

école  
**intuit.lab**

FRENCH  
INSTITUTE OF DESIGN  
DIGITAL & STRATEGY



**techno india  
university**

WEST BENGAL

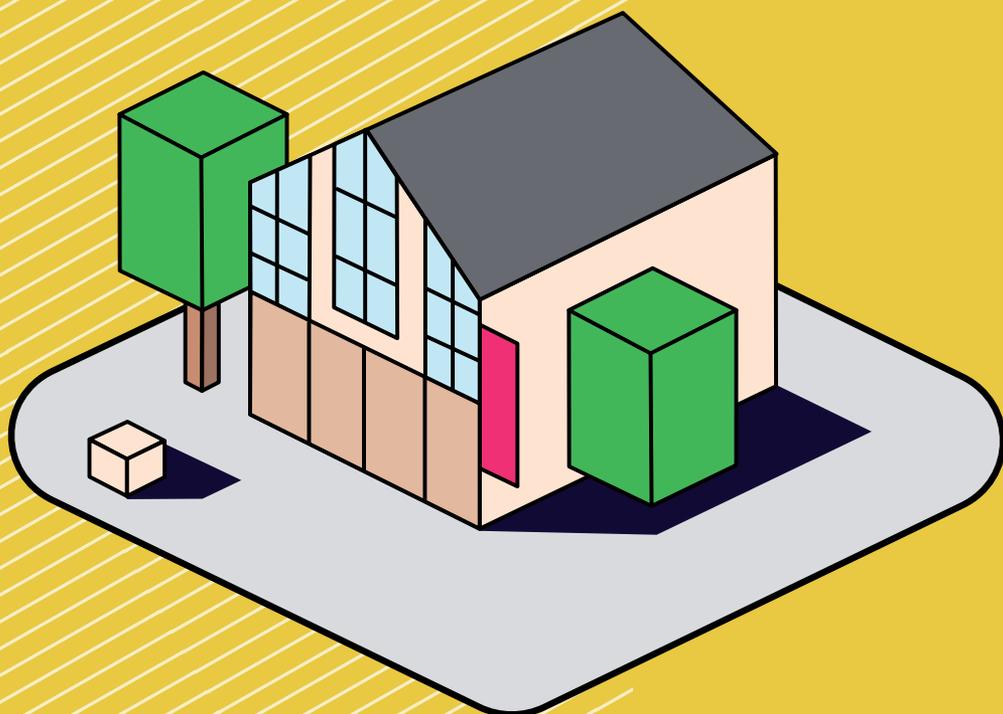
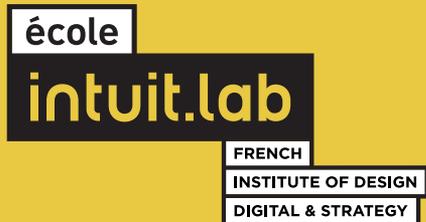
**UNDERGRADUATE PROGRAMME**

**Fine**

**Arts**



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



## ABOUT ECOLE INTUIT.LAB & TECHNO INDIA UNIVERSITY

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. It strives to produce highly skilled professionals attuned to the needs of the industry and addresses 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 that includes Universities, Engineering colleges, Business Schools and much more. It is located in the centre of the IT hub in 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.

## PROGRAMME

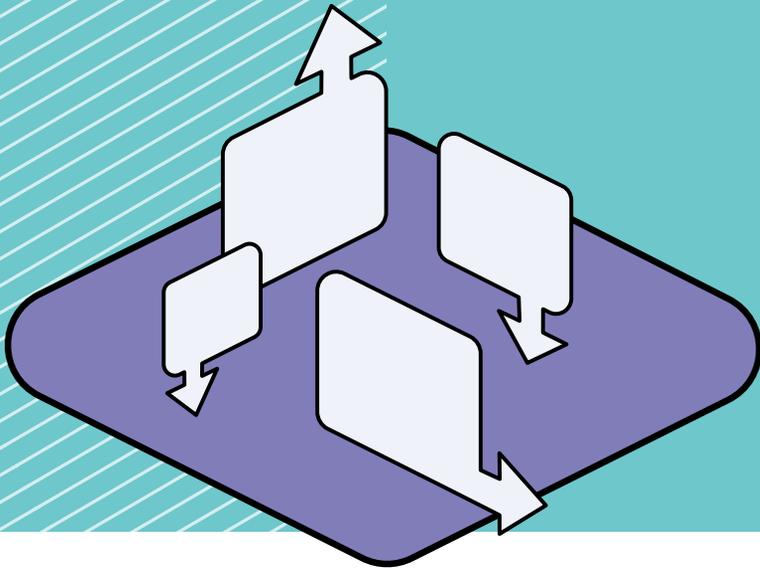
# overview

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

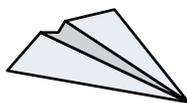
1 week workshops conducted by artists from across around the world tackling multi-cultural problems.

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.



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

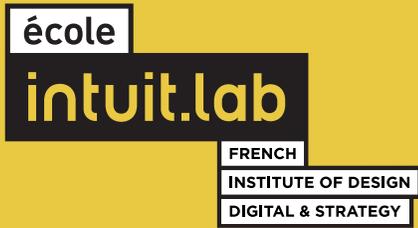


**4**  
intuit.lab  
campuses



**25**  
university  
partnerships

**1158**  
cultural  
connections



## 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



## CAREER

# opportunities

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



école

intuit.lab

FRENCH

INSTITUTE OF DESIGN

DIGITAL & STRATEGY



## KOLKATA

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

*In partnership with Techno India University*

+91 75 9604 0603

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



## MUMBAI

DGP House, 4th floor  
88C Old Prabhadevi Road  
Prabhadevi, Mumbai 400025  
INDIA

+91 98 1966 9774

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



## PARIS

90, Rue de Javel  
75015 Paris  
FRANCE

+33 1 43 57 07 75

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



## AIX-EN-PROVENCE

17, Rue Lieutaud  
13100 Aix-en-Provence  
FRANCE

+33 4 42 27 43 15

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

