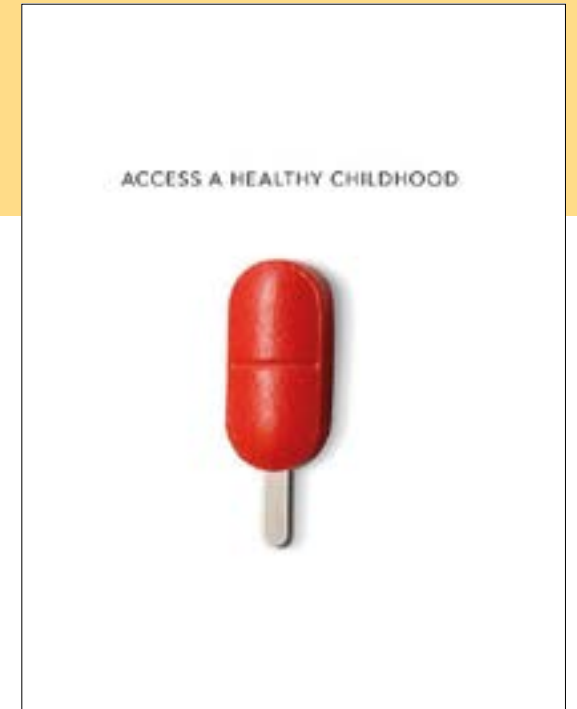
We have made it our mission to not only give our students an opportunity to head overseas, but to bring the continents to them. Over 200 professors and professionals alike have joined us in week-long International Workshops at the campus. We have also conducted numerous international masterclasses virtually where our students get to learn and interact with global industry leaders directly.



## Joining the International Creative Community

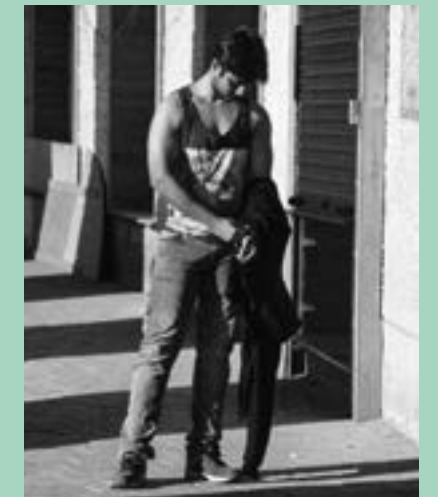
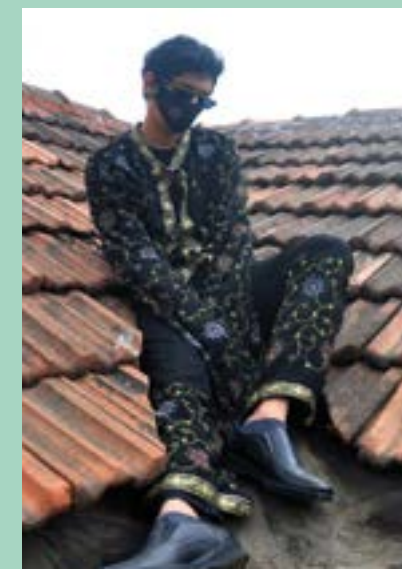
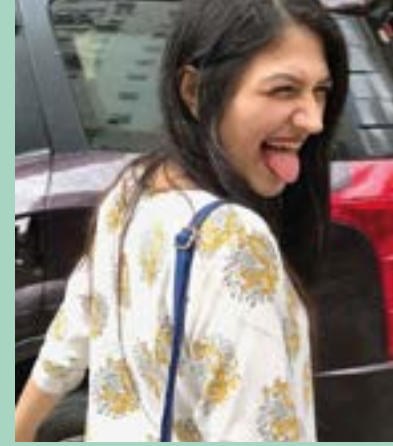
Every year, our students participate in global design workshops and competitions placing themselves amongst young artists and creatives at the forefront of their industries. Judged by some of the most accomplished juries in the world, we are proud of many winning entries from our students.

poster for tomorrow





**Writers, Thinkers,  
Engineers, Bankers,  
Photographers,  
e-Gamers, Accountants,  
Bloggers, YouTubers,  
Lawyers, Tattooists,  
Psychologists,  
Videographers, Textile  
Designers, Gemologists,  
Architects, Singers,  
Dancers, Entrepreneurs  
... have all joined  
the École Intuit Lab  
creative journey.**







## STUDENT LIFE

# A Human Scale College

For students, École Intuit Lab is more than a college: it is a place of fulfilment, creative emulation, and enriching dialogues with professionals. It is a meeting point for talented minds, where creativity thrives and ideas are born, fuelled and realised collaboratively.

Strong friendships are created, nurtured by team work, active extra-curricular lifestyles and real world interactions. These close relations create a safe, happy environment to allow for personal exploration.

Beyond this, students are encouraged to participate in many international opportunities to discover cultures, mindsets and approaches that differ from their own, preparing them to contribute to a global community.



A warm environment that emphasises individual interactions and personal growth

In keeping with the belief that exposure and experience lead to wholesome learning, our campus is always alive beyond the classroom.

From exhibitions and workshops, to student clubs, professional visits and year round recruitment events, we keep our students engaged in creativity beyond academics. We relentlessly innovate, collaborate and connect to turn creative talent into careers.



## StuClub

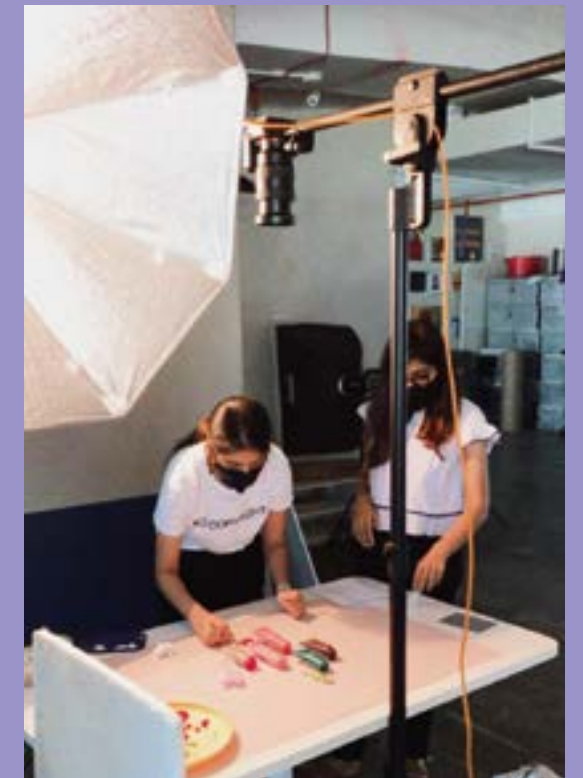
Students can get more involved in campus life through the StuClub. (Students Club)

StuClub's mission is to organise cultural events and create social links between students. They organise events and activities in a non-school setting, contributing to the warm atmosphere at the school.

Engagement with StuClub unites students across different programmes and different years, empowering members with better social networking skills. Members learn to manage a budget, negotiate, plan and carry out projects like in the professional world.



**Students find themselves placed in prime design and art direction positions in the industry right out of school, or undertake their own entrepreneurial ventures.**







**+98%**  
of our graduates find their  
first job immediately after  
graduation

OUR ALUMNI

# Step into the Industry

The recurring real-life, professional exposure to the students in their academic curriculum means that they graduate ready for the industry. Given the tremendous importance we place on the placement of our young graduates, we have built a diverse network of over 1000 agencies, studios and professionals across the world. This network is accessible to the students not only when they seek out projects and internships but at our annual recruitment fairs.

Based on our many years of experience and commitment to accompanying students through their individual professional ambitions, we cater to placements in a personalised way.

Our faculty can guide students to find the scale and style of agency that is the best fit for them, or mentor them through an entrepreneurial venture of their own.



“

**I was thoroughly impressed by final projects that were made by the students. The kind of thinking and research that had gone behind each project, the work they had put in and most of all the final solutions that came were impeccable and beautiful. École Intuit Lab, your students have a bright future ahead!**

**SONAL DABRAL**

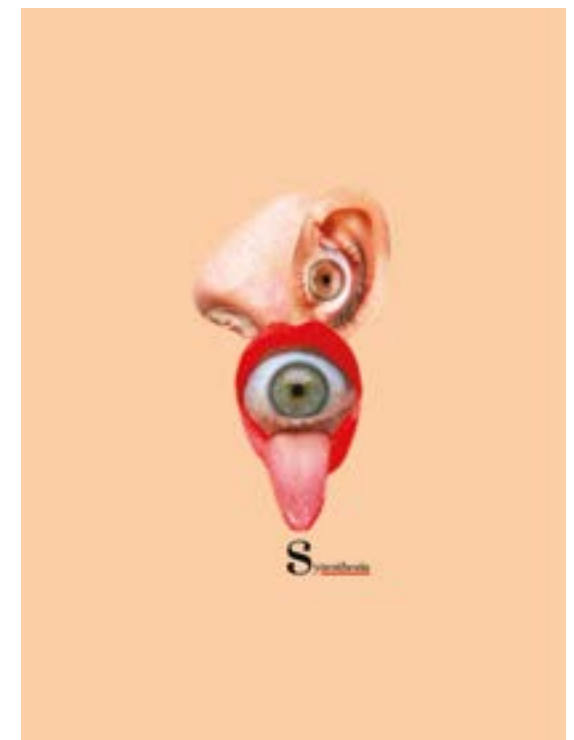
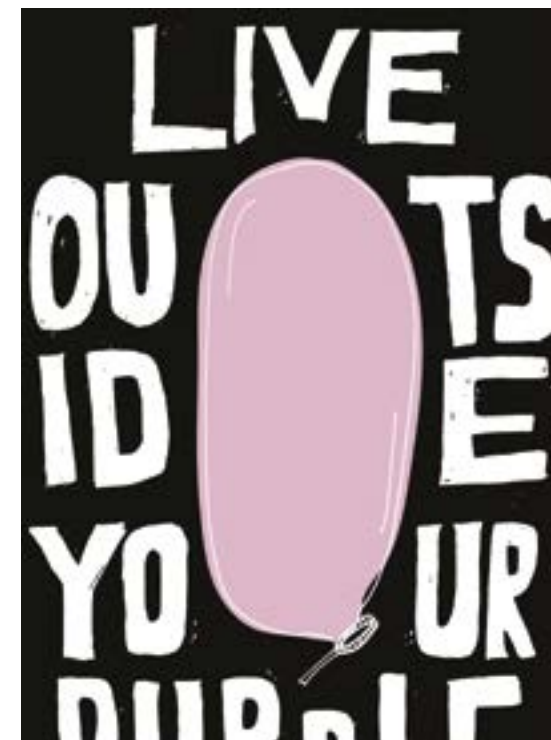
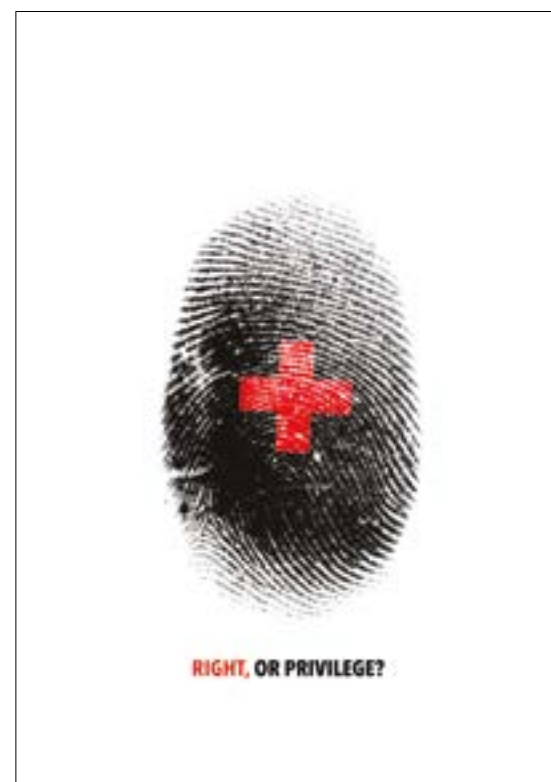
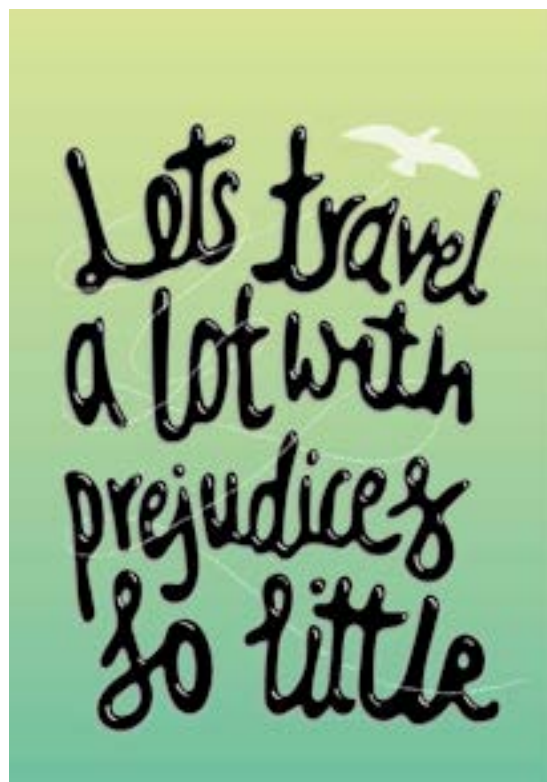
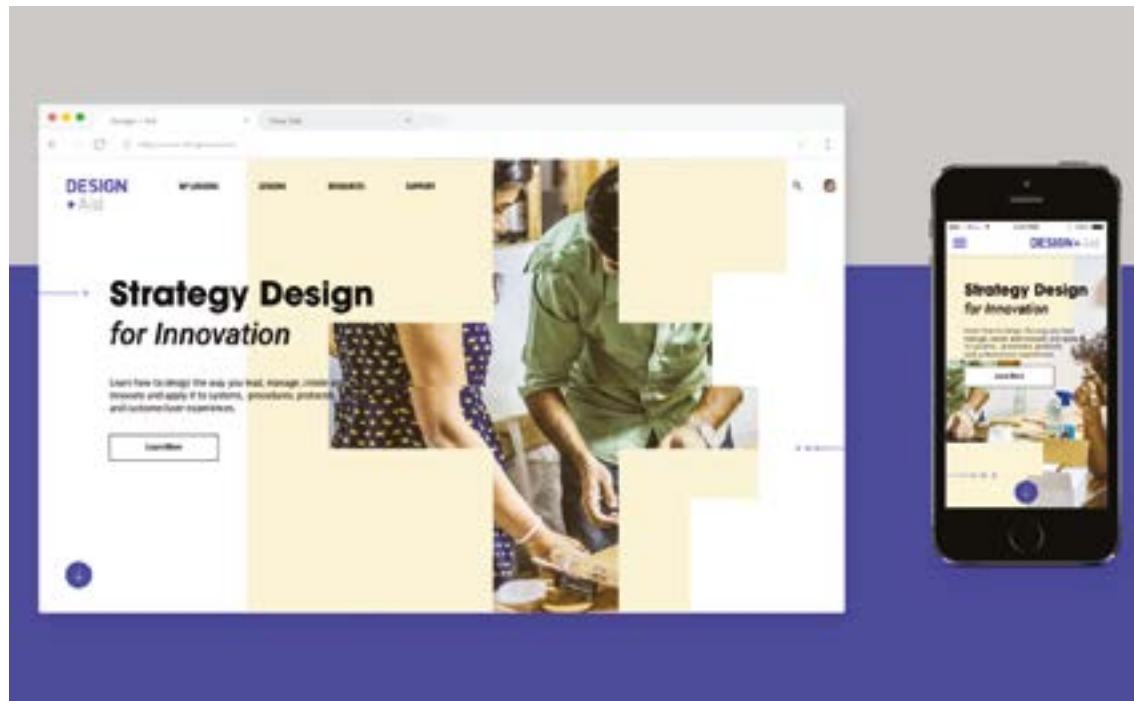
Former Chief Creative Officer South East Asia at Ogilvy/ IAA Creative Agency Leader of the Year

## Designer, A Key Role

Our daily lives are punctuated by numerous unnoticed details, behind which lie a designer's job: a poster in the metro, payment with a banknote, reading a magazine, opening a cake box and much more.

A wide palette of creative careers forms an integral part of our environment. Designers have a responsibility towards society. It is the designers duty not only to facilitate the use, the reading, the promotion and understanding of messages but also to adopt an aesthetic outlook in keeping with the tastes of their contemporaries.

The perfect designer is a creative personality, sensitive listener, fine psychologist, and harbours curiosity for the world around.





## Admissions

### Eligibility

Students who have completed grade 12 or higher, who have a passion for design and a flair for creativity can apply to our undergraduate programmes.

Students who have completed an undergraduate in any field are eligible to apply for our postgraduate programme.

Students may also apply as transfer students from other design programmes.

Contact [admissions@ecole-intuit-lab.com](mailto:admissions@ecole-intuit-lab.com) for details.

### Admission Process

Students will be subjected to a creative intelligence test, personal interview and portfolio evaluation.

- 1 Fill the online application
  - a Upload necessary documents
  - b High School/Graduation Transcripts
  - c Address Proof
- 2 Pay application fee
- 3 Register & take the creative aptitude test
- 4 Come in for an interview
  - Bring a creative portfolio\* if you have one.

\*required for students transferring to Lab 2+





### MUMBAI

DGP House, 4th Floor,  
88C Old Prabhadevi Road,  
Prabhadevi, Mumbai 400025,  
India

+91 98 1966 9774,  
admissions@ecole-intuit-lab.com



### KOLKATA

20, DN Block,  
Saltlake Sector V,  
Kolkata, West Bengal 700091  
India

+91 75 9604 0603  
admissions@ecole-intuit-lab.com



In partnership with  
Techno India University



### PARIS

90 Rue de Javel,  
75015 Paris,  
France

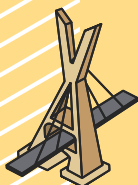
+33 1 43 57 07 75



### MARSEILLE

56-58 rue de la  
Joliette 13002  
Marseille, France

+33 4 42 27 43 15



### SÃO PAULO

R. Aspicuelta, 216 Vila  
Madalena, São Paulo, SP  
05433-010, Brazil

+55 11 95 95 75 450

[ecole-intuit-lab.co.in](http://ecole-intuit-lab.co.in)

