

école

**intuit.lab**

SCHOOL OF DESIGN  
& CREATIVE STRATEGY

# International Master's program in Design & Visual Communication in France

PARIS  
MARSEILLE





## ABOUT

# Design & Creative Strategy

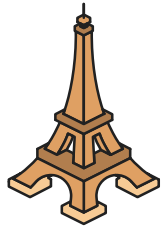
École Intuit Lab is a French institute of design, digital and strategy, co-founded by designers & academicians who had a vision to build a culture — not just a school. Ours is a culture where creative minds are free to innovate, create and be part of a design revolution. Our programmes produce highly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

Come, design your creative career!





# 8 campuses



## École Intuit Lab PARIS

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

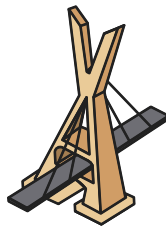
90 Rue de Javel,  
75015 Paris,  
France



## École Intuit Lab MARSEILLE

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

56-58 rue de la Joliette,  
13002 Marseille,  
France



## École Intuit Lab SÃO PAULO

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

Rua Major Maragliano 191,  
Vila Mariana - Campus  
Fapcom,  
04017-030 - São Paulo  
SP, Brazil

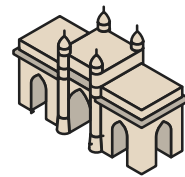


## École Intuit Lab DUBAI

A global hub of innovation and luxury, Dubai blends futuristic ambition with tradition. Known for its iconic architecture and strategic position between East and West, it offers students a dynamic, multicultural environment in the heart of the Middle East.

CONTROL TOWER - 901 -  
Motor City - Dubai, United  
Arab Emiratesl

Provided by  
Colors Art Institute



## École Intuit Lab MUMBAI

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

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

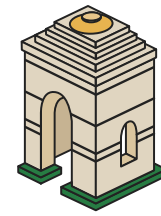


## École Intuit Lab KOLKATA

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

J1, 15, Opp. Mediasiti  
Bldg., EP Block, Sector V,  
Bidhannagar, Kolkata, West  
Bengal 700091, India

In partnership with  
Techno India University

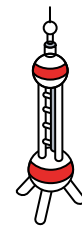


## École Intuit Lab DELHI

Situated in the North of India, New Delhi is the capital of India. The city boasts of many historical monuments along with a dynamic economic ecosystem that nourishes many a startups.

9, Near Moolchand Hospital,  
Part-3, Ring Rd,  
Delhi 110024, India

Managed by  
JS Institute of Design



## École Intuit Lab SHANGHAI

One of the biggest cities in China, Shanghai is home to many companies that hire young talent. The Huangpu flows across the city creating a crisscross between modernity and tradition.

No. 155 Tanjiaatang Rd,  
Minhang,  
Shanghai 200241, China

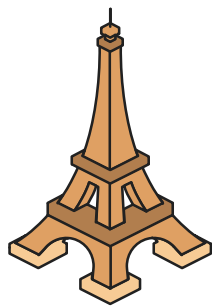
Jiatong University



## CAMPUS PARIS

**A school that encourages reflection, learning and understanding of Design.**

A stone's throw away distance from the Eiffel Tower, our Paris Campus is an island of creativity in a busy city. Our students enjoy the city's rich cultural heritage that inspire their art. Surrounded by well-known agencies and unparalleled opportunities in the creative fields, our students make the most to build their career paths.



## CAMPUS MARSEILLE

**The Marseille campus of Ecole Intuit Lab opened in 2021.**

Ecole Intuit Lab finally arrived in Marseille in 2021! A dynamic city with a strong cultural and economic dimension, an ecosystem full of opportunities, perfect for our students to enrich their profiles with the French Riviera as a backdrop.





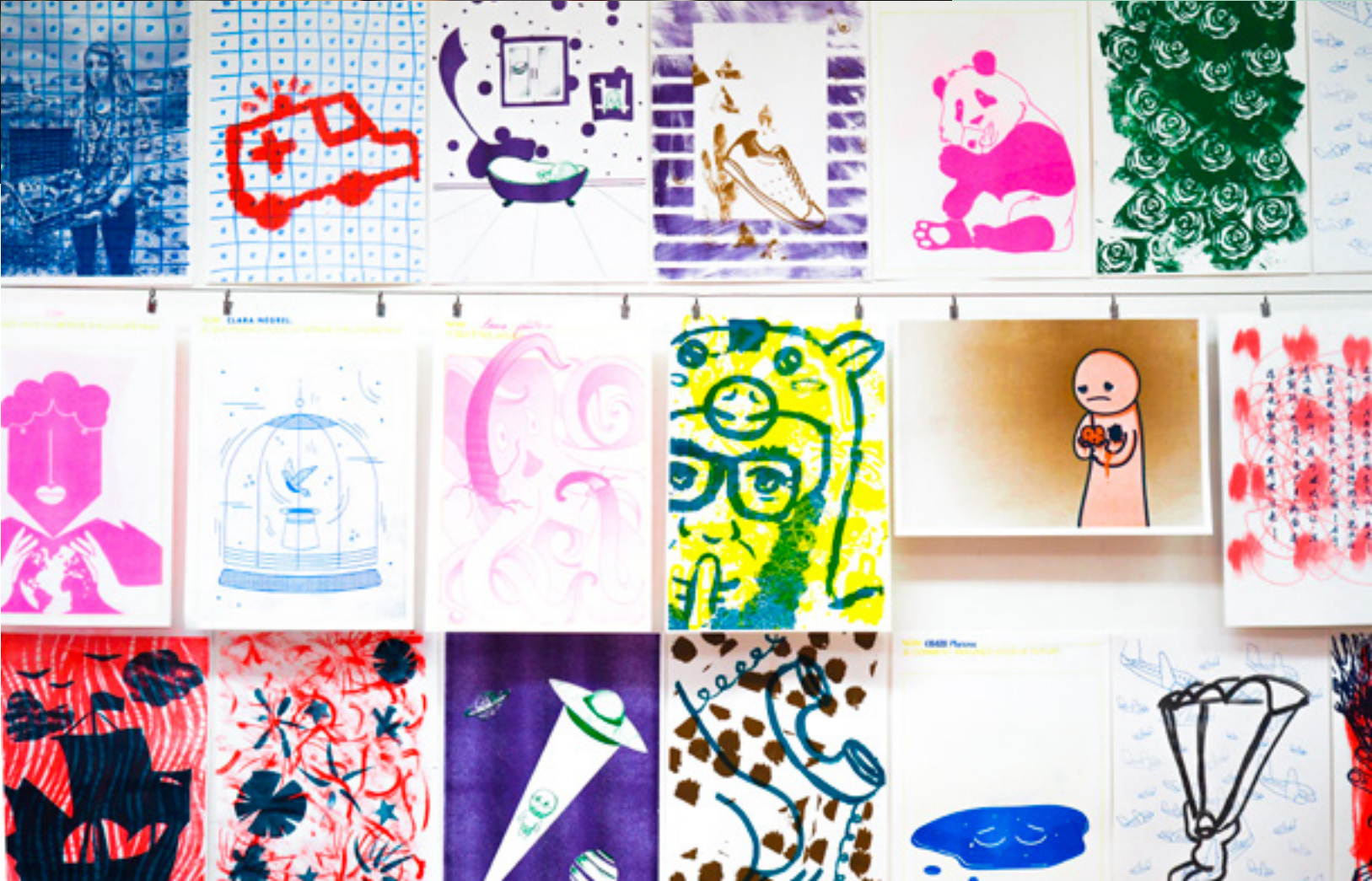
MASTER’S PROGRAMME

DESIGN & VISUAL  
COMMUNICATION

Technology and design together, are leading the world through its most monumental transformation. In multicultural markets, during an era of explosive data culture, the ability to convey messages in creative, visual and universally comprehensible ways has become a powerful tool.

Visual Communication plays an important role in shaping our choices. This 2 year Master’s programme trains students to infuse words and images with life and meaning, in ways that can persuade, educate, entertain or inform.

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





# About the program

A two-year Master's program in Art Direction, Graphic Design, and Digital & Visual Communication, taught in English.

Our curriculum is designed to foster creativity through hands-on learning, allowing students to apply and refine the skills acquired in their first year.

- Year 1: A full-time academic program.
- Year 2: A work-study format that combines academic learning with professional experience.
  - » 1 week per month of intensive courses on campus.
  - » 3 weeks per month in a paid apprenticeship, gaining real-world experience while earning an income.

OR

- Year 2: one semester in full time study, followed by an internship.



Accreditation of French Government, Diploma Title



# M1 FIRST YEAR

Year 1: A Full-time study programme, subject covered :

Design Process and Art Direction + UX/UI Design + Motion Design + Branding and Visual Identity + Marketing + Vernacular Design + Brand content + Design Thinking + Foundational French + Personal Branding/Portfolio + Big Idea/Project Management + DA / photography + Poster Design + Social Design + Video Mapping + DesignNXT

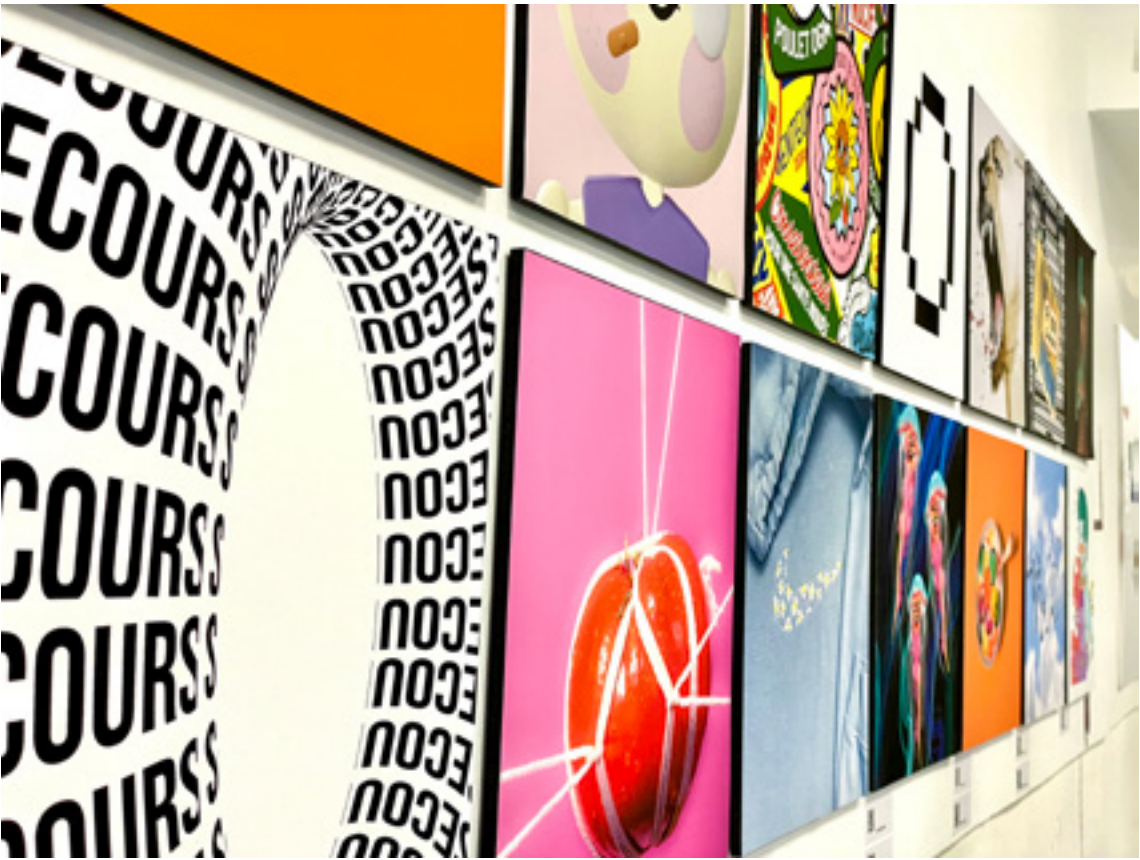




M2 SECOND YEAR

**YEAR 2 : 3 weeks in apprenticeship in agencies**  
**1 week project at school monthly,**  
**subjects covered :**

Design Thesis + Digital artistic direction + Strategies /  
Live project Consulting (Publishing & Digital) + Project  
management Monitoring / News management + Artificial  
Intelligence and Data analysis + Marketing + Storytelling +  
Personal Branding + Entrepreneurship.





ACADEMICS

# An Industry First Approach

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

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

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





## Certificate Program

### An intensive path to design mastery

The Certificate Program is a rigorous three-month training designed for those serious about building a professional career in design. Unlike shorter introductory programs, the Certificate allows for in-depth skill development, personal mentorship, and a consistent studio routine that mirrors real-world design environments. Students engage with complex projects, refine their technical abilities, and produce a portfolio that demonstrates creative and strategic thinking.

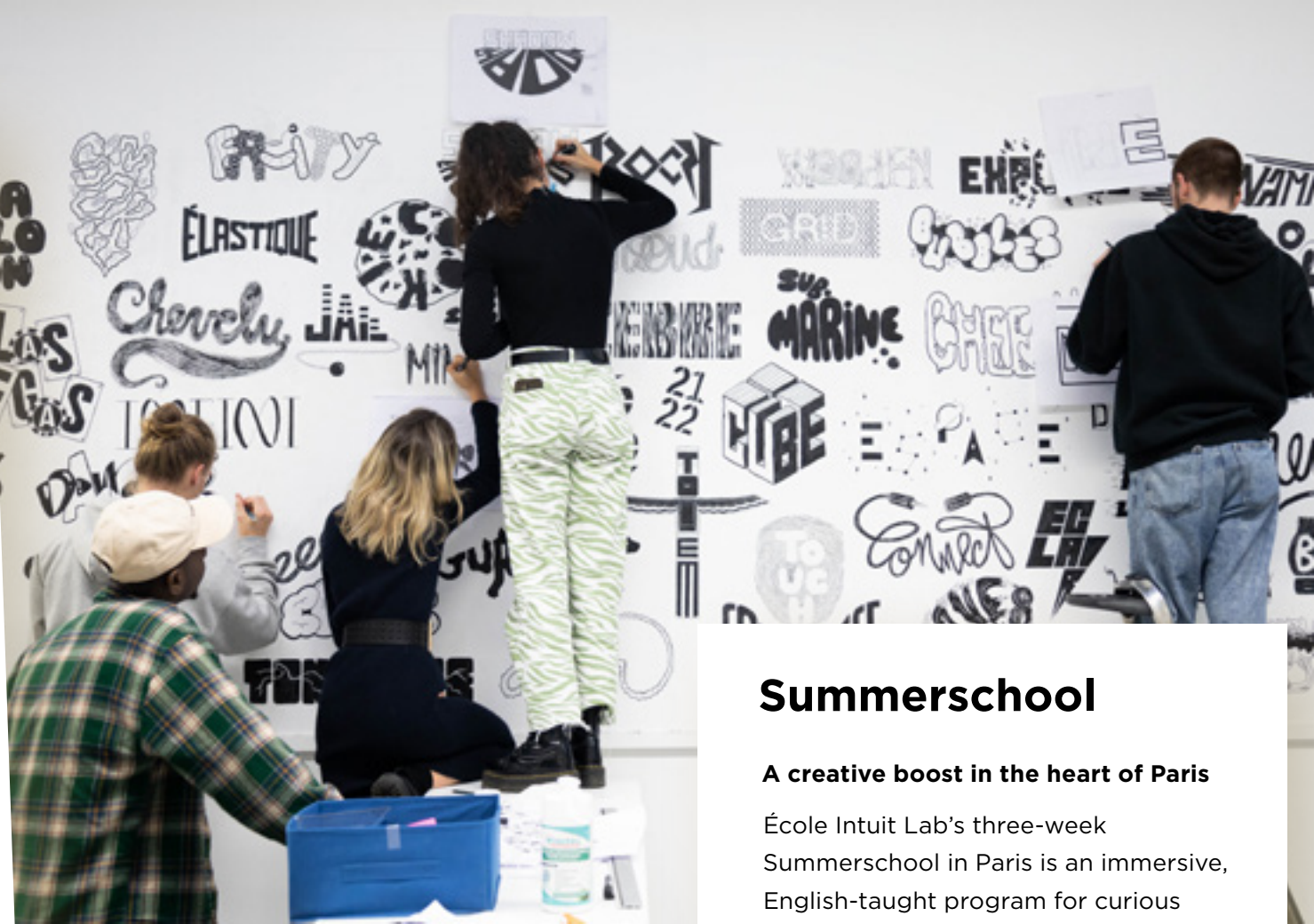
Whether you're making a career switch, strengthening your existing design practice, or preparing for further academic study, the Certificate Program offers the time, depth, and discipline to take your work to the next level.

“

**What I like about École Intuit Lab is that it's very specific to visual communication and the fact that we are in Paris, one of the most cultural and creative cities in the world. So I'm very grateful to be here!**

JENNY SUN

”



## Summerschool

### A creative boost in the heart of Paris

École Intuit Lab's three-week Summerschool in Paris is an immersive, English-taught program for curious minds and aspiring designers. Open to all levels, it covers the basics of branding, graphic design, typography, and visual identity through hands-on studio work, collaborative projects, and workshops. Ideal for students or professionals exploring design, building a portfolio, or seeking creative inspiration.

With Paris as both classroom and inspiration, Summerschool offers a unique cultural and creative deep dive—perfect for those with limited time but unlimited curiosity.





# Work with renowned brands

Our students have the opportunity to pursue internships or alternance programs with top agencies across France. Thanks to our strong connections with both French and international creative firms, students can gain professional experience in dynamic studio environments, from global networks to boutique agencies.

These placements provide valuable industry exposure, offering insights into real-world workflows, that often leads to long-term roles within the creative sector.



Our students have interned at...

WAD cartoon AUSTRALIE HAVAS

DDB TBWA Seenk DRAGON ROUGE

Landor BETC LONSDALE we are social W

BUZZMAN McCANN MALHERBE black and gold. CARRÉ NOIR

Leo Burnett BABEL Register AIR PARIS Y&R

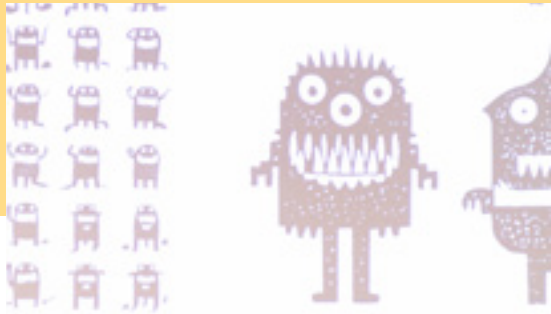
HOP SCOTCH cba ROSA PARK Mazarine les semailles DESIGN

PUBLICIS Ogilvy quatre ici Barbès H5

ABRACADABRA alfalfa studio

## Bringing the world to our campus

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



## Joining the international creative community

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

poster for tomorrow





STUDENT LIFE

# A Human Scale College

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

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

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

A warm environment that emphasises individual interactions and personal growth

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

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



école

**intuit.lab**

SCHOOL OF DESIGN  
& CREATIVE STRATEGY



PARIS



MARSEILLE



KOLKATA



NEW DELHI



MUMBAI



SÃO PAULO



SHANGHAI



DUBAI

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

