

école
intuit.lab

FRENCH

INSTITUTE OF DESIGN

DIGITAL & STRATEGY



**techno india
university**

WEST BENGAL

UNDERGRADUATE PROGRAMME

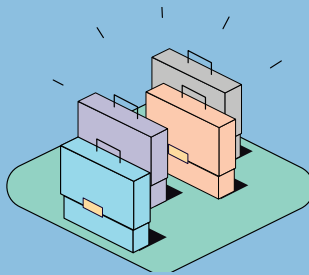
Visual Communication & Digital Design



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



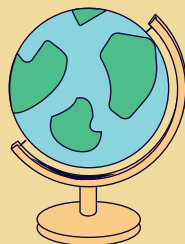
98%
GRADUATES
found a job within
6 months



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

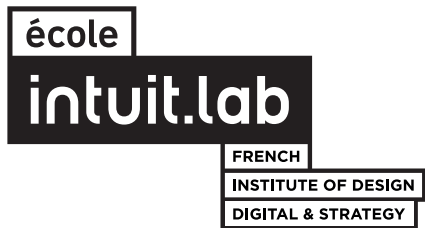
BUSINESS PARTNERSHIPS

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.

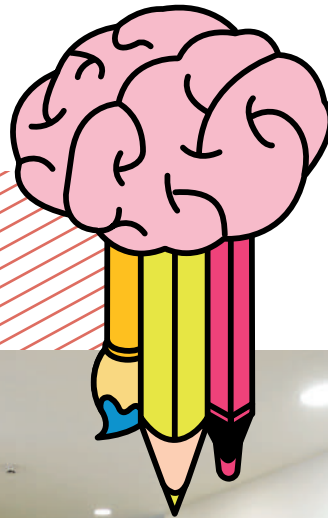
Techno India Group (TIG), established in 1985, is one of the largest and most acclaimed knowledge management groups in India. It has 100 knowledge campuses with 4 University Campuses, 20 Engineering Colleges, 10 Business Schools, 28 Public Schools and 2 Upcoming Medical Colleges. The Techno India University,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



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WEST BENGAL





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.

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

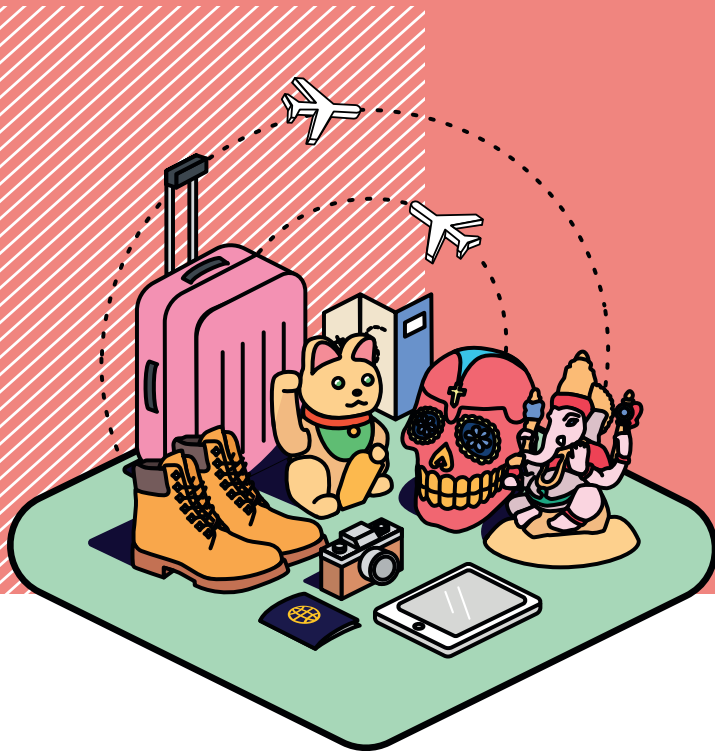
Students who have passed or appearing 12th grade, or achieved higher qualifications from any stream are eligible to apply for this course.

ENTRANCE TEST PROCEDURE:

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

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



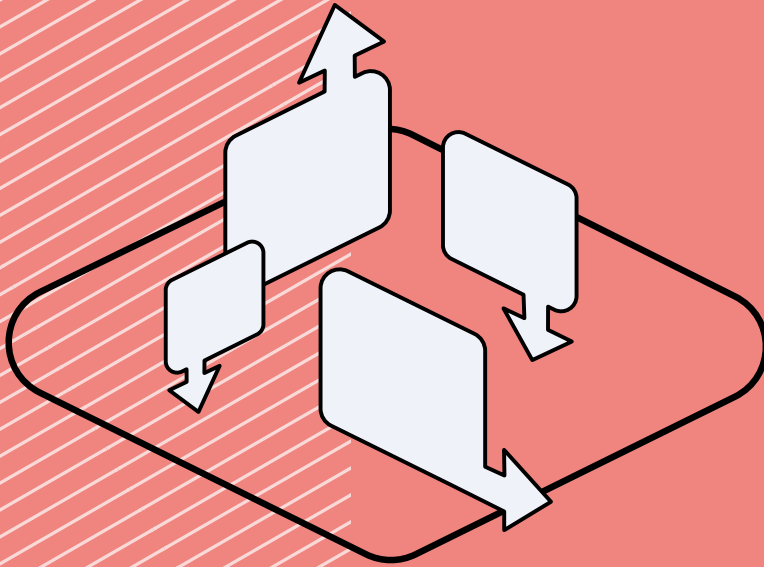
25
university
partnerships



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

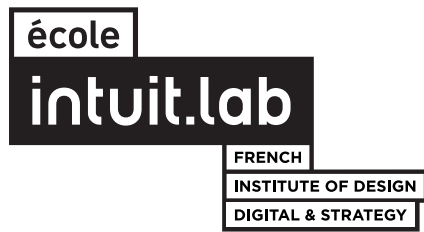
- Study trip to France or abroad
- Project weeks (cross-functional projects, teamwork)
- Workshops (by invited international professionals)

- 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



Ecole intuit.lab gives utmost importance to job placements.

Relying on its network, intuit.lab provides individual attention and supports each student to get their desired job. Students are equipped with professional portfolios and interview skills to help them interact with industry professionals, on events like Career Day, which gives them opportunities for placements from the campus itself.

BRANDS OUR STUDENTS HAVE WORKED ON:



GLOBAL INTERNSHIPS AND COMPANY PLACEMENTS :

Seenk
Landor
JWT
O&M
Alok Nanda and Company
FITCH
The Minimalist
Raison Pure
Havas Worldwide
Abracadabra
TBWA
ASDS

Tata Elxsi
Creative Land
Umbrella Design
Human Design
Halfbutfull
Good Earth
Chlorophyll
Please see
Studio Glyph
Ministry of New
Digital India
Bhavishyavani Future Soundz

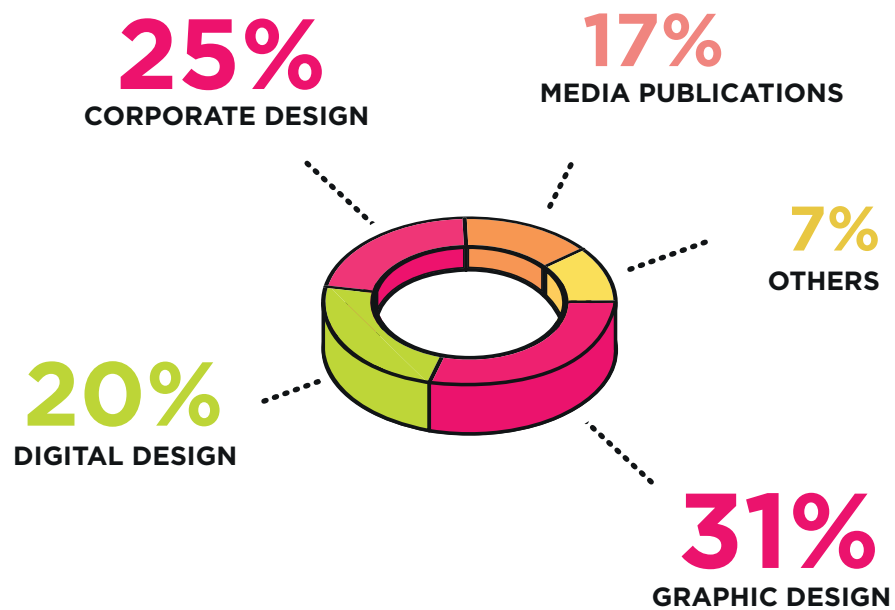
Chillr
Colourcraft Studio
Creative Monk
Eureka Moments
Isosceles
Interbrand
Rabia Gupta Design
Radhika Chopra Design
Size of US Design
Skarma

WORK

after intuit.lab



INTUIT.LAB GRADUATES WORK MAINLY IN THE FOLLOWING SECTORS:





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. »



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 »



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. »

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FRENCH

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DIGITAL & STRATEGY



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