

PHILOSOPHY

To bridge the gap between the real commercial world and the world of pure art, everyday.

VISION

To create a space that encourages reflection, learning, and understanding of design and the digital space and their interaction with the society we live in.

MISSION

To produce highly skilled designers and art directors who are attuned to the needs of the world of commerce and business and are equipped to adapt their art in order to meet them.



FROM THE FOUNDERS

vision of the future

ECOLE INTUIT.LAB IS A VISUAL COMMUNICATION SCHOOL THAT STRIVES TO BRIDGE THE GAP BETWEEN THEORETICAL, ACADEMIC LEARNING AND PRACTICAL, PROFESSIONAL APPLICATIONS.

Ecole intuit.lab, Mumbai is a French educational institute of graphic design and visual communication. It was co-founded in 2011 by the Indian advertising legend, Ravi Deshpande, in collaboration with Patrick Felices, Clément Derock and Frederick Lalande. The vision of these industry veterans is to build a culture, not just a school. A culture where creative minds get the freedom to innovate, create and become part of a design revolution.

Today, learned professionals from all fields realise the role of design in the future. Technology and design together, are leading the world through its most monumental transformation, and you can be part of this movement. Don't you just want to think, make, break and think again? At intuit.lab, your curiosity, your energy and your passion for creation matters the most. So, come and explore deep creative thinking with inspiring artists and designers from around the globe.

Join us, to be a part of the global design revolution and find your place in it.

Frédéric Lalande, Clément Derock, Patrick Felices, Ravi Deshpande
Co-founders of école intuit.lab



RAVI DESHPANDE

design in india

THEORY AND PRACTICAL LEARNING COME TOGETHER
FOR A STIMULATING EDUCATIONAL EXPERIENCE.

India has historically been synonymous with art. Yet the evidence of the aesthetic touch in Indian surroundings is waning with every passing day. Living with beauty is a habit which must be inculcated from an early age. Only when the matter of good taste is taken seriously, can economic and social development in India, happen beautifully.

Yet when we talk about a change, no other time is better than the present moment. The setting up of top French design school, école intuit.lab in Mumbai is a step in the direction of the marked improvement that is required in the field of education related to graphic design, art and advertising.

While the collaboration of France and India makes for a cultural powerhouse, it's important that India looks towards France as a country worth emulating when it comes to taking pride in its own heritage, art and culture — a mindset that reflects in French contemporary design.

Ecole intuit.lab has achieved success by incorporating professional exposure in the academic curriculum — a much-needed position that has been so far vacant, in the design and art education milieu in India.

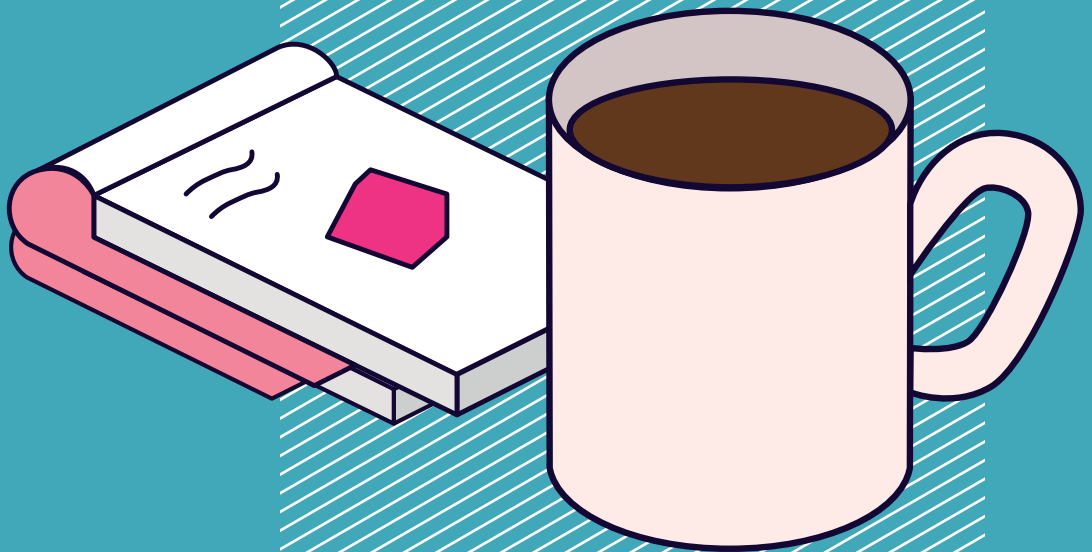
Here's looking forward to a new wave in design education.

Ravi Deshpande
Co-founder of école intuit.lab

école

intuit.lab

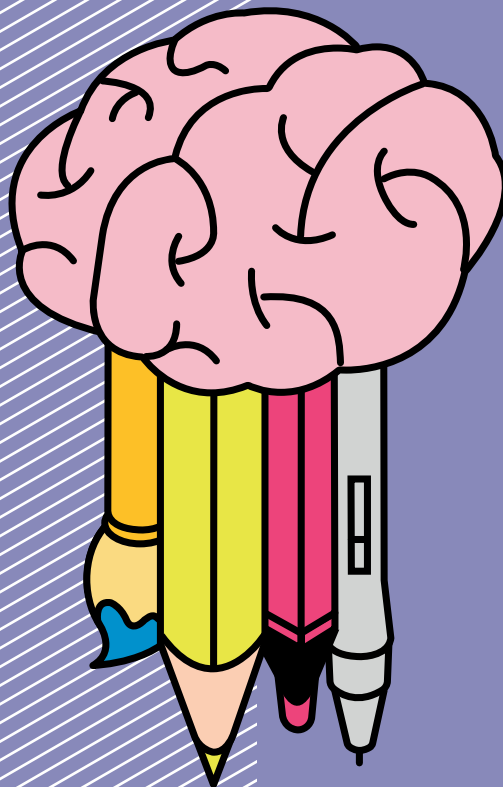
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creative

intelligence



CREATIVE INTELLIGENCE IS AT THE HEART OF OUR TEACHING. IT IS THE SHARED KNOWLEDGE WHICH YOUNG CREATIVE PEOPLE TAP INTO TO BECOME DESIGNERS OR ART DIRECTORS.

Creativity is not just inherited or a thing of chance. Creativity is a rare talent, which emanates from an artist only if he/ she acquires and applies knowledge to perfection. We like to call this creative intelligence. Creative intelligence is an attitude, a way of life. It stays with artists even after school and sets them apart as experts.

Beyond know-how, creative intelligence needs a thinker to adopt the most imaginative yet tangible approach to creation. This approach makes a visual more than a stunning illustration or a photograph. Creative intelligence demands a visual production that is reminiscent. A creation that draws its strength from context, vision and sometimes ethical principles. At intuit.lab, every student gets a chance to explore this skill and enhance it to the fullest.

Young creative minds struggle with using their limitless creative energy, intelligently. To channel it into creating something unique and consequential. To do this, intuit.lab trains young creators to see the opportunity in challenges, drawing inspiration from within and from the world. They learn how to make wise creative choices to find eloquent design solutions.

We make sure that creative intelligence is at the heart of every lesson. At intuit.lab, one unlearns the conventions of creativity. Students are encouraged to invent and reinvent, and discover their unique artistic edge. It is this meticulous method of learning that makes the transformation of young creative minds into successful artists, effortless.

industry

ready



WITH EDUCATION IN DESIGN, DIGITAL AND CREATIVITY,
WE TRANSFORM STUDENTS INTO THE KIND OF
PROFESSIONALS THE INDUSTRY NEEDS.

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 and provide the ideal setting for design professionals.

With the increasing influence of digital platforms in our lives, a popular digital culture has emerged in India. Which means the digital medium opens up a whole gamut of exciting avenues for designers. This is why we train our students to become savvy and adept in digital design and thinking.

Ecole intuit.lab understands the potential of the Indian market and is committed to creating 'industry-ready' students to meet the tremendous market needs. We achieve this by embedding real-life, professional exposure for the students into the academic curriculum. Through hand-picked, professional faculties, weekly and monthly workshops, exchange programmes as well as local and international internships, intuit.lab makes sure that every student who walks out of our campus is ready for the professional world.

This industry-ready talent is what sets école intuit.lab head and shoulders over other institutes.



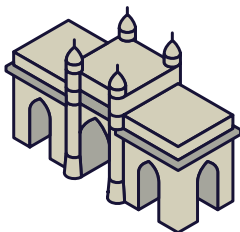
WELCOME TO OUR

3 campuses

intuit.lab **MUMBAI**

Explore your creativity in a city that will inspire you. Sit by the sea or walk through the historic lanes. The city is bubbling with talent and so is our campus, located in Prabhadevi, the heart of Mumbai city. The campus has global design and advertising legends frequenting it, interacting with the students and educating them about the professional world.

Students also have the opportunity to learn from the global advertising maestro, Ravi Deshpande, our Mumbai campus founder. And also get to see him in action in his dynamic integrated advertising agency, Whyness Worldwide, placed next to our campus.



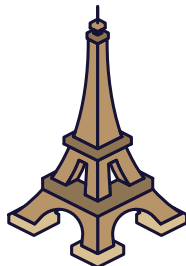
DGP House, 4th Floor,
88C Old Prabhadevi Road,
Prabhadevi, Mumbai 400025,
India

intuit.lab **PARIS**

Our first campus around the globe, intuit.lab, Paris, is the dream of any aspiring designer.

The school has a teaching team with teachers and professionals applauded by the advertising world. Students studying in the French capital live in a dynamic and multicultural environment. They benefit from the extraordinary cultural potential of the city, which is easily accessible from the school because of its central location.

An added advantage is access to an unmatched pool of jobs in the most sought-after creative city.



90, Rue de Javel,
75015 Paris,
France

intuit.lab **AIX-EN-PROVENCE**

The intuit.lab school in Aix-en-Provence allows students to benefit from unparalleled learning and an enriching living experience in a city full of life. The campus focusses on the academic demands of the world of contemporary art and builds methods to prepare students for it.

The team is composed of teachers and professionals who understand the real problems of the industry and help students build strong relationships within the region and internationally.



17, Rue Lieutaud,
13100 Aix-en-Provence,
France

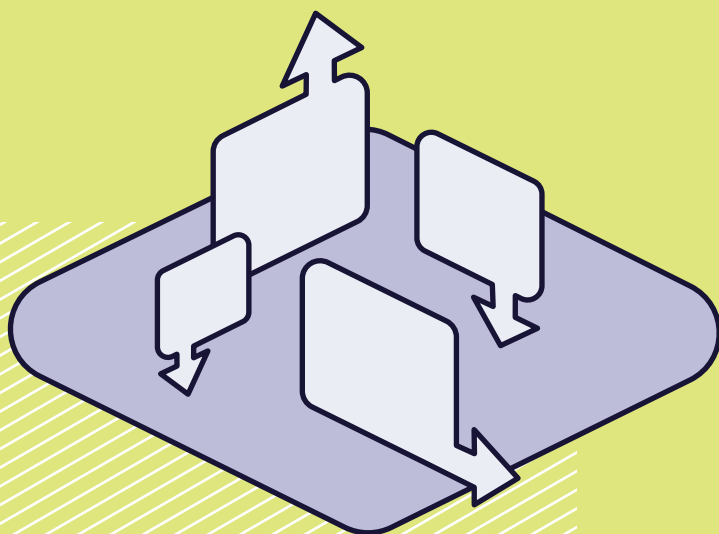
EVERYTHING ABOUT OUR

COURSES

Creativity, expertise and professionalism.

These three words sum up the training offered by intuit.lab in response to the needs of the professional world. Intuit.lab offers a range of graphic design programmes, incorporating the digital realm.

Students completing **undergraduate** and **postgraduate** programmes receive an école intuit.lab diploma and those completing **short-term courses** receive a certificate.



4-YEAR DIPLOMA VISUAL COMMUNICATION AND DIGITAL DESIGN

LAB 1: FOUNDATION

Students will learn the basics of visual arts and various artistic techniques while developing their creativity. They will also build their portfolio and undergo a year-long personal project.

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

LAB 2: APPLIED TRAINING

From the second year, students will start using digital design tools like Photoshop to express their learnings. They will benefit from the wisdom of international professionals via their workshops, take part in project weeks with assessment panels and undertake an internship (4 weeks minimum) at the end of the year.

- Graphic design
- Page layout
- Typography
- Web design
- Computer graphics
- Branding
- Photography
- Illustration
- Motion design
- Storyboarding
- Press cartoons
- Writing
- Graphic culture
- Human sciences
- French

LAB 3: APPLIED TRAINING

Adding to previous year's training, the students are assigned projects that involve teamwork and strategic completion of cross-functional live client assignments. They also have the opportunity to travel on a study trip to France or elsewhere.

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

LAB 4: PROFESSIONAL TRAINING

The 1st semester comprises a 4-month internship in India, France or elsewhere, post which the students continue working on their 3 main projects — grand project, editorial design and final portfolio.

- Internship
- Strategy
- Packaging
- Editorial design
- Digital
- UI/UX
- Art direction
- Creative marketing
- Grand project
- Entrepreneurship
- Visual identity
- French

OTHER PROGRAMMES OFFERED

- Post Graduation in Advertising, Design and Digital Communication
 - Photography
 - UI/UX



UNDERGRADUATE PROGRAMME

foundation year

BUILDING BASICS

STROKE, LINE, FRAME COMPOSITION



This is a fundamental year that aims at preparing the students for a creative approach with the help of the Fine Arts.

It also organises their thoughts and practical work especially with the help of Human Sciences.

foundation year

SUBJECTS

- Analytic drawing
- Live model sketching
- Exterior drawing
- Colour
- Perspective
- Creativity
- Illustration
- Visual expression
- Volume
- Personal project
- Photography
- Social media
- History of art
- Human sciences
- French

OBJECTIVES

Learn about the arts and get initiated to the techniques of Fine Arts.

Learn fundamental techniques (drawing, painting, working in volume).

Develop a general artistic and cultural sensibility.

Sharpen your spirit of creativity and reveal your hidden talents.

Complete a personal project.

Decide on the path you wish to pursue for advanced training.

Prepare a portfolio (consisting of a selection of your best pieces of work in the year).

Learn how to present your work to a panel.

Prepare for the entrance exam for fine art schools or the advanced study cycle at intuit.lab.

Defend and promote your applications to the organisations chosen.

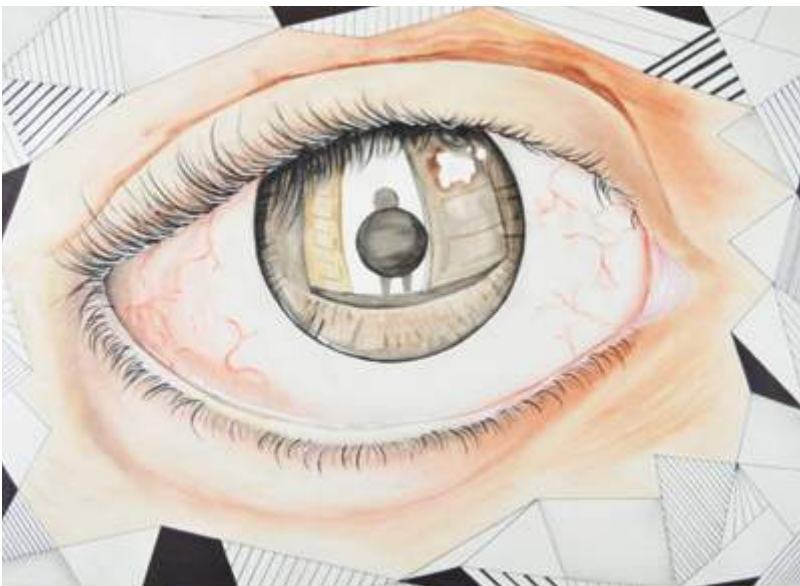
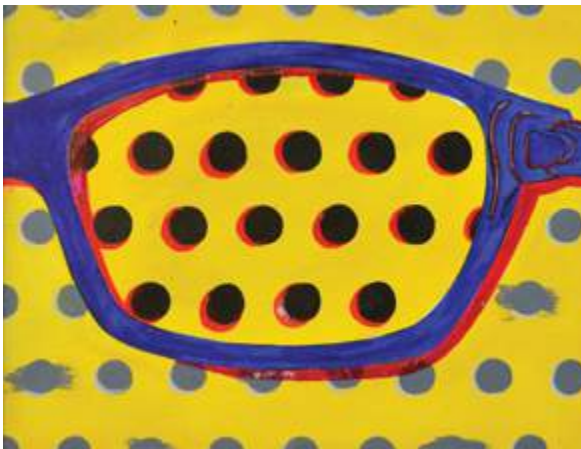
EXPERIENCES

Skill-building workshops: reverspective, 3D anamorphic, sciography, etc.

Photography, abstract art and other design-oriented expeditions outside Mumbai.

Study trips to museums, theatres, art exhibitions and other prominent landmarks.





THE TECHNIQUES OF GRAPHIC DESIGN

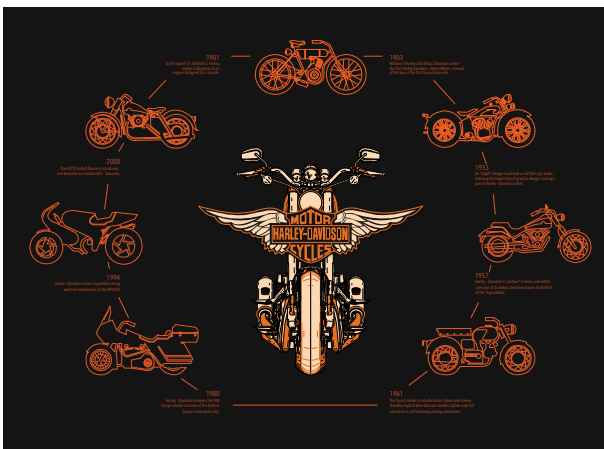
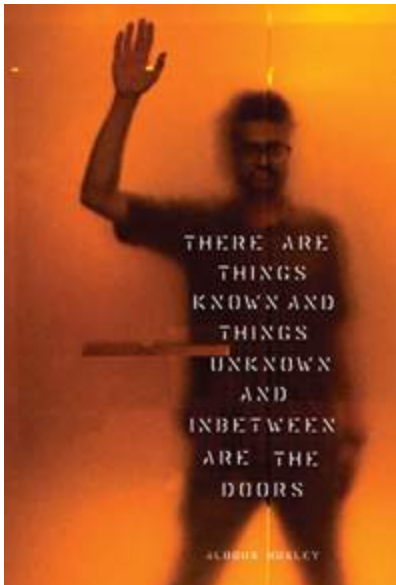
RESEARCH AND METHODOLOGY

An important year of transition. The students learn about the basic elements of visual and graphical communication; text and image-based and how they are related.

To understand these concepts, the programme proposes 3 complementary approaches: a conceptual methodology, technical training and graphic design research.







SUBJECTS

- Graphic design
- Page layout
- Typography
- Web design
- Computer graphics
- Branding
- Photography
- Illustration
- Motion design
- Storyboarding
- Press cartoons
- Writing
- Graphic culture
- Human sciences
- French

OBJECTIVES

Discover the basic techniques of graphic designing and visual communication and their implementation.

Develop graphical sensitivity.

Master the principles of narration through visuals and written words.

Adapt one's creativity to the demands of a brief.

Develop one's creative personality.

Discover the plethora of professions related to design and begin preparing for internships.

Get exposed to different cultures (international workshops).

Prepare a portfolio consisting of a selection of one's best work of the year.

Learn how to present one's work to a panel or a head of a company.

Have your first professional experience (internship of a minimum of 4 weeks).

EXPERIENCES

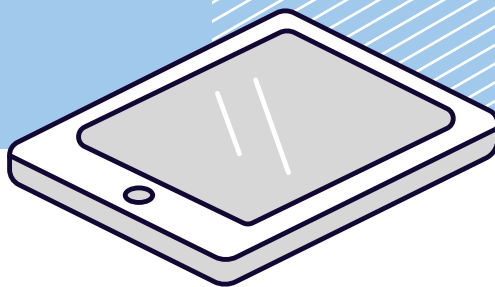
Semester exchange programme with our two French campuses in Paris and Aix-en-Provence.

Week-long live client projects.

International workshops hosted on campus.

Outstation study trips for exposure to other design forms and perspectives.

Week-long print house internship.



UNDERGRADUATE PROGRAMME

lab 3

AESTHETICS AND ITS RELEVANCE IN THE WORLD

A FUNDAMENTAL YEAR



The student acquires a deeper knowledge of all that he/ she has learnt in the previous year by discovering and learning to master the constant interactions of the different techniques. This year focusses on the core issue of font and form.



SUBJECTS

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

OBJECTIVES

Understand the notion of a global approach to the professions related to design and visual communication.

Get an initiation into a conceptual approach to the project of design and visual communication.

Deepen/ increase one's competencies in techniques related to graphic design.

Discover the dynamics of working in a group.

Develop the techniques of narration using pictures.

Learn the challenges in professions related to design (digital, motion design).

Master one's creativity with regards to a brief.

Develop one's creative personality.

Learn internship-hunting techniques.

Prepare a portfolio (book consisting of a selection of one's best works of the year).

Get exposed to cultural differences (international workshops, inter-university exchanges).

Learn how to present your work to a panel or the head of a company.

EXPERIENCES

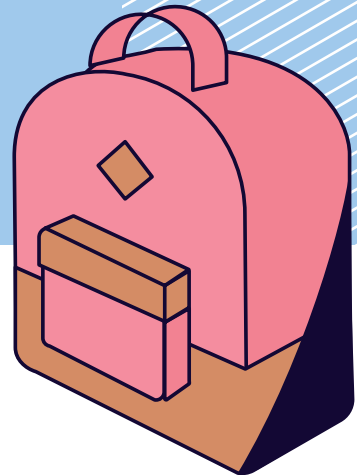
Compulsory internship of 1-2 months with top agencies.

Semester exchange programme with our 2 campuses in Paris and Aix-en-Provence.

Week-long live client projects.

International workshops hosted on campus and in France.

15-day study trip abroad.







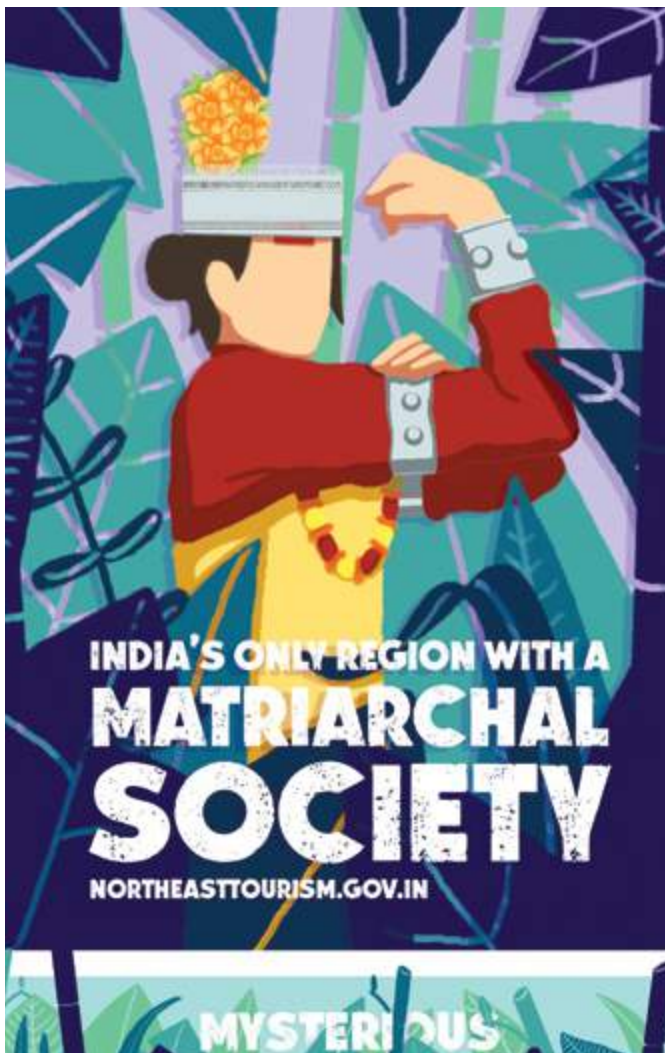
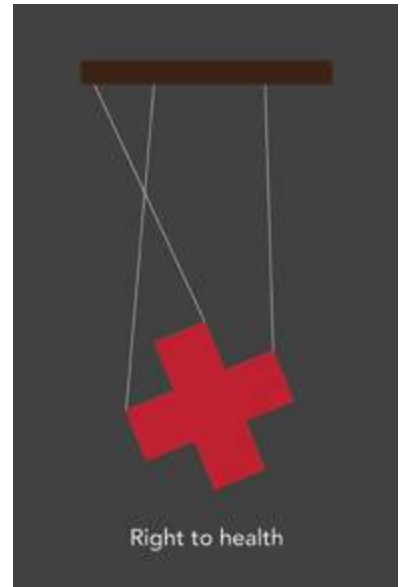
BECOMING A PRO EXPOSURE TO BRANDS

The 4th year helps the student master all that he/ she has learnt till now. This is the time when our students test all that they have learnt in all the different domains, either during an internship in India or abroad or during an international exchange programme.

The pedagogy used in this year focusses on integrating economical realities (market, competition) and professional context (client relation, supplier, manufacturing) with one's personal creative approach.

In the course of the year, students will choose a field of their interest to work on their book, which will eventually impress future recruiters.





E-Paper Forms

- Fill E-Paper form
- Ask RTO executives for assistance if required
- Make Payment
- Collect Token

Permanent Driving License Section

पक्की अनुज्ञप्ती विभाग

Window No. 15

Approval, Photobio, Reciept check.

BIOMETRICS

Window No. 14

Renewal DL, Duplicate DL, NOC, Change of address & IDP remark.

SUBJECTS

- Internship
- Visual identity
- Strategy
- Packaging
- Editorial design
- Digital
- UI/ UX
- Entrepreneurship
- Art direction
- Grand project
- Creative marketing
- French

OBJECTIVES

An intensive professional experience (16-week placement in a company at the beginning of the academic year).

Develop a creative approach, from conception to accomplishment, for all important projects.

Understand and adapt your creative outlook to the challenges and issues of brands.

Master innovative solutions aided by a whole range of creative tools.

Master a creative outlook and present it in your Grand Project.

Prepare an adequate book to showcase good professional integration.

Learn how to present and defend your work to a panel or the head of a company.

EXPERIENCES

Compulsory internship of 4-6 months with agencies across multiple countries.

Three main panel juries:
—Editorial Design
—Major Project (year long)
—Grand Portfolio Panel

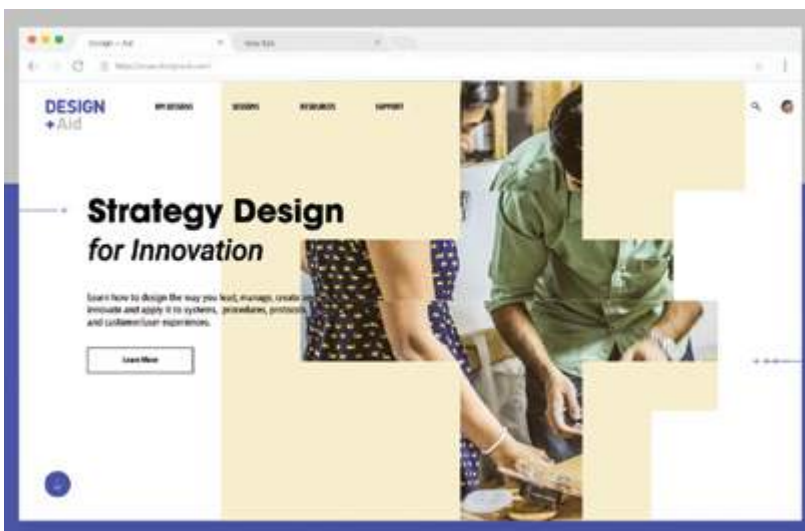
GIVES ACCESS TO:

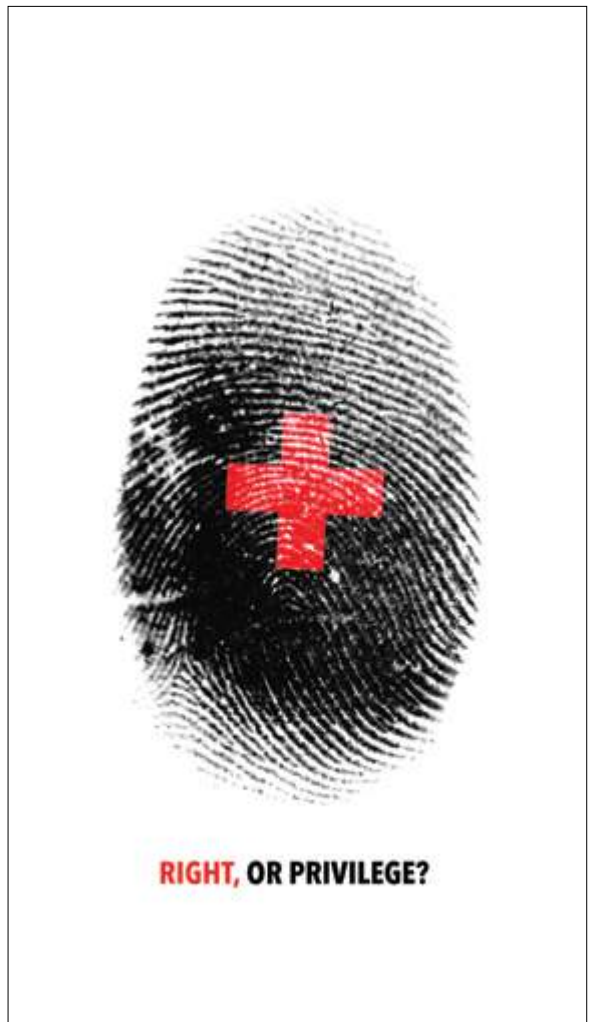
Masters from école intuit.lab, Paris.

Masters from design schools in India or abroad.

Professional career.









POSTGRADUATE PROGRAMME

lab pro

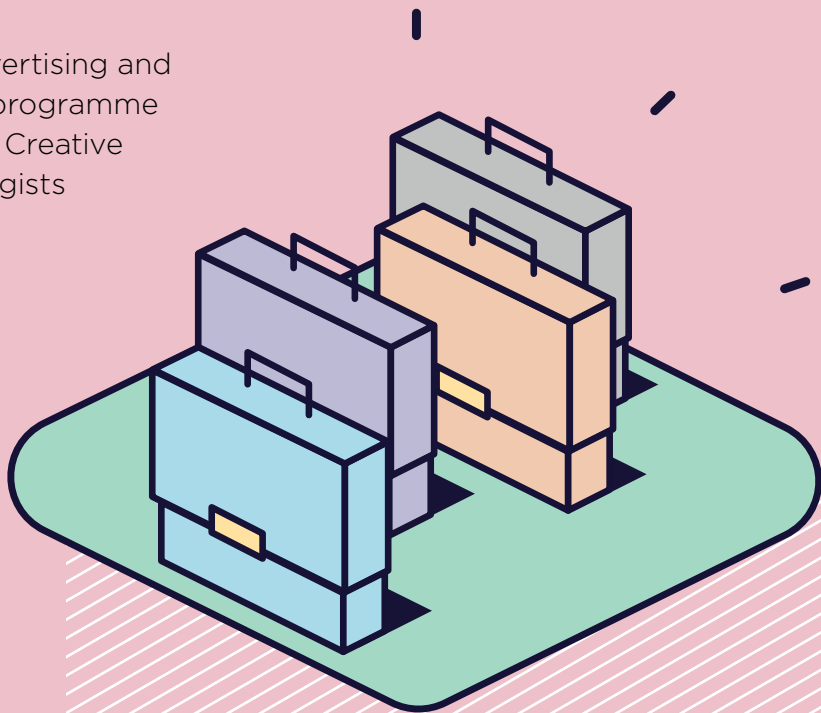
PROFESSIONAL TRAINING

A BRIDGE PROGRAMME

This course is a premium programme which provides students with an in-depth understanding of Advertising, Branding, Design, Digital and Communication Strategies.

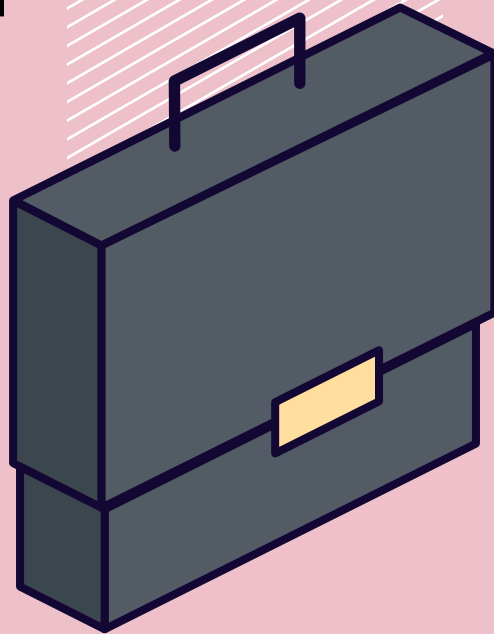
Throughout this intensive programme, students work as a group through a structured sequence of projects emphasising on cross-cultural communication and blending theory with hands-on application.

With deep understanding of the advertising and design industries, graduates of this programme can pursue careers as Art Directors, Creative Directors, Copywriters, Brand Strategists and more.



POSTGRADUATE PROGRAMME

lab pro



SUBJECTS

- Graphic design
- Advertising
- Editorial design
- Visual identity
- Branding
- Computer graphics
- Art direction
- Presentation
- Marketing
- Creativity
- Social media
- Internship
- Digital graphic design
- Brand design
- UX design
- UI + Interaction design
- Digital strategy
- Copywriting
- Advanced web design
- Advanced motion design

OBJECTIVES

Providing a gateway for creative minds to enter the world of professional design.

Prepare for the design industry through 650 hours of training and experimentation.

Be a part of global marketing and communication campaigns through team-based approaches.

Learn the nuances of communication strategy.

Delve into the exciting field of branding and visual communication.

Discover the plethora of professions related to design.

Develop one's creative personality and adapt it to the demands of a brief.

Learn how to present and defend your work to a panel or company heads.

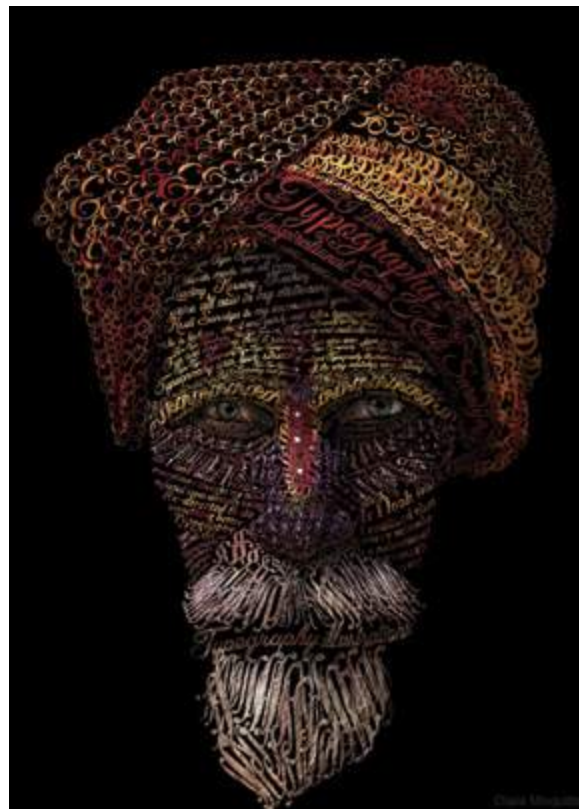
EXPERIENCES

Week-long live client projects.

International workshops hosted on campus and in France.

15-day study trip abroad.

Compulsory internship of minimum 3 months with top agencies.



photography

THE A, B, C OF PHOTOGRAPHY

The art, the business and the craft.

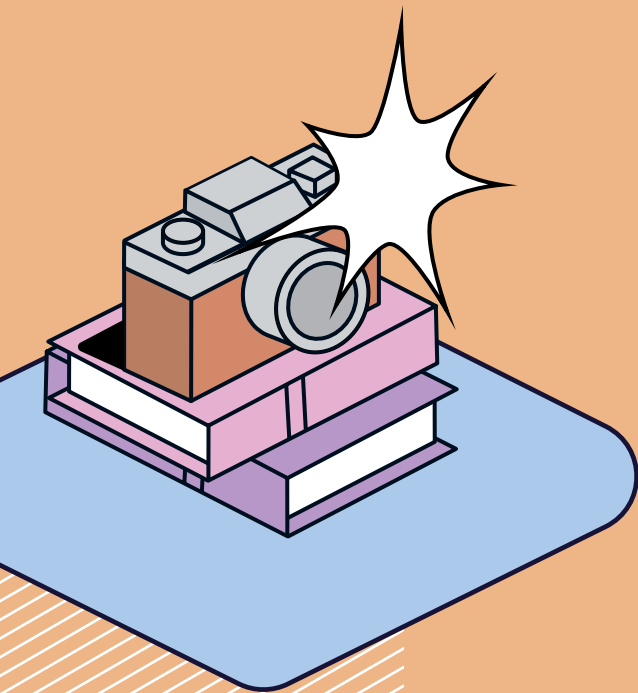
Ecole intuit.lab's 1-year photography diploma is an intensive course designed to prepare, challenge and inspire students to confidently pursue a career in photography.

Conducted by some of the field's finest specialists from India and abroad, the course fuses in-class theory and critical development with dynamic workshops and thought provoking field assignments.

Aimed to bridge the gap between technical know-how and pragmatic creative etiquette, the diploma is a stand-alone approach that opens wide the door to the present-day photography practice and its many facets.

The objective is to provide students with adequate in-depth knowledge, guidance and experience to enhance their personal vision and technical skills before they embrace their professional vocation.

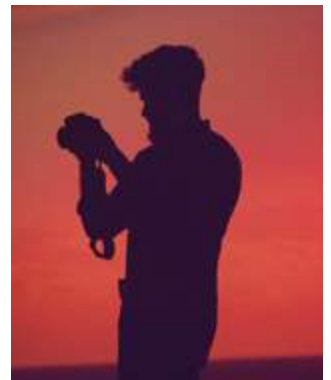
Unique internship opportunities and international career possibilities can open up via this course.





CERTIFICATE PROGRAMMES

photography



SUBJECTS

- History of photography
- Ethics of photography
- Thinking critically
- Semiotics
- Studio experience | Lighting fundamentals
- Digital | Analog
- Practices
- Photo editing | Media | Publishing
- Promotion | Presentation
- Business of photography

OBJECTIVES

Establish artistry and expertise by creating images that evoke an emotional response.

Apply the principles of lighting and colour theory to a variety of photographic scenarios by measuring, evaluating, and adjusting light and colour to create quality images.

Apply the mechanics of exposure to control light and influence the final product.

Apply principles of composition to produce studied images.

Demonstrate effective use of written, verbal, and non-verbal communication, employing relevant knowledge, skills, and judgement.

Work effectively, individually and as a member of a team, demonstrating time management, organisational, and interpersonal skills.

Use and adapt to a variety of computer softwares and hardwares for both photographic and business purposes.

Work as a professional, maintaining high standards of practice. Make ethical judgments and decisions, follow legal requirements, and adapt to a rapidly changing work environment through demonstrated commitment to lifelong learning and professional associations.



CERTIFICATE PROGRAMMES

ui/ux

GOING FURTHER WITH DIGITAL DESIGN



Technology has transformed the world, and design has been an integral part of this revolution. Hence, the Digital Design Pro (UI/ UX) programme has been formulated at intuit.lab by industry veterans, to make digital design learning an incredible experience.

The aim of this six-month part-time weekend course is to train students or working professionals to be proficient at designing for any digital platform, and nurture their entrepreneurial spirits.

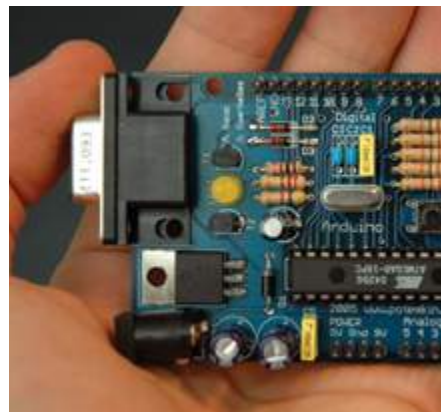
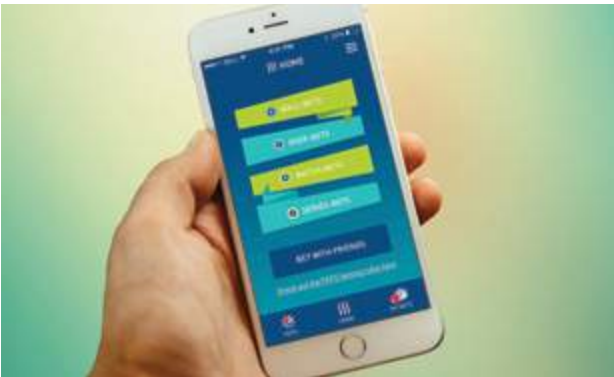
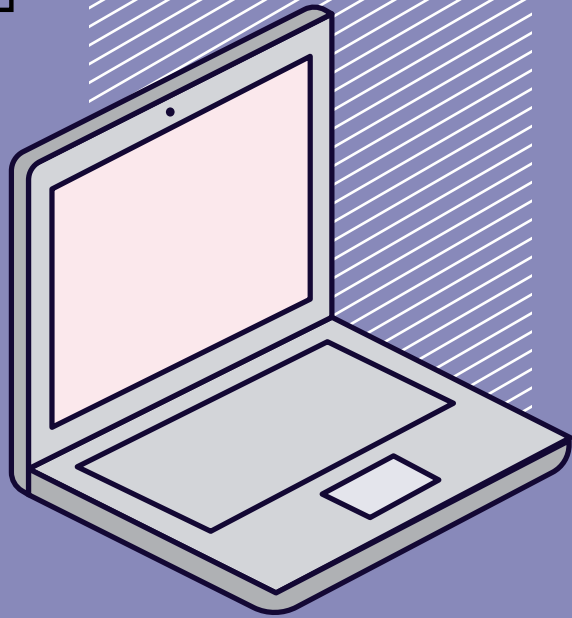
By the end of the course, the students develop a deep understanding of interface design, interaction design, technology, and strategic decision-making in the age of data.

This professional programme opens up opportunities for the students to work as UI/ UX designers with advertising agencies, digital agencies, start-ups, e-commerce platforms, etc. Digital Design Pro graduates can also work as consultants, to create and manage an online presence and kick-start digital campaigns and initiatives for various brands.



CERTIFICATE PROGRAMMES

ui/ux



SUBJECTS

INTRODUCTION TO GRAPHIC DESIGN + BRAND DESIGN

USER EXPERIENCE (UX) DESIGN

(for websites and smartphone applications)

- Introduction to UX design
- Task analysis
- User research
- Information architecture (IA)
Navigation flow
- Usability basic and usability testing
- Wireframe designing

USER INTERFACE (UI) AND INTERACTION DESIGN

(for websites and smartphone applications)

- Introduction to UI design
- Human interface guidelines (iOS, Android)
- Native application branding
- Planning, interaction design, wireframe designing
- Prototyping websites (including introduction to HTML5, CSS3, jQuery, animation on the web, and rapid prototyping tools such as Bootstrap)
- Prototyping smartphone apps using basic and advanced tools
- Exporting assets for development

WHO IS THIS FOR?

Digital Design Pro is designed for anyone who wants to excel at designing for digital media. People who will benefit the most from this programme are:

- Young students or graduates interested in digital design.
- Designers familiar with print, but novices in digital design.
- Students with a technological background, and a design bent of mind.
- Marketing professionals with elementary design skills, and an interest to specialise in digital design.
- Advertising or start-up professionals, who would like to upgrade their career by learning digital design.





3
campuses



1000
partner
agencies



25
partner
universities



école

intuit.lab

international

SPREAD OVER 3 CAMPUSES
AND HAVING A NETWORK
OF 25 PARTNER
UNIVERSITIES IN
NORTH AMERICA, LATIN
AMERICA, EUROPE AND ASIA,
ÉCOLE INTUIT.LAB HAS A STRONG
INTERNATIONAL PRESENCE.



Till date, more than 100 designers, trainers, artists from all over the world have conducted workshops across our campuses and have immensely contributed to nurturing the creative outlook of our students and broadening their horizons. This outlook is accentuated by the numerous exchange programmes carried out and encouraged at the Mumbai campus. These exchange programmes help the students experience different cultures which are all so rich and diverse.

At école intuit.lab, we believe in the saying, "Travel broadens the mind" as well as one's vision and judgement of the world. Going international means opening oneself to others, since every exchange programme promotes the enrichment of each and every participant.

This international presence helps our students interact with each other, gain interest in different cultures with an aim of broadening their vision of the world and of design in particular.

We also believe that specifics like idioms, images of the world and multiple expressions of archetypes have tremendous potency and thus should be made available to our students, for them to progress well on their creative path.

exchanges & internships

BEING A MEMBER OF ERASMUS, CAMPUS FRANCE AND CUMULUS ALLIANCES, INTUIT.LAB HAS BUILT A VAST NETWORK OF ACADEMIC PARTNERS AND INTERNATIONAL ORGANISATIONS.



At the end of their 3rd year, students undergo a study abroad programme at a partner university or pursue an overseas internship. These programmes of 4-6 months offer an enriching experience, both professionally and personally.

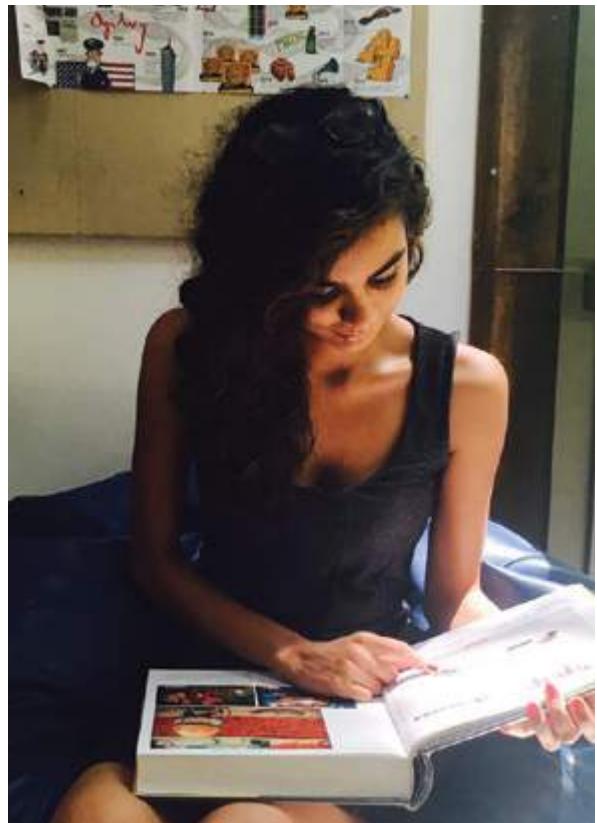
WORKSHOPS

Intuit.lab organises workshops which the students look forward to. For a week, they are exposed to different cultures and creative techniques conducted by guest speakers from around the world.

INTERNATIONAL COMPETITIONS

Every year, école intuit.lab participates in different global competitions which allow the students to assess the quality of their work by a panel of professional juries.

Intuit.lab students are often selected and they win many prizes too. In 2016, our students of the Mumbai institute were part of the top 10 winners of the Poster for Tomorrow competition. The posters selected during the workshop were exhibited at the Atyp1 2016 conference in Warsaw. Intuit.lab has won many prizes like the Warsaw Poster Biennale and the Mexico Design Biennale.



testimonies

INTERNSHIP DIARIES | PARIS

What I would give to go back? Everything!

I lived and interned in Paris for five months in an agency called W&Cie. I grew a lot as an individual and a designer over the course of my internship. Living alone in a city full of strangers and speaking a foreign language can be tough enough, but to manage daily chores on your own is a whole other ball game!

I worked on a number of brands like Ibis, Pullman, Insula Orchestra, Accor, Sanofi and TF1. I learnt a lot actively and passively. Out of the many things I absorbed from work, a few were the hierarchy in big agencies, professionalism, cultural differences and

the journey of each project. What I realised while working in an agency is that when you get to practically apply whatever you have learnt in school and in internships, it is a continuous cycle where you are constantly growing.

For me, those five months were extremely enriching. I will always cherish the metro changing, crêpes and wine, long walks by the Seine and our broken French for the rest of my life!

Janani Iyer

Class of 2017



Partner Universities

EUROPE

SPAIN, Girona

Universitat de Girona (UDG)

CZECH REPUBLIC, Ústí nad Labem

Univerzita Jan Evangelista
Purkyně (UJEP)

SOUTH AMERICA

BOLIVIA, La Paz

Universidad Católica Boliviana (UCB)

BOLIVIA, Santa Cruz

Universidad Privada Franz Tamayo
(UNIFRANZ)

BRAZIL, Porto Alegre

Escola Superior de Propaganda
e Marketing (ESPM)

BRAZIL, Rio de Janeiro

Escola Superior de Propaganda
e Marketing (ESPM)

BRAZIL, São Paulo

Escola Superior de Propaganda
e Marketing (ESPM)

CHILE, Santiago

Universidad Mayor

ECUADOR, Guayaquil

Escuela de comunicación
Monica Herrera (ECMH)

MEXICO, Morelia

Universidad Latina de America

MEXICO, Puebla

UNARTE

MEXICO, Veracruz

Universidad Cristóbal Colón

MEXICO, Veracruz

Gestalt Centro de Estudios

SALVADOR, El Salvador

Escuela de comunicación Monica
Herrera (ECMH)

NORTH AMERICA

CANADA, Montréal

UQAM

CANADA, Québec

Université Laval

CANADA, Outaouais

Université du Québec

ASIA

CHINA, Kunming

Université des Arts du Yunnan (YAU)

CHINA, Shanghai

Usst Shanghai University

JAPAN, Osaka

Sozosh Foundation Design Academy

INTERNSHIP DIARIES | MEXICO

Getting an internship at Abracadabra Diseño, Mexico, is amongst the best things to have happened to me in my four years at intuit lab. It all started at a workshop I attended at the school conducted by Benito Cabañas, founder of Abracadabra. His work ethic and design process intrigued and resonated with me deeply, which made me want to work under him and get the opportunity to learn from him.

I approached him at the end of the workshop with my portfolio and it so happened, he invited me to come intern with him and his team at Abracadabra. 25th of July, 2016, I arrived in Puebla, Mexico. In my four months at Abracadabra, I have worked on everything from Branding to Space Design to Photography as well as production. I not only got to explore a different style of work there but

in my free time, I travelled to soak in the local culture of Mexico, to see what it had to offer.

I met people from all over the world there, travelled around with them, climbed volcanoes, jumped into waterfalls and at the end of it all I would look forward to going back to work the next day. Working with Benito and his small team of four designers, (me being the fifth) really changed the way I looked at design. It opened up so many more ways to come up with solutions. As I mentioned earlier, it was one of the best experiences I've had and I feel lucky to have had such an opportunity.

Aamir Rangwalla
Class of 2017



Partner Agencies



INTERNATIONAL COLLABORATIONS

foreign universities

AN OPPORTUNITY TO EXPAND YOUR KNOWLEDGE AND EXPERIENCE IN GRAPHIC DESIGN AND VISUAL COMMUNICATION WHILE ACQUIRING AN INTERNATIONAL DEGREE.

Ecole intuit.lab offers an international diploma in graphic design and visual communication. This qualification will be paired with an international degree offered from one of our 6 partner universities.

New Zealand

Otago Polytechnic, Auckland
Lincoln University, Christchurch

Ireland

University College Dublin, Dublin
Griffith College, Dublin

England

London College of Contemporary Arts, London

Italy

L'Università Cattolica del Sacro Cuore, Milan
Libera Accademia di Belle Arti, Florence





Griffith College, Dublin, Ireland



L'Università Cattolica del Sacro Cuore, Milan, Italy



Libera Accademia di Belle Arti, Florence, Italy



Otago Polytechnic, Auckland, New Zealand



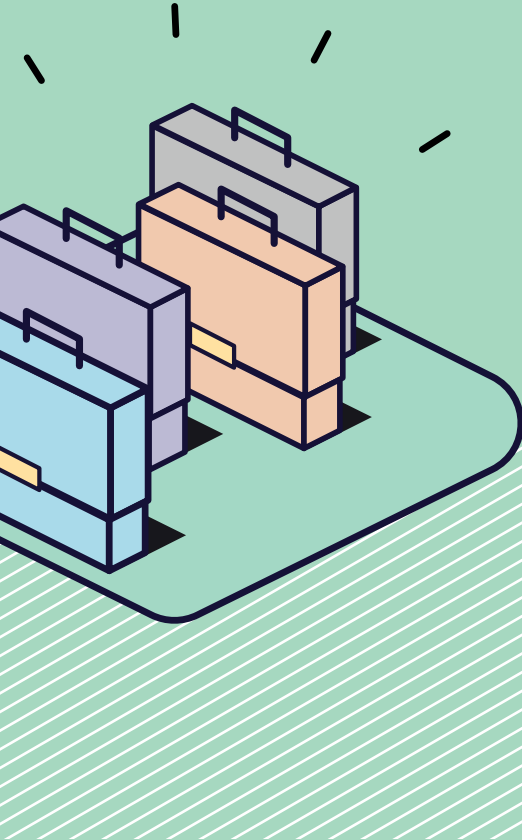
University College Dublin, Dublin, Ireland



Lincoln University, Christchurch, New Zealand

DESIGNER

a key profession



Ecole intuit.lab gives tremendous importance to the placement of its young graduates. Bearing in mind this objective, we rely on our network of more than 1000 companies in France as well as abroad. Based on our vast experience, école intuit.lab supports and accompanies the students individually for working on and achieving their professional projects. In order to facilitate the integration of students and young graduates into the professional world and connect students to traineeships and job offers on a regular basis.

Ecole intuit.lab caters to placements in a personalised way thus enabling each student to find a renowned organisation which is in keeping with his/ her professional expectations and which helps him/ her to progress. This institute enjoys a great reputation amongst agencies and advertisers in the world of design and visual communication. This is reflected in its excellent placement rate, as a result of which 98% of graduates find a job in less than six months. Ecole intuit.lab also offers unique job opportunities in France and across the world.



Graphic Design and Visual Communications have many manifestations — books, letters, signs, technologies, blueprints, interfaces, photographs, business plans. The list goes on. But at the core of all these expressions, is always a great idea, the axis around which communications revolves. And a great idea, is for life.

That's why being a student of design is a life-long affair. There are too many things to keep up with to stop learning. Ecole intuit.lab prepares students for life-long growth by providing them with an outlook to learn from everything, to adapt and to gear up to face the challenges of the professional world. I will cherish the experience and the time that I have shared with the students of école intuit.lab, both in Paris and in Mumbai. They are full of fresh ideas and have what it takes to make passionate thinkers and designers.

MALOBİ DASGUPTA

Creative Director

Publicis, Paris

We live in a world where every element that is not made by Mother Nature is 'designed'. Designers are the custodians of experiences, where both 'good and bad designs' make up our environment. Some of these ideas are clever, aesthetic, meaningful and memorable. These creations could either be timeless, a one-off trend that lasts a short lifetime or make a bold statement that may take time for mass acceptance. Contrarily, some designs could also be unappealing, uninspiring and unimaginative, falling into the realms of 'bad design'.

Designers are problem solvers and have the ability to transcend the boundaries from what exists to what was never even imagined. They can stimulate, motivate, encourage and influence. They can move, stir, energise, and excite. They can increase awareness, associations and loyalty. Designers are responsible to make informed choices, be a visionary and articulate their conceptualisation and decision-making process, and not just 'design for design's sake'. Because the most important aspect of good design, is that it should serve its purpose.



HARSH KAPADIA

Group Creative Director

VML, New York



What defines great brands today is relentless relevance.

For us at Landor — as a brand and design consultancy — it means staying on top of evolving trends and bringing an absolutely fresh and original perspective to every client's problem we solve. We found that having our studio buzzing with young strategy and design interns keeps us on our toes, helps us fearlessly push the boundaries of our thinking and makes us take more risks than we typically do. The result: much higher standards.

Our preferred choice of design interns are those from école intuit.lab. We find a great cultural fit with their students and appreciate the passion, creativity and drive which they bring along with them. We also love the opportunity to interact with young designers and learn from other practitioners through intuit.lab's Mastertalk initiative.

LULU RAGHAVAN

Managing Director
Landor

One of my favourites quotes on design is as follows: if the novel was the art form of the 19th century, the film was the art form of the 20th century, then the interface is the art form of the 21st century. It captures the importance of visual communication today. I have been impressed by école intuit.lab's students' abilities to leverage visual communication to solve problems of all types and magnitudes, making the world around us better and brighter in all respects.

APARNA PIRAMAL RAJE

Columnist and Author

Working Out Of The Box: 40 Stories of Leading CEOs





To be a designer in the digital and connected age is one of the greatest privileges of our times. We have never before seen such power in ideas, access to tools and technology that amplify ideas and the difference it makes in everyone's lives. It is for this reason that the most powerful tool of tomorrow's designers will be empathy.

In my experience of conducting workshops at intuit.lab, I found that the students were empathetic, fast learners and had the drive to make a difference. More power to them!

GEETIKA AGRAWAL

Founder/CEO

VAWAA

Creative Director

R/GA



Calligraphy workshop by Raju Parmeshwar



Mastertalk by Gitanjali Rao

testimonials



MIHIKA SHILPI

(intuit.lab 2017)

Junior Art Director

Raison Pure (Paris)

«Most students experience a clear distinction between school life and the real world. Ecole intuit.lab's 4-year programme performs the unique task of blurring that dividing line significantly. Its blend of fictitious professor-designed projects and real-world client briefs give students a solid basis in technical skills, ambitious big ideas, as well as working within constraints. During the term, a series of projects for live clients prepared us to effectively unpack briefs, interact directly with clients, design viable solutions, and pitch them persuasively.

The combination of these skills meant that my transition to my role as a junior art director at a package design agency in Paris didn't feel like a transition at all, but a natural continuation of activities I was already engaged in. It also gave me the tools both during and after school to work as a freelance designer, comfortable with client relations, the design process, and production. For this early but guided and gradual entry into the 'real' world, I am always grateful to école intuit.lab!»



RUSHIKA MAHESHWARI

(intuit.lab 2016)

Strategy Consultant

Nucleus Strategy (New York)

«I was a fresh graduate from Bachelors in Business Administration when I came across intuit.lab's pioneer 'Lab Pro' course. The meticulously-designed course structure instantly had my attention and I took the most spontaneous decision to jump into it, which is by far my best decision.

Coming from a finance background and getting into design was challenging but the professors and mentors at intuit.lab made this challenge exciting. Their guidance and patience were commendable as they gave personal attention to every student to help them craft their career paths. The holistic and varied subjects helped me grow as a design thinker.

My classmates are now my closest friends. Ecole intuit.lab is like family to me and probably the most impactful change in my life.»



SURABHI THAKKER

(intuit.lab 2015)

Design Lead Programme

Hyper Island (Stockholm)

«The intuit.lab culture is positively infectious. You learn something new every day, be it through the brilliant faculty or the diversely interesting students. For me, being a part of this institute has been a life-changing experience. It has opened my mind and taught me how to use my creativity smartly.

I do what I love as my career and for this, I am grateful to intuit.lab. It will always be my happy place.»



ZAHEER MERCHANT

(intuit.lab 2017)

Junior Designer

Happy McGarrybowen (Bangalore)



AARYA PUROHIT

(intuit.lab 2014)

Type Designer

Type-A (Mumbai)

«Intuit.lab is a reputable platform not only to acquire an immense set of skills overviewing all principle fields of design and the ad world, but also to showcase and practise said learnings.

One of the very few institutes of its nature to provide a holistic and contemporary design education model, intuit.lab and its faculty have established one of the finest, all-round design schools in India.»

«I first heard about école intuit.lab through a friend of mine, and joining it was the first big decision I took by myself. It has been the best decision I've ever taken, which led to four years of amazing memories, friends and experiences. I felt right at home at école intuit.lab, surrounded by like-minded people, in an environment that nurtures creativity and freedom to explore and express yourself.

I spent all my days sitting in and out of classes, thinking of ideas for assignments and discussing them with my friends. I miss seeing the walls covered in sketches, logos and posters, giving last minute presentations, live projects, international workshops and even group projects! Intuit.lab taught me a lot about design and creativity, but my biggest takeaway has been the ability to trust myself and not be afraid to express my ideas.»



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 have 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.»

faculty profile



**KHYATI
SHAH**

Graphic Design

«A new addition to the intuit.lab fold, Khyati has instantly won the heart of many a student. Her grace and upbeat demeanour keeps students engaged and eager to learn. Teaching graphic design to the second year students, she helps them in the metamorphosis of their foundation skills into effective communication tools.

Her discernible patience comes through as she structures her assignments to the pace and requisites of a class. She believes in the power of collaborative classroom communities where everyone's ideas are valued and respected, leading students towards critical thinking and learning. With a keen eye for detail and all things aesthetics, her passion for design is inspired largely by her love for travel, which to her reflects the three staples of graphic design — explore, experience, exchange.»



**MINAL
NAIRI**

Editorial Design

«An immensely technical subject, Editorial Design is the amalgamation of many a different subjects. Minal's mammoth task is to integrate all the subjects into one and make the students industry ready. Her need for precision, innate flair for typography, ease with softwares, and international work experience make this job seem simpler than it really is.

Her classes focus on students being organised and process driven that makes them aware of their own progress. Her constant message to all her students is — Explore, be yourself, and most of all, don't be afraid of rejection.»



**JAMILA
VARAWALA**

Creativity & Dean

«You can debate with her, challenge her, question her. She is a principal like no other. She will play loud music for an assignment if need be, and ask you not to breathe for the other. Jamila allows room for growth through experiments, while helping students find their design niche. Her liaison with teachers is one that lays the foundation for the syllabus, which aims to meet the industry needs in the classroom itself.

She believes in incorporating management principles, lateral and divergent thinking theories, like mind mapping in her design teaching. For her, design is application of the appropriate aesthetics, to the need of the client by thinking differently. "Get the job done!" is her magic phrase that gets all seemingly impossible tasks accomplished.»



**MADHU
AMODIA**

Packaging

«Her gentle and patient demeanour will win your heart in an instant. With her keen insights she manoeuvres students to play to their strengths. Madhu teaches packaging with an holistic approach to design. Bringing numerous live projects to class, she gives students a peek into the real design world.

Having worked in various design disciplines herself, her approach to design is an integrated one. "Design is one, don't compartmentalise it" is what she imbibes in all her students, helping them bring an integrated design approach in all their projects — a prerequisite in the contemporary design world.»



**YAN
GARIN**

Motion Design &
AVP—Operations

«He is as Indian as he is French. Yan started working as a professor of motion graphics and 3D design and having resonated with the teaching methodology of the institute, he took up the job of Director of Operations. You can find him striding across campus corridors, juggling between multiple admin tasks and conducting a few lectures, but never without his coffee mug.

He is the communication liaison between the French and Indian campuses, bringing about a balance between the two. While in class he teaches 3D design with ease and constantly updates his syllabus to keep up with the latest trends. According to him, problems are half solved if one learns to be a good listener.»



**ARUN
KALE**

UI/ UX

«A soft-spoken, easy-going guy, who makes one of the most complex subjects like coding seem like a walk in the park. An avid reader, self-taught coder and designer, Arun's classes are the ones where students learn and grow from their own mistakes. In his lectures he propagates the idea of 'breaking stuff and breaking conventional ideas' to simply see what could happen next.

He works along with the students to guide them and channelises them to think for themselves of the best solution to the problem at hand. This man of few words has an interesting thought for many budding designers and coders: "Make better mistakes, be wrong in better ways."»

faculty profile



**SWAMINATHAN
IYER**

Marketing &
Presentation

«A big booming voice that you simply cannot miss, Swaminathan Iyer is an advertising veteran who conducts Marketing and Presentation Skills lectures at école intuit.lab. With an experience of about two decades in teaching, Swami is a hands-on teacher, who believes in moulding aspects of the course as per the needs of the class.

A big fan of Pink Floyd, a dog lover and a gardening, cooking and tennis enthusiast, Swami believes he is living in the present and that it should not be affected by one's past. This outlook of his towards life is best captured in his own words — Drive through life without a rear-view mirror.»



**ARCHANA
PATEL**

Analytical Drawing &
Colour

«Light, shadow, tint and shade, all make their way to her class. Silence reigns supreme because the students are too engrossed in the subject in front of them, to talk to each other. Her love for nature and for looking at objects with their perfections and imperfections reflect in the way she teaches.

She taps into the confidence of the first years, with encouragement and patience. As a professor of analytical drawing and colour, her students often hear her say “Open your eyes to see the world, and LOOK!”»



**BINIT
VASA**

Human Sciences &
Branding

«He throws open a question to a class and waits for all hell to break loose with speculations, conjectures, debate and some more questions. Binit uses various experimental and blended learning techniques in his lectures. Having dabbled in the fields of advertising, design and business, he facilitates his classes with a truly holistic approach. He not only focusses on developing a student's design sensibilities but also supplements the development of their soft skills.

While many of his colleagues like to call him Font Kumar, because of his love and keen eye for typography, Binit is also passionate about travel and teaching. He enjoys understanding different cultures of the world and interacting with people from across the globe. He eloquently sums up his approach on design in a single sentence — Design is a verb, not a noun.»



**SALIL
SOJWAL**

Illustration

«The year usually begins with a self-portrait and somewhere down the line, his students find their voice through illustration. Extremely explorative in nature, Salil's classes are a fusion of the old with the new. Illustration is looked upon as a solution rather than a medium of decoration. Students are exposed to its applications across a variety of media like story-boards, book-cover design, editorial design, caricatures, doodling; helping them understand the nuances of each media while executing them.

He has navigated the waters of design, advertising and illustration, thus knowing exactly how to guide his students. Being in the design field for nearly two and a half decades, his key to staying at the top of one's game is to read, get exposure, adapt, reinvent and be agile.»



**DEVDUTT
TRIVEDI**

History of Art

«His lectures are like none other that you would have previously experienced. No two lectures of his are the same either. He plans for each class for around two weeks in advance. Devdutt Trivedi believes in performing his lectures instead of conducting them. This unique approach to lectures turns the most theoretical subject — History of Art, on its head and is presented in a very different light to the students. Creating a discourse through interactive games and dialogue, he believes in matching his teaching style to the content at hand.

Having studied art, films and phenomenology, he believes in developing thought and the collective consciousness of a class. He constantly encourages the concept of developing thoughts and ideas for the mere joy of thought itself.»



**MADHUMITA
SRIVASTAVA**

**Motion Graphics &
Personal Project**

«In constant need of change and finding new challenges, Madhumita's passion for design and art is apparent when one merely hears her talk about it. She likes to function as a facilitator rather than a teacher. She lets her students chart their own path, only shining the light in a particular direction, when needed.

Her diverse expertise in T.V broadcast, motion graphics, and architecture helps her tackle any question thrown at her by the students. She maintains that design is an eclectic discipline, and one can draw from any of its branches to come to a solution. There is nothing more that she believes in more fervently, than the thought — anything is possible.»

LIFE AT

intuit.lab

A meeting point for talented minds.

Intuit.lab is a nurturing institute that offers students a tailor-made solution with professors and administrators involved.

For students, école intuit.lab is more than a college; it is a place of fulfilment, creative emulation and enriching exchanges with professionals. A meeting place where creativity thrives.

Apart from high-level courses, strong friendships are created, nurtured by teamwork, fuelled by active lifestyles and the real world. These moments of group creations are precious. They add to the lessons of real team cohesion and lead to memorable experiences. The spirit of école intuit.lab is creative, adventurous and open to the world.









STUDENT WORK

portfolio

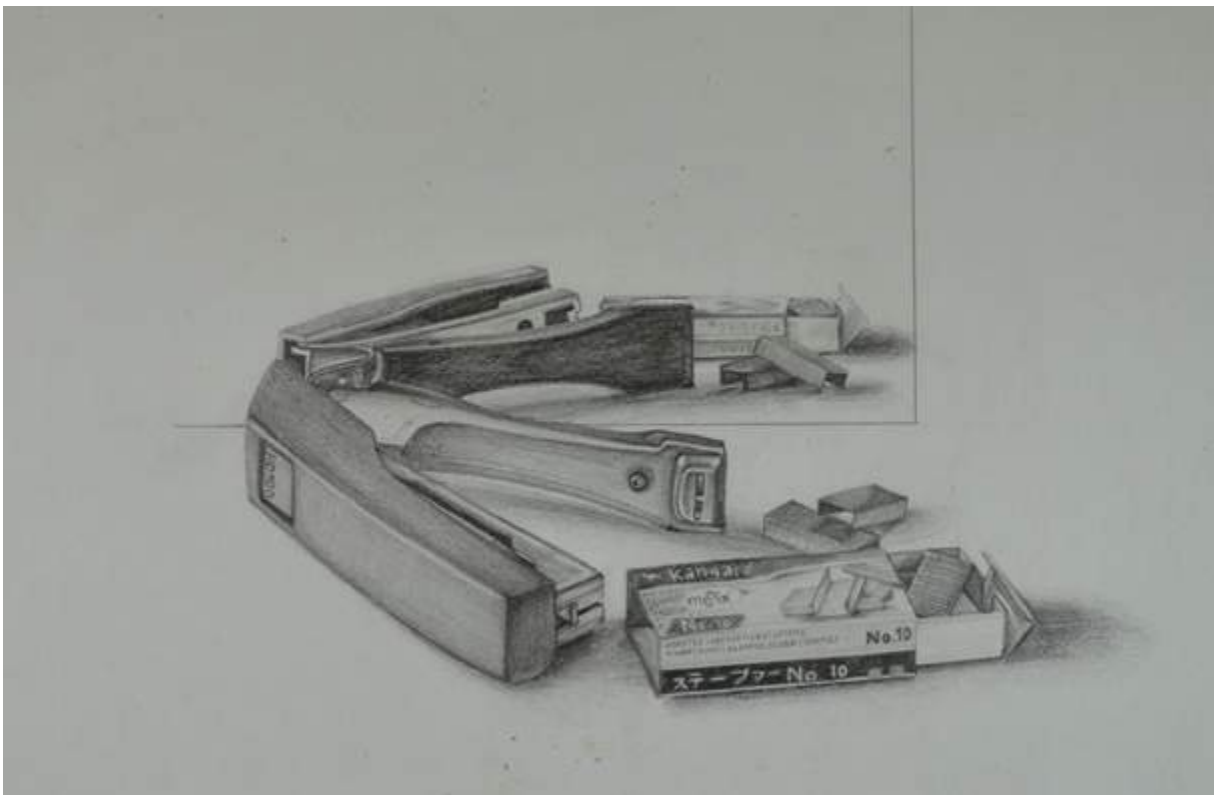




Rhea Kulkarni



Manodnya Mehetre



Dhruvi Shah

ACCESS A HEALTHY CHILDHOOD

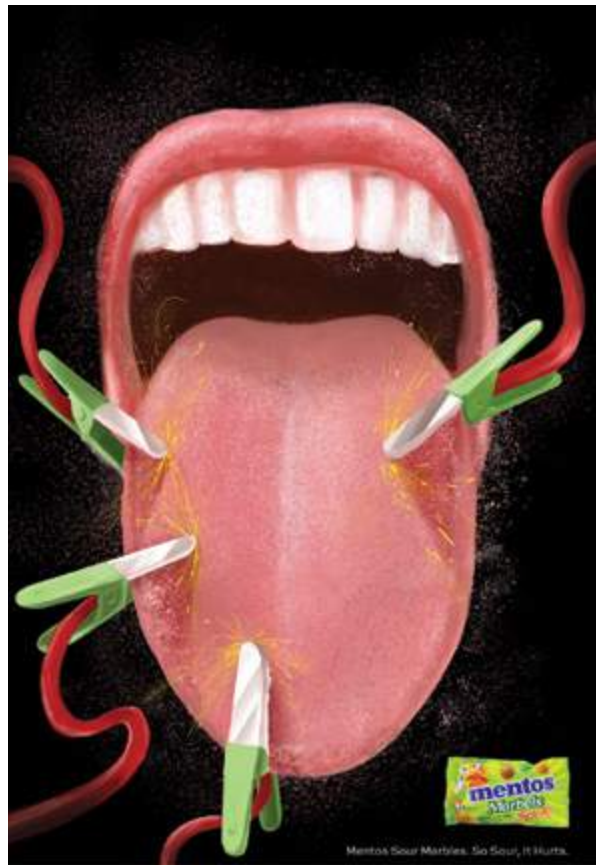




Rhea Kulkarni



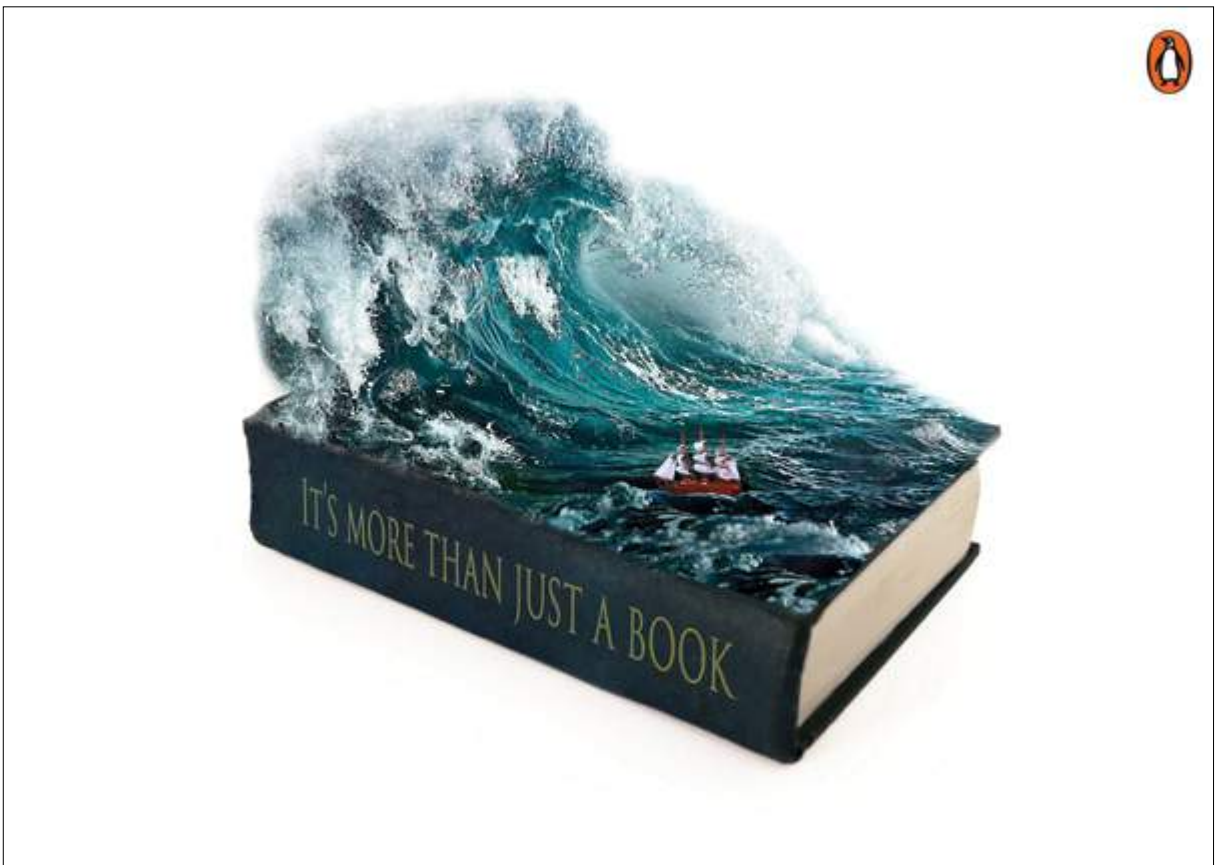
Aamir Rangwalla



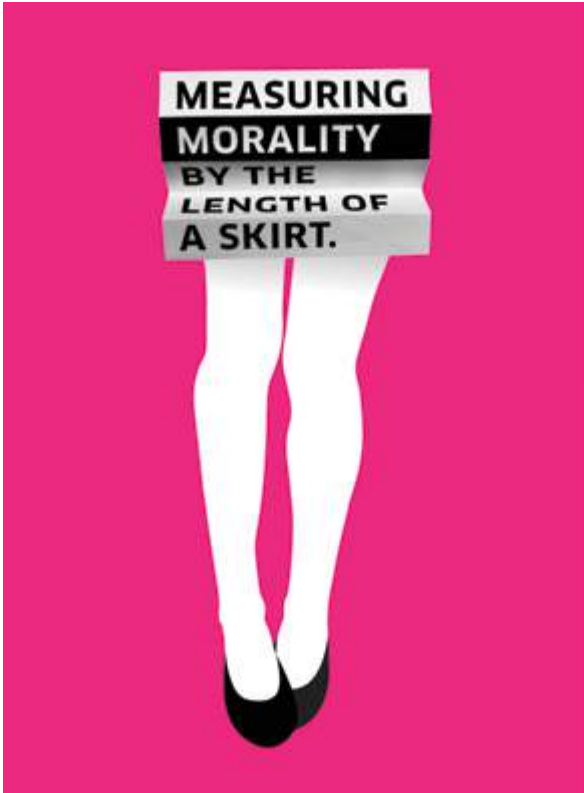
Yash Choksi



Simran Singh



Sanidhya Chowdhury



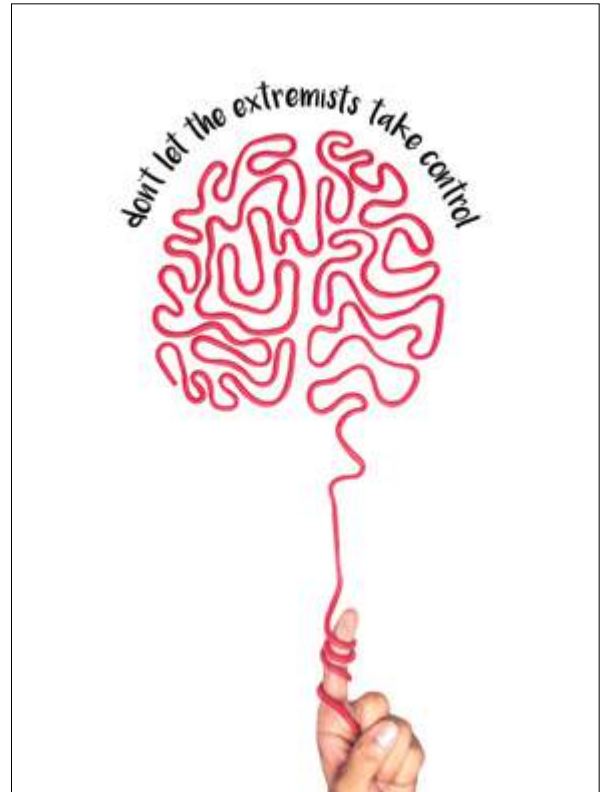
Elianna Penkar



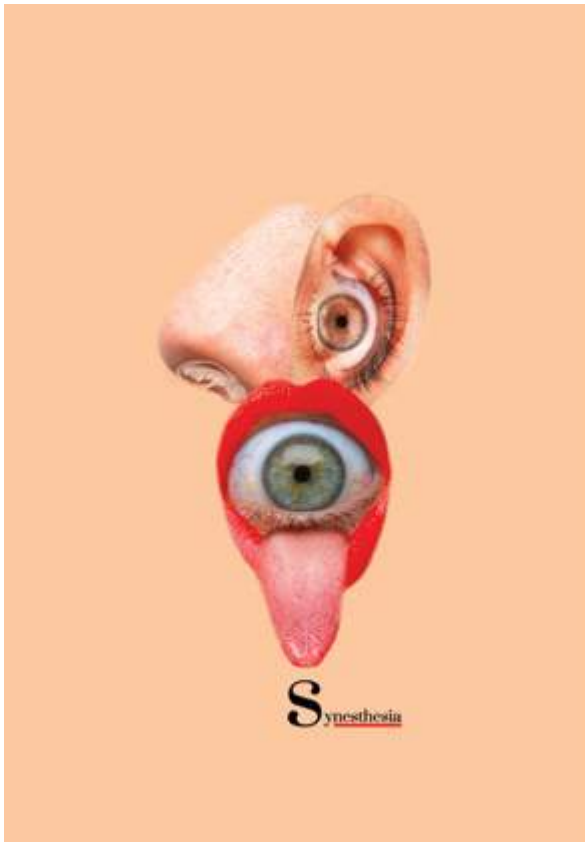
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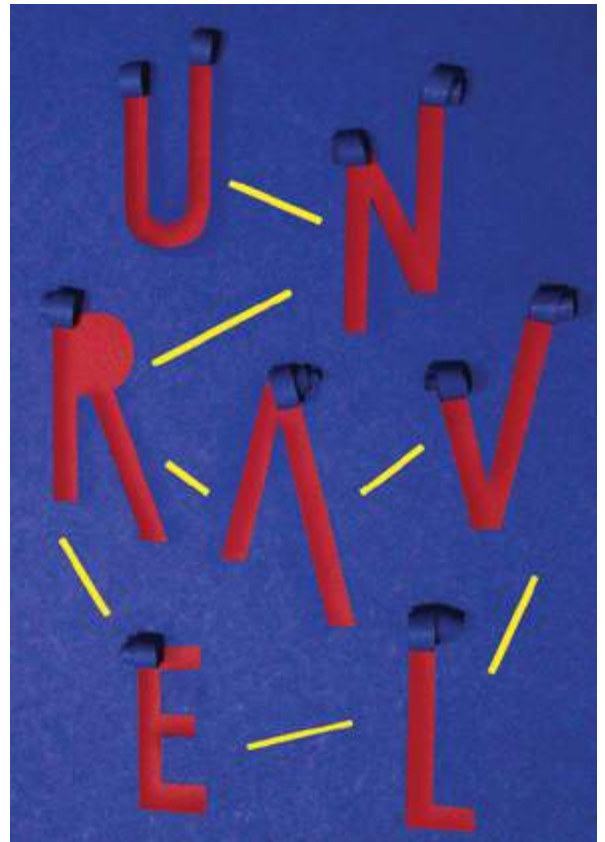
Rithik Pulikken



Neha Godambe



Shruti Vidyanand



Shikha Shah



Manali Shah



Aamir Rangwalla



Sanjana Kadam



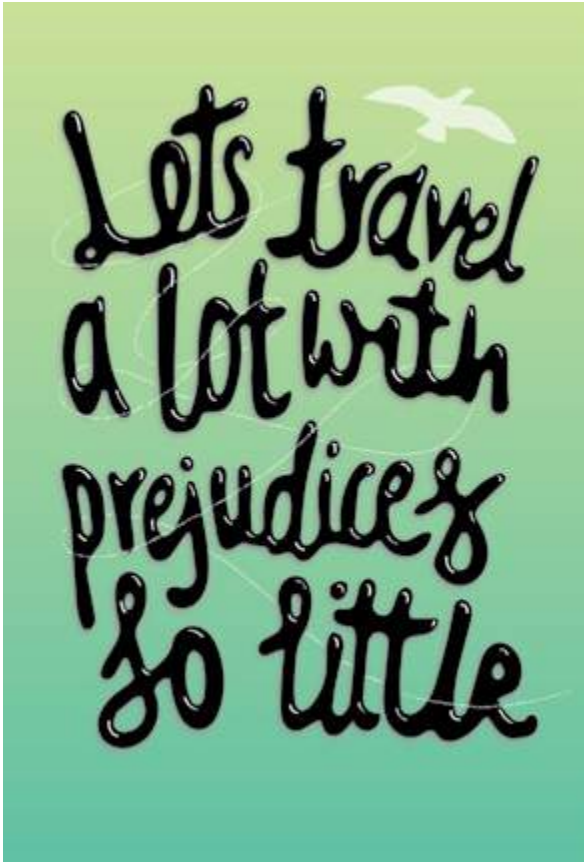
Prajakta Athlekar



Aangi Shah



Ankur Guha



Vidhi Doshi



Karanjit Narang

TUTA TUTA EK PARINDA AISE TUTA KE PHIR ~~JUD NAA PAYA!~~

#SABJUDEGA

Karanjit Narang

école

intuit.lab

admissions

UNDERGRADUATE FOUNDATION YEAR

Eligibility

Students who have passed 10th or 12th grade or achieved higher qualifications from any stream are eligible to apply for the 4-year programme.

Admission Process

Students must submit the application form to enrol for the desired courses in our institute.

Relevant documents have to be attached with the form and can be couriered or hand delivered to our institute. An application fee of Rs. 3000 by cash or cheque payable to 'ECOLE INTUIT LAB EDUCATION PVT LTD'

List of documents to be submitted along with the application form

- Application fee of Rs. 3000 by cash or cheque
- 2 recent passport size photographs
- Marksheet photocopy of the course last completed. (10th, 11th or 12th grade if completed)
- Photocopy of address proof (passport, Aadhaar card, driving license)

Selection Process

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

The interview will be held on the same day after the test is completed.

UNDERGRADUATE LAB 2

Eligibility

Students who have completed their foundation year from a design school are eligible to apply.

Admission Process

Students must submit the application form to enrol for the desired courses in our institute.

Selection Process

A personal interview and portfolio evaluation will be held after scheduling an appointment.

POSTGRADUATE

Eligibility

Students who have completed their graduation from any field are eligible to apply.

Admission Process

Students must submit the application form to enrol for the desired courses in our institute.

Selection Process

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



The course fees may be obtained upon enquiry. Please contact our administration department for more details.

école
intuit.lab

contact

ECOLE INTUIT.LAB MUMBAI



DHRUTI PATEL
Director, Marketing & Admissions
dhruiti@ecole-intuit-lab.com

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MUMBAI

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