



école  
**intuit.lab**

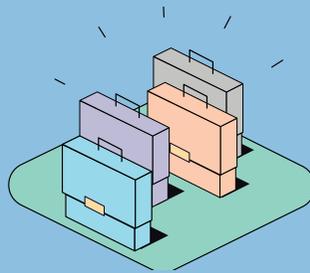
FRENCH  
INSTITUTE OF DESIGN  
DIGITAL & STRATEGY



**techno india  
university**

WEST BENGAL

**98%**  
GRADUATES  
found a job within  
6 months



**210**  
FACULTIES/  
PROFESSIONALS



**1158**  
ACTIVE ALUMNI  
all around the world



**4**  
CAMPUSES

Kolkata  
Mumbai  
Paris  
Aix-en-Provence



**25** ACADEMIC AGREEMENTS  
in Europe, North America, Latin America and Asia

## ABOUT

# Intuit.lab & Techno india university

# 1

FOUNDATION  
CLASS

+ 3 years

**AWARDED**

Degree in Design &  
Communication Arts

# 1000

BUSINESS  
PARTNERSHIPS

Founded in 2001 by a team of academicians and professionals from the world of creativity, design and communication, école intuit.lab is a French educational institute that bridges the gap between the commercial world and the world of pure art. Intuit lab strives to produce highly skilled professionals attuned to the needs of the graphic design and visual communication industry, and equipped to address the challenges set forth by the digital era.

Techno India Group (TIG), established in 1985, is one of the largest and most acclaimed knowledge management groups in India. It has 100 knowledge campuses with 4 University Campuses, 20 Engineering Colleges, 10 Business Schools, 28 Public Schools and 2 Upcoming Medical Colleges. The Techno India University, is located in the centre of the IT hub of Kolkata.

Intuit.lab and the Techno India Group have come together to form the new design school in Kolkata that offers an array of unique UG and PG courses in design, digital, art and gaming.

Our passionate and committed teaching staff, experts from the applied arts, design and visual communication agencies, work tirelessly to develop a comprehensive course content for our students.

**INTERNATIONAL**

# internship / exchange



## INTERNSHIPS

Placements in India, Europe and America to gain real-world experience.

## WORKSHOPS

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

2-week workshops in Mumbai or France.

## EXCHANGE AND INTERNSHIPS

4-month internship in Mumbai or international internships in Europe, Asia, North or South America.

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



**INTUIT.LAB DISTINGUISHES ITSELF THROUGH ITS STRONG GLOBAL PRESENCE.**



**4**  
intuit.lab  
campuses



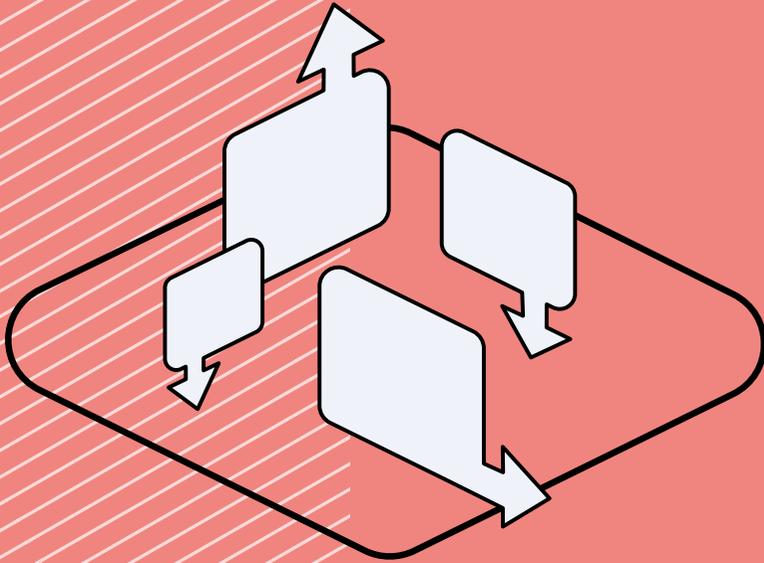
**25**  
university  
partnerships



**1000**  
business  
partnerships

## STRUCTURE

# of courses



### Creativity, expertise and professionalism

The fundamentals and finer nuances of design are brought alive by the training and education provided at intuit.lab

## BACHELOR OF DESIGN IN VISUAL COMMUNICATION AND DIGITAL DESIGN

### 4-YEAR PROGRAMME

### CURRICULUM

#### FOUNDATION LAB 1

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

- Analytical drawing • Live model sketching • Exterior drawing
- Colour • Creativity • Illustration • Visual expression • Volume
- Photography • Perspective • Personal project • Human sciences
- History of art • Social medias • Portfolio • French

#### APPLIED TRAINING LAB 2

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

- 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

#### APPLIED TRAINING LAB 3

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

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

#### 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

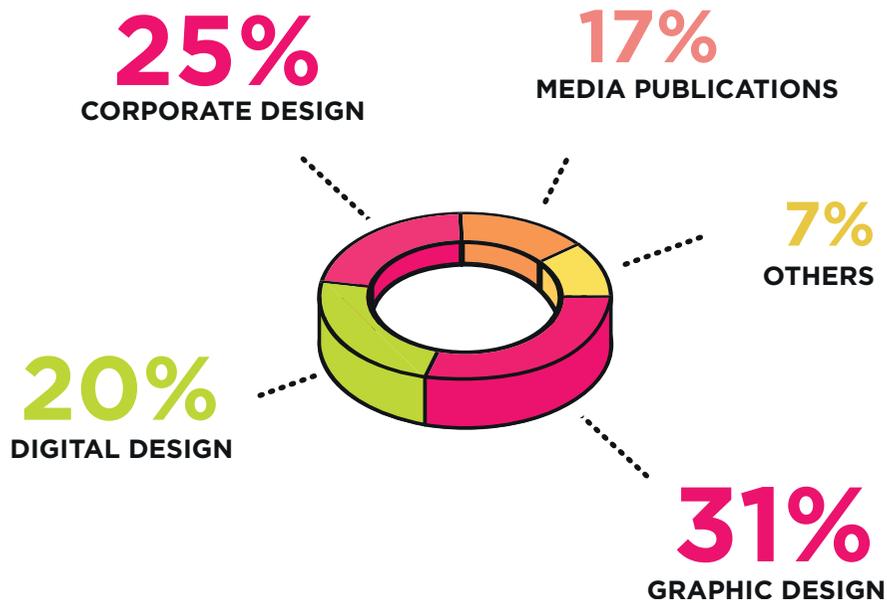
- Visual identity • Brand strategy • Packaging • Editorial design • Digital
- UI/UX • Story telling • Semiotics • Master class • Grand project
- International workshop • Internship • Portfolio • French

WORK

# after intuit.lab



INTUIT.LAB GRADUATES WORK MAINLY IN THE FOLLOWING SECTORS:



école

intuit.lab

FRENCH

INSTITUTE OF DESIGN

DIGITAL & STRATEGY



techno india  
university

WEST BENGAL



## 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.»



## 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

**STUDENT**

# testimonials



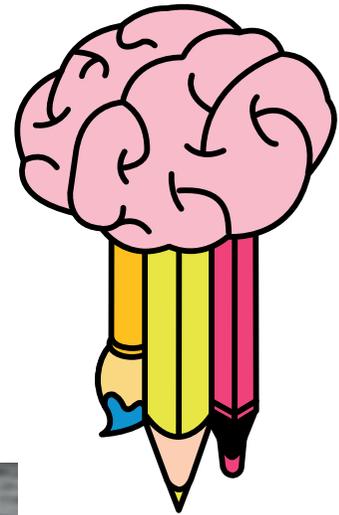
## SHWETA PATHARE

(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.»

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university**

WEST BENGAL

**UNDERGRADUATE PROGRAMME**

**Game Art**

**& Design**



**KOLKATA  
MUMBAI  
PARIS  
AIX-EN-PROVENCE**



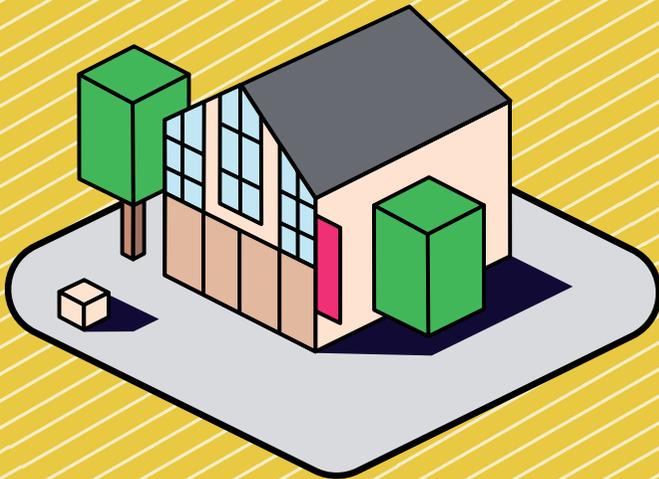
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Intuit.lab and the Techno India Group have come together to form the new design school in Kolkata that offers an array of unique UG and PG courses in design, digital, art and gaming.

## INTRODUCTION

This 3-year programme has been curated to progressively train freshers in the field of game art and design. From understanding the fundamentals to becoming an industry-ready game designer - this course ensures that every student immerses themselves in the creativity process completely. Students will not only learn softwares and techniques but also develop an expertise in art and design while consequently getting a clear understanding of the expectations and the realities of the job. The faculty consists of industry leaders who's professional guidance and mentorship will assure that students are exposed to the real-time production cycles and processes of the game. The programme culminates with every student having a strong work portfolio that will eventually become their ticket to enter the gaming industry.



## COLLABORATION WITH ABERTAY UNIVERSITY

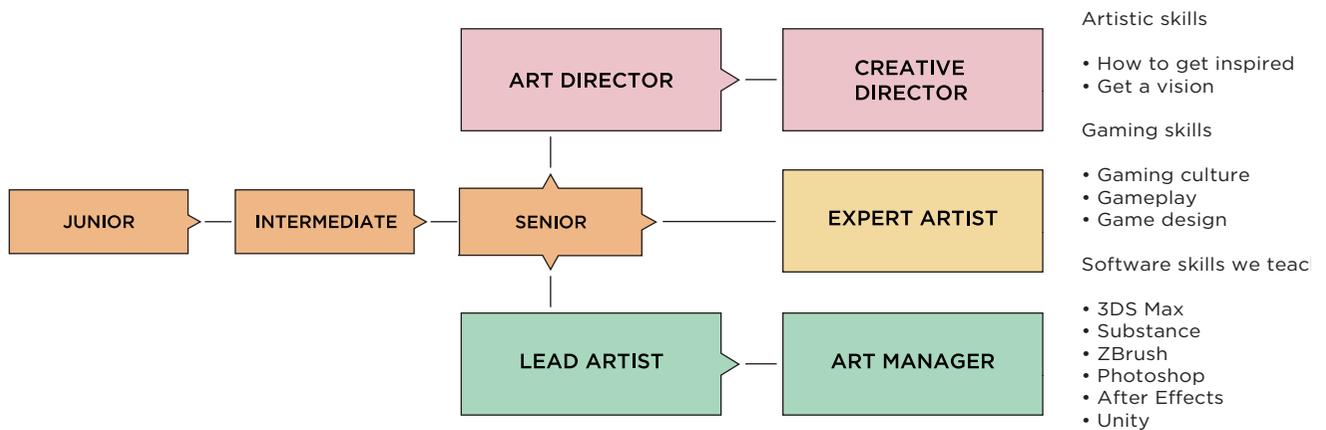
Since launching the world's first computer games degree in 1997, Abertay University has been the pioneer institution for the gaming sector and a globally recognised benchmark for excellence. Our students now have the option to pursue their 4<sup>th</sup> year in this esteemed university.



Abertay  
University®

## CAREER POSSIBILITIES:

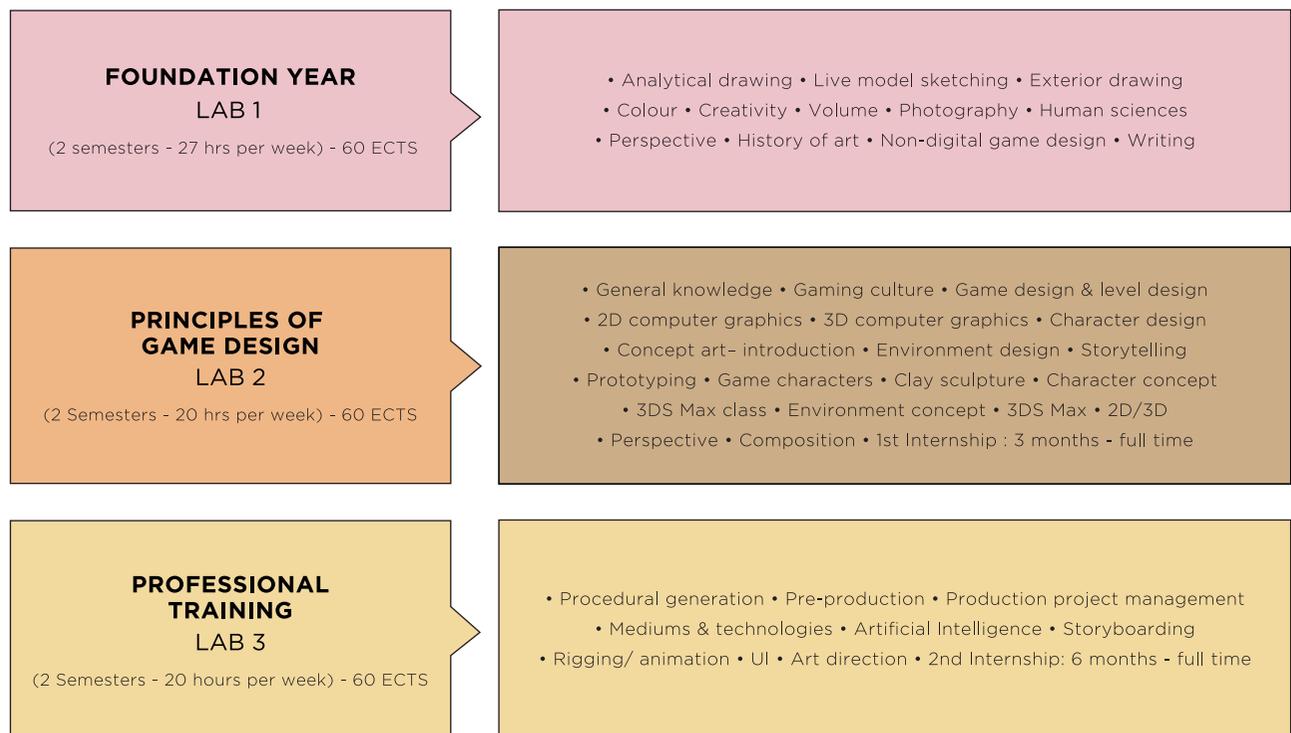
This course opens up opportunities to become a landscape artist, technical artist, character artist, level artist, level designer and allows you to explore many other avenues in gaming.



## BACHELOR OF GAME ART & DESIGN

### 3-YEAR PROGRAMME

### CURRICULUM



### OPTIONAL

### INTERNATIONAL COLLABORATION WITH ABERTAY UNIVERSITY

Students will have an option to pursue their 4th year in this international university



## ABOUT UBISOFT

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.

## ON THEIR COLLABORATION WITH INTUIT.LAB

**Samira Chabani, Human Resources Director at Ubisoft India,**

"Ubisoft India is proud to collaborate with one of the best art institutes in Mumbai. This initiative demonstrates our ambition to contribute to enhancing video 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 their future career in video game."



## APPLICATION PROCESS

- Students have to submit an online application form for the desired course on the institutes website.

**List of documents to be submitted along with the application form:**

- Application fee of Rs. 1000 via online payment.
- 2 recent passport size photographs
- Mark sheets copies of the course last completed (12th grade if completed)
- Photocopy of address proof (passport, aadhar card, etc.)

## ELIGIBILITY

Students who have passed or appearing 12th grade, or achieved higher qualifications from any stream are eligible to apply for this course.

## ENTRANCE TEST PROCEDURE:

- Creative aptitude test
- Personal interview
- Review of creative art-work, if any

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WEST BENGAL

**UNDERGRADUATE PROGRAMME**

*Fine*

*Arts*



**KOLKATA  
MUMBAI  
PARIS  
AIX-EN-PROVENCE**

## PROGRAMME

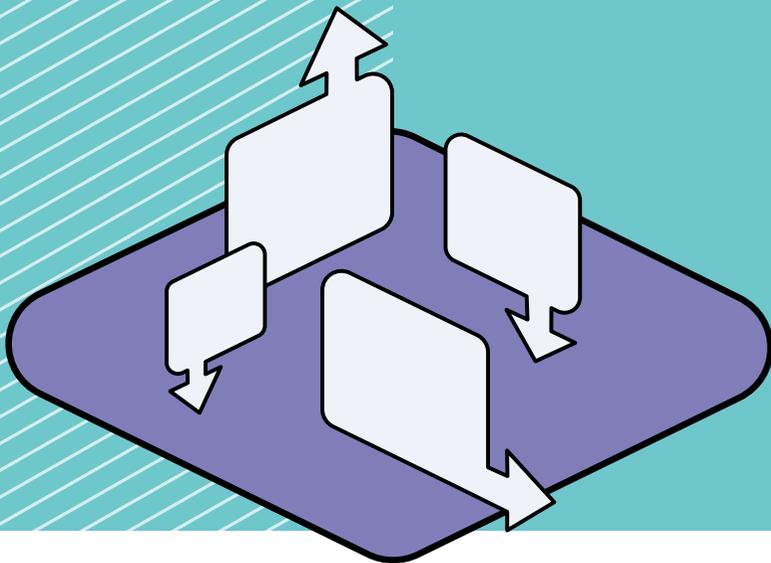
# overview

The curriculum is intended to prepare a generation of contemporary artists who use their creativity and visual expression to share their ideas and messages with the world. Students will be trained 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. Their education will include the study of art curation, artistic culture, its semiotic expressions and nuances of professionalising art. They will be aware of the power art has as a means of influence. At its core, the programme encourages experimentation, creativity and innovation. It is not about how they master one medium of art, but how they use this expertise and creativity to achieve new and imaginative results. The ultimate aim is to equip them to enter the world of contemporary art as confident professionals, inspired to share their vision with the world.



## STRUCTURE

# of courses



### Creativity, expertise and professionalism

The fundamentals and finer nuances of art are brought alive by the training and education provided at intuit.lab.

## BACHELOR OF FINE ARTS

### 4-YEAR PROGRAMME

### CURRICULUM

#### FOUNDATION LAB 1

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

- Colour & Form • Creative Ideation • Perspective • Semiotics • Gestalt • Analytical Drawing • Exterior Drawing • Illustration 3D Clay • Painting • Sketching • Creative Expression • Philosophy • Research • Letters & Layout • Writing About Art • Live-Model Drawing • Photography • Storytelling • Materials • Digital Labs

#### APPLIED TRAINING LAB 2

- 2 months Internship at a museum or gallery
- Mentorship to do short research projects
- Extend the research to 2-3 piece exhibits

- History of Art: Antiquity to Early Modern • Culture & Identity • Art in India: History • Affecting Change • Through Art • Expository Writing I • The Artist's Journal • Illustration • Portrait & the Object • Painting II • Societies & Politics • Interdisciplinary Arts • Talking About Art: Theory & Critique • Art in India: Contemporary • History of Art II: Modern to Contemporary • Presenting Art • Studio • Sculpture II • Landscapes • B&W: Charcoal & Ink

#### APPLIED TRAINING LAB 3

- Study trip to France or abroad
- 21 media specialisation topics to explore
- Workshops (by invited international artists)

- Critical Studies: Advanced Analysis • Semiotics & Visual Communication • Artists & Their Causes • Media specializations to explore • Conveying Your • Message in Words • Symbolism & Visual Messaging • Creating a Concept

#### PROFESSIONAL TRAINING LAB 4

- Apprenticeship with an artist in India, France or abroad
- Major Project (end-of-year for final exhibit)
- Grand portfolio panel

- 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

**INTERNATIONAL**

# internship/ exchange

## 4 GLOBAL CAMPUSES & 25 UNIVERSITY PARTNERSHIPS

With ecole intuit.lab, have the privilege to explore global education in art and culture.

## INTERNATIONAL WORKSHOPS

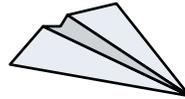
1 week workshops conducted by artists from across around the world tackling multi-cultural problems.

2 week workshops in Mumbai or France.

## EXCHANGE & APPRENTICESHIP

4-month apprenticeship with an artist of your choice in places like Mumbai, France or abroad.

2 month internship at an art museum or gallery.



**CAREER**

# opportunities

- Artist, Art Curator
- Art Critique
- Creative Director
- Art Therapy
- Set Designer
- Production Artist





## How to apply to école intuit.lab, Kolkata ?

### APPLICATION PROCESS

- Students have to submit an online application form for the desired course on the institutes website.

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### ELIGIBILITY

Students who have passed or appearing 12th grade, or achieved higher qualifications from any stream are eligible to apply for this course.

### ENTRANCE TEST PROCEDURE:

- Creative aptitude test
- Personal interview
- Review of creative art-work, if any

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## KOLKATA

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Kolkata, West Bengal 700091,  
INDIA

*In partnership with Techno India University*

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



## MUMBAI

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Prabhadevi, Mumbai 400025  
INDIA

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



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