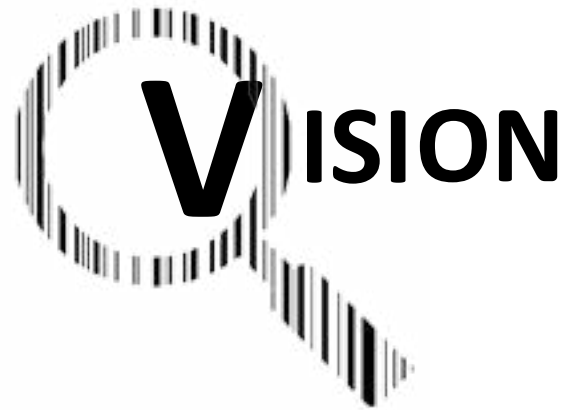


P R O S P E C T U S

# 15 *Glorious Years of Design Education*

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To engage the natural potential of an individual through  
**Design Education**  
 & empower them with the spirit for wholistic creation through  
 positive thought & action



## DIRECTOR'S MESSAGE

Arch has stepped into the 15th year of this millenium and its 15th year of joyful existence!

Having experienced the thrills of pioneering, the drills of trailblazing, ARCH continues to be a surprising revelation of exemplary versatility. Challenges welcomed and overcome, with belief & energy, milestones completed, with new goals on the horizon, finding the strength for remarkable execution of ambitions with humility in all endeavors and achievements.

All in all, a strengthening, successful and ongoing journey, inspired with the love, acceptance and support of well wishers and the design fraternity of India. Based in Jaipur, a city that is a catalyst for the study of all aspects & fields of Design, the ARCH Academy of Design is built to create truly design adept professionals, within an encouraging, supportive and nurturing environment. Great education in design and art made possible through the fusion of environment and the ethos and contributions of a dedicated, innovative, energetic, empathetic and experienced academic community; working hand in hand with responsive students keen on questions, exploration & discovery.

Laying a foundation of education through an interdisciplinary and interactive learning process the Arch Academy of Design integrates and unifies contextual values and contents of local knowledge systems within emerging modern concepts. In addition to the predictable dissemination of professional and technical knowledge, ARCH further seeks to instill entrepreneurial and collaborative skills in its students. Arch takes pride in combining the zeal of emphatic thought leadership with social sensitivity, in its attempt to transform students into the budding design leaders of tomorrow.

In the larger arena, our collaborative alliances with global partners, International Universities and the Industry are translated into student and faculty exchanges, classroom projects, internships, placements and progression, which



In the larger arena, our collaborative alliances with global partners, International Universities and the Industry are translated into classroom projects, internships and placements.

not only ensure employment for Arch alumni but also help them develop soft skills and professionalism to carve a niche for themselves in the world.

ARCH awards national and international certification and validation for its design programmes. This Prospectus provides comprehensive information on a broad range of Degree, Diploma and Certificate courses offered which are structured to incorporate progression routes towards jobs as well as the exploration of potential for further study both in India and overseas.

I believe your future pathway can begin with one of our courses that fulfill your needs. We look forward to welcoming you as a student of the Arch Academy of Design.

**Archana Surana,**  
**Founder & Director**



## MISSION

Be an internationally acknowledged design institution nurturing individuals to develop as innovative professionals and entrepreneurs with requisite skills and social sensitivity

Enrolling students of pluralistic identities & cultural contexts and provide a learning experience, that inspires and prepares them to be leaders, characterized by creative thinking, innovation and the ability to transform the future

Building on an impeccable foundation of research & learning based on a wide spectrum of disciplines to develop & impart learning as per the emerging needs of society

Developing collaborations with other advanced educational foreign institutions and public and private organizations in order to enhance and maintain the quality and standard of education

Channelize the creative energies of the increasing youth of the country into well researched and realistically viable development streams as trained professionals with a genuinely high level of usable skill sets for Industry

To revive and renew time-honoured indigenous skills & Craft knowledge and practices and bring beneficial developments and changes to rural livelihood through thought and action

Enable endeavors towards establishing a 'self-definition for women' by encouraging, empowering and educating women to become professionals & entrepreneurs creating their own business or social enterprise

## DIRECTOR ACADEMICS - objective verity



Design is. Design was. Design will be.  
 Design has existed. Before existence.  
 As the preliminary schema. As the intent.  
 As the pathway & the steps. As the result.  
 The ongoing cycle. The continuum.  
 Design is the most important ingredient of, both, animate & inanimate existence.  
 Design is the cause & structure for existence.  
 It is also the effect.  
 And Existence gives reason for Design to exist as an activity.  
 Design is.

Cause. Effect. Or just simultaneous parallels.  
 Understandably dependant on our extent of awareness.  
 The process of design starts with AWARENESS in all its forms... peripheral, binocular, sensational...trancendental...et al.  
 Awareness of needs.  
 Awareness of connections.  
 Awareness of options & available choices.  
 Design goes on to use this awareness to explore possibilities for creating.  
 Answers to problems. Answers to needs.  
 More problems even! And more answers.....  
 Creating needs. And more answers ..Always more answers and solutions. Not necessarily appropriate. Not necessarily the best.  
 And we go on...

'Innovation' today and most of what blatantly declares itself as design today, is just clever renovation of past innovations, past solutions, repacked & re-presented, hopefully in context, with appropriate facelifiting ingredients.  
 Innovative spinning & dodging & sprinting to keep up the illusion. Justification for creating objects we don't really need.  
 Creations for created needs, the fuel for our hunger.... for more.

The very life of the created object is getting shorter & shorter. It is so easy to mask shoddy solutions & cover them up with sound effects, & skillful articulation; with clever distractions and sleight of hand. Get rid of them and get a NEW model before anybody notices shortcomings. Build these 'achievements' into the system – as planned obsolescence - planned redundancy.  
 Worship this worthwhile activity of Creation!

The world may seem to be getting smaller in our internet addled, flying time conscious minds, but OUR EARTH is DEFINITELY NOT GETTING SMALLER! Not with the bloated new Mountain ranges we are building, the layers upon layer of decommissioned goods we add to its surface every day in land fills & dumps.

Quite simply, this world does not wish to see the seed fall; wait to see the tree grow. It wants instant trees.  
 And so we try harder to produce instant answers. Fast.  
 And we succeed, so easily. An irresponsible design process has always been conveniently faster and easier.  
 So we fail again. And again.  
 The larger picture reveals the landscape, the desolation, the wrought 'creation'. And the regret. Most times its too late.

And this, in a world where there is no dearth of Actual Needs, where we face a growing dearth of resources, with our wasteful consumption of energy & material and our irresponsible & wasteful creations.  
 In a world where we simultaneously continue to create our comfortable myths of preservation, conservation, recycling, and what not, while we are at it.

So whither innovation?  
 Whither creation - insightful, inspirational, useful ?  
 Are we even prepared to welcome 'Divine Intercession'; ready even to permit its wisdom; permit it to show us the entirety, the connections and the continuities; enabling us, in effect, to bring together the innovation, the 'Elegant' solution.

The invisible whole is wisely resting and waiting for us 'real' beings to join it one day!

So before we disappear entirely, let us begin to see some real needs.  
 Let us Create some Real Solutions for Real Needs.  
 With awareness & intent.  
 Awareness. Intent. Creation.  
 At the least, here's hoping for an innovative renovation of innovation!  
 Join us.  
 Afterwards, of course, we would definitely like to think we did it all; claim the credit; take out a patent; make it repeatable at will! Even so...let's do it! Let's start.

**BENOY THOOMPUNKAL**  
 DIRECTOR ACADEMICS  
 Partnerships, Research & Innovation

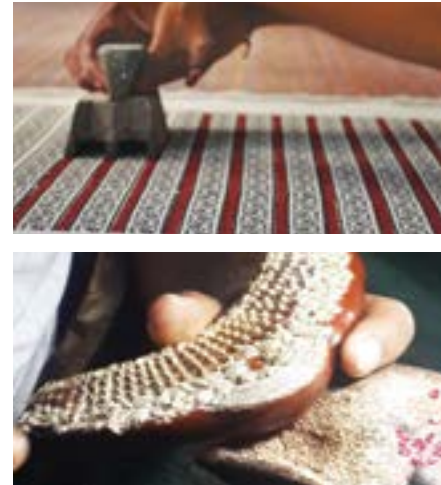
## JAIPUR - THE PINK CITY



Known as the 'Pink City' the world over, Jaipur, the capital of Rajasthan was founded by Maharaja Sawai Jai Singh II on 18th November 1727. When the Prince of Wales visited Jaipur in 1853, the whole city was painted in pink colour to welcome him and ever since then, Jaipur has been called the 'Pink City'. It was planned by Vidhyadhar Bhattacharya, a Bengali architect, in a grid system with wide straight avenues, roads, streets, lanes and uniform rows of shops on either side of the main bazaars.

The architecture & planning of the town was the best in the Indian subcontinent and was very certainly quite advanced for its times. The rich, colorful cultural & architectural splendors of the city can be traced to the historical and aesthetic places that reside in

the city which include various palaces, forts and temples. This city of victory really wins the hearts of the people with its splendid charisma. The medieval walled city and its markets continue to be abuzz with activity even today. Alongside the historical city exists the modern capital with shopping malls and multiplexes, the World Trade Park, beautiful gardens and theatres for cultural evenings. Glimpses of the glorious history of Jaipur are reflected in its crafts and royal artefacts. Jaipur today is a hub for industries connected with craft export, jewellery, block printing etc. The city is also famous for its lightweight yet warm, Jaipuri quilts. In a more contemporary perspective, Jaipur holds the world's largest literary festival – the Jaipur Literature Festival which annually hosts some of the most famous writers and authors in



the world, including Nobel laureates. Jaipur has also emerged as a modern metro city of India, with advancements through the Metro Rail Project and well connected flyovers, and is now in the array of Tier I Cities making economic activities more viable. Business & Employment opportunities have increased many-fold in the last 3 years. Various public and private projects have created tremendous demand for talented and skilled manpower.

*Jaipur, the design city has lovingly nurtured the Arch Academy of Design ever since 2000 and seen it grow from strength to strength in these 14 enterprising years. The cultural heritage of the 'Pink City' seems to act as a catalyst in the study of Design.*

## ARCH JOURNEY

The ARCH Academy of Design was set up in the year 2000 under the management of the Arch Educational Society to impart industrially & globally relevant, specialized Education in Design. The Institution has developed as a centre of excellence in learning and innovation, and over the last fourteen years, has trained more than 6000 professionals and entrepreneurs from across the country.

The Academy offers Undergraduate, Postgraduate and Certificate courses in *Fashion Design, Interior Design, Craft Product Design, Jewellery Design, Graphic Design, Design Communication, Lifestyle Accessory Design, Design Management, Strategic Management & Leadership, as well as Diploma & Certificate programmes in Visual Merchandising & Gemmology.*

The ARCH Academy of Design has a strong International representation, with students from several countries like Sweden, Spain, Kuwait, the United Kingdom, the USA, Nepal, Iran, Canada, Korea, Japan, and Dubai etc. who have, at one time or the other, chosen to study here.

Since Jaipur is a thriving student city, the college experience at ARCH is about more than just classes. It is about discovering and developing an understanding of the culture while getting exposed to the art, craft and talent of the local creators; understanding and contributing in real ways to the evolution of sensibilities through the study and practice of Design. Jaipur is one of the most active jewel markets of the world and has renowned textiles and embellishment techniques, especially those involving the

use of natural dyes for Sanganeri and Bagru block prints. The city thus becomes a favorite choice for studying design within a cultural context, enhancing its unique heritage in a practical way.

In January 2011, the Arch Academy of Design pioneered the first Online Entrance Examination for Design in India and is, to date, the only design institution in the country to do so. With interactive components at its core and a deliberate random selection of questions from a specially formed question bank, this Online Exam is designed to facilitate students across the globe to appear for the exam using their personal computers or laptops with a choice of time slots on any of many given exam dates.



## CAMPUS **INSIDE & OUTSIDE**

Arch Academy of Design is a campus spread across 24,000 sq feet in the heart of Jaipur City. The Institutional building is designed to suit the academic needs of the students and align their creative thoughts to the tactical aspects of their curriculum. The spacious interiors and the design oriented focal points aesthetically created & decorated by the students and faculty, acknowledge creative talent and showcase some of the outcomes of study at ARCH. The joyfulness of the ARCH campus is reflected in its ambience- a befitting reflection of the contentment that resides within - the well lit spaces and airy environment, the visuals on the walls, the creative installations, the work on the boards and the busy students.



## **FACILITIES & RESOURCES**

The Campus has audio-visual teaching aids in all class rooms. High speed WI-FI and LAN connectivity through Dedicated Lease Line services enables faculty and students to carry out communication, research and individual & collaborative project work without interruption. The Computer labs with latest Apple Mac-Lab for CAD and graphic designing courses are equipped with workstations supporting high end design software and hardware.

The Library at Arch is a lively buzzing place where students engage in self guided learning. The large resource centre has books, and international journals alongside a large collection of e-books and films which, via membership, are made available to the community for reference, with easy access from individual workstations and Laptops.

The campus has an auditorium, audio-visual enabled to hold events like seminars, symposia, guest lectures and workshops all round the year, to expose students to a wide spectrum of theories and methodologies in current design practices. ARCH provides audio - visual facilities to its students in the audio - visual classroom and provides presentation and expert lecture facilities for Staff members in the Conference room.

ARCH has in place all the resources required to support the creative processes of design, research & the fabrication of models, sample artifacts and apparel, furniture prototypes, exhibition structures and installations. These nodal points in the campus are testimony to the "creativity" inspired by the staff members in the students.

The well equipped lab spaces and facilities include the Gemmology Lab, Terracotta Lab, Textile Weaving & Printing Lab, Apparel Pattern Making & Drafting Lab, Sewing Lab, Leather Workshop, Wood Working Workshop, Jewellery Manufacturing & Metal Working Lab, and Casting & Enamelling workshop.

Some of the equipment on Campus are in fact, production machines like the Investment Casting Machine in the Casting & Enamelling workshop.

The Academy has a cafeteria serving hygienic and nutritional vegetarian food. The campus also has a well-stocked 'Tack' shop for students enabling convenient purchase of required material pertinent to course and exercises'.



## **CAMPUS ACCOMODATION**

The ARCH Academy of Design has a secure residential hostel facility for girl students for full time academic programmes. The spacious rooms on twin sharing and Quad sharing basis are fully furnished, air conditioned and Wi-Fi enabled. A common living room with entertainment and leisure amenities allow students to relax, watch television, play indoor games like Ludo, Carrom etc The hostel has a clean kitchen to provide hygienic and nutritional vegetarian meals 4 times a day to the residents.

The hostel in-charge takes proper care of girl students and maintains social discipline. A Security guard facility is also provided round the clock. ARCH also assists boy students to get suitable paying guest accommodations near the campus at affordable rates.

## ACADEMICS & PEDAGOGY

In this era of rapid and radical change, various complex and overwhelming issues face the world. It is evident that the role of creative individuals is more important than ever. Design & its communication straddle the traditional place, language and ethnicity in a socio-cultural context and are constantly being reinvented by technological advances, globalization, and mass media.

The curriculum at ARCH encourages learners to develop knowledge and understanding of issues both local & global that has formed the basis of debate on the purposes and processes of design, and extends this knowledge and understanding through research, analysis and application of historical and contextual skills to selected fields of study.



ARCH is a premier EDEXCEL learning centre and in strategic partnership with Pearson Edexcel, is accredited to deliver eight BTEC Level 5 HND qualifications in Art & Design. This year ARCH is offering five of these Level 5 programmes & one BTEC Level 7 Extended Diploma qualification in Strategic Management alongside its other programmes of study. With pedagogy and learning environment at par with institutions across the world, learners are encouraged to develop an understanding of how the attitudes of designers, makers and end-users influence the appearance and function of design solutions and to question the roles of form, function, culture, context and concept in relation to materials, techniques

and processes and to reflect on their own distinctive approach to design. These attitudes are informed by the changing values of society and the cultural context within which designers work. The multidisciplinary and broad based international Pearson-Edexcel structure aims at an all round development of students.

### IMPORTANT ACADEMIC ACTIVITIES

#### CLASS ROOM PROJECTS

The well integrated inter-disciplinary curriculum infuses an in-depth knowledge and learning through research of design, arts, & the liberal arts and its relevance to each other. This helps develop learners'

skills of independent enquiry by undertaking sustained investigations of direct relevance to their vocational, academic and professional development.

All programmes are practice based, the studio being at the core of the teaching and learning. A series of design projects at appropriate intervals & levels, and usually guided by real life industry briefs and representative mentorship from industry, are explored through the practice of the design process, and culminates ultimately in the creation of product prototypes/ idea presentations. The commercial context of the work is considered and is achieved through working to such briefs, considering costing,

the needs of end users, the environment and issues of sustainability. Decision making, problem solving and communication skills are further enhanced, integrated with previously acquired skills and knowledge to complete a realistic project. "ARCHIVES", the ARCH showroom for visitors, had on view an all year round display of all the best work of students from class & projects.

#### INDUSTRY INTERFACE

Students frequently visit museums, art galleries, industrial units, exhibitions, and trade fairs to keep abreast of the latest developments in their fields & to integrate theory with practical knowledge and primary research. This is further enhanced by inputs from visiting practitioners from a selection of areas within the specialized subject.

#### INTERNSHIPS

Students intern to understand the structural and functional constituents of the industry in which they may work and learn to adapt to real life industry situations. They are assigned practical projects, which equip them for decision-making in a realistic environment. Learners improve their own learning, and are more capable of problem solving through the use of case studies, role play and real-life activities. The internship also helps strengthen the relationship between industry and students. Learners are encouraged to contact potential employers for interviews, work shadowing or work placement. The whole process is well coordinated with the

Client Industry and is efficiently regulated with mentorship & guidance from the Faculty at ARCH throughout the training.

#### IDEATION LABS

The creative processes of design, research & fabrication of models, sample artifacts & prototypes are achieved in well equipped lab & work spaces. All essential & required operations are efficiently accomplished in Gemmology, Terracotta work, Weaving & Printing, Pattern Making & Drafting, Sewing, Leather working, Wood Working, Jewellery Manufacturing, Metal Working, Casting & Enamelling, Model making, Computerized Operations in CAD, Internet Networking etc.

#### EVALUATION

The continuous progress and development of the student is assessed through presentations and discussions at critiques and reviews during the course of class room activities and via semester end evaluation by a jury comprising industry experts and academicians. The emphasis is mostly on evaluating design understanding, exploratory approaches and effective communication. Students are encouraged to develop their ability to present and defend a personal viewpoint as an invaluable skill for professional life. The continuous comprehensive evaluation is a regular practice at ARCH.



#### OPEN HOUSE

ARCH students have an interdisciplinary exposure as an integral part of their curriculum. An open house is a day when individual design department students get a chance to put their work on display for the entire community at ARCH for interactive criticism by peers & an internal and external jury, followed by three best presentation displays to the Academy. The students gain a lot from each other and expand their horizons of creativity further with this practice and

develop their capacity for in-depth enquiry, autonomy, critical analysis and initiative in exploring ideas and adapting media, while bringing the scope of their study to an ambitious and coherent conclusion.

#### RESEARCH FELLOWSHIPS

ARCH offers Research Fellowships in Fashion, Textile, Jewellery, Gemmology, Interior and Accessory, for durations varying from a month to a year. While based in Jaipur, these research fellows can choose to work anywhere in Rajasthan, known for its age old traditions of adornment and decoration, across clothing, architecture, jewellery, et al. Students are encouraged to consult their academic coordinator and avail of these fellowships at ARCH.

#### PEER LEARNING

ARCH lays emphasis on intellectual and creative freedom and flexibility of expression, through the practice of peer interaction & learning. This regulated self guided learning gains ground when peer inputs & opinions are incorporated after critical consideration. But alongside intellectual and creative freedom and flexibility of expression, there is and always will be, an acceptance of the ultimate responsibility for all initiated actions and results and resultant actions!

This is articulated with the greatest clarity possible at all times and is the basis of our teaching philosophy at the ARCH Academy of Design.

#### COURSES FOR INTERNATIONAL STUDENTS

ARCH offers summer and winter courses



for International students, presently in subjects such as Pattern Making & Garment Construction for Indian Clothing, Surface Design, Weaving Technology, Block Printing, Tie & Dye surface embellishment techniques, and Contemporary Enamelling and Gemmology. These module courses are 5 to 6 weeks in duration and include technical and professional training incorporating exposure trips into the old city quarters of Jaipur to interact with, observe, and learn from expert traditional craftsmen in the field

#### CLUB ACTIVITIES

The youth clubs supplement additional traits to students enrolled at Arch. The four clubs namely: Rotaract Club, Cultural Club, Creative Club and Entrepreneurship Club aim at development of socially relevant managerial skills to leadership initiatives. The club heads, President, Vice-President,

Treasurer and Secretary support the entire framework of Academics and get groomed in return.



**L**EARNING is a forever constant! At the Arch Academy of Design, the tools that facilitate learning are varied and the approach to pedagogy flexible and adaptable to changing norms & needs in industry. ARCH differentiates itself from any other Design Institution in India by staying attuned to its surrounds of local traditional thought and rich knowledge & blending it with the best, contextually driven design developments & thinking in the world.

The programmes offered are characterized by experiential, experimental and integrated learning, facilitating, thinking skills and self-reliant learning. Learners are encouraged to investigate factors which determine cultural and creative influences in art and design. These not only include the influences of artists and designers, but also the social, aesthetic, technological, ecological and economic global forces which can shape modern thinking and direction.

Debate and discussion form an important part of learning. Rigorous review and testing of ideas is encouraged for debate and development of ideas. From the conventional classroom lectures to group discussions; from lively audio-visual presentations to persevering in research work; from undertaking field observations to developing industry linkages; from peer learning to mentor emulation; from project execution to successfully interning with industry experts, the pedagogy is multidirectional. Skills already acquired are linked with ideas and challenges, which extend students' critical independence and enable them to arrive at a fuller understanding of the application of art and design, relevant to career development

choices & progression opportunities.

It transitions from uniting fragments to whole and general perspective to more specific goals. All in all, a cohesive, contextual and nurturing environment for learning prevails at Arch.

#### GRASS ROOT CONNECT TO STRENGTHEN BASICS

The 'Integrated learning' at ARCH is its pride. The curriculum encompasses learning at the grass root level from local artisans and craftsmen of Jaipur (mostly national award winners), enabling thereby an awakening of social & cultural awareness & connected responsibility in students while giving them hands on experience of the local techniques essential to develop necessary skills. The students not only imbibe the ideation of our rich culture and tradition but also dwell on providing sustainable solutions to the local crafts sector, thereby producing change-makers anywhere, in any situation! Multidisciplinary learning is the key to taking initiatives and acquiring the necessary skills that a practical lab cannot provide. Learning from learners (craftsmen) has in return enriched members of the Arch Faculty with knowledge which they share through the presentation of research papers at various forums internationally.

#### CONVERGENCE ON CREATIVITY

Outcome of work is directly proportional to the environment one works in. Design is built on creativity and originality and our study spaces: labs, CAD rooms, classrooms etc provide the right ambience for sparking off creative genius from within and without. Facilities like the latest Mac-Lab, for every

field of design has the latest software and hardware to support and fuel the flame of creation. A harmoniously and lucidly internalized design process or 'approach', equips the student with the requisite think skill sets to solve any problem and the sub problems within.

#### EMPHASIS ON ENTREPRENEURSHIP

The curriculum at Arch has syncretized '**emphatic leadership with social sensitivity**' to develop thought leaders and sensitive social change makers. Our class strength and individual attention is sensitive to the needs of every individual and the background they hail from. Our teachers & mentors are flexible, emphatic, adaptable and forever enhancing their own skill-sets so that they inspire, motivate and empower students as individuals who with their awakened self belief will create a better world and become successful entrepreneurs.

#### GROOMING TOWARDS SUCCESS

The teaching methodology aims at using the inputs from core functional areas to interdisciplinary issues and problem solving - an emphasis on self-motivated learning by using information, experience and practice. The assessment through the monthly cycle in-class open houses and semester jury systems rigorously strengthen the mettle of our students to prepare them to take any challenge in their stride. Our assessment approach adds polish and finish to the roughest stone, converting mere students to leaders of the future, where we believe the world will once again look towards India for fresh ideas backed with timeless historicity.



**PEARSON BTEC**



ARCH is a premier EDEXCEL learning centre and in strategic partnership with Pearson Edexcel, is accredited to deliver eight BTEC Level 5 HND qualifications in Art & Design. This year ARCH is offering five of these Level 5 programmes & one BTEC Level 7 Extended Diploma qualification in Strategic Management alongside its other programmes of study. It is the only design institution in India offering such a wide range of BTEC (Business and Technical Educational Council) programmes. It is also presently the only Design Institution in India that imparts Pearson Edexcel Assured Courses. The Pearson Edexcel Assured status ensures that ARCH quality processes achieve the Edexcel standard - an independent international quality benchmark recognized all over the world.

Pearson is the largest awarding body in the UK for Academic, Vocational and Work related qualifications, and the largest education company worldwide. BTEC (Business & Technical Education Council) courses range from entry level to Postgraduate level on the Qualification Credit Framework (QCF). Pearson's BTEC qualifications are accredited by the OFQUAL (<http://register.ofqual.gov.uk/>) under the aegis of the government of United Kingdom and offer the most evolved routes for progression to overseas countries for further studies or into employment.

The BTEC Level 5 Higher National Diploma (HND) qualification is equivalent to the 2nd year of a graduation programme in the UK and abroad, and the inbuilt flexibility of the program enables the holder to progress directly into the 3rd year of a graduation programme and gain a degree from any of the Pearson Edexcel listed Universities around the world or similar educational institutions in the UK.

As per OFQUAL norms, all students 16 years and above are eligible for International Undergraduate level course and therefore, these aspirants have an incredible opportunity of culminating their studies with the 'Top Up' degree in 1 year from a foreign university after having finished the Pearson BTEC embedded program in the 4 year programme at ARCH.

The Faculty of International Programmes in Design, Art & Management offer the following Programmes covering further

Programme Pathways:

- *Pearson Edexcel BTEC Level 5 HND Programme in "Fashion & Textiles" has ONE pathway covering Fashion Design.*
- *Pearson Edexcel BTEC Level 5 HND Programme in "3D Design" has THREE pathways covering Jewellery Design, Interior Design and Craft Product Design.*
- *Pearson Edexcel BTEC Level 5 HND Programme in "Graphic Design" has ONE pathway covering Graphic Design.*
- *Pearson Edexcel BTEC Level 7 Extended Diploma Programme in "Strategic Management & Leadership" has THREE pathways covering Design Management, Strategic Design Management & Strategic Management & Leadership.*

After successful completion of the above mentioned programmes, progression is possible to more than 100 destinations worldwide that include Universities & Colleges in the US, Canada, New Zealand, Australia, South Africa, Mauritius and some Institutions in the UK & Europe that include the following:

- Middlesex University
- Bradford College
- Bath-Spa University
- Swansea Metropolitan (now University of Wales Trinity Saint David)
- Birmingham City University
- Bournemouth University
- University of Bedfordshire
- University of Heriot-Watt
- St. Patrick's College
- Nottingham Trent University
- University of Glamorgan
- University of London
- and the Parsons School of Design, Paris

ARCH has signed an MoU with the University of Salford, UK, in which the envisaged collaborative activity includes progression, staff & student exchange programmes, skill transfer programmes and development of curriculum and pedagogy in Design Education. ARCH and De Montfort University, Leicester, UK have signed a Letter of Cooperation (LOC) for academic, cultural and personnel exchanges including student exchanges. The Edexcel HND programmes are open to all international students as well.

The BTEC Level 7 Extended Diploma in Strategic Management & Leadership is equivalent to the 1st year of post graduation and can culminate in a Masters Degree in six months at any University in the

UK, or abroad. Additionally, as per OFQUAL guidelines, all students 19 years and above are eligible for the Strategic Management & Leadership Programme as well as the Design Management Programmes. After having finished the Pearson BTEC Level 7 programme at ARCH, these aspirants can avail the opportunity of progressing to a 'Top Up' Masters degree in 6 months from any of the Pearson listed Universities around the world.

We offer the BTEC Level 7 Extended Diploma in Strategic Management & Leadership covering the following THREE Programme Pathways:

- **Design Management - (4 yr Undergraduate level)**
- **Strategic Design Management - (2 yr Postgraduate level)**
- **Strategic Management & Leadership - (1 yr Programme)**

After successful completion of the above mentioned programmes, progression is possible to any of the following universities in the UK:

**Southampton Solent University, University of Worcester, University of Greenwich, Heriot-Watt University, University of Northampton, University of Gloucestershire.**

**PEARSON EDEXCEL ASSURED**

All the programmes offered at Arch locally are assured by Pearson and carries the "Pearson Edexcel Assured" status. Pearson Edexcel Assured is an independent international quality benchmark recognized all over the world. It is a certification that assures the quality of the processes underpinning the design & delivery of programmes offered at Arch. Arch is the only Design Institution in India that benchmarks the delivery process with international standards using Pearson Assured services.



The Pearson Edexcel Assured Certification for the Short Term Courses as well as other professional courses lend global credibility to the student profile, Professional profile and even an expert profile. These courses are recognised world wide.

**LONDON CHAMBER OF COMMERCE & INDUSTRY**

The ARCH Academy of Design is an authorised centre to offer LCCI (The London Chamber of Commerce & Industry) international Qualifications from Pearson which is widely recognized by international universities,

governments and professional bodies alike. LCCI qualifications are regarded among the best business related qualifications in the world. LCCI's short term certificate, Diploma and Group Diploma courses provide students with the pragmatic knowledge and skill-sets to actually do the job effectively, and are valued by employers worldwide. Arch offers 9 different courses under LCCI ranging between 4 months to modules of 8 months each and include:

- Travel and Tourism,
- Written English for Tourism
- Selling & Sales Management
- Advertising
- International Retail Operations
- Principles and Practices of Management
- Contact Centre Supervisory Skills
- English for Business
- JETSET LEVELS 1-7

These qualifications do not entail a centre based guided learning environment. Anyone can take these online courses in the comfort of their homes and appear for exams at the Arch Academy of Design, an authorised centre for LCCI. Passing the exams can contribute to successful performance at work certificate holders become eligible for professional body memberships, entry into university at undergraduate level and university exemptions around the world.



**ONLINE COURSES**

ARCH in partnership with Pearson, world's largest education provider, has introduced Online courses leading to Certification. Under the brand structure of Pearson Workforce Education, MyLab & Mastering, and MyLab South Asia, these new generation e-learning platforms are designed to make learners succeed in whatever they pursue as academics or as careers, one student at a time. These courses will range from Entry Level to Professional Development level and will be available as Self Paced as well as Tutor Led versions with excellent delivery techniques which include the use of video resources among other things.

Apart from special certification where applicable, a Pearson Edexcel Assured Certificate would be awarded at the completion of any of these courses. For details please see the ARCH website <http://www.archedu.org>

### UNIVERSITY OF RAJASTHAN

ARCH Academy of Design is an affiliated College of the University of Rajasthan for Undergraduate Degree Courses in BBA, B.Com & BVA and offers a Post Graduate Degree in Garment Production and Export Management (GPEM).



The University of Rajasthan is the oldest institution of higher learning in Rajasthan. Founded on January 8, 1947 as the University of Rajputana, the University aspires to create, preserve and disseminate knowledge and impart higher education with attention to quality and social relevance. The University has 37 PhD programs, 20 MPhil courses, 48 Masters degree courses, and 14 Bachelors degree courses, and the emphasis has always been on interdisciplinary and collaborative research.

### ALL INDIA COUNCIL FOR TECHNICAL EDUCATION

The Arch Academy of Design has been approved as a SKP (Skills Knowledge Provider) Institution under the NVEQF scheme of AICTE in the applied arts sector for Jewellery Design. Recognizing the high demand for skill in the country, the Central Advisory Board of Education emphasized the need for a National Vocational Education Qualification Framework (NVEQF) that provides a common reference framework for linking vocational qualifications and setting common principles and guidelines for nationally recognized qualifications and standards.



### KARNATAKA STATE OPEN UNIVERSITY

The ARCH Academy of Design is an authorized Study Centre of the Karnataka State Open University (KSOU) for delivering B.Sc courses in Interior Design, Fashion Design, Graphic Design and Jewellery Design and M.Sc courses in Interior Design and Fashion Design. Students

pursuing a 4 year International Undergraduate programme would be awarded this additional B.sc degree from KSOU, in the applicable course. Karnataka State Open University is a recognized and reputed Open University amongst the open learning institutions in the country. Keeping in view the educational needs of our country in general, the policies and programmes have been geared to cater to interested students.



The Karnataka State Open University is UGC approved. It is a recognized University of Distance Education Council (DEC), New Delhi; regular member of the Association of Indian Universities (AIU), Delhi; permanent member of Association of Commonwealth Universities (ACU), London, UK; Asian Association of Open Universities (AAOU), Beijing, China; and also has association with Commonwealth of Learning (COL). The University conducts Annual Examinations.

### INDIRA GANDHI NATIONAL OPEN UNIVERSITY

The ARCH Academy of Design is affiliated with the Indira Gandhi National Open University (IGNOU) to serve as a study centre for the Certificate Course in Jewellery Design (CJD). ARCH is the only study centre in Northern and Central India offering this course. The course duration is of six months with 16 credits focusing on Jewellery Design, emphasizing practical training and industry mentoring. Since its establishment in 1985, IGNOU has contributed significantly to the development of higher education in the country through the Open and Distance Learning (ODL) mode.



The 'People's University' follows a learner-centric approach and has successfully adopted a policy of openness and flexibility in entry qualifications, time taken for completion of a program, and place of study. The University at present caters to a student strength of over 30 lakh students, offering 338 programs of study through more than 3,500 courses.

### INTERNATIONAL FOUNDATION OF FASHION TECHNOLOGY INSTITUTES

Arch is a full Member of IFFTI (The International Foundation of Fashion Technology Institutes), which



was registered as a Society on 14th October 1999 at New Delhi, India. Since then, IFFTI has grown into a very prestigious and comprehensive International Organization. IFFTI has set the standard for fashion education throughout the world. The Foundation presently comprises 35 members from 19 countries. IFFTI Member Institutions participate in Annual Conferences and collaborate with each other in bilateral agreements and many professional development activities. IFFTI aims to :

- Advance education, research in fashion design, technology, business and related industries and foster development of the same internationally.
- Serve as an international forum for the exchange of ideas and collaborations in fashion design, business and related industries.
- Promote the interests of students of Member Institutions by involving them in the activities of the Foundation .

The ARCH Academy of Design benefits by being an observer & participant in all activities of IFFTI and as a voting member, gets to share information, educational and otherwise, for exploring & taking forward opportunities for possible collaborations with other member institutions, towards progression for higher studies. ARCH recently presented a research proposal on reviving the indigenous craft of traditional natural dyes and Sanganeri block printing at the IFFTI - London College of Fashion Colloquia 2013, in the UK. The Proposal titled "Innovation in Development of Indigenous Eco Crafts for High Fashion Global markets" was aimed at bringing together partners interested in a collaborative project providing sustainable livelihood solutions to vulnerable craft communities, reducing environmental impact of harmful synthetic dyes and improving local economies.

### INTERNATIONAL COUNCIL OF SOCIETIES OF INDUSTRIAL DESIGN

As part of its strategy to progress in Industry Oriented Design Education, ARCH holds membership of The



**International Council of Societies of Industrial Design (ICSID)**, a non-profit organization promoting the profession of industrial design. Founded in 1957, ICSID is an international platform with over 50 nations as members to express and share views related with Design. Since its inception, the organization has continued to develop its wide-reaching network of students and professionals devoted to the recognition, success and growth of the industrial design community. Together, professional associations, promotional societies, educational institutions, government bodies and corporations create a comprehensive and diverse system of industrial design education to advance the discipline at an international level.

ICSID membership benefits:

- Exchanging ideas and connectivity with other members of the Council
- Access to ICSID Council resources to enable research and collaborative explorations
- Understanding new pedagogy for structuring courses towards sustainable design development
- Gaining assistance for various projects undertaken by the Academy.

### THE HONGKONG RESEARCH INSTITUTE OF TEXTILES AND APPAREL

ARCH is also a member of the **Hong Kong Research Institute of Textiles and Apparel (HKRITA)** which was established in April



2006 with funding support from the Innovation & Technology Commission, HKSAR Government. HKRITA is also supported by Institutes, Companies and Associations in the textiles and clothing industry in Hong Kong, Mainland China and other countries. The key role of HKRITA is to foster research, development and technology transfer in the textiles and clothing industry.

HKRITA membership benefits:

- Access to the R&D Projects Database and basic project information
- Updated news on emerging technology and industry trends.
- A listing on HKRITA website with hyperlink to the company's/ association's website
- Joint networking activities with HKRITA

### STUDENT & STAFF EXCHANGE PROGRAMMES

The ARCH Academy of Design has signed MOUs to promote partnership with institutions focused on research, development of new curriculum, progression routes towards higher education, and staff development programmes in the area of Fashion and Design.

- ARCH and **De Montfort University, Leicester, UK** have signed a Letter of Cooperation (LOC) for academic, cultural and personnel exchanges (including student exchanges); the exploration of progression schemes in subject areas of mutual interest (mainly Design and Business); potential collaborative research projects and the exploration of Joint funding bids to appropriate bodies for teaching learning and research purposes.



- An MoU has also been signed with the **University of Salford, UK**, with the envisaged collaborative activity including progression, Staff & Student Exchange programmes, skill transfer programmes and development of Curriculum and pedagogy in Design Education.



- To build strategic alliances and partnerships with educational institutions in the UK, ARCH in partnership with Doncaster College has received funding for the Staff Exchange Program and skill transfer between the two institutions under the Prime Ministers Initiative for International Education (PMI2) of the British Council.

- ARCH is in the process of exploring agreements with other top rung UK based universities, institutions and colleges. Pearson's BTEC Progression Routes in the UK include University of Bedfordshire, Heriot-Watt University, Coventry University, St Patrick's College, Middlesex University, University of Wales Trinity Saint David, Bath Spa University et al. Destinations also include Universities & colleges in the US, Canada, New Zealand, Australia, and South Africa.

- ARCH has conducted successful bi- directional student exchanges for the past 3 years with the **Textila Gymnasiet in Stockholm, Sweden** (now part of Tillskärarakademi, Sweden) and both institutions have renewed their MoU for a further three years.



### COLLABORATIVE DEVELOPMENT PROGRAMMES

(Scotland-Jaipur Partnership Development Fund)

ARCH Academy of Design & Cardonald College, Glasgow (now Glasgow Clyde) have received funding from the British Council, Scotland to develop links in knowledge & understanding or common curriculum areas within Fashion, Textile & Jewelry Design under the Scotland-Jaipur Partnership Development Fund. The funding is to initiate new partnerships under the head of "Creative Industries", and is intended to become self-sustainable.



### PERTH, UHI, SCOTLAND

ARCH in partnership with Perth UHI, Scotland has received the prestigious 45,000 GBP UKIERI Grant 2012 for Institutional Capacity Building. The 2 year project which will be undertaken with this grant addresses 'Communication and Application of Design to Promote Mutual Creative & Cultural Industries' and will include staff and student exchanges and development of an online platform for delivery of Design Communication in the industry.



ARCH Director & Director Academics at UHI, Perth, Scotland on Research Project



Discussions over Coffee - Lorenze, Christiana, ARCH Director & Director Academics at Perth College, UHI Scotland



ARCH Director at the IFFTI Conference held at the Bunka Gakuen University in Japan with Dr. Satoshi Onuma, previous President of IFFTI & Chairman of the Bunka College of Fashion



Alex McCluskey, Jax Farrell, ARCH Director and Director Academics at Glasgow Clyde College, Scotland



Marco Mossinkoff of the Amsterdam Fashion Institute with ARCH Director during the IFFTI Fashion Colloquia 2013 at the London College of Fashion, UK



ARCH Director with Commodore Vijay Chaturvedi (retd.), Secretary General, IFFTI at the IFFTI Conference held at the Bunka Gakuen University in Japan



ARCH Director and Director Academics with senior academicians at the IFFTI Conference held at the Bunka Gakuen University in Japan



Prof. Pradyumana Vyas, Director, National Institute of Design, was the Chief Guest and Keynote Speaker at the 2014 Convocation. He is giving away a Certificate to a Graduating student, Ashish Mangwani



Ace Fashion Designer Sabyasachi Mukherjee at ARCH to launch AIEED poster 2012



ARCH Director, Ms Surana meeting with FDCI Chairman Sunil Sethi



ARCH Director with a doyen of the Creative Arts, Mr. Rajeev Sethi



Italian Macrame artist Rosalba conducting a Macrame workshop with ARCH Students along with the late Pradumna Tana



Italian Automobile Designer Emanuele Nicosia and TEDx speaker, interacting with ARCH students at the Graduate Design Week at ARCH



Christiana Margiotti, Subject Leader Creative Arts & Technologies, Programme Leader BAH Visual Design and Communications, Perth College, UHI Scotland presenting a brief background of Creative & Cultural Industries of Scotland & the UKIERI projects to students and faculty of ARCH



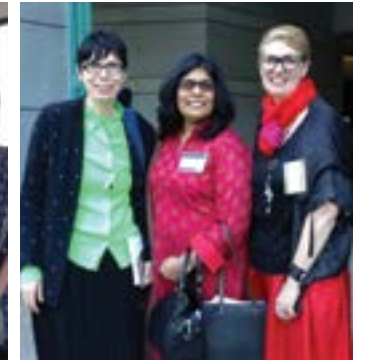
Yianni Melas, Greek Jewellery Designer and CEO, PHILIPPE ALEXANDER LTD., addressing the students in a session at ARCH



Prof. Peter Pilgrim, Dean, Ravensbourne College of Art & Design, UK giving his feedback to a Design student at ARCH



Dr. Gerard Moran, Academic Director, Overseas Engagement, De Montfort University, UK examining details of the work of Fashion Design students



Prof. Frances Corner & colleague at the London College of Fashion, IFFTI - LCF Fashion Colloquia



Mr. Rajeev Arora, Owner of Amrapali Jewels Pvt. Ltd. & International Fashion Designer and Advisory Board Member Anita Dongre at ARCH during the GABA Fashion Show



Fortune Magazine Editor at Large Pattie Sellers and International Fashion Designer Bibi Russell at the GABA Fashion Show



Alumnus NID, Visiting Faculty & Product Designer, Dinesh Korjan at Arch Campus for Design Methodology module.



New York based Jewellery Designer Janice Gryzb conducting her workshop with Jewellery Design students at ARCH



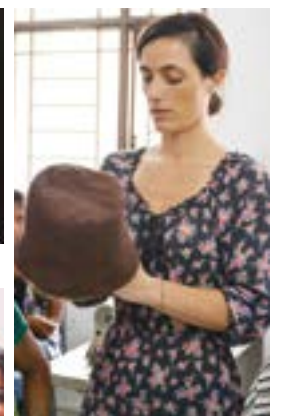
Prof. Jinan KB, Craft Designer & Sr. Design Academician, contributing his views at ChrCha



French Jewellery Designer Sophie looking at the work of Jewellery Students at ARCH



Ms. Jessica Mayberry, Founder, Video Volunteers and TEDx speaker, at ARCH with students



French Textile Designer, Ms. Iris Strill developing craft souvenirs with ARCH students and rural craftsmen





An MoU was signed with the ARCH Academy of Design for faculty and student exchange, by Barbara Brodigan, Head of International Operations, on behalf of Doncaster College, UK



In conversation with Faculty at Doncaster College



Fashion Design student Shivangi Natani of ARCH at Textilla Gymnasiet, Sweden, in the month long Exchange Programme



Doncaster College student work on display



Fashion Design students Desiree and Shivangi Natani of ARCH working at the Fashion Lab at Textilla Gymnasiet, Sweden as part of the month long Exchange Programme



Arch faculty, Sunita Yadav, at the Graduate Fashion Week at Earls Court in London



Christiana Margiotti (Subject Leader), Helen Rogers (Faculty) & students from Perth College, UHI Scotland as part of the British Council Exchange Programme at ARCH Convocation Party



ARCH students Bhawna and Manisha Gangwani with the students of Textilla Gymnasiet, Stockholm, Sweden as part of the Exchange Programme



Perth, UHI, Scotland team, Christiana Margiotti, Helen Rogers, William West, Robert Garforth along with other visiting students from Swansea Metropolitan, Wales at the Arch Campus, Jaipur, India.



Jacqueline Farrell, Head of School, Fashion, Textiles & Jewellery, Glasgow Clyde College, Scotland & Britta Kalkreuter, Heriot-Watt University, Scotland at ARCH in conversation with the Director



Lisa & Ida, students from Textilla Gymnasiet, Sweden as part of the month long Exchange Programme showing their work in Fashion & Textile done at ARCH



Students of Swansea Metropolitan, Wales examining the Textile work done in the Textile Lab at ARCH & interacting with the expert Textile Lab Technician



Student of Swansea Metropolitan University, Wales, UK at ARCH



Prof. Andrea Liggins, Dean and Head of Art & Design Department, Swansea Metropolitan University, Wales, UK interacting with students at ARCH



Lis & Linn, students from Textilla Gymnasiet, Stockholm, Sweden at ARCH as part of the exchange programme



Arch Exchange Programme Student, Gangwani with Camilla Ponten, Principal, Textilla Gymnasiet

The engagement of ARCH in design projects and programmes has progressed towards consultancy and concept development for industry through its Design and Development Project Consultancy Cell which extends to the turnkey implementation of projects in the areas of Visual Merchandising, Exhibition Design, Interior Design, Jewellery Design, Lighting Design, Product Design and the Development of prototypes in Apparel, Textiles, Crafts and Accessories, Furniture etc. The Project Consultancy Cell offers a comprehensive range of well designed support services to its partners including Govt. agencies, Not-for-profit / Corporate institutions grassroots Micro Enterprises and provides dedicated business solutions to suit the mounting aspirations of its clients.

ARCH, in collaboration with various Industry, Government and Semi- Government bodies is actively involved in conducting Design Intervention / Knowledge Dissemination and Training programs for Artisans, Designers and Women towards skill development and encouraging entrepreneurship. More than 2500 people have been trained under these programmes to date.

ARCH has an MoU with the 26 year old Garment Exporters Association of Rajasthan (GEAR) for the facilitation of Industry Exposure/ Internship, Placement, Industry Mentored Real Time Classroom and Industry Design Projects and Industry Visits for its students. Additionally Member Industries of GEAR will participate as Jury members for Evaluation and contribute in the formation of a Board of Studies for Fashion & Apparel.

ARCH is also in the process of setting in place an MoU along the same lines, with HF Metal Art, a Swiss based Company with a world wide reputation. The company was the first in the world to mint gold coins with a color imprint and is presently focusing on the photo-etching technology, to manufacture medallions and awards in brass with quality design, painting, and finishes.

Its collaboration with ARCH will explore the development of products for the Gems & Jewellery market.

ARCH is associated with a number of Government organizations which include:

**MICRO, SMALL AND MEDIUM ENTERPRISES (MSME), GOVT. OF INDIA**



Since its inception in the year 2000, ARCH has been associated with MSME programs. These Entrepreneurship Development Programs have focused on the fields of Jewellery, Fashion Design, Visual Merchandising, Interior Design, Artificial Jewellery Making, Industrial Motivational Camps etc. ARCH is empanelled with MSME and NID (National Institute of Design) to conduct the DESIGN CLINIC SCHEME for the Jewellery cluster in Jaipur.

The first stage of the scheme involved design sensitization seminar to help develop business through design led intervention. The second stage - 'a need assessment survey' was conducted and feedback was given to the participating jewellers. The final stage of the scheme will conclude with a design workshop.

**RURAL NON FARM DEVELOPMENT AGENCY (RUDA), GOVT. OF RAJASTHAN**



ARCH has conducted several programs with RUDA to promote integrated and cluster based approaches for promoting rural micro enterprises for rural artisans in the state of Rajasthan. With a mission to promote sustainable rural livelihoods ARCH has conducted Skill Development Training Programs at Sujangarh (Churu) in the Tie and Dye craft. Cluster Development Programs were conducted at Tal Chapper with 150 women artisans & involved the improvement of product quality and the honing of sales & marketing skills to help improve the sale of products.

**RAJASTHAN MISSION ON LIVELIHOOD (RMOL), EMI, GOVT. OF RAJASTHAN**



With an aim towards accelerating industrial growth in the State through entrepreneurship development and the up gradation of managerial and technical skills, ARCH has conducted various Skill Development Programs in Career Grooming, Screen Printing, Garment Checking Packing etc.

ARCH is also actively associated with other Industry bodies which

include the Confederation of Indian Industry (CII), The Indus Entrepreneurs (TIE), FICCI Ladies Organization (FLO) and FORHEX. These bodies have assisted the ARCH faculty and students in areas of mentoring and networking. ARCH has assisted these institutions to organize their events and projects in accordance with the fulfillment of their missions and objectives.

**JAIPUR METRO RAIL CORPORATION LIMITED**

ARCH is the official Consultant Designer for the complete range of Uniforms covering all cadres for the Jaipur Metro Rail Corporation.



**DEPARTMENT OF SCIENCE & TECHNOLOGY, DST, GOVT. OF INDIA**

ARCH has conducted several Technology based Entrepreneurship Development Programs sponsored by the DST, Govt. of India, in collaboration with the NGO RK Sansthan. The objective of these programs is to develop entrepreneurial skill among women, students etc. The various programs undertaken have been in the field of Jewellery Design, Gem Identification & Processing, Interior Design, Pattern Making and Garment Construction etc.



**JAIPUR JEWELLER ARTISAN DEVELOPMENT (JJADE) PROJECT**

ARCH is contributing to the up gradation of skills of Jewellery artisans through the JJADE project funded by the Bill & Melinda Gates Foundation, and the UPLIFT project of the DELL Foundation through Access Development Services.

ARCH in joint collaboration with Access Development Services, Jaipur and Jan Kala Sahitya Manch Sanstha (JKSMS), is implementing the JJADE Project, funded by SEEP Network, USA. The interventions under the project would percolate down to 20,000 artisans involved in Gems, Metal work & Lac.



It will contribute to the development of Fair Trade Practices and Value Chain addition in the Jewellery Industry with important contributions to the up gradation of skills of Jewellery artisans.

**JAIPUR JEWELLER ARTISAN DEVELOPMENT (UPLIFT) PROJECT**

The Michael and Susan Dell Foundation, USA is providing funding support for a three year project, "Urban Poor Livelihood Innovations through Finance & Training" (UPLIFT) to support 10,000 fashion jewellery artisans in Jaipur. ARCH Academy of Design & the ACCESS Development Services, which is implementing the project, have signed an MOU where ARCH will be a partner to implement –

- Skill Development Programmes
- Design interventions for development of dedicated range of fashion jewellery to capture newer markets.
- Classroom and Diploma projects for Design Students to expose them to Craft clusters.



**DEVELOPMENT COMMISSIONER HANDICRAFTS (DCH), MINISTRY OF TEXTILE, GOVT. OF INDIA**

The Arch Academy is conducting Skills Up gradation Programmes for artisans and the underprivileged in Fashion Accessories under the HRD Scheme of the Development Commissioner Handicrafts (DCH), Ministry of Textiles (Govt. of India). ARCH has been sanctioned a five year long Artisans Training Program, by the Development Commissioner of Handicrafts, Govt. of India, under the Human Resource Development through the Established Institutions scheme in the year 2009. The objective of this program was to train 100 Artisans every year in the development of Fashion Textile, Leather, Metal, Wood & Terracotta Craft.



A Terra Cotta Lab, Wood Workshop, Textile Lab and Leather Workshop have been constructed and commissioned to fulfill the purpose. ARCH has successfully completed 4 years of this ongoing training program and trained 300 artisans till now. The nature of work involved the following:

- Skill Mapping, Skill Identification, Product & Material Innovation, Finishes & Surface Treatments
- Development of Craft products

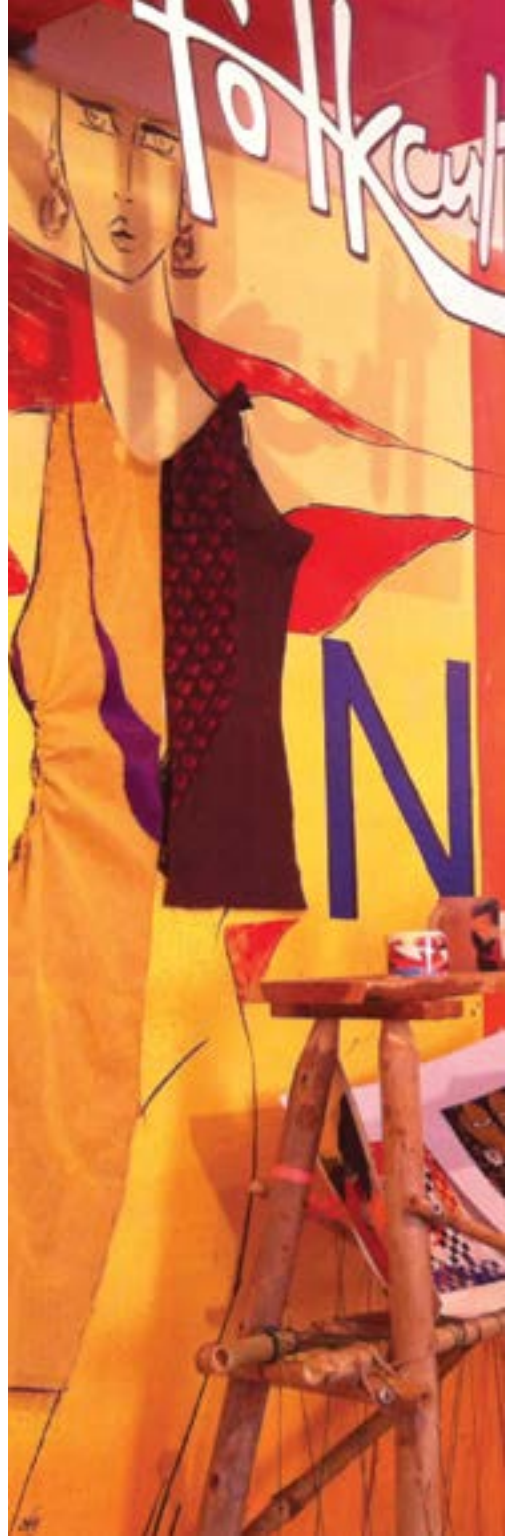
**A**RCH is a premier EDEXCEL learning centre and in strategic partnership with Pearson Edexcel, is accredited to deliver eight BTEC Level 5 HND qualifications in Art & Design. This year ARCH is offering five of these Level 5 programmes & one BTEC Level 7 Extended Diploma qualification in Strategic Management alongside its other programmes of study.

With pedagogy & learning environment at par with institutions across the world, learners are encouraged to develop an understanding of how the attitudes of designers, makers and end-users influence the appearance and function of design solutions and to question the roles of form, function, culture, context & concept in relation to materials, techniques and processes and to reflect on their own distinctive approach to design. These attitudes are informed by the changing values of society & the cultural context within which designers work.

Exposure to international faculty and delivery from Edexcel trained faculty lies at the core of these programmes which are aimed at developing interdisciplinary and interactive contextual learning & the acquiring of practical skills. Learners improve their own learning, and are more capable of problem solving through the use of case studies, role play and real-life activities.

These programmes are ideation and concept oriented to create emphatic Entrepreneurs and change-makers. The learner is helped to become an effective and confident self-directed employee or entrepreneur capable of managing their own personal and professional skills to achieve personal and career goals. The Arch Academy of Design adheres to standard international evaluation guidelines which includes the conducting of assessment and verification procedures every semester by visiting Examiners from the UK. Students who enroll for these International programmes in any design stream, go through a 'Foundation' programme in the first year, where they are taught the basic skills required for the practice of design.

Progression from BTEC Level 5 HND qualifications may be directly on achievement of the award, or following further study to degree level where learners may work towards full membership of relevant professional associations, such as the Chartered Society of Designers, the Design Business Association, Design and Art Direction (D&AD) and British Design Innovation (BDI). The BTEC Level 5 HND qualifications embedded in these programmes are equivalent to the first 2 years of graduation in UK Universities. As per Pearson-Edexcel norms, all students 16 years and above are eligible for the International Undergraduate level course and therefore, these aspirants have the incredible opportunity of culminating their studies at ARCH with a Level 6 Top Up Degree graduation in one year. As a Pearson-Edexcel authorised institution, Arch students can choose from more than 100 listed institutions in the UK & worldwide for such possible progression. Additionally, students taking up Fashion, Jewellery, Interior and Graphic Design will obtain an undergraduate degree from the Karnataka State Open University (KSOU).



## FACULTY OF INTERNATIONAL PROGRAMMES IN **DESIGN, ART & MANAGEMENT**

COURSES	AWARDS
<b>FASHION DESIGN</b> (30 SEATS)	<ul style="list-style-type: none"> <li>• FOUNDATION STUDIES CERTIFICATE IN ART &amp; DESIGN</li> <li>• BACHELORS DEGREE IN FASHION DESIGN from KSOU</li> <li>• PEARSON EDEXCEL BTEC Level 5 HND (FASHION &amp; TEXTILES)</li> <li>• ARCH DIPLOMA IN FASHION DESIGN</li> </ul>
<b>JEWELLERY DESIGN</b> (30 SEATS)	<ul style="list-style-type: none"> <li>• FOUNDATION STUDIES CERTIFICATE IN ART &amp; DESIGN</li> <li>• BACHELORS DEGREE IN JEWELLERY DESIGN from KSOU</li> <li>• PEARSON EDEXCEL BTEC Level 5 HND (3D DESIGN)</li> <li>• ARCH DIPLOMA IN JEWELLERY DESIGN</li> </ul>
<b>INTERIOR DESIGN</b> (30 SEATS)	<ul style="list-style-type: none"> <li>• FOUNDATION STUDIES CERTIFICATE IN ART &amp; DESIGN</li> <li>• BACHELORS DEGREE IN INTERIOR DESIGN from KSOU</li> <li>• PEARSON EDEXCEL BTEC Level 5 HND (3D DESIGN)</li> <li>• ARCH DIPLOMA IN INTERIOR DESIGN</li> </ul>
<b>GRAPHIC DESIGN</b> (15 SEATS)	<ul style="list-style-type: none"> <li>• FOUNDATION STUDIES CERTIFICATE IN ART &amp; DESIGN</li> <li>• BACHELORS DEGREE IN GRAPHIC DESIGN from KSOU</li> <li>• PEARSON EDEXCEL BTEC Level 5 HND (GRAPHIC DESIGN)</li> <li>• ARCH DIPLOMA IN GRAPHIC DESIGN</li> </ul>
<b>CRAFT PRODUCT DESIGN</b> (15 SEATS)	<ul style="list-style-type: none"> <li>• FOUNDATION STUDIES CERTIFICATE IN ART &amp; DESIGN</li> <li>• BBA/ B.Com DEGREE from UNIVERSITY OF RAJASTHAN</li> <li>• PEARSON EDEXCEL BTEC Level 5 HND (3D DESIGN)</li> <li>• ARCH DIPLOMA IN CRAFT PRODUCT DESIGN</li> </ul>
<b>DESIGN MANAGEMENT</b> (15 SEATS)	<ul style="list-style-type: none"> <li>• FOUNDATION STUDIES CERTIFICATE IN ART &amp; DESIGN</li> <li>• BBA DEGREE from UNIVERSITY OF RAJASTHAN</li> <li>• PEARSON EDEXCEL BTEC LEVEL 7 EXTENDED DIPLOMA IN STRATEGIC MANAGEMENT AND LEADERSHIP</li> <li>• ARCH DIPLOMA IN DESIGN MANAGEMENT</li> </ul>

*ELIGIBILITY: 10+1; 12<sup>th</sup> PASSED OR APPEARING; 16 YRS AND ABOVE*

*SELECTION CRITERIA: AIEED, PERSONAL INTERVIEW AND PORTFOLIO; NATA SCORE VALID FOR INTERIOR DESIGN CANDIDATES.*

## INTENT

The Foundation Studies Programme is common to all 4 year programmes in design for undergraduates.

The one year preparatory course aims to develop within students the aesthetic and social sense and sensibilities that go beyond learning the skills and techniques of a discipline, and aspires to instill in them an awareness & belief in the potential of art and design to support, critique and significantly contribute to different aspects of human endeavor. It sows the first seed of creativity and lets budding designers find their own shoot of limitless potential and unexplored identity, developing the ability to challenge their own preconceptions, and develop intellectual curiosity through critical understanding by maintaining an open mind towards the exploration of new ideas.

The course content helps to enrich conceptual thinking, develop an insight for design concerns, understand design processes, evolve design perception and prepares one to start thinking about eventual solutions.

## FOUNDATION STUDIES FOR **ART & DESIGN**

1 Yr Programme

### COURSE CONTENT

The curriculum is taught in a highly motivated and supportive environment. It begins with an exploratory stage, during which basic skills of drawing and sketching, use of media, development of ideas, use of color and 3D model making etc are emphasized.

Students are exposed to a learning process that builds up common technical, conceptual and critical thinking skills for the design practitioner. Skills already acquired are linked with ideas and challenges, which extend students' critical independence and enable them to demonstrate a full understanding of the application of art and design.

As an example, Visual Communication in Art and Design introduces a number of idea-generating techniques to demonstrate that creative thinking is a skill that can be continually developed. Evidence of 'thinking on paper' may take the form of 'open-ended' idea sheets and visual/verbal 'mind maps'. Visual communication assignments are inventive and stimulating, and, where possible, have topical and/or contemporary cultural relevance and encourages students to explore and innovate by researching, investigating & creating. Contextual and Cultural Referencing develops learners' knowledge of the cultural history and social theory which informs current thought and debate across the visual arts and design. Emphasis is on research and study skills and on learners acquiring source material and knowledge.

All in all, the one year Foundation program ultimately builds up an understanding and awareness of the design industry in both the national and international context & offers a comprehensive realization of the multidisciplinary nature of design and its relationship with environment, culture, stimuli, human senses, experiences and emotions thereby laying down the base for future learning. The pedagogy includes lectures, tutorials, practical projects and CAD applications. The outcome provides students with a sound platform to embark on a journey in the field of art and design.

#### YR 1 STUDY PROGRAMME -

##### COMMON FOUNDATION STUDIES IN ART & DESIGN

- Elements of Design/ Visualization and Representation Techniques (Nature Drawing / Human Figure Drawing/ Object Drawing/ Geometry/ Perspective Drawing/ Isometric Drawing/ Orthographic Drawing)/ Analysis of Structures and Experiments in 3D Geometry/ Photography & other Mark making Techniques.
- Material Studies/ Visual Communication in Art & Design/ Ideas Generation and Development/ Contextual and Cultural Referencing/ Design Method/ Design Principles.
- Business Mgmt/ Computer Fundamentals/ Communication Skills.

*The successful completion of the Foundation Course leads to the award of the Design Foundation Certificate, which is an independent and additional qualification.*

“ *The foundation studies programme at Arch is an optimally paced curriculum taught within a highly motivated atmosphere by supportive teachers. It lays emphasis on the introductory, conceptual and practical skills required for the communication of ideas, and helps in the development of knowledge and understanding of design as a process.* ”





*'Birth of the Unseen' Designed by Preeti Sharma, Student, 2012 Batch. Inspired from Mushrooms & showcased at GABA Graduate Fashion Week.*

## UNDERGRADUATE PROGRAMME **FASHION DESIGN** 4 Yrs Programme

“*Towards a vision of developing a global learning environment and encouraging its students to introduce meaningful aspirations into the world of fashion, this program aims to motivate students to explore individual aesthetics and to conceptualize ethical fashion.*”

### COURSE INTENT

A successful practitioner in the field of Fashion Design will always comprehend the complexities of the system of the contemporary fashion industry. The fast-changing nature of fashion in all its forms has to be examined in the wider context of the creative industries and the way they integrate, as well as the outside influences which affect the discipline.

The programme in Fashion Design at the Arch Academy of Design intends critical engagement with the subject of 'Fashion' in all its forms, which includes retail, press, advertising, public relations, branding, film, music, broadcasting and lifestyle as well as the role that personnel such as photographers, stylists, models, consultants, editors, art directors and others play in the industry.

In addition to the development of skills to aid practical implementation of ideas, the programme is intended to explore the effects of culture, sub-culture and lifestyle trends on the social, aesthetic and cultural aspects of fashion as well as contribute to the development of an historical understanding of fashion and its processes.

Creating a responsible awareness and assessment of the socio-cultural and ecological influences on fashion is an essential in the rediscovery and sustenance of an Indian aesthetic signature. This not only helps place India in the larger context of world fashion, but also contributes to the addition of unique value to the Indian fashion industry.



*'The Beauty of Heritage' designed by Deepa Bhati, Student, 2013 Batch. Inspired by the Wall paintings of Amer Fort. Received the Fashion Design Awards FDAI - 2013*

## CONTENT

**F**ashion is change. Fashion impacts nearly every aspect of our lives from the language we speak, the furniture we use, the homes we live in, the cars we drive, the clothes we wear, and the food we eat.

Broad areas of global culture are researched to extend learners' experience and understanding of the fashion environment. Learners are encouraged to record and analyse the key drivers which influence fashion globally, including ecological, environmental, ethical, technological and aesthetic factors. In this context learners also investigate the commercial impact of these influences on the fashion environment and the roles of personnel working across the sector.

The curriculum builds design sensibilities which can address creation in all niche segments ranging from exports & couture to pret-a-porter lines for the flourishing Indian Brands/ Labels and equally attractive and relevant for international audiences.

Learners develop a visual and tactile understanding of textile raw materials and fabrics. They study the work of historical and contemporary artists and designers and prepare presentations illustrating how this work inspires and influences current fashion, lifestyle and culture. Learners are expected to challenge and develop methods of fashion forecasting and directional influences and develop a creative uniqueness by exploring the design process through specific projects.

Though group discussions and individual critiques and presentations form an important part of the process to encourage debate and mutual learning and to stimulate critical and creative thinking, learners work independently, analysing and evaluating their own discoveries and design solutions through learning journals, self-evaluation and peer group critiques.

Establishing individuality in generating concepts, developing design ideas and creating a personal visual language is fundamental to successfully achieving required outcomes in the programme and therefore learners are encouraged to develop initiatives and perception through personal expression and enquiry and utilise their progress to develop creative potential and personal style.

*Fashion Display Merchandising done by the students at ARCH as part of their Visual Merchandising Module in Fashion Design*

## CAREERS

Fashion Design with Design Studios, Costume Designers, Export Houses, Retail and Fashion Houses, Independent Design Consultant, Creative Pattern Makers, Fashion Illustrators, Fashion photographers, Fashion Editor, Journalist, Critic, Trend & Forecast Analyst, Fashion Stylists & Coordinators, Brand Manager, Product Developers in Design Merchandising, Fashion Merchandisers, Automobile Interior Design, Quality Control Manager, Design Strategist with NGO's (engaging in design intervention and sustenance of traditional skills), Academician etc.

A Fashion Designer is a versatile and creative professional who can eventually diversify into other design professions based on a specific interest or specialization.



## CURRICULUM

### YR 1 STUDY PROGRAMME FOUNDATION STUDIES IN ART & DESIGN

*Common Foundation Programme for all Design Courses - Refer Page 27*  
 With additional Stream Specific Foundation Inputs from 2nd Semester onwards  
 Fashion Sketching, Pattern Making (Kids Wear), Introduction to Textile, Construction Techniques

### YR 2 STUDY PROGRAMME INTRODUCTION TO FASHION DESIGN

- Design Principles (EOD Fashion), Fashion and Textiles Materials Understanding Garment Construction techniques, Pattern Drafting in Fashion (Kids & Women), Illustration, Critical Study in Art and Design (Western wear), Computer Application-Image and Graphics Editing Programme, Merchandising, Research and Development for Fashion Design (Project Indian Women's Wear) + Creative Textile, Industry Exposure

### YR 3 STUDY PROGRAMME COLLABORATIVE PROJECT WORK & RESEARCH ORIENTED YEAR

- Pattern Construction in Fashion, Project Design, Implementation and Evaluation (Men's wear), Fashion Promotion and Marketing, Entrepreneurship, Cultural Understanding in Fashion (Design Project: Evening Wear + Fashion Styling + Creative Pattern Making), Research Project, Garment Manufacture (Final collection), Computer Application- Cad Cam, Professional Practice in Art & Design (Design Portfolio & Identity)

### YR 4 STUDY PROGRAMME REAL LIFE SITUATIONS THROUGH PROJECTS & INDUSTRY EXPOSURE

- **Project-1** - Sustainable Design (Eco Design, Social Cause, Green Marketing) mentored by Industry
- **Project-2** - Luxury Brand (Study - Brands - Collection)
- **Project-3** - Brand Development + IPR + Ethical Business
- **Project-4** - Professional Practice (Internship & Industry Mentored)

### ON COMPLETION, YOU WILL RECEIVE

- BACHELORS DEGREE IN FASHION DESIGN from KSOU
- PEARSON EDEXCEL BTEC Level 5 HND ( FASHION & TEXTILES)
- ARCH DIPLOMA IN FASHION DESIGN

*Note : The contents and sequence of delivery are subject to change as per industry needs.*

## LEARNING OUTCOMES

- Develop skills in visual and textual analysis, as well as historical understanding of fashion.
- Understand the effects of cultural and global influences on contemporary fashion.
- Understand how to develop the design process through experimental ideas and applications.
- Understand the fashion industry and its component parts.
- Establish individuality in generating concepts, developing design ideas, develop creative potential and personal style and a personal visual Language.
- Be able to research, and utilise data as reference for contemporary fashion trends, and extend and apply skills in analysis forecasting.
- Understand the relationship between properties of fibres, fabrics and processing methods, garment construction and the need for economically efficient manufacturing costing.
- Be able to produce a capsule collection of finished garments



## INDUSTRY OVERVIEW

A report on the Indian Fashion Industry recently stated that this Industry can increase from its net worth of Rs 200 crore to Rs 1,000 crore in the next five to ten years. Currently, the worldwide market for designer wear is amounted at \$35 billion, with a 9% growth rate, with the Indian fashion industry creating hardly 0.1% of the international industry's net worth.

In an analysis of ASSOCHAM on "Indian Fashion Industry", it was further revealed that the Indian fashion industry accounts for barely 0.2 % of the international industry's net worth. Currently the market for designer wear is worth about Rs 1,62,900 crore and growing at 9.5 % every year.

Since the last decade the Indian fashion industry has moved from the embryonic stage to a blossoming take-off. Fashion designers have contributed immensely to the spread of fashion as a driving force, both among Indian consumers and select segments of Western markets. India can now boast of dozens of leading fashion designers, who can match any European fashion designer in their concepts, styles and designs.

Ritu Beri, Rohit Bal, Ritu Kumar, Abraham and Thakore, Deepika Govind, Gitanjali Kashyap, Indira Broker, J.J.Valaya, Lina Tipnis, Manoviraj Khosla, Pavan Aswani, Payal Jain, Rocky S, Sabyasachi Mukherjee, Ravi Bajaj, Rina Dhaka, Sharon Leong and Chandrajit Adhikari, Abhishek Datta, Shaina NC, Sonali and Himanshu, Wendell Rodricks, Anna Singh, Ashish Soni, Jatin Kochar, Pratima Pandey, Madhu Jain, Manish Malhotra, Ravi Bajaj, Salim Asgarally, Tarun Tahliani, Anita Dongre et al, top the growing list of reputed fashion designers in India.

India is today recognized as one of the best sourcing destinations for garments, textiles, accessories and finish: it provides a perfect blend of fashion, designs, quality, patterns, textures, colors and finish.

Rajasthan is known the world over for its printed and dyed fabric for the fashion garment industry. Rajasthani prints of Bagru and Sanganer; hand-woven Kota Doria and Khadi in the form of garments, made-ups and textiles have found global fame and recognition. According to the National Skill Development Corporation, the availability of designing and merchandising skills would be crucial for increasing share in export markets and tapping the potential in new markets.

## INDUSTRY SPEAK



"I am delighted to acknowledge Arch as one of the premier design institutions of the country. The creative, stimulating, innovative learning environment has made the institution an important destination for learning design"

**Anita Dongre**  
 Fashion Designer  
 Label: AND



"I find ARCH students very promising and enterprising. The international course curriculum at the institution empowers individuals to make a mark in world fashion"

**Bibi Russell**  
 International Fashion Designer

## ALUMNI SPEAK



**Sandeep Palke**  
 2006 Batch,  
 Asst. Designer,  
 Rocky S, Mumbai

"ARCH has helped me to develop a whole new set of skills that I can use in the career I have chosen"



Costume designed on Katrina Kaif by Sandeep Palke for Rocky S



Costume designed on Karishma Kapoor by Sandeep Palke for Rocky S



**Radhika Sharma**  
 2003 Batch,  
 Visual Merchandiser  
 Shoppers Stop,  
 Jaipur

"Through campus placements at ARCH I got the opportunity to work as a visual merchandiser at Shoppers Stop, Jaipur. Since then I have continuously upgraded my skills and I am glad to share that I have been rewarded with three awards in 2011 from Shoppers Stop as 'Best VM' (Regional); 'Best Store' and 'Best VM' (Pan India), and Quality Control"



Store VM for Shoppers Stop by Radhika Sharma

## PLACEMENTS & INTERNSHIPS

- Anita Dongre, AND Designs India
- Rocky S Fashions, Mumbai
- Abu Jani Sandeep Khosla, Mumbai
- Ekaa by Tarang and Priyanka, New Delhi
- Somersault Design Studio
- Ahuja Export
- Lifestyle International Pvt. Ltd.
- Zari Fashions
- Reliance Retail, Bangalore
- United Colours of Benetton
- Shoppers Stop
- Jaipur Central
- Ratan Textiles
- Ranas Legacy
- Arvind Lifestyle Brands Ltd.
- Clothing Depot Inc.
- Mirangi, couture destination
- Nikhar Fashions
- Himmat Singh
- Manoviraj Khosla
- Nitin Bal Chauhan
- Tattvam Bridal Wear, Ahmedabad

## ENTREPRENEURS

- Jigyasa by Anubha Sharma, Kota.
- Akshaya n Garima by Akshay Sikhwal.
- Yamini Malani Clothing, Kolkata
- Silhouette by Swati Rohilla
- Robe by Heena Arora
- Shivangi Inc. Exports
- v.s.p. Fashion Angels by Vaishali Prasadarshi
- Frills n Flora by Narendra Pal Singh
- Dyeing & Printing unit by Naveen Gotherwal
- Farishta Exports by Chitra

## UNDERGRADUATE PROGRAMME **JEWELLERY DESIGN**

4 Yrs Programme

### COURSE INTENT

“ *The Jewellery Design department of ARCH is the epitome of excellence in delivery, facilitating the learning of students by generously exposing them to the traditional crafts of India alongside technology, and inspiring their engagement with the creation of captivating objects of desire.* ”

Jewellery Designing, Manufacturing and Trading has been an integral part of our society since time immemorial. And with it has evolved interest in Creativity, Precision, Knowledge of Precious and Semi Precious Stones that was initially confined to Royals and the upper crust of society.

Historically, jewellery has evolved from body adornment to an art form. Jewellery Design is flourishing as a lucrative career like never before and Jaipur is a Design, Production & Market hub for jewellery. We have the Designers, the Craftsmen, the materials, the investments. The course intends integrating the finer aspects of design, technology, materials and processes with the various levels of production from a precision orientation to vendor based manufacturing.

Appropriate professional skills and attitudes to work within a commercial context is required to develop an understanding of the role and responsibilities of the designer/maker in a commercial context, including one-off and batch production, and to develop the ability to communicate 3D ideas. Therefore, ‘live’ briefs are considered & implemented where possible so that learners have an understanding of the relationship between the client, designer and producer/manufacturer.



'LAVA' diamond & ruby necklace and earrings set designed by Akshay Agarwal, Student, 2009 Batch, for Savio Jewellery & presented at GABA Graduate Fashion Week



'MEDUSA' necklace designed by Rupal Gupta, Student, 2009 Batch. Finalist 'Swarovski Elements Jewellery Design Awards 2012' & showcased at GABA Graduate Fashion Week

Earrings Inspired by Perfume  
 Bottles designed by Amisha Bhaag, Student, 2010 Batch as part of her classroom Design Project in Diamond Jewellery

## CONTENT

The 4 year Undergraduate level course in Jewellery Design is the one of the Flagship Programmes of the ARCH Academy of Design. The course aims at integrating the finer aspects of Design, Technology, Materials and Processes with the various levels of Production from a Precision Orientation to Vendor based Manufacturing. In this Jewellery Design programme, learners attain a high-level of competence in controlling the creative process from inception to realisation. They are given the knowledge and understanding of the creative potential of materials and construction methods and are encouraged to explore widely and select appropriate manufacturing processes and finishing techniques.

Learners approach design through 2D drawings, visuals, concept boards, technical drawings and through 3D work such as materials samples, maquettes, prototypes, scale models and fullsize final models. 3D computer applications are used to create visuals and to support drawings, model making and design development.

They explore the decorative and aesthetic potential of jewellery accessories and body adornment on the basis of theme based research, to support inspiration & to enable innovative outcomes.

The generation and integration of formats for sustainability is important for any process linked with Design, and this understanding is shared in the form of Theory and Practice.

Learners gain a thorough understanding of historical and contemporary professional practice through visiting galleries, shops, trade fairs, exhibitions, and high profile retail fairs. Guest speakers, practical workshops and visits to professional studios, workshops and appropriate industrial sites immensely help to contextualise practical studies.

Links are nurtured with practising jewellers and other craft practitioners, artists and designers to deliver assignments to learners and to provide work experience and workshops/ master classes. Assignments are vocationally relevant and exciting 'live projects' guided by real life industry briefs and representative mentorship from industry, are brought into the classroom to support the contents of the programme.

*Vishakha Jain, Student, 2011 Batch, in her Semester Jury, exhibited her classroom based Couture Jewellery Design Project Work on 'Palmiero', an Italian luxury jewellery brand*

## CAREERS

The Programme Prepares Students for Careers as Designers in the Jewellery Industry, Product Development Managers, Accessory Designers, Trend Analyst, Merchandisers, Creative Head, Design Manager, Brand Managers, Production Manager, Store Managers, Sourcing Managers, Costume Jewellery Designers, Stylists, Bench Jewellers & Entrepreneurs.



## CURRICULUM

### YR 1 STUDY PROGRAMME FOUNDATION STUDIES IN ART & DESIGN

*Common Foundation Programme for all Design Courses - Refer Page 27*  
 With additional Stream Specific Foundation Inputs from 2nd Semester onwards  
 Jewellery Sketching & Rendering, Theory of Jewellery Design and Context, Basics of Jewellery Manufacturing, Computer Basics

### YR 2 STUDY PROGRAMME INTRODUCTION TO JEWELLERY DESIGN

- Fundamentals of Jewellery Design, History of Jewellery, Computer Fundamentals, Gemmology & Metallurgy, Product Design, Properties of 3-D Materials, CAD applications (CorelDraw), Professional Practices in Art & Design
- **Design Project 1:** Accessories and Body Adornment (Gold Jewellery of India), Light Metals in Art and Design, Wood in Art and Design, Glass in Art and Design, Industrial Exposure

### YR 3 STUDY PROGRAMME DEVELOP SKILL BASED TECHNIQUES AND APPLICATION IN PROJECTS

- Ceramic Design, Lens-based Recording Techniques, Basics of Jewel CAD, Critical Study in Art & Design
- **Design Project 2:** Project design - Implementation & Evaluation (Diamond Jewellery Design)
- **Design Project 3:** Research Project (Fashion Jewellery design), Packaging in Graphic Design, Specialist 3D Technology and Processes

### YR 4 STUDY PROGRAMME REAL LIFE SITUATIONS THROUGH PROJECTS & INDUSTRY EXPOSURE

- CAD Applications for Jewellery, Enameling Techniques, Professional Portfolio Development & Presentation
- **Design Project 4:** - Traditional Jewellery (Kundan Meena jewellery design)
- **Design Project 5:** - Couture Jewellery (Range Development for International Luxury Brands), Entrepreneurship Skills Development, Industry Internship

### ON COMPLETION, YOU WILL RECEIVE

- BACHELORS DEGREE IN JEWELLERY DESIGN from KSOU
- PEARSON EDEXCEL BTEC Level 5 HND (3D DESIGN)
- ARCH DIPLOMA IN JEWELLERY DESIGN

*Note : The contents and sequence of delivery are subject to change as per industry needs.*

## LEARNING OUTCOMES

- Understand the visual, tactile and decorative characteristics of jewellery materials.
- Understand the factors & principles relevant to Jewellery product design eg concept, ergonomics, form, function, aesthetics, trends, end user, lifespan, materials, manufacturing methods, costings, level of finish, testing, sustainability.
- Be able to respond to design requirements and to develop skills in planning and producing prototypes.
- Understand professional practice in jewellery design.
- Understand the connections between design management and manufacturing.
- Be able to create a portfolio of development work.



*Students working on Jewel CAD in the Computer Lab at ARCH*

## INDUSTRY OVERVIEW

The Indian Gems & Jewellery Industry is the back bone of the economy by being one of the major contributors towards the export led growth of India. The industry has gained global popularity because of its talented craftsmen, its superior practices in cutting and polishing fine diamonds and precious stones and its cost-efficiencies.

With the creation of Brand India and looking towards a future where craft would meet the high end, our vision extends to evolve as torch bearers in Research, Development and Innovation in Jewellery and Accessory Design, with world class inputs in the design and crafting of such objects of desire along with the identification of trends and the development of forecasts.

India is the largest consumer of gold Jewellery in the world. It accounts for about 20% of world consumption. India dominates the gold and silver consumption globally, with consumption of approximately 700 tonnes (gold) per annum. India also dominates the diamond processing trade with 11 out of 12 diamonds being cut and polished in India - an aggregate contribution of approx. 60% of the world's supply in terms of value and 80% in terms of volume.

India shares 4% of the global Gems and Jewellery market, and is expected to touch a turnover of close to US\$ 35 billion by 2015. Given the rising overall literacy rates in India, this sector is beginning to appreciate the need for education and the impact of such inputs on business. According to the National Skill Development Corporation, there is an expected demand for skilled personnel able to create multiple designs to meet customer needs. Requirements will also be linked with the ability to interact and work with foreign clients.

The industry contributes more than 14% towards the total export in India and provides employment to 1.3 million people directly and indirectly. The global market for gems and jewellery is over USD 100 billion with major contribution coming from India, Italy, China, Thailand and USA.



Rupal Gupta, Jewellery Design student rendering her design of a necklace inspired from Kalamkari Art of Andhra Pradesh as part of her Kundan Meena Jewellery Design project



A rendered illustration by Megha Patel, of her design of a necklace, as part of her Gold Jewellery Design project. Design inspired by Chola Dynasty Architecture for the market of South India

## INDUSTRY SPEAK



"I think that the alumni of Arch are a wealth to the Gems and Jewellery Industry. They have performed excellently and have made a niche for themselves and we have several students from ARCH working at Amrapali and they are doing a great job."

**Tarang Arora**  
 CMD  
 Amrapali Jewellery Pvt Ltd  
 FDCI Member, Jaipur.



"Talented boys and girls are entering the field of Jewellery design and gems as it is an important industry. Arch makes sure that the Indian jewellery designers are doing well in this competitive global sector"

**Yiani Melas**  
 CEO, PHILIPPE ALEXANDER LTD.,  
 Greece

## ALUMNI SPEAK



**Riddhi Chaudhary**  
 2010 Batch.  
 Designer  
 ORRA Diamond  
 Jewellery  
 Mumbai

"By providing me with the right knowledge, guidance and exposure in the field of Gems and Jewellery, ARCH has given me the platform to make my life exactly the way I wanted"



Riddhi's design inspired by 3D Art for 'ORRA for Forevermark' at the 86th Academy Awards, The OSCAR's 2014



Riddhi's Design of a Cocktail Ring in Diamond for ORRA



**Vishnu Soni**  
 2008 Batch.  
 Sr. Executive-Design  
 Fabulous Unrounds  
 Mumbai

"It is an amazing feeling to know that my developments at present define the taste and products of Fabulous Unrounds"



Handcuff designed by Vishnu Soni for Amrapali worn by Bollywood Actor Deepika Padukone in one of her Red Carpet appearance in Mumbai.



Cocktail earrings from the 'Lava' collection, designed by Akshay Agarwal for Savio Jewellery Pvt. Ltd. Akshay is currently working as Design Manager at SM Global Ltd. Hong Kong

## PLACEMENTS & INTERNSHIPS

- Amrapali Jewels
- ORRA Diamond Jewellery, Mumbai
- Gitanjali Group Ltd
- SM Global Ltd. Hong Kong
- Motisons Jewellery Ltd.
- P. Mangatram, Hyderabad
- Indioro, Dubai
- Jewels Emporium
- Sambhav Gems Ltd.
- Vaibhav Gems Ltd.
- Dwarka Gems Ltd.
- Savio Jewellery
- Oriental Gems Ltd.
- Raniwala Jewellers
- RHEAGems
- Derewala Jewellery Industries
- SYMETREE by Haritsons Group
- Silvex Images Pvt. Ltd

## ENTREPRENEURS

- Jashn Jewels, Jaipur
- Heritage Jewels, Jaipur
- Mine Jewellery Pvt Ltd
- Rita Burman
- Anu Pansari
- Surbhi Baid
- Chitra Khandelwal
- Priya Mehta Singhal

## UNDERGRADUATE PROGRAMME INTERIOR DESIGN 4 Yrs Programme

### COURSE INTENT

“ *The Interior Design Programme aims to nurture students with creativity and wholistic understanding of the subject from materials to structures creating an exciting and sustainable human centric environment for their professional development.* ”

Interior Design in contemporary times reflects the impressive progress made in the field of energized spatial solutions generated to satisfy perception and psychology. Our course aims to develop learners' skills and understanding needed to visualize, create, modify & craft preferred environs, for specific purposes and to high professional standards.

Students, in addition to getting the requisite technical knowledge and skills to realize visualized intent, will develop a high level of competence in controlling the creative process from inception to design realisation and communication.

A thorough understanding of design & architectural practice, relevant legislation, including health and safety, public liability and copyright law, with experience of contract and project management and, where appropriate, constraints such as local authority bye-laws and planning regulations etc are a requirement for successful practice and are included in design briefs.

The aim is to enable learners to be able to attain appropriate professional skills and attitudes to work within a commercial context.



Interior Design students making a model of the ARCH building, as part of their classroom project

'Inside Outside' design award winning betel leaf inspired chair by Aradhana Sharma of Interior Design, 2011 Batch

## CONTENT

Teaching is contextualised & supported through assignments, case study planning and presentations, handouts, screening of films, visits to design studios, workshops, appropriate exhibitions, construction worksites, industrial sites and locations etc. Learners get the opportunities for experiencing & practicing measuring, surveying and estimating etc.

Important & essential to the delivery of the programme are the links with practising architects, designers and other professionals who are actively involved in the delivery of lectures and assignments to learners & provide work experience and even future employment. 'Live' projects and 'real life' briefs support the content of the programme inside the classrooms

Learners engage in integrated research to include analysis of the brief, preparation of initial ideas, market research, investigation and practical exploration into materials, processes and techniques. They investigate contexts and evolve the ability to select and interpret research information through design development.

Learners also explore the visual and tactile properties and characteristics of materials. developing competence in working with materials samples and the use of colour.

They are given a sound knowledge of construction techniques, decoration, furnishing, fixtures and fittings and preparing specifications for sub-contractors.

All aspects of Design are addressed, from the understanding of space and structures, to the developing of the ability to organise and manipulate spatial awareness. Competence is built in working with 3D formal elements together with the ability to produce effective solutions and to communicate 3D ideas through a range of visual presentation techniques.

Learners gain a thorough understanding of contemporary professional practice & all aspects of project management in the field of Interior Design. They develop an understanding of the roles and responsibilities of the professional interior designer, including working within teams of other professionals.

## CAREERS

There are innumerable career opportunities for working with established Interior Designers and Architectural firms as well as large builders; Working as Specialists or Consultants for Exhibition Designers, Museum Designers, Graphic Designers, and Freelance Designers; working for Retailers, Super Markets, Emporiums, Advertising Agencies, Visual Merchandisers, etc. Entrepreneurial enthusiasts can set up their own Interior Design Firm or even an Event Management company or Production Design House.



*Interior Merchandising Display on 'Recycled' theme done by the students at ARCH as part of their Visual Merchandising Module in Interior Design*

## CURRICULUM

### YR 1 STUDY PROGRAMME FOUNDATION STUDIES IN ART & DESIGN

*Design Courses - Refer Page 27*

*With additional Stream Specific Foundation Inputs from 2nd Semester onward*  
 History of Art & Architecture, Materials & Construction Techniques-1, Interior Furnishing-1, Workshop Practice

### YR 2 STUDY PROGRAMME PROFESSIONAL SKILL DEVELOPMENT

- Critical Study in Art and Design, Materials & Construction Techniques-2
- Wood in Art & Design, Glass in Art and Design, Interior Furnishing-2
- Furniture Design-I (Ergonomics, Anthropometry), Building Services-I
- 2D, 3D and Time-based Digital Applications, SketchUp, AutoCAD-I
- Project Design, Implementation & Evaluation, Home Styling
- Design Project (Residential)

### YR 3 STUDY PROGRAMME PROJECTS & RESEARCH

- Research Project, Building Services-2, Light Metals in Art & Design
- AutoCad- 2, Furniture Design-2, Advanced Construction Techniques
- Estimation & Costing-1, 3Ds Max Software, Landscape Design
- Design Project (Commercial)

### YR 4 STUDY PROGRAMME INDUSTRY EXPOSURE & INTERNSHIP

- Estimation & Costing-2, Commercial Model Making, Design Project (Industrial)
- Exhibition & Retail Design, Entrepreneurship Skills Development
- Professional Practice in Art & Design, Internship

### ON COMPLETION, YOU WILL RECEIVE

- BACHELORS DEGREE IN INTERIOR DESIGN from KSOU
- PEARSON EDEXCEL BTEC Level 5 HND (3D DESIGN)
- ARCH DIPLOMA IN INTERIOR DESIGN

*Note : The contents and sequence of delivery are subject to change as per industry needs.*

## LEARNING OUTCOMES

- Conduct integrated research to include analysis and interpretation of the brief.
- Carry out preparation of initial ideas, market research, investigation and practical exploration into materials, processes and techniques research based on analysis of the brief.
- Manipulate materials and processes to meet specified design requirements & develop design solutions using 3D formal elements.
- Gain thorough understanding of contemporary professional practice and work.
- Create designs for interior environments to meet required functions and specifications & present proposed solutions to the design brief using selected media and techniques.
- Prepare specifications for materials, fixtures, fittings, furnishing and contracted services; Prepare accurate scale 2D and 3D work informed by site surveys & be able to employ technical processes to respond to interior design briefs competently



## INDUSTRY OVERVIEW

The flourishing infrastructure, housing & retail industry in India has emerged as one of the most dynamic and fast paced industrial sector with several big players entering the market. In India, the vast middle class and almost untapped retail industry are the key forces of attraction for global retail giants waiting to enter new markets. This attraction has stimulated the growth of the retail industry and is growing at a faster rate.

The construction industry, which accounts for approximately 11% of the GDP, has an estimated investment of US \$500 billion, and is growing at around 34 % annually. The Indian retail industry is the fifth largest in the world, and contributes about 22% of the GDP and generates 8 % of employment in the country today. It is expected to grow 25 per cent annually, to be worth US\$ 175- 200 billion by 2016.

Heritage properties and other hospitality properties have begun demanding a great amount of inputs in the creation of dreams. The key factor driving the demand for Interior Design is the growth & expansion of housing & commercial development in both the major and smaller cities in India. Rising income levels are leading to a demand for creative individuals to support the vision of the Incredible India Campaign. Thus there is an increase in demand for Interior space visualisers and designers to plan & create attractive, practical & desirable spaces for living, display and commercial activity.



Interior Classroom Projects - Akshaya Gupta



## INDUSTRY SPEAK



“Arch as a premier design institution has grown from strength to strength in these 15 years. I am proud to say that it is imparting education in Interior Design in a creative, stimulating, innovative learning environment”.

**Sanjay Kothari**  
 Architect  
 Former Chairperson IIID, Jaipur



“ARCH Academy of Design trains industry specific Interior Designers who are market ready from an Indian & Global perspective. These students display the competence required for professional excellence”

**Lipika Sud**  
 Principal Interior Designer  
 Dimension Designers Pvt. Ltd.  
 (DDPL) and CP Kukreja Associates

## ALUMNI SPEAK



**Akshaya Gupta**  
 2010 Batch  
 Asst. Designer,  
 Kaleido

“I would like to take this opportunity to thank all my professors for passing down their knowledge and enthusiasm throughout the course. Their support and encouraging words still provide me strength”



Interior Classroom Projects - Akshaya Gupta



**Chandni Sharma**  
 2006 Batch  
 Asst. Designer,  
 Sthapatya

“ARCH built in me the capacity for in-depth enquiry and immensely contributed towards increasing my personal independence & initiative in exploring ideas and extending my skills”



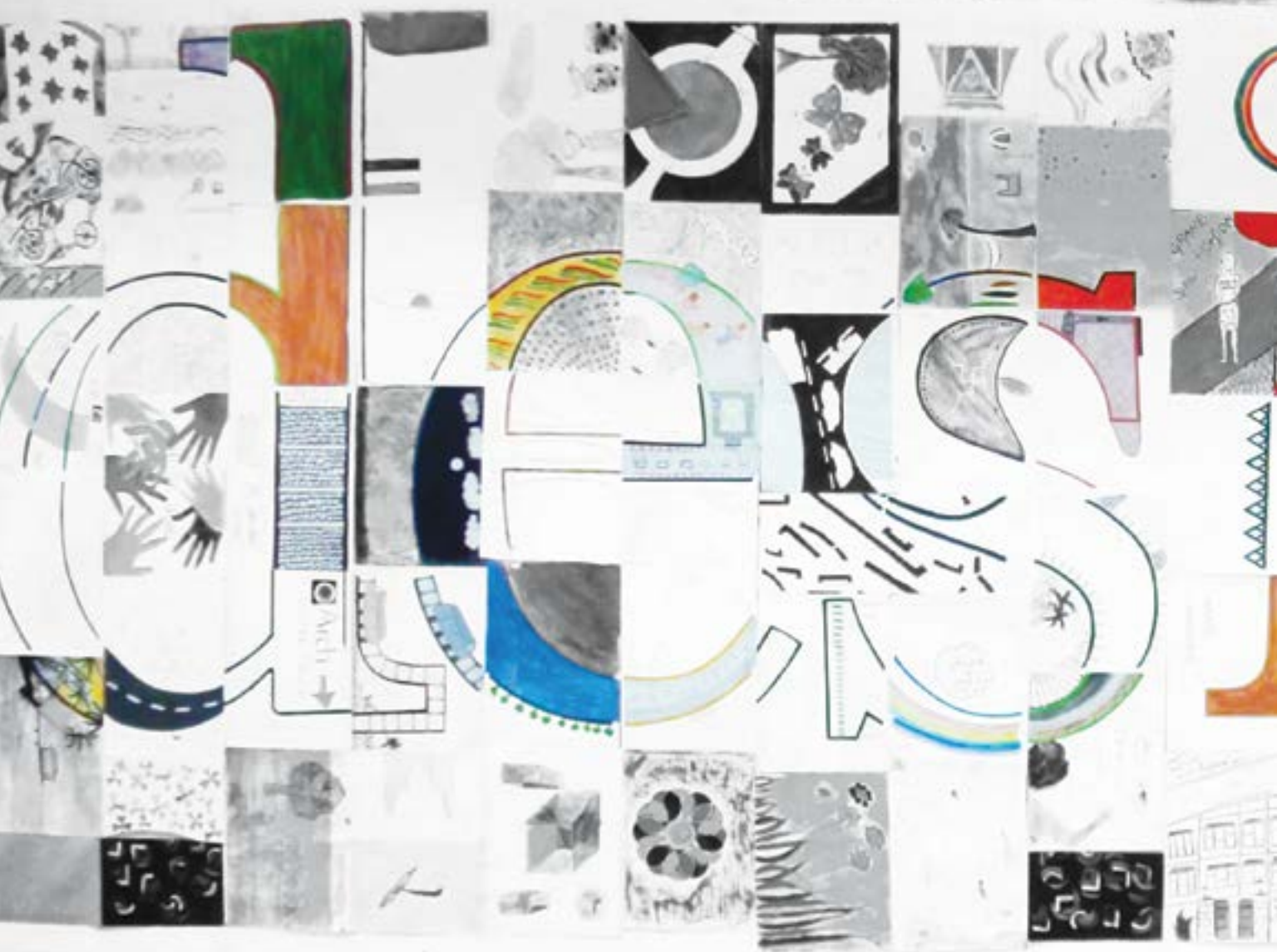
Residential Interior Design Project work by Chandni Sharma for Sthapatya

## PLACEMENTS & INTERNSHIPS

- Architect Sanjay Kothari, Jaipur
- Benzel Design and Comm., Gurgaon
- 3D Designs, Jaipur
- Goyal Arts, Jaipur
- Manic Structures, Delhi
- Muse Interiors, Delhi
- Sthapatya, Jaipur
- Sunrays Contracting, Jaipur
- UDB, Jaipur
- Mangalam Arts
- Hasthkala Exports
- Dileep Industries Pvt. Ltd.
- Central - Future Group
- Lifestyle International Pvt. Ltd., Jaipur
- Shoppers Stop
- MGF Metropolitan, Jaipur
- ARG Group
- Ar. Tushar Sogani
- Ar. Anoop Bhartaria
- Ar. Ritu Khandelwal

## ENTREPRENEURS

- Espacio, Jaipur
- Mahendra Kumawat Interior Designs
- Neeti Bishnoi
- Anupama Rana



Graffiti on 'DESIGN' created by the students of ARCH on a wall at the Academy

## UNDERGRADUATE PROGRAMME GRAPHIC DESIGN

4 Yrs Programme

“*The **graphic Design Programme** infuses the imaginative world with the tangibles assessible in today's technological world without losing out on the vast heritage and ethos of our rich Indian Culture.*”

### COURSE INTENT

Graphic Design is a creative, strategic, managerial and a technical activity. It essentially gives visual solutions to communication problems; often highlights the crux of the solution! There is always more than one option, but selecting the right one can make a real and positive difference.

Learners will explore historical and contemporary graphic work to develop understanding of how visual language is used to communicate with an intended audience, purchaser or user. A Graphic Designer is honed to become a 'designer' who integrates cross-disciplinary inputs to achieve exciting visually competent, multi dimensional communication. Our cognitive faculties respond to imagery and its underlying message more swiftly than they do to audios. If a picture can say a thousand words, imagine how many words a well-designed poster could communicate. An idea made tangible in a 2D form is a graphic interpretation of creativity message that could stay in the mind for years. Graphic Design seeks to attract eyes, inspire minds, create desires and motivate people to respond to messages, to make an impact, to build a brand, to move, to sell, to embrace humanity.

Visual communication is often about reconciling personal aesthetic ambitions with wider social, cultural and commercial considerations.



Graphics in action - The 'Design Dhara' bus, a travelling exhibition showcasing the work of ARCH students

## CONTENT

Learners explore historical and contemporary graphic work to develop understanding of how visual language is used to communicate with an intended audience, purchaser or user. They develop skills and understanding of the way in which aesthetic, social and cultural values underpin visual communication and their use by commercial visual communication.

Projects, where possible, combine the analysis of others' use of visual language with practical and experimental work, and the resultant extracted meanings and methods are used to encourage learners to develop and apply analytical skills at a suitable level.

Learners are encouraged to identify the purpose of their communication, the meaning, message or information they wish to convey and the characteristics of their target audience and apply their skill and understanding of visual language to effectively communicate meaning to the intended audience.

Learners are encouraged to develop their own personal style and create visually interesting graphic work in a range of styles; produce independent visual material that is free of restraints of a defined communications task, and then adapt the work to perform a communication task.

Critiques of work and peer review provide a forum for considering the application of principles to practical work. Study is combined with live assignments & live client briefs, set by clients, to encourage learners to generate ideas with a client or purpose in mind.

Competitions, off-site visits and visiting speakers all help to strengthen the learning in the programme and prepare learners for the transition into employment. Learners are encouraged to collaborate with their selected industry, either through work shadowing, interviews or periods of work placement.

For greater understanding of the terminology and conventions used in typographic design, hierarchical categories/ structures evident in printed, digital and screen based matter are deciphered to train the learner to produce designs using type with an informed degree of subtlety and sophistication.

Learners develop their understanding of the ways a symbol or logotype can transcend or be limited by cultural, ethical and commercial factors. Packaging is a valid and powerful tool of communication when the fundamental principles of packaging are examined through its transition from the utilitarian to the promotional.

## CAREERS

The essential requirement will be for highly articulate 'Design & Context aware' observers, analysts, commentators and creators. Students can engage with the industry in roles of Graphic & written Content developer for various Design Firms; Freelance Writers, Journalists, Reporters, Researchers, Trend Analysts, Curators; Copywriters, Columnists; Illustrator for Book Publishers, Newspapers, Lifestyle Magazines, Research Firms or Public Relations Firms; Graphic Artist, Visualiser, Art Director, Graphic Communicator for Media & Communication.



'Backstitch', the ARCH Design Magazine - a monthly tabloid designed in-house by the students & Faculty of Graphic Design at ARCH

## CURRICULUM

### YR 1 STUDY PROGRAMME FOUNDATION STUDIES IN ART & DESIGN

*Common Foundation Programme for all Design Courses - Refer Page 27  
 With additional Stream Specific Foundation Inputs from 2nd Semester onwards*

### YR 2 STUDY PROGRAMME

- Design Principles, Visual Communication in Graphic Design, Idea Generation & Development in Art & Design, Typographic Skills, Design Principles
- Art, Design and Media Practice within the Digital Environment, Software applications in Graphic Design (CorelDraw, Photoshop, Illustrator, InDesign)
- Advertising & Market Studies, Publication & Advertising for Print Media
- Editorial Design
- **Design Project 1:** Print Design for a Brand, Internship.

### YR 3 STUDY PROGRAMME

- Critical Study in Art & Design, Professional Practice in Art & Design, Basic of Digital Publications
- Advertising and Designing through Electronic Media
- **Design Project 2:** Corporate Identity Design
- Website Design
- Lens Based Recording Techniques in Art & Design (Photography & Video)
- Advertising Photography
- **Design Project 3:** Packaging in Graphic Design.

### YR 4 STUDY PROGRAMME

- Basics of Mobile application development
- Learning Software (VFX & Motion Graphics)
- **Design Project 4:** Making a Small Film
- Entrepreneurship Skills Development, Project Design, Implementation and Evaluation, Final Year Project

### ON COMPLETION, YOU WILL RECEIVE

- BACHELORS DEGREE IN GRAPHIC DESIGN from KSOU
- PEARSON EDEXCEL BTEC Level 5 HND (GRAPHIC DESIGN)
- ARCH DIPLOMA IN GRAPHIC DESIGN

*Note : The contents and sequence of delivery are subject to change as per industry needs.*

## LEARNING OUTCOMES

- Understand & have the skills to practice visual communication methods used in graphic design eg composition, experimentation, 2D media, 3D media, computer aided design, moving image, layering, composite, collage, montage, text, imagery etc.
- Understand the nature of aesthetically driven visual communication and be able to produce visual communication outcomes.
- Utilise and manipulate imagery for communication tasks, taking into consideration, memory, impact, abstract and social meaning, interpretation & achieved meaning etc.
- Be able to produce design solutions to packaging problems and to use experimental visual language to communicate meaning, messages and information.
- Understand current typographic practice and its application to print, digital and screen-based outcomes.
- Understand the relationship between corporate identity and graphic design & be able to identify and communicate the core values of an organisation through corporate identity.

## INDUSTRY OVERVIEW

Twenty years ago, school career advice didn't even list it as a possible occupation. Graphic Design has grown a lot since then and has become a large part of the creative industries.

This industry comprises establishments primarily engaged in planning, designing, and managing the production of visual communication in order to convey specific messages or concepts, clarify complex information, or project visual identities. These services can include the design of printed materials, packaging, advertising, signage systems, and corporate identification (logos). This industry also includes commercial artists engaged exclusively in generating drawings and illustrations requiring technical accuracy or interpretative skills.

As the design industry moves towards the global future, the need for professionals who are able to communicate ideas and concepts effectively is on the rise. The essential requirement will be for highly articulate 'Design & context aware' observers, analysts, commentators and creators. Requirement will also be for individuals with well-grounded research abilities and strong written communication skills, with aesthetic sensibilities to achieve effective results.



Project brief oriented Creative Graphics for the 'INDIA FOR ANIMALS' conference promoted by FIAPD and the ARCH Academy of Design

## INDUSTRY SPEAK



"We are working with ARCH on the UKIERI Institutional Capacity Building Project based on Communication & the Use of Design for the Creative Industries. The partnership will yield mutually beneficial results"

### Christina Margiotti

Subject & Programme Leader,  
 Visual Design Communication  
 Perth College, UHI, Scotland



"I have been working in India with a lot of young students & being here at the ARCH Academy & interacting with young designers opened new windows for discussions & ideas to be carried forward. I am positive I will be working with these young brains in future."

### Jessica Mayberry

Founding Director,  
 Video Volunteers

## STUDENT SPEAK



**Surbhi Verma**  
 Student, Design  
 Communication

'Since childhood, I wanted to learn sketching and be a part of Graphic Design and make it my profession. The course at Arch helped me to understand self expression and to concretize ideas into communication solutions. I have learnt enormously from the ongoing research project on Creative and Cultural Industries in collaboration with UHI in Perth, Scotland.'



**Vidhi Gupta**  
 Student, Design  
 Communication

'Having graduated in Applied Arts, I felt the need to take my creativity to the next level. The Graphics & Design Communication course at ARCH Academy of Design was the boost that I was looking for. The International curriculum, live projects and latest MAC software honed my design sensibilities and gave me the confidence and exposure to step into a professional environment'



Creative Photography by Surbhi Verma, student, Graphic Design, as part of her classroom project



## PLACEMENTS & INTERNSHIPS

Designers are moving away from tangible object-orientation and toward experiential or service-oriented design solutions and are involved in generating services, information visualization and visual experiences.

- Blinglane
- Tribe by Amrapali
- Ratan Textiles
- Backstitch
- HastKala Exports
- Nutcrackers
- Zari
- Mangalam Arts
- Dileep Industries
- Espacio



In-house monthly Design Magazine, "Backstitch" visualised by the Graphic Design Students at ARCH

## UNDERGRADUATE PROGRAMME CRAFT PRODUCT DESIGN

4 Yrs Programme

### COURSE INTENT

“ *This programme develops and implements design interventions for our craft sector. The collaborative learning process provides the students an opportunity to work with craftsmen and learn the techniques. The artisans in return get to learn how to generate new design ideas to explore new materials and markets* ”

As designers we use materials and ideas to transform environmental and human potential to answer unmet needs or to improve function and appearance, or to offer new ways of critically engaging with objects.

The course intends to develop core competence in the basic skills and understanding of the process and principles governing the design and manufacturing of craft-based products. Further, the course is intended to promote the crafts of India as uniquely placed for innovative integration into contemporary design practice. This course also envisages inputs in relation to design collections and range development in craft products to support fashion and lifestyle trends. Formats for sustainability is important for the management of any process linked with design, and this understanding is shared in the form of theory and practice.

The 4th year progression is designed around building DESIGN & CONCEPTUAL CAPABILITIES with a strong focus on hands-on explorations and creative making with the intent to understand materials & processes and conceptualization using design strategy to eventually become Design Studio Entrepreneurs or professionals trained for employment in the Creative Craft Industry.



The "Hawa Mahal" card holder manufactured at Arch. Inspired by the Hawa Mahal of Jaipur & designed for ARCH by Indrajit Das, Faculty for Accessories Design, the holder is developed by the students at the Academy.

## CONTENT

The course is intended to innovatively integrate Indian Crafts with contemporary design practice. The curriculum focuses on all stages and activities involved in the creation of a new product, controlling the creative process from inception to realisation – from design concept to marketing.

Learners are guided to consider the utilitarian and creative principles of product design. They are encouraged to develop an understanding of how the attitudes of designers, craftsmen, makers and end-users influence the appearance and function of design solutions.

Students are encouraged to challenge conventions and to question the roles of form, function, culture, context and concept in relation to materials, techniques and processes.

To achieve personalised creative solutions and to reflect on their own distinctive approach to design, learners are guided to independently research and experiment with media, materials and practical techniques to develop an understanding of a wide range of appropriate materials, manufacturing and finishing techniques & processes, alongside the traditional methods used in craft.

Design is approached through 2D drawings, visuals, concept boards, technical drawings and 3D modeling through CAD as well as 3D work such as materials samples, maquettes, prototypes, scale models and fullsize final models. Learners also investigate ergonomics in design, form, function, aesthetics and reliability, with consideration for the needs of the end user and for the way a craft product will be marketed.

For developing understanding of historical and contemporary professional practice as a designer-maker or collaborator with craftsmen, visits are made to professional studios, craftsmen workshops, and appropriate trade fairs, selling fairs, exhibitions, galleries and shops.

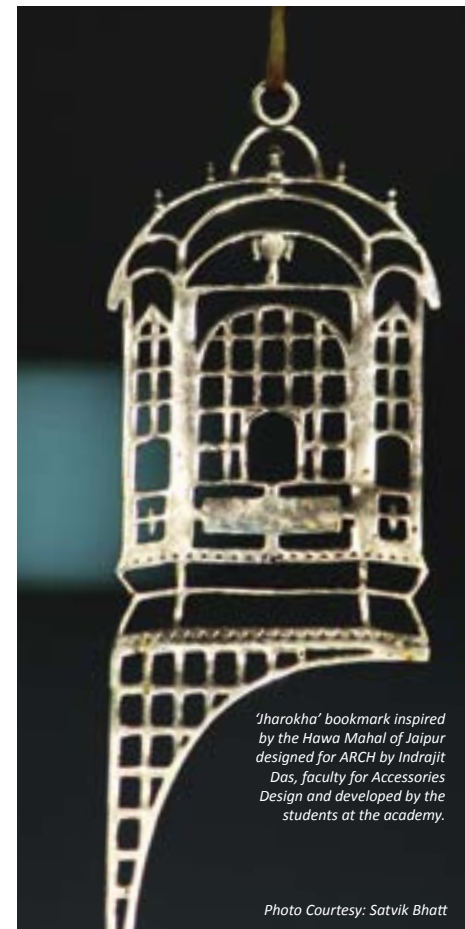
'Live projects' guided by real life industry briefs are brought into the classroom and implemented where possible so that learners have an understanding of the relationship between the client, designer and craftsman/ producer/ manufacturer.

Learners are helped to understand the role and responsibilities of the designer-maker in a commercial context, including one-off and batch/ mass production and develop the ability to communicate three-dimensional ideas effectively to clients & craftsmen.

Links are nurtured with craft practitioners, artists and designers to deliver assignments to learners and to provide work experience and workshops/ master classes and representative mentorship from industry. Vocationally relevant and exciting assignments support the contents of the programme.

## CAREERS

- Craft Based Product Designers
- Design Managers
- Product Development Managers
- Designers of Costume Jewellery, Leather Goods, Giftware, Tableware, Watches, Bags, Footwear and Handicraft
- Sourcing Consultants
- Visual Merchandisers
- Toy Designers



'Jharokha' bookmark inspired by the Hawa Mahal of Jaipur designed for ARCH by Indrajit Das, faculty for Accessories Design and developed by the students at the academy.

Photo Courtesy: Satvik Bhatt

## CURRICULUM

### YR 1 STUDY PROGRAMME

#### FOUNDATION STUDIES IN ART & DESIGN

*Common Foundation Programme for all Design Courses - Refer Page 27*  
With additional Stream Specific Foundation Inputs from 2nd Semester onwards  
Introduction to Indian Craft Techniques / Theory of Craft Product Design & Context / Basics of Craft Product Manufacturing / Computer Basics

### YR 2 STUDY PROGRAMME

#### INTRODUCTION TO CRAFT AND PRODUCT DESIGN

- History of Indian Crafts, Terracotta Craft (Lifestyle Products & Fashion Accessories) Fashion and Textiles Materials Understanding, Product Design
- Fine Art Sculpture
- Professional Practice in Art and Design, Research Project (Textile Product & Accessories), Specialist 3D Materials, Leather Crafts (Lifestyle Products & Fashion Accessories), Using CAD for Crafts

### YR 3 STUDY PROGRAMME

#### SPECIALISED PROJECTS AND IN-DEPTH RESEARCH

- Ceramic Design, Project Design, Implementation and Evaluation, Critical Study in Art and Design
- Using CAD for Crafts, Specialist 3D Technology and Processes, Light Metals in Art and Design, Wood in Art and Design, Glass in Art and Design
- Marketing Research & Marketing

### YR 4 STUDY PROGRAMME

#### REAL LIFE SITUATIONS THROUGH PROJECTS & INDUSTRY EXPOSURE

- Furniture Design, Professional Portfolio Development & Presentation
- Final Project - Creative Product and Entrepreneurship Skills Development
- Industry Internship

### ON COMPLETION, YOU WILL RECEIVE

- PEARSON EDEXCEL BTEC Level 5 HND (3D DESIGN)
- BACHELORS DEGREE (BBA / B.Com) from UNIVERSITY OF RAJASTHAN
- ARCH DIPLOMA IN CRAFT PRODUCT DESIGN

Note : The contents and sequence of delivery are subject to change as per industry needs.

## LEARNING OUTCOMES

- Understand the principles of product design & its considerations eg concept, ergonomics, form, function, aesthetics, trends, end user, lifespan, materials, manufacturing methods, costings, level of finish, testing, sustainability etc.
- Be able to plan and design a product to meet requirements client brief, live brief, self-negotiated project, constraints, requirements, plan of work; estimates; deadlines; costs; scale eg one-off, small-scale, large-scale, volume; research; sampling.
- Be able to demonstrate skills in design development, using appropriate techniques to communicate ideas and respond to identified needs.
- Be able to use technology to produce models, prototypes and presentation materials.
- Understand the connections between design management and manufacturing.



The 'Hawa Mahal' card holder. Inspired by the Hawa Mahal of Jaipur & designed for ARCH by Indrajit Das, Faculty for Accessories Design and developed by the students at the Academy.

## INDUSTRY OVERVIEW

Craft in India has been kept alive and productive despite the increasing industrialization of the country. The Craft Industry is a fine balance between the application of mechanization and hand based skills, the latter giving each produced artefact uniqueness. The industry now thrives in the export arena and designers who are articulate and aware of world tastes and trends are in great demand to understand the buyer & his needs and be able to deliver appropriate design concepts & solutions.

In India, craft is an industry employing several thousands of workers. The product that they make is a source of endless variety. However at present, except for handloom products, craft objects have lost the role they used to play in daily life.

Craft remains a neglected area in development efforts. If craft products are not related to everyday needs, the industry may turn to manufacturing of 'curio' articles for home market and exports. If crafts have to return to their old role in daily life, the craftsmen may have to update their knowledge and skills as the craftsmen in Scandinavia and Japan did. These craftsmen accepted the modern materials, tools and methods and were successful in maintaining their positions in the market.

There is an obvious need to generate new design capabilities in craftsmen. So Design as a strategy for a developing economy requires attention so that the products can be updated. The product range can also be extended to suit new needs. It is also important to offer simultaneous inputs to improve the technology used.

The skills and the decision making system learnt through several years of working with senior family members are now being replaced by formal intensive training programmes in specific trades such as carpentry, smithy, metal working etc. This training is only to learn the trade and does not bring out the creative potentials of the individual nor impart product innovation abilities. In short, it does not aim at creating craftsmen.

Yet as trained manpower, they have an important role to play in maintaining and promoting product quality and product design. Design orientation in these training programmes will create a new breed of technological craftsmen in the future.



Miniature Dining room Furniture, inspired by traditional carved wooden doors & created by Gaurav Sharma, student



Cufflinks in 22K Yellow Gold, with Rubies, designed by Vaibhav Patni using the Craft Technique of Engraving on metal

## INDUSTRY SPEAK



"There is a huge need for trained Lifestyle Accessory Designers willing to work with the rich and varied heritage crafts of our country"

**Ayush Kasliwal AKFD**  
 Furniture & Product Designer



"I am proud to say that Arch Academy has evolved into a full fledged institute known not only in Jaipur but in many parts of the country and the world. The way it has been contributing to the industry is enormous"

**Vipin Sharma**  
 CEO, Access Development Services

## STUDENT SPEAK



**Suhani Jain**  
 Student,  
 Craft Product Design

"On an individual level, I have always been fascinated by the crafts of India. The Craft Product Design Programme at ARCH is giving me an insight and an understanding about different materials and techniques used in various crafts in Rajasthan as well as the rest of the country"



Fashion Jewellery made with Dyed Fabrics, in the Textile Lab



**Vaibhav Patni**  
 Student,  
 Craft Product Design

"At ARCH, I have learnt the fact that any design activity must distill the essence of an idea into meaningful, refined and experiential articulation. Being in this course gives me fulfillment and I enjoy going into the crafts lanes of Jaipur and interacting with the craftsmen"



Brooch officially designed by Vaibhav Patni for the Jewellery Association Show, JAS 2014



Miniature Bullock Cart, designed & constructed as a decorative mantel piece object

## PLACEMENTS & INTERNSHIPS

- Access Development Services
- AKFD
- Amrapali
- Dileep Industries
- Hastkala Exports
- Vistaar Interiors
- Ninety One Degrees
- Mangalam Arts
- Ratan Group
- Code Silver
- Jewels Emporium



Metal and Enamel craft work developed by students, in the Metal Lab at ARCH.

## INDUSTRY OVERVIEW

Traditionally, design management was seen as limited to the management of Design Projects, but in recent times more and more organizations are applying design management to improve design relevant activities and to better connect design with corporate processes. With new management concepts being defined in the ever evolving field of design management, it opens doors beyond management of design to management by design and encourages a future possibility of creating what is termed as a new science of design.

Keeping future possibilities in perspective, the need is for individuals with education beyond business management, catering to the special needs of the creative industries. Design management encompasses the ongoing processes, business decisions, and strategies that enable innovation and create effectively designed products, services, communications, environments, and brands that enhance our quality of life and provide organizational success.

On a deeper level, design management seeks to link design, innovation, technology, management and customers to provide competitive advantage across the triple bottom line: economic, social/cultural, and environmental factors. It is the art and science of empowering design to enhance collaboration and synergy between “design” and “business” to improve design effectiveness.

Photo Courtesy: Manan Surana



## UNDERGRADUATE PROGRAMME DESIGN MANAGEMENT

4 Yrs Programme

### COURSE INTENT

“*The role of design management is to understand and bridge the gap between the ‘designer’ and the ‘other’ in the process. This course develops individuals who understand design, aesthetics as well as business management, marketing and strategic planning*”

Design education imparts many things; however it does not typically provide training in leadership, team building, strategy, finance, marketing, operations and other skills necessary to effectively lead a design department or to run a business. Similarly, MBA recipients selected to lead design functions often lack the design experience necessary to guide design decisions or to lead creative people. The Design Management program (DM) bridges the gap between the disciplines of design and business management.

The course is intended to develop competencies in management of design based functions in the area of Management, Business, & Design as a profession, developing skills in managing traditional small businesses, design houses, entrepreneurial ventures and modern organizations whether in the traditional manufacturing or service sector.

The scope of design management ranges from the tactical management of corporate design functions and design agencies, including design operations, staff, methods and processes—to the strategic advocacy of design across the organization as a key differentiator and driver of organizational success. It includes the use of design thinking—or using design processes to solve general business problems.





## CONTENT

The course offers an integrated course that is internationally recognised (Pearson Edexcel qualifications framework) & includes distinctive approaches to Design application and leadership by combining current Business Management theory with best Design practices.

The focus is on interdisciplinary collaboration and the integration of design thinking at all levels of strategy, planning and management. Coursework, real time interdisciplinary projects, internships and diploma projects are a part of the course to enhance students' knowledge and practice of theory, visualization, financial practices and marketing.

The curriculum is designed to develop strategic management skills in six core areas of study related to design management: operations management; financial management; marketing management; organization and human resource management; management of innovation and change; and management of local, regional, and global suppliers, distributors, and markets.

Learners are provided with the knowledge and understanding of the total design to production process and how it is managed effectively. Learners are guided towards understanding how a balance is essential between the best that can be produced and constraints such as time, money, materials, production, delivery, logistics and technical expertise. Applying strategies within achievable deadlines and developing appropriate degrees of autonomy in the team, learners work in groups. Group dynamics and the conduct required to encourage full participation also develops essential communication and team building skills.

The 4 year DM programme provides an education far more focused than an MBA for the special needs of leaders managing design firms or managing teams in the creative industries. The courses provide participants with an integrated focus on the role of design in the creation and management of strategic and sustainable advantage. The programme will provide a BBA degree from University of Rajasthan along with a BTEC Level 7 Extended Diploma in Strategic Management & Leadership programme. On completion of the same, a student can progress to pursue MBA from a foreign university and completing it in 6 months.

*Students and Faculty of Design Management & Interior Design working at the completion of assembly of the ARCH display space at the IFA Conference held at the Hotel Clarks Amer, Jaipur, as part of their classroom project*

## CAREERS

Some examples of professionals practicing design management include design department managers, brand managers, creative directors, design directors, heads of design, design strategists, and design researchers, as well as managers and executives responsible for making decisions about how design is used in the organization.



## CURRICULUM

### YR 1 STUDY PROGRAMME

*Common Foundation Programme for all Design Courses - Refer Page 27  
 With additional Stream Specific Management Inputs*

### YR 2 STUDY PROGRAMME

- Advanced Principles of Business Marketing Management, Risk & Insurance Management, Personality Development and Human Skills, Tourism Marketing, Industrial Management, Business Statistics, Human Resource Development
- Advertising and Sales Promotion, Consumer Behavior and marketing Research, International Business, Project Report & Viva Voce
- Developing Strategic Management & Leadership Skills, Professional Development for Strategic Managers, Managing Financial Planning & Techniques
- Management for Design, Creativity & Innovation, Professional Development for Design Managers, Introduction to CAD 2D & 3D
- **Design Project 1:** Business Model Study of Craft Clusters, Internship

### YR 3 STUDY PROGRAMME

- Understanding Marketing for Design, Social & Cultural aspects of Design, Design Research Method, Critical & Strategic Design, Contemporary influences in Design
- Services Marketing, Quantitative Techniques for Management, Research Methods in Business Management, Production and Materials
- Management, Organizational Behaviour, Business Budgeting, Compensation Management, Management Information Systems, Fundamentals of Banking Export Marketing, Leadership Skills, Strategic Change Management
- Strategic Planning, Creative & Innovative Management, Developing Successful Business Teams, Strategic Supply Chain Management & Leadership
- **Design Project 2:** Business Model Study of NGO

### YR 4 STUDY PROGRAMME

- Research Methods for Strategic Managers, International Business, Project Development & Implementation for Strategic Managers
- Social Media for Design, New Product Development, New Design Firms
- Managing a Design Brand, E-Commerce

### ON COMPLETION, YOU WILL RECIEVE

- BBA DEGREE FROM UNIVERSITY OF RAJASTHAN
- PEARSON EDEXCEL BTEC LEVEL 7 EXTENDED DILPOMA IN SML
- ARCH DIPLOMA IN DESIGN MANAGEMENT

*Note : The contents and sequence of delivery are subject to change as per industry needs.*

## LEARNING OUTCOMES

- To bridge the disciplines of design and business management
- To integrate knowledge of fundamental business activities such as research, product development, marketing, communications and production with an understanding of the essential value of creativity and its use for building strategic advantage
- To encourage 'design thinking' among business professionals and provide a structure for understanding the integral role of design in creation and the strategic management and sustainability of competitive advantage
- To develop distinctive approaches to design application and leadership by combining current business management theory with best design practices with a special focus on helping in the achievement of dreams and aspiration
- Be able to plan to overcome barriers to implementation of creative and innovative management ideas in an organisation



## FACULTY OF POST GRADUATE & ADVANCED DIPLOMA PROGRAMMES IN DESIGN & MANAGEMENT

### INTRODUCTION

Design is the activity of turning a 'need' into a solution, a 'concept' into a reality. In a design process, the designer combines variables such as usability, aesthetics and sustainability into a product that fits the beliefs, emotions, and wishes of the consumer and at the same time is producible and saleable. Design is all about optimisation and alignment of technology, context, product, production and market.

The two year post graduate level of Design programmes offered by ARCH expects a degree of maturity from learners and assumes that they have had a chance to figure out & understand the 'needs' of 'others'.

If you choose to become creators, you will need to have done this, but unfortunately this is not the case, most of the time.

We stop seeing. We stop believing. We become hard & opinionated. It is through an 'Unlearning' process that we make the space for further learning, evolving into aware, sensitive individuals capable of perceiving needs, and generating effective solutions to them.

The ARCH programmes are designed to support, guide, and nurture such growth.

Learners will understand how to produce creative solutions to design and communication projects and how to prepare work for presentation to a client, as well as for production.

Live briefs from industry are implemented where possible so that learners have an understanding of the relationship between the client, designer and producer/manufacturer as well as the eventual user/ consumer.

Establishing individuality in generating concepts and developing design ideas is fundamental to successfully achieving required outcomes in the programmes.

Learners are therefore encouraged to develop initiatives and perception through debate and mutual learning and analysing and evaluating their own discoveries towards developing personal expression, creative potential and personalised creative solutions & style.



COURSES	ELIGIBILITY	AWARD
<b>FASHION DESIGN (Adv Dip)</b> (20 SEATS)	12 <sup>th</sup> Pass & Above	<ul style="list-style-type: none"> <li>Arch Advanced Diploma</li> <li>ARCH - Pearson Edexcel Assured Certificate</li> </ul>
<b>FASHION DESIGN (Degree)</b> (20 SEATS)	Graduation	<ul style="list-style-type: none"> <li>M.Sc in Fashion Design from KSOU</li> <li>ARCH - Pearson Edexcel Assured Certificate</li> </ul>
<b>GARMENT PRODUCTION &amp; EXPORT MANAGEMENT (Degree)</b> (20 SEATS)	Graduation (Min 48%)	<ul style="list-style-type: none"> <li>MA/M.Sc/M.Com Degree in GPEM from UoR</li> </ul>
<b>INTERIOR DESIGN (Adv Dip)</b> (20 SEATS)	12 <sup>th</sup> Pass & Above	<ul style="list-style-type: none"> <li>Arch Advanced Diploma</li> <li>ARCH - Pearson Edexcel Assured Certificate</li> </ul>
<b>INTERIOR DESIGN (Degree)</b> (20 SEATS)	Graduation	<ul style="list-style-type: none"> <li>M.Sc in Interior Design from KSOU</li> <li>ARCH - Pearson Edexcel Assured Certificate</li> </ul>
<b>JEWELLERY DESIGN (Adv Dip)</b> (20 SEATS)	12 <sup>th</sup> Pass & Above	<ul style="list-style-type: none"> <li>Arch Advanced Diploma</li> <li>ARCH - Pearson Edexcel Assured Certificate</li> </ul>
<b>LIFESTYLE ACCESSORIES (Adv Dip)</b> (20 SEATS)	12 <sup>th</sup> Pass & Above	<ul style="list-style-type: none"> <li>Arch Advanced Diploma</li> <li>ARCH - Pearson Edexcel Assured Certificate</li> </ul>
<b>DESIGN COMMUNICATION (Adv Dip)</b> (20 SEATS)	12 <sup>th</sup> Pass & Above	<ul style="list-style-type: none"> <li>Arch Advanced Diploma</li> <li>ARCH - Pearson Edexcel Assured Certificate</li> </ul>

*SELECTION CRITERIA: AIEED, PERSONAL INTERVIEW AND PORTFOLIO*

COURSES	ELIGIBILITY	AWARD
<b>STRATEGIC DESIGN MANAGEMENT</b> (20 SEATS)	12 <sup>th</sup> Pass & Above 19 Yrs & Above	<ul style="list-style-type: none"> <li>Pearson EDEXCEL BTEC LEVEL 7 Extended Diploma (Strategic Management &amp; Leadership)</li> <li>Progression to University in UK for completion of MBA</li> </ul>
<b>STRATEGIC MANAGEMENT &amp; LEADERSHIP</b> (20 SEATS)	12 <sup>th</sup> Pass & Above 19 Yrs & Above	<ul style="list-style-type: none"> <li>Pearson EDEXCEL BTEC LEVEL 7 Extended Diploma (Strategic Management &amp; Leadership)</li> <li>Progression to University in UK for completion of MBA</li> </ul>

*SELECTION CRITERIA: AIEED, PERSONAL INTERVIEW, VALID CAT/ MAT SCORE*

POSTGRADUATE PROGRAMME  
**FASHION DESIGN**  
 2 Yrs Programme

**COURSE INTENT**

The 2 yr internationally oriented programme at Arch Academy of Design effectively integrates the global fashion industry theories and the entrepreneurial aspect of Fashion. Learners will understand how to produce creative solutions to design projects and how to prepare work for presentation to a client, as well as for production. Teaching methods enable students to be independent and research in the self-study mode.

Entrepreneurs love to tread in interest areas beyond fashion - innovation, merchandising, distribution, retail management, business development, communication and consumer psychology to name a few. Learners are encouraged to visit creative practitioners, studios and workshops to see design and production processes in action.

**CAREERS**

The Post-Graduate Degree/ Advanced Diploma in Fashion Design will enable students to take up a creative career in clothing. It has employment opportunities in the rapidly expanding designer label, luxury brands, apparel retail brands and ready-to-wear fashion industry. The rapidly expanding career avenues in the fashion industry open up many areas that demand mastery & expertise & consequently, offer employment.

*In the Stitching Lab at ARCH*



**COURSE CONTENT**

Learners gain knowledge and understanding of the creative potential of materials and construction methods and are encouraged to explore widely and select appropriate manufacturing processes and finishing techniques.

Students are equipped with the knowledge, attitude & skills to give shape to their creative ideas and to provide a coherent, creative and professional portfolio of work. The programme develops a high-level of competence in controlling the creative process from the birth of the concept to realization, with a wholistic perspective of the product development process right up to the 'consumer'.

Learners are introduced to a range of techniques and methods, to produce designer samples to a professional standard.

Tutorials enable learners to select and apply the most suitable methods for garment manufacture and will support learners in the development of a unique capsule collection from their own designs and patterns.

The student is provided opportunities to gain live experience through industry interaction, internship and live projects to learn and adopt the best professional practices.

Building of interpersonal skills, confidence and competence with oral presentation is encouraged.

Learners work individually, with group critiques included to encourage enquiry, debate and evaluation.

*Note : The contents and sequence of delivery are subject to change as per industry needs*

*Fashion Design student Vimal Sharma took inspiration from the Art Nouveau Design Movement for this creation*

**CURRICULUM**

**YR 1 STUDY PROGRAMME**

- 1 Month Design Foundation / Elements of Fashion / Basic Fashion Illustration
- Entrepreneurship Skill Development
- Textile Appreciation / Garment Production Technology / Business Environment & Practical Accounting
- Pattern Construction in Fashion (Women/ kids)/ Indian Textile & Costume (Indian wear Design Project)

**YR 2 STUDY PROGRAMME**

- World Textile & Costume / Knitwear & Consumer Textile / Advanced Fashion Illustration & Art
- Production Technique in Fashion including Draping/ CAD CAM for Fashion & Textile
- Garment Manufacturing (Menswear)& Design Project (Menswear)
- Textile Testing & Quality Control
- Functional Management / Business Communication Technology / Accounting
- Fashion Promotion & Marketing
- Research Project / Industry Brief real time Project



**INDUSTRY SPEAK**



"Youth is our future and at the ARCH Academy of Design, I feel students are coming up in a big way to face the demands of the Fashion Design Industry"

**Archana Ahuja**  
 Proprietor,  
 Ahuja Overseas

**PLACEMENTS & INTERNSHIPS**

- Cheersagar Exports, Jaipur
- Hoffman Jeans, Kolkata
- Lodha Impex
- Arvind Limited, Denim Lab, Ahmedabad
- Dalmia Group, Surat
- Lifestyle International Pvt. Ltd
- Zari
- Ranas Legacy
- Ahuja Export
- Vasansi
- Ratan Textile, Jaipur
- NexGen Clothing Company
- Tattvam Bridal Wear, Ahmedabad
- Village Craft
- Clothing Depot Inc.
- Wings Fashion Private Ltd.
- Mount Fashions

POSTGRADUATE PROGRAMME  
**JEWELLERY DESIGN**  
 2 Yrs Programme

**COURSE INTENT**

Our country has taken to fashion consciousness in a big way; where the common man nowadays is making a style statement and Jewellery steals the limelight. Conventional, traditional, gold, fashion - ancient history to this era - jewellery has come a long way, and has revolutionized the economy of India by becoming the backbone of the Indian Gems & Jewellery industry. Our pedagogy is designed to cater to both National & International needs. The course is intended to make students adept not only with manufacturing techniques & the awareness of commercial market trends but also attain a thorough knowledge of materials & techniques rooted to Indian design work & heritage. The programme will give them the opportunity to open up future options not only in terms of a lucrative and satisfying career but also for higher studies in allied fields.

**CAREERS**

The programme prepares professionals to perform as Designers in the Jewellery Industry; like Design Managers in Gems & Jewellery Industry creating Design Directions and Design Positioning of a Business Enterprise. Some of the other career prospects include becoming Trend Analysts, Merchandisers, Brand Managers, Accessory Designers, Design & Product Development Managers, Bench Jewellers & Entrepreneurs.

Prototype of the design process for the International luxury brand project.



**COURSE CONTENT**

Learners use a wide range of appropriate research methods in preparing and developing a project, including practical exploration of materials, techniques and technology, consultation and marketing techniques. The course develops and hones specific contextual knowledge and dovetails the learning schemes entailing form, function, ergonomics, construction methods, drawings, photographs, audio-visual presentations, display, exhibition, samples, prototypes, models etc at appropriate junctures to extend individual expression in each student.

Learners are encouraged to attain appropriate professional skills and attitudes to work within a commercial context. Where ever possible, 'live projects' support the content of the programme. Practising jewellers and other craft practitioners, artists and designers are invited to deliver assignments and briefs to learners through workshops/ master classes & provide work experience so that learners have an understanding of the relationship between the client, designer and producer/ manufacturer.

**CURRICULUM**

**YR 1 STUDY PROGRAMME**

- 1 Month Design Foundation, Fundamental Theory of Jewellery Design and Context
- Gemmology I Metallurgy
- Corel Draw, Jewellery Sketching and Rendering, Jewellery Design and Practice
- Design Project 1: Fashion Jewellery
- Jewellery Manufacturing
- Design Project 2: Gold Jewellery

**YR 2 STUDY PROGRAMME**

- Gemmology II, Metallurgy II, Jewellery Design Marketing, Jewel CAD
- Design Project 3 - Kundan Meena Jewellery
- Diamond Studies
- Design Project 4 - Diamond Jewellery
- Jewellery Manufacturing
- Professional Practice in Jewellery Design
- Industrial Internship, Portfolio

*Note : The contents and sequence of delivery are subject to change as per industry needs*



Mermaid Ring rendered in CAD and produced by CAMMING at ARCH by the students of Jewellery Design



Ring designed in CAD at ARCH by the students of Jewellery Design

**INDUSTRY SPEAK**



"The ARCH team has imparted phenomenal understanding of Concepts, & process to its Students"

**Abhishek Raniwala**  
 Owner, Raniwala Jewellers  
 Jaipur

**PLACEMENTS & INTERNSHIPS**

- Amrapali Jewels
- ORRA Diamond Jewellery
- Gitanjali Group Ltd
- S. M. Global Ltd. Hong Kong
- Indioro, Dubai
- Vaibhav Gems Ltd.
- Derewala Jewellery Industries
- SYMETREE by Haritsons Group
- Dwarka Gems Ltd.
- Jewels Emporium
- Motisons Jewellery Ltd.
- Oriental Gems Ltd.
- P. Mangatram, Hyderabad
- Sambhav Gems Ltd.

POSTGRADUATE PROGRAMME  
**INTERIOR DESIGN**  
 2 Yrs Programme

**COURSE INTENT**

Interior Design is the crafting of spatial solutions & preferred ambiances integral to the creation of physical & psychological satisfaction in the human mind. Abstract design concepts, unique space plans with innovative blends of inspirations, interplay of color with lights & design elements; all speak of mind boggling creativity that is visible ANYWHERE AND EVERYWHERE – showrooms, residences, and even the offices! An Interior Designer can give you, your dream house, your dream office, display, and anything else you can dream of! Students interested in the creative profession of Interior Design benefit from the Pearson – Edexcel Assured curriculum which aims to develop the skills and understanding needed to create and modify interior environments for specific purposes and to professional international standards.

**CAREERS**

Some of the innumerable career opportunities would be working as designers with established Interior Designers and Architects; Consultants assisting Exhibition Designers, Museum Designers, Graphic Designers, and Freelance Designers; working for Retailers, Super Markets, Emporiums, Advertising Agencies, Visual Merchandisers, etc. Graduates can also pursue careers in the home furnishings field as in-house designers, design assistants, space planners, color consultants and hold managerial positions in the retail home industries.



**COURSE CONTENT**

The Interior Design course at ARCH Academy nourishes minds with a spirit of inquiry, sensitivity and responsibility, inculcating professionalism, design excellence, ethics and critical appraisal. The course fulfills the ascending levels of subject complexity in a progressive manner. It links intensive core-specific courses in interior design with a strong liberal arts component.

Learners are encouraged to develop an understanding of design development processes and research methods appropriate to interior design practice.

Besides familiarizing themselves with aesthetic principles, learners develop technical skills essential for creating and planning interior spaces. Studio classes develop competence in space planning, drawing to communicate ideas, orthographic drawing, CAD where appropriate, making specifications, model making, photography, video etc.

Learners gain an understanding of contemporary professional practice through lectures and assignments delivered by practising architects and designers, and other professionals & guest speakers. Visits to design studios and appropriate industrial sites and architectural sites and professional studios contribute towards contextualizing theoretical studies.

ARCH maintains close links with architects, designers and other professionals in order to benefit learners in building work experience and for future employment.

*Note : The contents and sequence of delivery are subject to change as per industry needs.*

*Interior Design students assembling joinery in the Wood Lab*

**CURRICULUM**

**YR 1 STUDY PROGRAMME**

- 1 month Design Foundation, Design Principles, Design Methods History of Art & Architecture, Interior Construction Technique & Materials, Practical Lab-work – Wood, Metal, Interior Furnishing
- History of Furniture, Furniture Design (Ergonomics, Anthropometry), Building Services, Light and Colours in Interior Design, Auto Cad, Design Visualization & Presentation, Design Project 1(2BHK)

**YR 2 STUDY PROGRAMME**

- SketchUp Software, Visual Merchandising
- Design Project 2 (Commercial, Shop, Restaurant), Estimation & Costing
- 3Ds Max Software
- Landscaping (Interior, Exteriors)
- Vaastu, Professional Practice (Building Codes, Ethics & Legal Practices, Project Management), Thesis, Internship



**INDUSTRY SPEAK**



“I know about ARCH & its activities for sometime now and I am happy to say that the students are getting good placements and are contributing to the Interior Design Industry in India & Overseas.”

**Alon Molay**  
 Furniture Designer,  
 Owner, 91 Degree

**PLACEMENTS & INTERNSHIPS**

- Central-Future Group
- Lifestyle International, Pvt. Ltd, Jaipur
- MGF Metropolitan, Jaipur
- Pyramid Retail, Jaipur
- Kothari & Associates P. Ltd., Delhi
- ARG Group
- Ar. Tushar Sogani
- Shoppers Stop
- Ar. Sanjay Kothari
- Ar. Anoop Bhartaria
- Muse Interiors, Bangalore
- Benzel Design & Communication, Gurgaon
- Manikchand Buliders, Delhi

POSTGRADUATE PROGRAMME  
**LIFESTYLE ACCESORIES DESIGN**  
2 Yrs Programme

**COURSE INTENT**

Lifestyle products have emerged as a major emerging market segment in India, especially over the last five years. Lifestyle Accessory Design complements and enhances a person's lifestyle, right from the most basic to high-end luxury. It has gradually evolved to address the entire spectrum of accessories and lifestyle products, precious, semi precious and costume jewellery, leather goods, footwear, watches, giftware, tableware, silverware, crystal ware, office furniture, consumer interface design and retail environment design.

Globally, the demand for accessories and products that make a lifestyle statement will continue to expand as a result of changing lifestyle aspirations; as a reaction to the need to upgrade accessories of self, home and office; as an increasing demand for individual and distinct identity.

The Lifestyle Accessories Design programme is intended to train designers to actively create for the mental shifts in high end living and the numerous areas opened for lifestyle changes.

India is in the enviable position of having a large variety of living, skill-based traditions and a number of highly versatile creative people, capable of catering to this rapidly growing demand for lifestyle accessories. The course is intended to promote the crafts of India as uniquely placed for innovative integration into contemporary Lifestyle product design practice. This course also envisages inputs in relation to design collections and range development in Fashion Accessories to support fashion trends.



*Furniture Models to scale - designed and produced by the students & showcased at the Archives, The ARCH Shop*

**COURSE CONTENT**

Lifestyle Accessories Design involves research and understanding of the way people live, their habits, their systems, their spaces and accessories and focuses on creating better products for them. Thorough consideration is given for the needs of the end user and for the way a product will be marketed.

Learners get familiar with a broad sweep of historical and cultural developments and understanding of the social, psychological, cultural, historical and commercial factors which underpin all visual arts & Design theory and practice across the spectrum of subject specialisms.

They gain a high degree of awareness & understanding of contemporary professional practice in the field of lifestyle accessories design through visiting galleries, shops, trade fairs, exhibitions, and high profile retail fairs.

Learners acquire the ability to communicate 3D ideas through 2D drawing techniques and 3D making, modelling and prototyping skills. Computer applications are used to create visuals and to support drawings, model making and design development.

Learners are taught to consider the utilitarian and creative principles of product design & investigate ergonomics in design, form, function, aesthetics and reliability. They explore materials and manufacturing methods to further develop their own ideas. The learner is expected to develop an understanding of the role and responsibilities of the designer in a commercial context.

*Note : The contents and sequence of delivery are subject to change as per industry needs.*

**CAREERS**

Students can work as Lifestyle Accessories Designers; Design Managers; Product Development Managers; Designers of Costume Jewellery, Leather Goods, Giftware, Tableware, Watches, Bags, Footwear and Handicraft; Sourcing Consultants; Visual Merchandisers; Toy Designers

**CURRICULUM**

**YR 1 STUDY PROGRAMME**

- 1 Month Design Foundation
- Fundamentals of Fashion and Lifestyle Accessories Design and Context
- Terracotta Craft Accessories Design
- Lacquer Craft Accessories Design
- Textile Craft Accessories Design, Fashion Jewellery- 1, Auto CAD 1, Packaging

**YR 2 STUDY PROGRAMME**

- Auto CAD 2, Wood Craft Accessories Design, Metal Craft Accessories Design
- Leather Craft Accessories Design
- Fashion Jewellery-2
- Professional Practice in Lifestyle Accessories Design
- Entrepreneurship/ Portfolio / Internship



*Lifestyle Accessories designed and produced by the students showcased at the Archives, The ARCH Shop*

**INDUSTRY SPEAK**



"The Alumni are a pride to ARCH as they have constantly proved themselves competitive in the International standards of Lifestyle & Accessories programmes."

**Dileep Baid**  
Founder and Director  
Dileep Industries Pvt. Ltd  
Jaipur

**PLACEMENTS & INTERNSHIPS**

Students are encouraged to undertake focused research which involves in-depth understanding of the target user and make customized outputs. They have internship and employment options at one of the following:

- Access Development Services
- AKFD
- Dileep Industries
- Mangalam Arts
- SYMETREE by Haritsons Group
- Vistaar Interiors
- Amrapali
- Hastkala Exports
- Dwarka

POSTGRADUATE PROGRAMME  
**DESIGN COMMUNICATION**  
 2 Yrs Programme

**COURSE INTENT**

Design Communication is a process we all undertake each day of our lives.

Design, as with many human patterns of communication, is an ecological process that builds on the communication process, which enables the design of the space or product, which in turn enables the ongoing redesign, and so on.

Throughout the design process there is human interaction. Designers constantly interact with clients, users, experts, teammates, and supervisors. Designers interview, explain, inform, persuade, document, and negotiate. As we communicate with others, the roles, processes, and designs of design are opened up for public dialogue, negotiation, collaboration, and redesign along with the interpretations, perceptions and suggestions of the people involved.

As most designers know, good communication- good reports and presentations - improves the quality of a design: clearly articulating goals and requirements sharpens a designer's thinking. Similarly, design enhances communication instruction.

Designers do not just solve problems, but they communicate solutions; that is a prominent part of a designer's work. Designers must be able to explain 'how' and 'why' for each and every solution. Solutions are designed and developed to directly benefit people.

Adequately conveying what design is and educating citizens about design thinking and its value(s), is a very important task for design educators and students, especially in the context where students apply design thinking, research and collaboration.

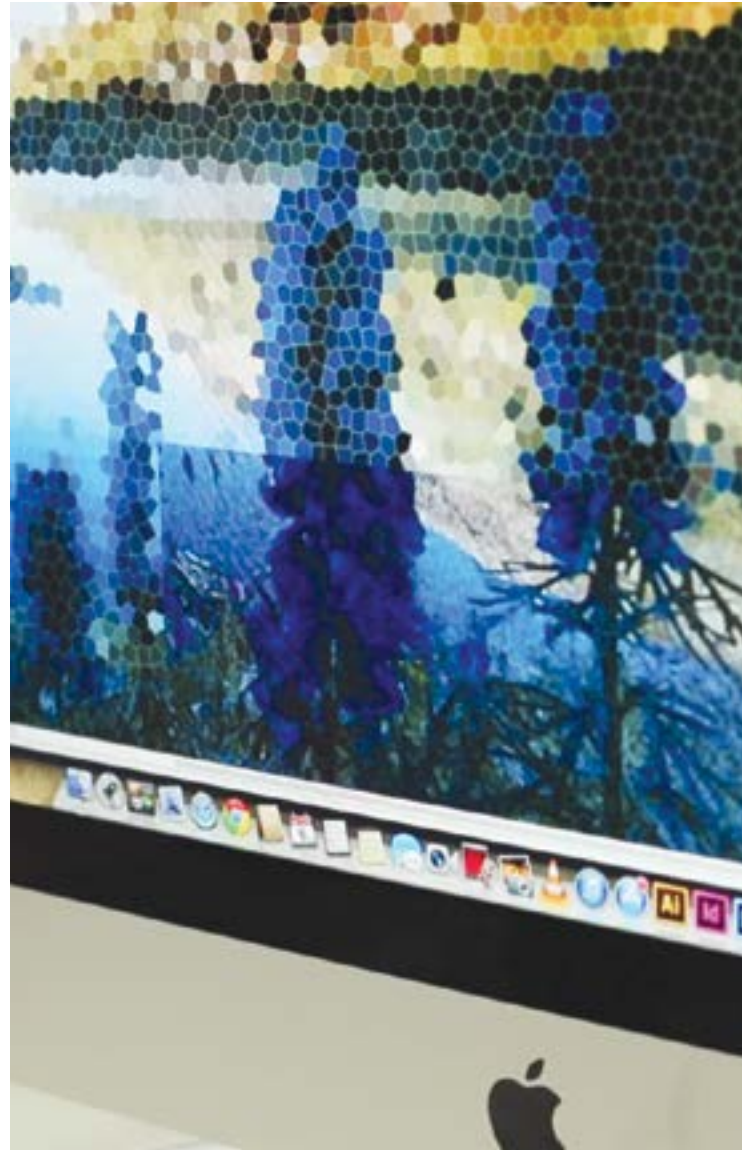
Design communication is information processing.

Design communication is connecting languages and representation.

Design communication is the aspect of creating understanding.

Design communication enables designing and allows for progressing the design.

This programme is intended to build awareness as well as the skills to effectively communicate all the parts of Design intent & achievement to all stakeholders.



**COURSE CONTENT**

The most wonderfully artistic piece of work is of no use if it says the wrong thing or doesn't get your message across. It means that when we plan or design our programme, service, or media, we would need to use the right colors, costumes, music, designs, etc. to support the presentation of the message or information.

Communication between designers and other stakeholders can take the form of visual management techniques like Sketches, storyboarding, computer-assisted design models, renderings, or other representation such as physical prototypes etc.

Communications need to translate information from the technical language of the expert, to the everyday language of the people. If the interpretive communication is effective, then "education" can occur about that subject.

Students learn the relationship between various types of communication: for example, how writing interview questions can help prepare them to conduct an oral interview; how drawing a sketch at a meeting can help ensure that everyone has the same mental image of the design idea being discussed; and how a written report can be transformed into a PowerPoint presentation.

Design Communication studies thus include acquirement & practice of skills with appropriate tools. Studies cover information architecture, editing, typography, illustration, web design, animation, CAD, internet, multimedia, advertising, ambient media, visual identity design, performing arts, copywriting and professional verbal and written communication skills, for controlling & sharing Communication content & implementing strategies applied in the creative industries.

Using computer technologies for both design and communication gives not only advanced communication competencies, but also a sophisticated understanding of how communication is changing: how various media—including email, web, paper, telephone—interrelate; how text, graphics, and audio complement each other in communicating a message; and how visual communication is becoming increasingly important to the everyday 'reader'.

By the end of the course students gain an enhanced appreciation of the breadth of communication and its overall importance in Design Communication.

The programme prepares learners with the capacity and ability to Communicate Design, its processes, its developments, and its relevance, as well as design Communications to fulfil their purpose.

*Note : The contents and sequence of delivery are subject to change as per industry needs.*

**CURRICULUM**

**YR 1 STUDY PROGRAMME**

- 1 Month Design Foundation, Typography
- Photography, Colour, Ideas Generation and Development in Art and Design
- Contextual Referencing, Design Method
- Business Management (Internship with the Industry ), Mass Media and its Culture
- Advertising in Contemporary Society
- Advertising Design, Consumer Behaviour
- Advertising through Print, Radio and Television, Mobile Application, Internet, Facebook, Blogs
- Internship with the Media Industry (6 weeks).

**YR 2 STUDY PROGRAMME**

- Brochure, Poster Design of all design disciplines, Short Film on three design disciplines, Corporate Identity Design
- Retail Design, Newspaper & Magazine Design
- Design Magazine Design for 1 issue, Application in mobile, tablet, Visual Merchandising
- Digital Media: Its wide application & Internship with the Media Industry (6 weeks)
- Media Planning & Buying Brand Building
- Advertising & Marketing Research
- Legal Environment and Advertising Ethics
- 3D Animation, Industry interface.

**CAREERS**

Scope for freelancing & entrepreneurship; in the advertising industry as Copywriters, Communicators, Film Makers etc; in PR firms, Design studios as Content Developers; in the publishing industry, as Book and Magazine Illustrators & Writers; can work as Trend Analysts, Researchers and Curators; as Academicians & Educators to teach the relevance of Design Communication and the design of communication in all fields of study, including technically oriented streams like Engineering, Medicine, Information Architecture etc.

POSTGRADUATE PROGRAMME  
**STRATEGIC DESIGN MANAGEMENT**  
 2 Yrs Programme

**COURSE INTENT**

Design management is the art and science of empowering design to enhance collaboration and synergy between “design” and “business” to improve design effectiveness, & works as a key differentiator and driver of organizational success and includes the use of design thinking—or using design processes, to solve general business problems. The ever evolving field of design management is opening doors beyond management of design to management by design.

Design management is not limited to the management of Design Projects. Organizations in recent times are applying design management to improve design relevant activities and to better connect design with corporate processes.

The scope of design management ranges from the control of methods and processes, design operations and staff to the tactical management of corporate design functions and design agencies.

Design management seeks to link design, innovation, technology, management and customers to provide competitive advantage. Design management requires a careful balance between control and freedom in order to satisfy programme and budget constraints while not stifling the creative nature of the work (especially in the early stages), innovation and professional satisfaction.

This course caters to the newer developments in the industry and invites young brilliant minds, keen to learn both Design and Business Administration in order to apply them in their companies and effectively contribute to make better business decisions and the growth of the company in the long term.



Students and Faculty of Interior Design & Strategic Design Management working on the FIAPD event towards Animal Protection as part of their classroom project

**COURSE CONTENT**

The focus is on interdisciplinary collaboration and the integration of design thinking in all levels of strategy, planning and management. Coursework, real time inter-disciplinary projects, internships and diploma projects- all enhance students’ knowledge and practice of theory, visualization, financial practices, marketing and collaborative culture.

Effective design management requires the appropriate use of established management techniques adapted where necessary to suit the particular nature of the work. These include programming, cost control of the design process, document control, quality assurance, change control & risk assessment etc.

To develop strategic management skills related to design management, the curriculum is designed around six core areas of study: operations management; financial management; marketing management; organization and human resource management; management of innovation and change; and management of local, regional, and global suppliers, distributors, and markets. Attention is drawn to the role of Design Thinking, design innovation and creativity and their application in the processes of project management of design within organizations.

Programme participants are from various disciplines; industrial design, interior design, graphic design, fashion design, communication and information design, interactive media design, architecture or even fresh graduates.

Learners work in groups. Construction of teams ensures that a diverse, but supportive dialogue takes place within the group. They are encouraged to apply strategies within achievable deadlines and develop appropriate degrees of autonomy in the team with appropriate levels of expectations placed upon individuals. Learners prepare professional, creative and written project briefs accompanied by production schedules. Building interpersonal skills, confidence and competence with oral presentation is encouraged.

The participants are provided with an integrated focus on the role of design in the creation and management of strategic and sustainable advantage. The programme imparts training in leadership, team building, strategy, finance, marketing, operations and other skills necessary to effectively lead a design department or to run a business. MBA recipients selected to lead design functions gain the design experience necessary to guide design decisions or to lead creative people.

*Note : The contents and sequence of delivery are subject to change as per industry needs.*

**CURRICULUM**

**YR 1 STUDY PROGRAMME**

- 1 Month Design Foundation, Developing Strategic Management and Leadership Skills, Professional Development for Strategic Managers , Creative & Innovative Management
- Managing Financial Planning & Techniques
- Strategic Planning, Strategic Supply Chain Management & Logistics, Management for Design/ Professional Development for Design Managers
- Introduction to CAD 2D & 3D
- Critical & Strategic Design, Contemporary influences in Design
- Design Project 1: Business Model Study of Craft Clusters, INTERNSHIP

**YR 2 STUDY PROGRAMME**

- Strategic Change Management, Research Methods for Strategic Managers, Developing Successful Business Teams
- Project Development and Implementation for Strategic Managers
- Understanding Marketing for Design
- Social & Cultural aspects of Design, Design Research Method, Social Media for Design
- Managing a Design Brand, New Design Firms
- New Product Development, E- Commerce
- Design Project 2: Business Model Study of NGO

**CAREERS**

Some examples of professionals practicing design management include Design department Managers, Brand Managers, Creative Directors, Design Directors, Heads of Design, Design Strategists & Design Researchers, as well as Managers and Executives responsible for making decisions about the use of design in organization.



POSTGRADUATE PROGRAMME  
**STRATEGIC MANAGEMENT & LEADERSHIP**  
 1 Yr Programme

**COURSE INTENT**

Edexcel BTEC management oriented programmes at level 7 are designed to provide focused learning, with a strong emphasis on practical skill development along with the acquisition of requisite knowledge and understanding of the business sector. This program is particularly suitable for mature learners. These applied & practical BTEC approaches give all learners the knowledge, understanding, & impetus they need to achieve the skills they require for workplace or education progression.

Alvin Toffler's famous comment 'There is only one constant today and that is change' was made some decades ago, but now change itself is changing at a fast rate.

The phenomenal pace of change in countries such as China and India is impacting on older, established economies in the western world. The prevalent forces for organisational change, including globalisation and the supply of ideas at much faster speeds and lower costs, have been evident for some time. Many advocate the fact that the world of business is now in a permanent state of flux and constant innovation is the only strategy for survival.

**CURRICULUM**

Developing Strategic Management and Leadership Skills / Professional Development for Strategic Managers / Strategic Change Management / Creative & Innovative Management / Managing Financial Planning & Techniques / Developing Successful Business Teams / Strategic Planning / Strategic Supply Chain Management & Logistics / Research Methods for Strategic Managers / Project Development and Implementation for Strategic Managers.

**LEARNING OUTCOMES**

- Understand the external environment affecting an organization, review existing business plans and strategies, examine factors, develop options, plan for the implementation & construct a strategy plan for an organization.
- Develop Strategic Management and Leadership Skills be able to assess personal and professional skills required to achieve strategic goals.
- Understand & develop the impact of management and leadership styles on strategic decisions in differing situations.
- Be able to use Research Methods & apply management and leadership theory to support organisational direction.
- Understand issues relating to strategic change in an organization & be able to lead stakeholders in developing a strategy for change and plan & implement models for ensuring ongoing change.
- Develop analytical and long-term planning skills through the use of case studies and research & identify key goals and priorities and produce an appropriate rationale to help persuade and communicate ideas to stakeholders.
- Identify, assess, understand creative ideas and the benefits of creativity and innovation & develop skills to effect innovation, through the understanding of change models.
- Understand Supply Chain Management & Logistics & the Developing of Successful Business Teams.
- Gain competency in Financial Planning & Techniques.

*Note : The contents and sequence of delivery are subject to change as per industry needs.*

**COURSE CONTENT**

The programme of Strategic Management and Leadership includes functions of strategic management eg reviewing strategic aims and objectives, improving organisational performance, creating, communicating and implementing change, developing and leading high performance teams, strategic decision making; definitions of leadership eg Mintzberg's 10 Managerial Roles; followership; direct versus indirect leadership; link between strategic management and leadership eg the skills of the leader to achieve the strategic objectives etc.

The delivery method for strategic management & leadership is rigorous and caters to industry standards. The programme makes explicit the link between theoretical learning and the world of work. Students are guided by experienced professionals and trainers from Academic and Industrial background & relevant and up-to-date teaching materials allow learners to apply their learning to actual events and activity within the sector by giving learners the opportunity to apply their research, skills & knowledge to work-related environment through projects, presentations, assignments and case-studies.

Full use is made of the variety of experience of work and life that learners bring to the programme. To evaluate the strategic skills they need to meet current and future leadership requirements, learners conduct a skills audit and use it to identify their preferred learning style. Methods include learning style inventories, questionnaires, psychometric testing eg Kolb (converger, diverger, assimilator, accommodator), and criticisms of learning style theories etc.

Learners get to understand the importance of creative and innovative management in organizations - processes for the evaluation, selection and development of ideas; ideas – value chain, inside/outside, cross-pollination, selection, development, diffusion; role of incubation; need to be systematic etc. The integration of learning with practice, and reflection on own strengths and weaknesses as strategic managers forms an essential part of the programme and enables learners to take responsibility for their learning and development needs to gain the personal and professional skills needed to support the strategic direction of an organisation.

Learners are taught to assess barriers to innovation within an organisation such as fear of change, risk adversity, expertise and fear of failure and develop and implement strategies to overcome them. They learn how to identify creative ideas and assess their viability and, through the understanding of change models, support the implementation of innovative ideas and produce an appropriate rationale to persuade stakeholders of an organisation of the benefits of creative and innovative management.

Learners understand the essential importance of the achievement of strategic goals and through ongoing review and monitoring of learning are encouraged to strive continually towards improving their performance towards this end.

**ROAD AHEAD: MBA DEGREE**

There are more than 100 Universities in the USA which provide progression to an MBA degree in 6 months after the completion of the Level 7 Extended Diploma in Strategic Management & Leadership course. Some of the Universities in UK where similar progression is possible are:

- Southampton Solent University*
- University of Worcester*
- Heriot-Watt University*
- University of Greenwich*
- University of Gloucestershire*
- University of Northampton*

**MINIMUM ELIGIBILITY REQUIREMENT**

Applicants from any academic discipline, working professionals seeking continuous professional development, students in final year of graduation and graduates who want to complete their MBA degree from abroad are eligible for this Edexcel BTEC Level 7 programme.

- Minimum age limit 19 years
- Valid CAT/MAT\*/GMAT score with minimum 60 percentile

*Students need to have a minimum score of 6.5 in IELTS for progression to UK Universities.*



## FACULTY OF VOCATIONAL PROGRAMMES IN DESIGN

# DESIGN

### INTRODUCTION

Vocational Studies provide technical knowledge in specific domain areas. At Arch, it is a programme for students who want to make a career yet want to initially work as apprentices under various industry leaders and will want employment in their chosen career streams or need an occupation; It also caters to house wives as well as working professionals who want to upgrade their capabilities.

This is a useful programme for students pursuing their graduation or for the ones who want to combine this programme with B.Com and BBA. Vocation is also a hobby and professionals can take up these courses (evening batches also available) alongside their work schedule.

The programme has a half day flexible time schedule with emphasis and focus on education that directly develops expertise in a particular group of techniques. Specific practical & usable skill sets are developed with the curriculum crafted in a way that the practical aspect of each domain supports local market needs, with local techniques, traditional art and culture, and hand work.

The pedagogy is 'hands on skill' based. Lectures (theory & demonstration) provide the main form of knowledge input besides structured Classroom Interaction. Peer to Peer Learning, Verbal and Visual Presentations, Research & practical explorations, Self managed Independent Study, and Work Display & Exhibits keep the quality of delivery high.

COURSES	ELIGIBILITY	AWARD
<b>FASHION DESIGN</b> (30 SEATS)	10th/ 12th pass	Undergraduate Diploma from ARCH
<b>INTERIOR DESIGN</b> (30 SEATS)	10th/ 12th pass	Undergraduate Diploma from ARCH
<b>JEWELLERY DESIGN</b> (30 SEATS)	10th/ 12th pass	Undergraduate Diploma from ARCH

*SELECTION CRITERIA: PERSONAL INTERVIEW + PORTFOLIO*

**“Design is a constant challenge to balance comfort with luxe, the practical with the desirable.”**

— Donna Karan

## VOCATIONAL STUDIES IN FASHION 3 Yrs Programme

### COURSE INTENT

Fashion is ubiquitous. A High end fashion career entails a rigorous fashion education but casual fashion for normal living entails a vocational fashion education. Fashion Design is beyond creating top brands and celebrity garb. It counts as meaningful for one wishing to be with needles and hems; for one hoping to create frills and forms.

One is often faced with an impasse when trying to get to a platform where the necessary skill-sets & inspiration for beautiful, sustainable and relevant fashion for the future is envisioned & aspired for.

But at ARCH, students not only get the relevant technical expertise to step into a professional world, they also get trained in advanced skills like drawing, draping, pattern making, sewing, haute couture along with training in production.

### YR 1 STUDY PROGRAMME

- Skill Foundation, Fundamentals of Computer Application
- Sewing Production & Machinery Equipment
- Sewing Techniques - Machine & Hand, Basic Pattern Making, Introduction to Textiles
- Basic Design & Design Ideas, History of Fashion, Fabric Studies
- Advanced Pattern Making, Garment Construction, Basic Fashion Illustration
- Style Reading Pattern Making (Western Wear)

### YR 2 STUDY PROGRAMME

- Advanced Fashion Illustration, Traditional Indian Textiles, Pattern Making - Indian Wear
- Garment Construction-Indian Wear, Textile Dyeing & Printing
- Style Reading Pattern Making (Indian Wear), Costing of Apparel Products
- Computer Aided Fashion Design – Photoshop, Pattern Making- Menswear
- Garment Construction- Menswear, Style Reading Pattern Making (Menswear)
- Fashion Merchandising & Marketing
- Computer Aided Fashion Design-CorelDraw, Industry Exposure

### YR 3 STUDY PROGRAMME

- Basic Design (Textile Print), Apparel Production Planning and Control
- Grading, Supply Chain Management, Pattern Making (Kids Wear)
- Garment Construction - Kids Wear, Style Reading Pattern Making - Kids Wear
- Professional Practice, Market Study (Industry based), Entrepreneurship
- Portfolio, Internship

*Note : The contents and sequence of delivery are subject to change as per industry needs.*



Students working in the Stitching Lab at ARCH

### INTERNSHIPS & PLACEMENTS

Students from ARCH have been placed in the capacity of Fashion Coordinators, Fashion Merchandisers, Product Development Assistants, Quality Control Assistants, and Teachers of technique in the organizations listed below.

- Cheersagar Exports, Jaipur
- Lodha Impex, Jaipur
- Mahima Madaan, Jaipur
- Shivangi Inc. Export, Jaipur
- Shuchi VC, Jaipur
- Shopper's Stop, Jaipur
- Pratap Sons, Jaipur
- Dalmia Group, Surat
- Hoffman Jeans, Kolkata
- NexGen Clothing Company, Mumbai
- R&B International, Kolkata
- Reliance Retail, Bangalore
- Vasansi
- Zari Lifestyle International Pvt. Ltd.
- Pashmera, Cocktail Saree Brand.
- Tattvam Bridal Wear, Ahmedabad
- Pashmera, Cocktail Saree Brand.
- Wings Fashion Private Ltd.
- Deeman International Export House
- Village Craft
- Clothing Depot Inc.
- Koolwal Handicrafts
- Aarvee Denims.
- Mount Fashions.

*Work of Lobita Deka , a Fashion Design student showcased during GABA Fashion Week held at The Clarks Amer Hotel.*



## VOCATIONAL STUDIES IN JEWELLERY

3 Yrs Programme

### COURSE INTENT

Do you visualize basic design? Do you want to acquire specific skills in Jewellery manufacturing and do you also want to take it to a next level? Do you want to learn newer techniques & vendor based manufacturing techniques? Are you willing to liaison technology genius into the industrial aspects of jewellery production monitoring the safety measures? Are you keen to understand how material is sourced, the processes it goes through from drafting and precision orientation to final sampling under production?

Are you the one who wants to respond to customer queries by having an insight to sell and be an entrepreneur? If your answer is 'YES' to all the above, then Arch is where you should be!



### YR 1 STUDY PROGRAMME

- Skill Foundation, Fundamental Theory of Jewellery Design and Context, Gemmology-I
- Metallurgy-I, Computer Basics, Jewellery Sketching and Rendering
- Jewellery Design and Practice - Gold Jewellery, Jewellery Manufacturing

### YR 2 STUDY PROGRAMME

- Gemmology-II, Metallurgy-II, Jewellery Design Marketing
- Corel Draw, Diamond Studies, Jewellery Design and Practice- Diamond Jewellery
- Jewellery Manufacturing, Industrial Internship

### YR 3 STUDY PROGRAMME

- Jewel CAD, Jewellery Design and Practice - Kundan Meena Jewellery
- Jewellery Manufacturing, Professional Practice in Jewellery
- Entrepreneurship, Portfolio

*Note : The contents and sequence of delivery are subject to change as per industry needs.*



Students working in the jewellery manufacturing lab at ARCH

### INTERNSHIPS & PLACEMENTS

Required exposure in this course would enable students to take up roles as assistants to Jewellery Designers, CorelDraw draftsmen, CAD Designers, Product Development Executives, Sampling Manager, Production Managers, Merchandisers, Entrepreneurs interested in starting their own business etc. PS: Craft Persons, Jewellers and their family members can benefit immensely from this course.

- Derewala Jewellery Industry, Jaipur
- Vaibhav Gems Ltd., Jaipur
- Gemco, Jaipur
- Gossils Exports, Jaipur
- Mine Jewellery, Jaipur
- Toshniwal Exports, Jaipur
- Vinayak Jewels, Jaipur
- Oriental Gems, Jaipur
- Pink City Gold, Jaipur
- Sambhav Gems, Jaipur
- Shine Jewellery, Jaipur
- Silvex Images, Jaipur
- Clarity Gold, Jaipur

Gold Jewellery Inspiration Boards & Rough Sketches of students, showcased in the exhibition area at ARCH



## VOCATIONAL STUDIES IN **INTERIOR** 3 Yrs Programme

### COURSE INTENT

Do you disassemble things in your mind space when you are sitting somewhere and observing your immediate surroundings? Do you recreate the same space effectively? Are you constantly evaluating the ambience of well lit and dimly lit areas? Do hues affect your mood? Do you add or modify them for a unique experience in your creative domain? Is ventilation your concern? Are you the one who maximizes functional space and design? Do you want to learn the techniques from Industry experts? And last but not the least- Are you aware of 'eco-friendly', and what it takes to create greener living environments? If your answers to all the above questions are yes, then ARCH is where you would realize your ambition to work in the domain of Interiors.



#### YR 1 STUDY PROGRAMME

- Skill Foundation, Elements & Principles of Design, Isometric Drawing, Orthography
- Building Materials, Furniture Construction, Building Construction
- Market Survey, Model Making

#### YR 2 STUDY PROGRAMME

- Residential Designing (1BHK), Advanced Building Construction
- Advanced Residential Designing (3BHK)
- BUILDING SERVICES (AC, Sanitation, Plumbing, Acoustics, Light Fittings
- Lifts, Ventilation, Escalators), AUTO CAD (2D, 3D)

#### YR 3 STUDY PROGRAMME

- Estimation & Costing of Projects, Advanced Building Services, Advanced Lighting Arrangement, Landscape Designing, Commercial and Retail Planning
- Vaastu for Residential and Commercial Building, 3Ds Max, Final Year Project, Internship

*Note : The contents and sequence of delivery are subject to change as per industry needs.*



*Interior Design Student working on her classroom project*

### INTERNSHIPS & PLACEMENTS

Heritage properties and other hospitality properties have begun demanding a great amount of inputs in the creation of dreams. The key factor driving the demand for Interior Design is the growth & expansion of housing & commercial development in both the major and smaller cities in India. And hence the placements...

- Architect Sanjay Kothari, Jaipur
- Benzel Design & Communications
- 3D Designs Jaipur
- Espacio Jaipur
- Goyal Arts Jaipur
- Staphya Jaipur
- UDB, Jaipur
- Mangalam arts
- Innovative Architects
- Interare World

*Interior Design Student working on a classroom project on Institutional Interiors*



## SHORT TERM PROFESSIONAL COURSES

### INTENT

ARCH offers a range of part time short term courses for all age groups: working individuals, who wish to enhance their existing career prospects or any student to pursue her hobby. These courses are the simplest and quickest way of learning specialized modules as per the needs of different individuals. Beginners & Advanced level programmes provide relevant training for people ranging from students and homemakers to professionals, keen on expanding their skills and capacities, and enable them to gain qualifications which are officially awarded and recognized in the field. They range from two weeks to a year or more, with flexible timing (morning & evening batches) and focus on entrepreneurship. All courses are Edexcel Assured.

The Pearson Edexcel Assured status ensures that ARCH quality processes achieve the Pearson Edexcel standard - an independent international quality benchmark recognized all over the world. This is an important reassurance to learners on each programme that they receive the same standard of education and training provision, whoever they are, and wherever they take the course. On completion of any course, Pearson Edexcel Assured & ARCH will jointly issue an Internationally recognized certificate to the student.



Students working inside the MAC Lab at ARCH.



## SHORT TERM PROFESSIONAL COURSES IN TEXTILE DESIGN



Student using the Handloom inside the Textile Lab at ARCH.

The course offers an exciting range of learning opportunities across innovative Textile Design and Product Design, Focusing on core specialist Textile Techniques of Weaves, Prints, Surface Ornamentation and Knits.

### TIE & DYE & BLOCK PRINTING COURSE DURATION: 1 MONTH

- Tie & Dye (Introduction, Process Techniques, Sampling, Product Development)
- Block Printing (Introduction, Methodology, Process, Samples & Product Development)

The module aims to impart knowledge of Traditional Printing and Dying Styles along with the knowhow of developing a Block Print and Tie-Dye Design from concept generation to creating a Final Product.

### TEXTILE SURFACE DESIGN COURSE DURATION: 3 MONTHS

- Tie & Dye (Introduction, Process, Techniques, Sampling, Product Development)
- Batik (Introduction, Recipe of Colors, Wax Process, Samples & Product Development)
- Block Printing (Introduction, Methodology, Process, Samples & Product Development)
- Stencil Printing (Design & Product Development), Embroidery, Portfolio.

Students will learn to add value to an already existing fabric. The module covers Basic Embroidery Stitches, Fabric Manipulation and Adornment Techniques.

### WEAVING COURSE DURATION: 3 MONTHS

- Basic Concepts and Theory of Weaving
- Introduction to different types of Looms
- Introduction to Weaves
- Samples & Product Development
- Portfolio.

Students will learn the basic concepts and theory of weaving and understand the different types of Looms and Weaving Techniques both Theoretically and Practically.

### PRINT DESIGN AND DEVELOPMENT COURSE DURATION: 3 MONTHS

- Design Interpretation, Design Process for Textile Design, Motif Development
- Repeat and layout Exploration, Final Design Development, Product Development
- Portfolio.

Students will study Print Development and

the different type of repeats (FROM TEXTILE PRINTING INDUSTRY PERSPECTIVE). They will also learn how to generate new prints through ideation.

### COMPUTER AIDED TEXTILE DESIGN COURSE DURATION: 6 MONTHS

- Introduction to Corel Draw & Photoshop
- Concept of Print Design through CorelDraw & Photoshop, CorelDraw in Garments & Home Furnishing, Draping Fabrics
- Concept of Design Variation & Color Variation, Portfolio.

The course helps the students to use the CAD/CAM systems for Design, Presentation and Production purposes in Textile Industry by Transforming their Creativity into Innovative Designs.

### TEXTILE DESIGN COURSE DURATION: 1 YEAR

- Foundation Skills, Elements of Textile Design – Introduction to Textile, Fiber, Properties, Yarn, Fabric
- Textile Studies – Textile Finishing & Techniques, Dyeing & Printing
- Print Design, Embroideries
- Woven Design, Fabric Analysis & Costing
- Computer Aided Design

The students will learn the Technical Processes, Properties of Textile Materials and Techniques for use in a practical scenario

## SHORT TERM PROFESSIONAL COURSES IN FASHION DESIGN

### FASHION ILLUSTRATION

COURSE DURATION: 2 MONTHS

- Sketching Block figure, Fleshing & Stylization of Stick Figure, Body Detailing through Drawing, Rendering of Draped Garments, Understanding Fashion Poses through Croquis and Picture Galleries , Fabric Rendering with Different Medium, Exploring Texture and Details of Fabric on Paper, Flat Drawings for Enhancing Technical Skills, Portfolio

*The course aims to develop Basic Drawing Skills in Illustrations with Croquis and live Model. Students learn how to define a silhouette and illustrate various items of clothing as well as how to render their concepts in diverse mediums and Surface Explorations together with Technical Drawing enhancing their personal style while building a Portfolio.*

### FASHION DRAPING

COURSE DURATION: 2 MONTHS

- Introduction to Basics of Draping
- Preparation of Muslin for Draping, Study of Dress Form
- Study of Basic Bodice Block and Skirt Block
- Skirt Variation, Collar Variation, Yokes
- Designing and construction of garments
- Documentation and Presentation of Work
- Portfolio.

*In this Module learners will explore the two and three dimensional parameters of Pattern Cutting and Garment Production*

*using creative designs and working drawings as a starting point. It includes Modeling, Developing Ideas and Creating New Silhouettes besides Flat Pattern Making. Learners will be able to apply the Pattern Construction Methods to suit their individual needs*

### PATTERN MAKING & GARMENT CONSTRUCTION

COURSE DURATION : 3 MONTHS

#### INDIAN WEAR

- Pattern Making, Drafting and Garment Construction Techniques of Indian Wear (Blouse, Kurta, Salwar etc)

*This module will cover basic Indian Garment Construction and Documentation of the Work and Portfolio.*

#### WESTERN WEAR

- Pattern Making, Drafting and Garment Construction Techniques of Western Wear (Skirt, Evening Wear etc)

*This module will cover basic Western Garment Construction and Documentation of the Work and Portfolio.*

#### MEN'S WEAR

- Pattern Making, Drafting and Garment Construction Techniques of Men's Wear (Shirt, Kurta, Waist Coat, Trousers etc)

*This module will cover basic Menswear Garment Construction and Documentation of the Work and Portfolio.*



*'Rhombiguity', a collection inspired from OP ART designed and developed by Nagendra Gupta at ARCH.*



*Garment construction underway in the garment manufacturing lab*

### FASHION ILLUSTRATION & DESIGN

COURSE DURATION: 6 MONTHS

- Basic Design and Design Ideas, Sketching Block Figure, Fleshing & Stylization of Stick Figure, Body Detailing Through Drawing , 'Understanding Fashion poses through Croquis and Picture Galleries
- Fabric Rendering with different medium
- Rendering of Draped Garments
- Exploring Texture and details on Fabric
- Flat Drawings for Enhancing Technical Skills, Fashion Storyboard on a Design Brief, Fashion Theory, Textile Theory & Practical, Print Design
- Design Project, Portfolio.

*The course aims to Develop Basic Drawing Skills in Illustrations with Croquis and live model. Students learn how to define a silhouette and illustrate various items of clothing as well as how to render their concepts in diverse mediums and Surface Explorations together with Technical Drawing enhancing their personal style while building a Portfolio. Students will be encouraged to look at other ways of translating their ideas into Fashion Illustration Styles.*

### COMPUTER AIDED FASHION DESIGN

COURSE DURATION: 6 MONTHS

- Introduction to Corel Draw & Photoshop, Using 2D, 3D AutoCAD & Corel Draw in Garments, Draping Fabrics
- Concept of Design Variation & Color Variation, Application of 3D

- Effect on Draped Design, Light Effect
- Digital Portfolio Development
- Development of 8 Portfolios (3 Men's Wear, 4 Women Wear and 1 Kids Wear).

*The programme enables the participants to pursue Professional Careers in Illustration & Fashion Design Development in the Fashion Industry.*

### DIPLOMA IN FASHION DESIGN

COURSE DURATION: 1 YEAR

- Foundation Skills, Basic Design and Design Idea, Basic & Advance Fashion Illustration
- Fashion Theory, Textile Appreciation (Batik, Block Printing, Tie & Dye etc)
- Garment Construction Techniques – Machine and Hand, Pattern Making (Women Wear, Kids Wear)
- Garment Construction (Women Wear)
- Fashion Merchandising
- History of Fashion, Computer Aided Design.

*The course covers in-depth understanding of Apparel Industry, Fiber to Fabric Knowledge, Pattern Making, Fundamentals of Technology for Garment Industry, Garment Machinery and Equipment, Spreading and Cutting of Garments and Garment Construction and Fashion Illustration, Surface Ornamentation, Draping, Quality Control and Assurance in Garment Industry and Costing.*



*Fashion Design Students working on a dressform inside the Patternmaking Lab at ARCH.*



*Fashion Design Students working inside the Drafting Lab at ARCH.*

## SHORT TERM PROFESSIONAL COURSE IN **JEWELLERY DESIGN & GEMMOLOGY**

### CONTEMPORARY ENAMELLING

COURSE DURATION - 2 WEEKS

- Techniques of Contemporary Enameling (Italy and France)
- Cloisonné, Graffito, Bass- Tele, Foil Techniques.

*The course focuses on the understanding of techniques with hands on Experience in the Labs.*

### GEM IDENTIFICATION & STUDY

COURSE DURATION - 2 MONTHS

- Identification of Precious, Semi Precious Gemstones, their Astrological Connections
- Cutting and Faceting Techniques, Lapidary Process, Cuts and Shapes of Gemstones
- Process Documentation.

*The course focuses on the nature of stones and their relevance astrologically.*

### JEWELLERY MANUFACTURING

COURSE DURATION – 2 MONTHS

- Introduction of Tools, Machines and Basic Techniques, Sawing, Drilling, Rolling etc
- Different Surface Finishes on Metal
- Stone Setting Techniques: Prong, Pave, Bezel Setting & Channel Setting etc
- Manufacturing Jewellery Products such as Earrings, Rings, Bangle, and Pendant etc
- Process Documentation.

*Student can work as Model Makers, Stone Setters, Sample Managers, Metal Control*

*Managers after completing this course.*

### TRADITIONAL JEWELLERY (KUNDAN MEENA & ENAMELLING)

COURSE DURATION - 3 MONTHS

- History and Origin of Traditional Kundan Meena Jewellery and its Manufacturing Process
- Study of Kundan Meena Jewellery
- Brands of India, Market Identification
- Inspiration Board, Mood Board, Client Board, Traditional and Contemporary Range Development
- Prototype Development
- Jewellery Product Photography
- Branding and Packaging, Portfolio.

*The course enables the students to understand the Design Technique and Contemporary Enameling and upgrade their Design Skills.*



### DIAMOND JEWELLERY DESIGN

COURSE DURATION - 3 MONTHS

- History and Origin of Diamond, Diamond Mining, 4 C's of Diamond
- Diamond Jewellery
- Manufacturing, Identification and Study of Diamond Jewellery Brands of India and the World, Inspiration Board, Mood Board, Client Board
- Diamond Jewellery Range Development
- Prototype Development
- Jewellery Product Photography
- Branding and Packaging, Portfolio.

*The course enables understanding of Diamond Jewellery and creating a contemporary range as per National and International Trends.*

### FASHION JEWELLERY DESIGN

COURSE DURATION – 3 MONTHS

- Introduction to Jewellery Craft Techniques of India, Manufacturing Process
- Trends and Forecast of Fashion Jewellery
- Market Identification, Inspiration Board, Mood Board, Client Board
- Fashion Jewellery Range Development
- Prototype Development
- Jewellery Product Photography
- Branding and Packaging, Portfolio.

*The course focuses on studying the fusion of Indian and Western Jewellery.*

### BODY ADORNMENT GOLD JEWELLERY OF INDIA

COURSE DURATION - 3 MONTHS

- History and Origin, Manufacturing Process, Traditional Goldsmith's Workshop of India
- Gold Appraisal, Brand Study of India
- Market Identification, Inspiration Board, Mood Board, Client Board, Gold Jewellery Range Development
- Prototype Development
- Jewellery Product Photography
- Branding and Packaging, Portfolio.

*The course enables understanding of Gold Jewellery and Creating a Contemporary range as per National & International Trends.*

### COUTURE JEWELLERY

COURSE DURATION - 3 MONTHS

- Origin and Evolution of the Brand, Design Language and Style Evolution, Product Development, Influence of Fashion
- Collections and Techniques
- Market Presence of the Brand & its Clients
- Promotion, Visual Merchandising
- Packaging

*The course exposes the students to International Luxury Brands of Jewellery and explains the market scenarios.*

### JEWELLERY ILLUSTRATION & DESIGN

COURSE DURATION - 6 MONTHS

- Study of Cuts and Shapes of Stones
- Rendering of Metal, Precious & Semi Precious Gemstones
- Faceted and Cabachon
- Stone Settings such as Prong, Pave, Bezel, Channel etc, Orthography, Illustration

- and Style Variation of Rings, Pendants & Chains, Jewellery Manufacturing & Design
- Development of Gold Jewellery, Diamond Jewellery, Gemstone Jewellery & Kundan Meena Jewellery, Costing and Product Detail, Portfolio.

*This module aims to imbibe design sensitivity in students so they become hard core designers by paying attention to minutest detailing.*

### COMPUTER AIDED JEWELLERY DESIGN COURSES

**COMPUTER AIDED JEWELLERY DESIGN**  
 COURSE DURATION - 6 MONTHS

- Introduction to 3D & 3Design, Surfacing
- Stone Setting, Texture
- Surfacing, Scooping, Gallery and J-Bag
- Gold Weight Controlling
- Creating Human Design by Shaper
- 3D Rendering, Creating Video, Converting in Dye Formatting, Portfolio.

*This module aims at imparting advanced skills in 3 Design Software for Jewellery.*

**JEWELLERY DESIGN THROUGH COREL & PHOTOSHOP**  
 COURSE DURATION: 3 MONTHS

- Understanding functions of Corel Draw, Jewellery Product Orthography
- Rendering of Metal in Corel Draw, Stone Setting, Element Variation, 3D Rendering
- Use of Photoshop, Portfolio.

*This module will give basic understanding of Computer Aided Designing. The student will*

*benefit a great deal with Creative Outcomes of the inbuilt software.*

**JEWELLERY DESIGN THROUGH JEWEL CAD (3 D SOFTWARE)**

COURSE DURATION: 4.5 MONTHS

- Introduction to 3D & Jewel Cad
- Surfacing, Stone Setting, Texture
- Text Surfacing, Scooping, Gallery
- J-Bag, Gold Weight Controlling
- Human Design
- Converting in Dye formatting, Casting through CAD-CAM process, Portfolio.

*The module prepares the students to learn basic designing through the Boons of Technology. They become adept with Jewel CAD skills needed for the market.*

**JEWELLERY DESIGN THROUGH 3 DESIGN (ADVANCE 3D SOFTWARE)**

COURSE DURATION: 3 MONTHS

- Understanding Functions of Corel Draw
- Jewellery Product Orthography, Rendering of Metal in CorelDraw, Stone Setting
- Element Variation, 3D Rendering, Use of Photoshop
- Introduction to 3D & Jewel Cad, Surfacing
- Stone Setting, Texture, Text Surfacing
- Scooping, Gallery, J-Bag, Gold Weight Controlling, Human Design
- Converting in Dye Formatting, Casting through CAD-CAM Process / Portfolio.

*The module prepares the students to learn designing through the Boons of Technology. They become adept with CAD skills needed for the market.*





“Light is the magical ingredient that makes or breaks a space; it’s one of the most important elements in all my interiors.”

— Benjamin Noriega-Ortiz

## SHORT TERM PROFESSIONAL COURSES IN **INTERIOR DESIGN**

### HOME STYLING

COURSE DURATION - 3 MONTHS

- Elements and Principles of Styling
- Developing Styling of Pre-Existing Spaces
- Visualising Home Décor, Design Process in Styling Spatial Elements

*Home Styling is aimed at those wishing to learn the Elements and Principal components involved in Decorating, Styling and Developing a Pre-Existing Space. The course instills design aesthetics to redo your own living space and also move into a Career in Styling with the necessary knowledge that the course offers.*

### FURNITURE DESIGN

COURSE DURATION - 3 MONTHS

- Furniture History, Basics of Furniture Design, Background in Types of Furniture
- Office Furniture
- Residential & Commercial Furniture Designing, Ergonomics, Design Process
- Details of Furniture Designing
- Design Principles

*This module teaches Furniture Design Skills with a general overview of Furniture History. Students with a strong interest in Italian Furniture Design, Interior Design & Industrial Design can benefit from this course.*

### LANDSCAPE DESIGN

COURSE DURATION - 3 MONTHS

- Art of Garden Design, Background in Horticulture, Nursery & Planting

Standards, Design Process

- Small Scale Landscape Design Applications
- Aqua Scaping using Gardening, Sound Design Principles, Good site Engineering Methods, Lighting and Waterfall Styles

*This is a specialized course to impart the Education on Landscaping the Interior as well as the Exterior Environments. The Program is ideally suited for Landscape Professionals seeking to upgrade skills, individuals who want to become Professional Landscape Designers, Amateurs with an interest in the Art of Garden Design, Institutional Horticultural Staff, Nursery Employees, and Garden Design Writers.*

### VISUAL MERCHANDISING

COURSE DURATION – 3 MONTHS

- Elements & Principles of Space Design
- Window Display & Styling, Styling of Props, Store Layout, Signage & Lighting
- Brand Management, Consumer Behaviour, Organisation Management
- Merchandise Presentation
- Purchase Designing, Plano Gramming

*The programme caters to the needs of the Visual Merchandising Departments of small to large corporate retail set ups of various formats. The course is primarily a hands-on course where Visual Merchandising is taught as a creative process.*

### VAASTU

### RESIDENTIAL & COMMERCIAL

COURSE DURATION - 3 MONTHS

- Introduction to vedic subjects like Astro, Vastu, Fengshui etc
- Science of Architecture relevant to Vastu
- Construction Principles for Peace & Prosperity
- Knowledge of Direction, Planning
- Land Observations & Mahurats

*Students benefit a great deal from this course. Vastu Study on Homes, Houses, Shops, Malls, Commercial Sites, Temples, Palace, Fort, Business, Historical Building, Town Planning and Development Strategy, Making Money, Wealth, Health & Peace of Mind is the Major Focus. This training makes one competent to works as a successful professional or consultant who earns a fabulous income.*

### RETAIL & EXHIBITION DESIGN

COURSE DURATION – 6 MONTHS

- Designing Retail Outlets, Designing Exhibitions, Elements & Principles of Exhibition Design
- Production Operation and Event Management, Planning, Budgeting, Promotion & Evaluation of Exhibition Design, Conference Design, Installation Arts/ Museums, Shopping Mall Displays
- Advanced Graphic Reproduction Techniques, Creating 4D Images

*The learners become adept in The learners become adept in Communication, Handling Media and Employing the knowledge base from across disciplines in order to Design Display Systems for Exhibitions*

and Museums, and Sets for Theatre, Film and Television, Fashion and Road Shows, Major Product Launches, Tableaux, Floats etc. Typical Components of Design Process includes planning of Choreography, Lighting Effects, Graphic Communication System, Music, Multimedia Presentations, Publicity Strategies etc.

This course provides design based orientation to the students. The Residential Project at the end of the course exposes the practical aspects of Interior Design and Engages the student from Conceptual Development to understanding of client needs; from handling labour to budgeting thereby leading to Final Completion of the Project.

- Study of the software needed for the Interior, Exterior, Architectural as well as the Landscape Design.

Study of the software needed for the Interior, Exterior, Architectural as well as the landscape design.

**ARCHITECTURAL HERITAGE RESTORATION**

COURSE DURATION – 6 MONTHS

- Trends & Developments of Heritage Conservation in a Global Context
- Principles & Regulations on Restoration of Wooden Architecture
- Heritage, Preventive Conservation
- Construction Techniques, Monitoring & Maintenance of Architecture Heritage

This course will focus on the Restoration of the old or Heritage Buildings with the details of the Architecture needed for the same.

**INTERIOR DESIGN**

COURSE DURATION – 1 YR

- Foundation, Principles and Elements of Design, History & Basics of Furniture Design
- Furniture Drawings, Basics of Interior design, Interior Furnishings
- Building Materials
- Construction Techniques
- Building Services, AutoCAD 2D & 3D
- Design Project - Residential Design 2 BHK

**COMPUTER AIDED DESIGN FOR INTERIOR & EXTERIOR**

COURSE DURATION - 6 MONTHS

- Building Services (AC, Sanitation)
- Plumbing, Light Fitting, Lift
- Ventilation, Escalators)
- Auto CAD (2d, 3d)

AutoCAD rendering done by the Students of Computer Aided Design for Interior & Exterior.



SHORT TERM PROFESSIONAL COURSES IN  
**CRAFT & ACCESSORY DESIGN**

**WOOD CRAFT ACCESSORY DESIGN**

COURSE DURATION - 2 MONTHS

To understand and explore the different kinds of Wood and its Resources, Wood Craft Techniques of India and its various processes..

**LEATHER CRAFT ACCESSORY DESIGN**

COURSE DURATION - 2 MONTHS

To understand and explore different kinds of Leather and its Resources, Different Leather Craft Techniques of India and its processes.

**TEXTILE CRAFT ACCESSORY DESIGN**

COURSE DURATION – 2 MONTHS

To understand and explore different kinds of Textile Fibers, Different Textile Craft Techniques of India such as Tie and Dye, Shibori, Dhaboo, Block Printing, Weaving, Zardosi etc. and understand its processes.

**TERRACOTTA CRAFT ACCESSORY DESIGN**

COURSE DURATION - 2 MONTHS

Understanding of Terracotta Craft Techniques of India and its processes.

**METAL CRAFT ACCESSORY DESIGN**

COURSE DURATION - 2 MONTHS

To understand and explore different kinds of Metal and its behavior, Metal Craft Techniques of India such as Gold Smithing, Silver Smithing, Enamel Craft etc. and its processes.

**FASHION & LIFE STYLE ACCESSORY DESIGN**

COURSE DURATION – 6 MONTHS

To bring out a new generation of effective Design Professionals with Enterprising, Conceptualizing and Managerial Skills towards Creating Benchmark by Establishing individual style in the global arena of Fashion and Lifestyle Accessories engaging Indian references like Heritage Culture and Craft.



Footwear designed by the students using leather craft techniques at ARCH



Metal Craft Work done by the students at ARCH.



Textile Jewellery designed by the students at ARCH

## SHORT TERM PROFESSIONAL COURSES IN **GRAPHIC DESIGN**

### GRAPHIC DESIGN-BEGINNERS

COURSE DURATION - 2 WEEKS

*This course helps in understanding of Building a Brand Identity and the Basic Collateral Publicity material one needs to build and spread awareness of that brand.*

### PHOTOGRAPHY

COURSE DURATION - 2 MONTHS

*Basics of D-SLR Camera Handling and Principles of Photography and Photo Composition, Studio Photography - Its basic formats and Compositional Credos.*

### ADVERTISING FOR BEGINNERS

COURSE DURATION – 2 MONTHS

*This will cover everything from Types & Mediums of Advertisement, Typography to Titling Films, Animation to Audio Visual aids, Corporate Identity to Brand and Advertising Communication. Advertising and Market Trends.*

### PHOTOSHOP AND GRAPHIC MANIPULATION

COURSE DURATION - 3 MONTHS

*Students will master Photoshop from Basics to Advance skills for Print, Web & Electronic media. This course gives basic introduction to the Digital Darkroom and how to enhance Images captured by a Digital Camera or Phone Camera and how to make it Print/Publish ready for communication.*

### DRAWING, SKETCHING &

### RENDERING TECHNIQUES FOR DESIGN

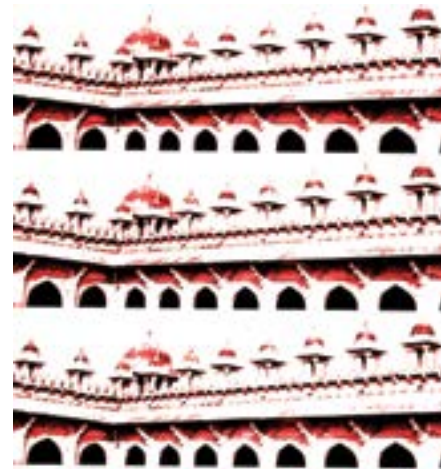
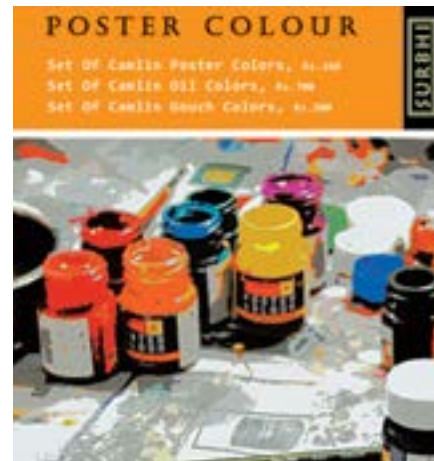
COURSE DURATION - 3 MONTHS

*This course enhances Observation, Quick Sketching and Comprises of on the spot exercises and time rendered techniques to make a Product, Architecture, Nature in different situational conditions.*

### SIMPLE ANIMATION FOR COMMUNICATION

COURSE DURATION – 3 MONTHS

*Basics of Animation, Core knowledge of Adobe Flash & Photoshop is given using which a student will be able to create simple Gif and Flash Animation to Create Effective Web Scrollers and Animations.*



Graphic Design Work of students at ARCH.

## SHORT TERM PROFESSIONAL PROGRAMMES FROM **THE LONDON CHAMBER OF COMMERCE & INDUSTRY**

The ARCH Academy of Design is a centre authorised by Pearson to offer LCCI (The London Chamber of Commerce & Industry) qualifications from Pearson. Widely recognized by international universities, governments and professional bodies, these are regarded among the best business qualifications worldwide and is offered in over 120 countries, through a network of over 5000 centers. The vocational qualifications cover the key areas of business, language & teaching qualifications and supplement teaching and communication skills. They provide clear progression routes for students into employment or on to further study.

The Arch Academy of Design offers 9 selected courses in different domains with LCCI Certification, implementing each course as per the standards set by the LCCI. Each of these modules are of 6 months duration.

### LEVEL 3 CERTIFICATE IN ADVERTISING

This qualification is intended for those beginning their careers in advertising either in a commercial or industrial company or in a non-profit organization (such as a charity, trade association or government department) that undertakes advertising on an extensive scale.

### JETSET LEVELS 1-7

ESOL International qualifications are intended for candidates who are not native speakers of English and who wish to achieve a high quality, internationally recognized qualification in English that is available and

recognized world-wide.

### LEVEL 4 CERTIFICATE IN ENGLISH FOR BUSINESS

The aim of this syllabus is to enable candidates to develop the ability to understand authentic business texts, write English in a wide variety of ways within an extensive range of business contexts & express themselves orally in a clear and appropriate business style.

### LEVEL 1 CERTIFICATE IN WRITTEN ENGLISH FOR TOURISM

The qualification is for candidates who wish to communicate effectively, in written English, at a customer liaison level within the hospitality, travel and tourism industry.

### LEVEL 1 CERTIFICATE IN TRAVEL & TOURISM

This qualification provides an introduction to the study of the travel and tourism industry. It is intended to provide a basic understanding of how the tourism system works and how its individual components are linked and are interdependent.

### LEVEL 3 CERTIFICATE IN PRINCIPLES & PRACTICES OF MANAGEMENT

This qualification is intended for candidates who are intending to begin, or have recently commenced a career in management.

### LEVEL 3 CERTIFICATE IN SELLING AND SALES MANAGEMENT

This qualification is intended for those who are working, or are preparing to work, in sales and require a knowledge and understanding of selling techniques and how to manage the sales process.

### LEVEL 2 CERTIFICATE IN INTERNATIONAL RETAIL OPERATIONS

The aim of this qualification is to allow candidates to develop a broad understanding of how a retail outlet operates and functions & develop a clear understanding of the individual's role in providing customer service in the retail industry.

### LEVEL 3 CERTIFICATE IN CONTACT CENTRE SUPERVISORY SKILLS

This qualification is suitable for those who already have the knowledge, understanding and skills needed to work competently in a Contact call centre handling role, and later wishes to progress to a supervisory or senior role where they will be expected to lead a team and handle non-routine and complex customer calls autonomously.

# FACULTY OF COMMERCE, MANAGEMENT & VISUAL ARTS

## INTRODUCTION

The BBA, B.Com, M.Sc/ MA/ M.Com (GPEM) and BVA courses offered at the Arch Academy of Design, are affiliated and duly recognized by the University of Rajasthan (UoR). The Faculty of Commerce and Management & Visual Arts Studies offer courses for design aspirants as well as for standalone undergraduate aspirants.

Design aspirants can combine their degree/diploma certification with a Bachelors degree from UoR. The degree awarded from UoR in each discipline is an added incentive for students pursuing Design streams.

In the standalone mode, students can take up Bachelors or Masters programme from Arch Academy of Design without enrolling for a Design programme.

The course in Business Administration augments the learning in the field of Commerce. On successful completion of any programme, a student gets a degree from UoR and an additional internationally recognized certification/degree from the Arch Academy of Design, enabling them to stand amongst designers, with an added feather in their cap. Graduation further paves the way for post graduation and also opens the doors to various competitive examinations including Civil Services, Banking and Insurance etc.

MA/ MSc/ MCom are choices of degrees available in the Garment Production and Export Management (GPEM) course. The Post Graduate course is open to student graduates from any stream – Science, Arts, Commerce, and the PG degree awarded will be in accordance with their previous academic background.

The course of BVA is aimed at those who have a passion for Visual arts and students can choose to specialize in Painting or Applied Arts.

## PEDAGOGY

The teaching methodology is classroom lecture based with emphasis on course specific case study and group discussions. Audio-visual delivery- power point presentations, video clips, downloaded content etc. is at the core of teaching all programmes as it helps develops clear understanding with better retention of the subject matter for every student. Field activities, research projects and team building activities are integrated as part of the curriculum. In the the GPEM and Visual Arts section, practicals and demonstrations by visiting artists and designers are part of the delivery.

## ELIGIBILITY

Candidates must have passed 10+2 or equivalent in any stream from any recognized Board and should have secured minimum marks\* in aggregate or an equivalent CGPA in the qualifying exam as mentioned below. Overseas students are required to submit an Equivalence Certificate issued by Council of Boards of School Education in India (COBSE), Delhi or the Association of Indian Universities (AIU), New Delhi.

BBA	minimum 48%
B.Com	minimum 45%
BVA	minimum 48%
MA/ M.Sc	
M.Com (GPEM)	minimum 48%

*\* Conditions apply for Non-Rajasthan applicants.*

## EXAM PATTERN:

Semester based examination is conducted by the University of Rajasthan for the following courses.

### BBA

Semester based exam system (twice an year)

### B.Com

Annual exam system (once an year)

### BVA

Annual exam system (once an year)

### MA/ M.Sc/ M.Com (GPEM)

Annual exam system (once an year)



BACHELOR OF  
**BUSINESS ADMINISTRATION (BBA)**  
 3 YRS DEGREE PROGRAMME

**COURSE INTENT**

The BBA course aims at developing a student's intellectual ability, executive personality and managerial skills through an appropriate blend of business and management education. The BBA course assists the student in understanding and developing the unique leadership and managerial qualities required for successfully managing business functions, an organizational unit or an enterprise. The course aims at equipping the students with the knowledge and skill sets required to evolve as a successful manager.

*Motivated by the positive response of the programme, the Arch Academy of Fashion Art & Design is happy to offer BBA degree programme as a standalone programme (without Design Education) to aspirants, to hone their business skills and provide an insight into the world of management.*



**COURSE CONTENT**

**YR 1 STUDY PROGRAMME**

- Fundamentals of Business Organization
- Business Communication Skills, Legal Aspects of Business
- Fundamentals of Accounting, Managerial Economics
- Fundamentals of Computer
- Principles and Practices of Management.
- Entrepreneurship and Small Business Management
- Fundamentals of Co. Law, Strategic Management
- Financial Management, HR Management.

**YR 2 STUDY PROGRAMME**

- Marketing Management, Risk & Insurance Management
- Personality Development and Human Skills
- Tourism Marketing, Industrial Management
- Business Statistics, Human Resource Development.
- Practical Aspects of Risk & Insurance Management
- Advertising and Sales Promotion, Consumer Behavior and Marketing Research, International Business
- Project Report & Viva Voce.

**YR 3 STUDY PROGRAMME**

- Services Marketing, Quantitative Techniques for Management, Research Methods in Business Management
- Production and Materials Management, Organizational Behaviour.
- Business Budgeting, Compensation Management
- Management Information System, Fundamentals of Banking
- Export Marketing, Leadership Skills & Change Management
- Group Discussion & Presentation.

*Note : The contents and sequence of delivery are subject to change as per industry needs.*

BACHELOR OF  
**COMMERCE (B.Com)**  
 3 YRS DEGREE PROGRAMME

**COURSE INTENT**

Commerce & Business is the lifeline of the Economy of any nation. The course aims at providing a strong foundation in commerce and business with expert industry oriented guidance in the core areas of Accountancy & Business Statistics, Business Administration and Economic Administration & Financial Management

*Introduced as an add on full time 3 yrs programme for design course students in 2013-14, the B.Com programme has gained popularity and hence Arch is happy to also offer the B.Com degree programme as a standalone programme (without Design education) to aspirants to concentrate their business skills and help them gain an in depth insight into the world of commerce.*



**COURSE CONTENT**

**YR 1 STUDY PROGRAMME**

- Corporate & Financial Accounting.
- Business Statistics, Commercial Law, Entrepreneurship & Small Business Management, Business Economics, Banking & Finance.
- General Hindi, General English, Environmental Studies
- Elementary Computer Applications.

**YR 2 STUDY PROGRAMME**

- Direct Taxes, Cost Accounting, Company Law and Secretarial Practice, Management.
- Economic Environment in India
- Elements of Financial Management.

**YR 3 STUDY PROGRAMME**

- Theory & Practice of Auditing, Management Accounting
- Functional Management.
- Sales Promotion and Sales Management
- Rural Development and Cooperation.
- Business Budgeting

*Note : The contents and sequence of delivery are subject to change as per industry needs.*

GARMENT PRODUCTION AND EXPORT MANAGEMENT  
**MA/ MSc/ MCom (GPEM)**  
 2 YRS PG DEGREE PROGRAMME

**COURSE INTENT**

The approach of the GPEM programme is to inculcate the ability to develop and channelize creativity towards constructive ideas. The curriculum is structured to keep the students abreast of international trends in garment design and build their capacity to understand, articulate and execute a design brief. Besides developing elementary technical and designs skills, the course equips students with the knowledge related to the type and properties of fibre/ yarn, dyeing, printing and finishing and terminology used in the apparel industry; merchandising and various aspects of garment production such as cutting, sewing, spreading, marker making etc. It trains students to produce patterns and garments of impeccable quality.

Students are introduced to the technical process of garment construction; which include pattern cutting and drafting, covering the global nature of fashion trends and market surveys. The students get an opportunity to develop an analytical approach to export management and expose themselves to the basic product / manufacturing knowledge laying emphasis on export merchandising, its principles and techniques, knowledge of accounting and documentation in foreign trade. The candidate gets a hands-on industrial experience during internship.

The final assessment culminates in a thesis project. This Post Graduate programme is open to graduates from any stream – *Science, Arts, Commerce* and the PG degree awarded will be in accordance with their previous academic background.

**CAREER PROSPECTS**

Student can find placement in Apparel Export Industry. They can choose to become Production Managers, Production Supervisors, Quality Control Executives, Fashion Merchandiser, Buying Agents or establish themselves as Entrepreneurs.

*Note : The contents and sequence of delivery are subject to change as per industry needs.*

**COURSE CONTENT**

**YR 1 STUDY PROGRAMME**

- Fashion Studies
- Garment Production Technology
- Pattern Making & Draping (Women's Wear Project).
- Clothing Construction
- Apparel Dress Designing & Workshop
- Business Environment & Practical Accounting
- Business Entrepreneurship & Sales Promotion.
- Industrial Exposure

**YR 2 STUDY PROGRAMME**

- Textile Designing
- Dyeing & Printing (Indian wear project)
- Testing and Quality control Export Marketing and Documentation.
- Business Communication Technology
- Computer Aided Designing
- Business Communication & Accounting
- Function Management.
- Research Project.

FACULTY OF VISUAL ARTS  
**BACHELOR OF VISUAL ARTS (BVA)**  
 4 YRS DEGREE PROGRAMME

**COURSE INTENT**

The programme of BVA is aimed at students who have a passion for Visual arts and want to carve a niche in the area of Visual Communication. The course provides an opportunity to the students to specialize in Applied Arts or Painting. The programme has one year of Foundation programme followed by three years of study in the specialization subject. The degree program will enable students to become successful visual art professionals.



**COURSE CONTENT**

**YR 1 STUDY PROGRAMME - FOUNDATION STUDIES**

Fundamentals of Visual Arts / Study / Composition / Design in Applied Art / 3D Design / Print Making

**SPECIALIZATION SUBJECT: APPLIED ARTS**

**YR 2 STUDY PROGRAMME**

- Advertising Art and Ideas -1
- History of Art and Design (Aesthetics)-1
- Graphic Design-1, Drawing, Photography and Reproduction Technique -1
- Computer Graphic-1

**YR 3 STUDY PROGRAMME**

- Advertising Art and Ideas -2
- History of Art and Design (Photography and Reproduction Technique)
- Graphic Design-2, Drawing-2
- Photography and Reproduction Technique -2, Computer Graphic-2

**YR 4 STUDY PROGRAMME**

- Advertising Art and Ideas -3, History of Art and Design (Postmodern Advertising )
- Graphic Design-3, Drawing-3
- Photography & Reproduction Technique -3
- Computer Graphic-3

**SPECIALIZATION SUBJECT: PAINTING**

**YR 2 STUDY PROGRAMME**

- History of Indian Art
- History of Western Art
- Portrait Study / Composition
- Still-Life
- Print Making.

**YR 3 STUDY PROGRAMME**

- Indian & Western Aesthetics
- History of Western & Far Eastern
- Drawing.
- Composition
- Life-study
- Computer Graphic .

**YR 4 STUDY PROGRAMME**

- Indian Modern and Contemporary Art
- Western Modern Art.
- Drawing/ Composition/ Life –Study
- Print Making

*Note : The contents and sequence of delivery are subject to change as per industry needs.*



The 'Fiat Emozione Italiana', was the first contest event to involve Fashion Design Schools in the Automotive domain, experimenting with the Color & Trim for the Fiat Linea in 2020. The two day competition at the 'Fiat Café', Pune was guided by famous Italian car designer, Emanuele Nicosia.

ARCH students Agantuk Singh, Pallavi Gupta, Ravi Ranjan, Sujit Kumar & Vinita Chandwani were the final five among 10 students selected. **Sujit Kumar won the FIRST prize of Rs.15,000 and a trip to Turin, Italy. Vinita Chandwani was awarded Rs 5,000/- as 1st Runners Up.**



**Deepika Kumawat won the 'Society Interiors Design Award' for Tea-set holder inspired by Cycle**



IFFTI invited its member Institutions from all over the world to participate in the **Poster Design Competition - "The Power of Fashion"**. All the 3 entries from Arch students were selected for exhibition at the conference venue, the **Bunka Gakuen University, Tokyo, Japan**



**Title of the Design: The Aureole Earrings**

**Vishnu Soni** recieved **1st Prize in Jewellers Associations Show 2013 (JAS), Jewellery Design Competition** in the category of Earrings based on the theme '**A Melange of Wonders**' inspired from **Morning Glory**.



**Gaurav Sharma**, created an innovative staircase that won the **1st prize** in Ideation at the **Inter-Collegiate Competition of IIID**



**Akshay Agarwal** won a Nano Car as **1st Prize** in the '**Imagination 2012-13 Jewellery Design Competition**'



**Rupal Gupta** was a **Finalist** at the '**Swarovski Elements Jewellery Design Award 2012**' with her piece '**Medusa**'



**Alpa Gupta** won **1st Prize** at '**Jewels of Rajasthan 2008 Jewellery Design Award**' for by her '**Orbit**' inspired **Pendant & Earrings set**



**Deepa Bhati** won the '**Fashion Design Awards India (FDAl)**' on the theme "**Life is Beautiful**", held at **Hotel Clarks Amer, Jaipur**. Her work was inspired from the **Wall paintings of Amer Fort**



**Rita Burman** won the '**World Gold Council Jewellery Design Award**' for her **Necklace and Earrings set**



**Quaid Bala** won **3rd prize** at the '**International Photography Competition 2013**' held in **Jaipur**



**Sandeep Palke**  
Alumnus,  
Batch of 2006  
Fashion Design

Sandeep is currently residing in Mumbai and working as a Designer cum Stylist for the Bollywood Industry. After completing his Graduation from Arch he went to Italy to pursue his Post-Graduation. He has been working with Designers Manish Malhotra, Sheetal Sharma, Rocky S etc. and has developed expertise in Designing Western-wear for both men & women and also Styling for Adverts and Movies. Working within Bollywood has given him the opportunity to Design and Style many celebrities such as Katrina Kaif, Kareena Kapoor, Bipasha Basu, John Abraham, Minisha Lamba, Esha Deol and many more.



Acknowledging Arch and its contribution to his life, Sandeep says "The guidance and mentorship provided by the faculty made me a high performing student. I have received many accolades for my Signature Design Style. Arch provided me with the opportunities to participate in many design and social projects, enhancing my Leadership skills & Team working abilities and helped make me a better professional."



**Shivangi Natani**  
Alumna,  
Batch of 2009  
Fashion Design

After completing her course in Fashion Design from ARCH, Shivangi joined her father's business of Manufacturing & Production of Ladies Garments & Handicrafts for exports. As the Sub - Director and Fashion Designer at Shivangi Inc. Exports, the enterprise started off by her two years ago, she is heading the Design department as well the production for international clients such as Walmart, Sahara Woman, Points, Just One LLC etc. She gained valuable exposure & experience through participating in the student exchange programme at ARCH, where she spent a month in Sweden learning a lot about fashion and styling and digital techniques. An extremely capable, responsible & conscientious professional (she holds an incredible 100% attendance record throughout her study at ARCH), she sees herself as an entrepreneur with her own label five years from now.



**Swati Rohilla**  
Alumna,  
Batch of 2006  
Fashion Design

After completing her course at ARCH, Swati Rohilla started working with her father in his Export house in Jaipur.

She was part of the Student & Faculty Exchange programme with Doncaster College in the UK, where she was usefully exposed to International styling and trends and got to see their annual Graduate Design ramp show. She very strongly recommends international exposure through Exchange Programmes and urges all young aspiring designers to take advantage of such opportunities very seriously saying 'Classroom learning & projects need to be fleshed out with actual global experience, to understand the complexities of Design firsthand.' Recently, after 5 years of experience Swati opened her own Boutique naming it 'Silhouette by Swati Rohilla' which is doing extremely well.



**Chitra Alumna,**  
Batch of 2004  
Fashion Design

After graduating from ARCH Chitra started her own export house 'Farishta Exports' and is running it very successfully till date. She has all her pattern making cutting and layering, stitching, pressing final checking, packing, stock departments etc under one roof. Explaining the complexities of running her own venture, she stresses on attention to all detail as an entrepreneur. Having taken a great amount of learning and inspiration in entrepreneurship from her mentor Ms. Archana Surana, the Founder & Director of the ARCH Academy of Design, she



advises the new generation of aspiring designer entrepreneurs to work sincerely and hard and not get discouraged by the phases of growth.' 'Reputations of Quality and high standards of Professional Behaviour are not earned easily, in a day. You have to earn trust the hard way and maintain it.'



**Narendra Pal Singh**  
Alumnus,  
Batch of 2010  
Fashion Design

After finishing from ARCH, Narendra, joined Kalashree Pvt. Ltd, a Dalmia Group Company in Surat as a Designer. He went on to become Design Manager & Quality Supervisor. Narendra started his own company Frills N Flora In 2012, manufacturing, and exporting Exclusive ranges of Sarees. Today, he has 4 retail outlets in different cities of India under the name of Kaviraj Groups. He says 'A team is an essential part of any organization, and working in a team at ARCH on the craft based design projects I learnt

what it meant to extend support and contribute effectively for better results' He brought the



same enthusiasm in teamwork to his workplace where each teammate has grown expertise in their domains, from designing to checking color fastness, strength & finish before their products are dispatched to customers anywhere in the world.







**Vishnu Soni**  
Alumnus,  
Batch of 2008  
Jewellery Design

In his Final Year jury at ARCH, Vishnu was selected by the CMD of Amrapali, Mr. Tarang Arora, to be the company's Head Designer. Closely working with reputed brands like Swarovski and Manish Arora, he developed new themes and one of a kind designs. Heading a team of some of the best Jewellery Designers in the country, he was instrumental in the creation of amusing pieces which took Amrapali to new heights. After working for three years with Amrapali, he did a small stint with Neerav Modi, and is now working with 'Fabulous Unrounds' (Fab Jewels Pvt. Ltd.), an H Dipak group company in Mumbai, as Senior Executive Designer. H Dipak, a 'De-Beers' site holder, is the world's largest manufacturer and distributor of Princess Cuts diamonds, and leverages its expertise across manufacturing, design and retail to introduce a whole new aesthetic to the



world of diamonds & jewellery. Belonging to a jeweller family himself, Vishnu Says, 'Though I have spent my whole life around gold and gemstones, and my strings to jewellery are in the depth of my soul, I will always be deeply grateful to ARCH for enhancing my skills and building in me an intricate knowledge of Design, which I am applying to Industry today.'



**Rita Burman**  
Alumna,  
Batch of 2001  
Jewellery Design

As soon as Rita Graduated from ARCH, She started her own label named Rezart, a company that manufactures exclusive studded jewellery in 18kt/ 14kt gold with the use of the latest technology. To add value to the designs produced by Rezart, Rita uses texture, enamelling, & kundan work with diamonds and coloured stones. Each of the jewellery pieces have 3D work. Rezart also produces designer watches. Because of its excellent craftsmanship, competitive pricing, and quality control the company has a wide base of satisfied customers. Over the past few years, Rita has won a plethora of awards for her work. She has been a two time Gold Medalist in the Anglo Gold Ashanti Gold Jewellery Design Competition organized by the World Gold Council, 2005-06; a three times Gold Medalist in the All Rajasthan Jewellery Design

competition, in the year 2000, 2002, 2003; Finalist in the India Vision 2001 Jewellery Design Competition and in the All India Jewellery Design Competition (VISION 2008); she won the special Art Director Award in the TAHITIAN PEARL TROPHY, 2007-08. She was also the Jewellery Design 1st Prize Winner in the Jewellers Association Show 2010.



**Megha Sharda**  
Alumna,  
Batch of 2004  
Jewellery Design

After Graduating from ARCH, Megha started her career as an intern at Derewala Jewellery Industries. Later, she worked as Design Head at Essence Designs. After earning experience in Designing, Production & Management, for five years, she started her own venture in partnership with Atul Sharma. They launched their manufacturing unit MINE JEWELZ in the year 2010, followed by two more firms - MINE JEWELLERY and MINE GEMS & JEWELLERY in the same year. In 2012-2013 their turnover was around 2 crore with a profit ratio of approx 10%. Megha says 'I dont belong to any jewellery family. Being a woman, its been great experience to become an entrepreneur. My parents, my husband and ARCH have always been a great support to whatever I achieved till now.



**Shubham K Raj**  
Alumnus,  
Batch of 2007  
Jewellery Design

After completing his course at ARCH, Shubham started his working career with Dwarka



Gems Ltd., Jaipur, as a Designer. In 2010 he went to Dubai to work with a Dubai based Jeweller and at the same time he started his own label. Currently Shubham is working as Marketing and Sr. Product Development Manager at Amrapali, Jaipur, where he

manages the entire product life cycle, from strategic planning to activities specifying market requirements for current and future products supported by market research and on-going visits to customers and trade fairs, both Domestic and International. He is driving a solution by setting development of teams at Amrapali across product contracting, positioning and attention to market requirements. Analysing and developing potential relationships between international clients of Amrapali, he is working with all departments, in the development and implementation of a company-wide go-to-market plan.



**Ashish Bhatia**  
Alumnus,  
Batch of 2008  
Jewellery Design

After Graduating from ARCH, Ashish was placed with Entice, a brand of KGK, a much celebrated company from Hong Kong,

expanding its wings in the jewellery industry. Currently he is working as a Senior Jewellery Designer at it's Mumbai Office. The company focuses on diamond based jewellery and likes to keep its design process simple, classic and elegant. The parent company, KGK, is among the top B2B companies in India. The jewellery focuses on contemporary Indian designs across India. Since the designing covers products to be released in both retail and the wholesale sector, the creative skills needed are very high. Ashish considers the exposure to be phenomenal. Sharing his inborn quest for creativity and designing, Ashish says 'it led me to the ARCH Academy of Design. Association with ARCH proved very beneficial and fruitful in all regards, from design creation and development to implementation. It started my journey in the field of Jewellery Design which has turned out to be my forever passion!'

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**Anupama Rana**  
 Alumna,  
 Batch of 2005  
 Interior Design

Anupama Rana is a Post Graduate in Zoology, from the University of Rajasthan. But her love for design got her to take up the course in Interior Design from Arch. A very hardworking and dedicated student, she made her way through the professional field of interior design very gracefully. She went for training under Architect Ashish Jain and following this, she joined Sanskriti in 2005 for a part time job and later became a full time employee. In the year 2011, Anupama opened her own consultancy named 'The Design'. As an Interior Designer she has addressed all types of Interior Projects, covering sectors from Hospitality & Commercial to Residential. Focusing on the delivery of best quality outcomes, she has accomplished very successful results in 4 years with a range of highly regarded



commercial and residential interior projects. In the 14th convocation of the Arch Academy of Design she was felicitated with the Best Entrepreneur Award, presented to her in the presence of Prof Pradyumna Vyas, Director of the NID, and the Chief Guest at the Convocation. She is a member of the Indian Institute of Interior Designers.



**Apoorv Saxena**  
 Alumnus,  
 Batch of 2008  
 Interior Design

As soon as Apoorv graduated from ARCH, he started his own Interior Design Studio naming it 'Espacio'. Currently he is successfully running live Residential and Commercial Interior Design projects that range from Jewellery Showrooms to Farm Tree Houses! His attention is presently on a 13000 sqft Banquet Hall with two 5000 sq ft gardens which he would be Landscaping. He also takes on work as a Stage & Décor Designer. Reminiscing, Apoorv says 'At times when I think about my career, I always acknowledge ARCH for the knowledge I hold today. It is ARCH which brought up a normal talented guy into an extraordinary skilled person and a true professional. From end to end I have always got guidance from my teachers and my mentors at Arch, enhancing my skills to deliver the best of interior space design.'



**Shafiq Khan**  
 Alumnus,  
 Batch of 2009  
 Interior Design

After Graduating from ARCH with the award of Best Student, Shafiq started working as an Interior Designer with Manglam Arts, a large company into stone and handicrafts, where he is designing & supervising a number of projects. A very sincere, hard working and talented individual, he is currently working on a showroom project based on the 'Gulal' theme and is also working on a Haveli Restoration Project at Chaksu, near Jaipur. He is also working on his own projects in Shri Dungargarh, Bikaner on residential interiors based on modern design themes. He expresses his deep satisfaction with the education he received at ARCH and extends heartfelt thanks to his faculty 'for building up his design roots'.



**Kirit Singhvi**  
 Alumnus,  
 Batch of 2006  
 Interior Design

Kirit likes to share the path which he followed to reach where he is now. With his passion for designing, the day he completed his first semester at ARCH, he walked into an architect's office, and put forward a request to be kept as an intern. The first question he was asked was 'why should I recruit you?' and the answer that he uttered was 'I will work for free, will not ask for bus fare, and I will do drafting also!'

After Graduating from ARCH he further completed his MBA from Delhi, worked in the education sector for six months, then went to Hyderabad and worked in the event industry. But all these things did not interest him. These were not his areas of expertise and so he returned back to his home town and joined Pyrotech workspace solutions and for the last four years, he has been

working as Interior Designer, Product Designer and Project Manager. Pyrotech Workspace is into modular furniture, Control desks for power plants, and Control Room Interiors which is associated with top power generation companies in India such as Thermal Power, Hydro Power, Nuclear Power or Oil and Gas. Because somewhere in his mind he knew that he

didn't know it all, Kirit discovered that practical experience gave strength to one's knowledge. 'Grab as many opportunities as you can to absorb it. There is lot to learn, other than what our books and teachers can teach.' He says 'I began to understand the psychology of a client so that I could deliver what he was expecting from me!'



## CHRCHA - Does Rajasthan need a DESIGN POLICY ?



‘Chrcha’ is a unique initiative conceived and facilitated by the Arch Academy of Design that brings together thinking minds, in and around the city of Jaipur, to discuss issues that are pivotal to Design & Creation in all fields.

It provides a friendly and independent forum, conducted over tea & snacks, for the exchange of knowledge among diverse stakeholders - Design Professionals, Industrialists, Academicians, Entrepreneurs, Development Professionals, Art & Craft Practitioners, Researchers, Non-Govt. Organisations, Associations, Institutions, Policy Makers, etc.

The forum enables individuals to examine challenges in their sector/s & share their experiences, ideas, opinions, and policy advocacy towards collaborative efforts, implementation methodologies, community building and meaningful networking. At the completion of each forum, an ARCH resource team, collects, summarizes, consolidates & shares the contents between all, to take it forward.

Presently a series of discussions have been initiated to discuss and debate current issues that are pivotal to “Transforming Jaipur”. “Transforming Jaipur” aims to explore & highlight the positive influence of design on how the city develops and how it impacts its citizens’ lives. Through the forum, diverse people have contributed their thoughts on transforming and promoting Jaipur through the language of design.

A series of Chrcha’s have been moderated by various prominent personalities who have been associated with, & have contributed their efforts and intellect to assorted aspects

within their fields of interest. Mr. Sudhir Kasliwal, ace Photographer, Vintage Car Collector, and Jeweller, Gem Palace presented his concerns on Heritage –Conservation and Preservation. Sharing a selection from his rich collection of photographs from the early part of the previous century, as well as ‘before and after’ photographs of recent times, he not only shared his concerns about the maintenance of the cultural heritage of Rajasthan but also questioned the quality of the efforts being made to preserve this rich heritage.

Ms. Lipika Sud, Interior Designer, Immediate Past Chairperson IIID, Delhi presented inspiring possibilities for Reviving Heritage Crafts. She interacted with the gathered participants of the Chrcha on the beauty and grace inherent in Indian Crafts elucidating on their tremendous scope for design education.

### RAJASTHAN DESIGN POLICY

In continuation with the intent on “Transforming Jaipur”, Prof Benoy Thoompunkal, Director Academics, Arch Academy of Design and Prof KB Jinan, product designer & researcher on indigenous design processes and design education methodologies in India, have moderated separate discussions focused on the important theme “Does Rajasthan Need a Design Policy?”

The projected purpose of this continuing exercise is to bring together a ‘think tank’ for evolving the Design Policy, with working committees who can examine and explore ways of taking design into different sectors and fields and can help develop the form and the Code of Conduct for a Rajasthan Design Council, that may work closely with the

India Design Council in the setting up of these task forces.

The VISION for the Rajasthan Design Policy (RDP) envisages the following:

- Preparation of a platform for design development and design promotion
- Presentation of Rajasthan designs and innovations on the international arena through Strategic integration and cooperation with international design organizations
- Global positioning, branding and Promotion of Rajasthani design

The deliberations on the subject have been shared with Smt Vasundhara Raje, CM, Rajasthan, to make her aware that such a revolutionizing policy would eventually help place Rajasthan as a design brand in the national & international context. The CM has showed keen interest in making Rajasthan the the hub for design and innovation.

ARCH is in the process of preparing a Draft of the Design Policy for Rajasthan, based on the Indian Design Policy,, which will be presented to the CM with supportive data & views on Design innovation and its benefits to the State. The collective ideation towards the design policy includes facilitating the establishment of a Rajasthan chapter of a Chartered Society for Designers and the framing of an acceptable structure for upholding Intellectual Property Rights.

All in all, the Government of Rajasthan is keen on initiating a consultative process with industry, designers and other stakeholders to develop the broad contours of the Rajasthan Design Policy.

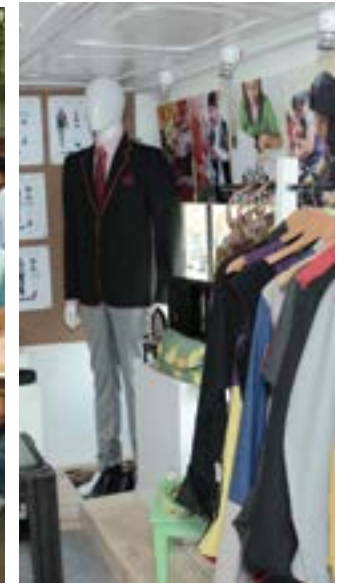
ARCH extends a warm invitation to all those who may be interested in contributing towards this.



## ARCH DESIGN DHARA



The Honourable Chief Minister of Rajasthan, Smt. Vasundhara Raje flagged off the ARCH travelling Exhibition which toured all through Rajasthan for 30 days, to promote Design Awareness and to enable the public to see some aspects of design thinking & skills. Through such unique educational initiatives, ARCH promises to continue sensitising people to the importance of Design in their lives, both as a career option as well as a potent of change



## IFFTI - LONDON COLLEGE OF FASHION FASHION COLLOQUIA



International Foundation of Fashion Technology Institutes  
London College of Fashion



Arch Director, Ms Archana Surana, presenting the Project proposal paper at the London College of Fashion



Supermodel Anchal Kumar showcased the garments made of Natural Dyed Fabric at the ARCH Graduation Fashion Show GABA' 13

As an IFFTI member, the Arch Academy of Design, was invited by the London College of Fashion (LCF) to present a Project proposal at the Fashion Colloquia 2013 held in London under the auspices of IFFTI (International Foundation of Fashion Technology Institutes). ARCH Director, Ms. Archana Surana, presented the Concept paper titled "Innovation in Development of Indigenous Eco Crafts for High Fashion Global Markets" which aimed at providing sustainable livelihood solutions to vulnerable craft communities of the world and improving local economies by reducing the environmental impact of harmful synthetic dyes. Natural dyed products, despite having great characteristics, are still striving to compete and survive in the global markets. She asserted that 'Natural Dyes' should be promoted with value additions of 'handblock printing/ tie-dye' as in 'Masstige' (Mass +

Prestige) products. Natural Dyes, with their excellent antibacterial, deodorizing, and UV-resistant properties, possess an inherent advantage over other harmful dyes and therefore require strategic promotion. The textile industry has great capacity for reducing the consumption of highly polluting synthetic dyes and replacing the toxic and carcinogenic dyes with Natural and eco friendly dyes that have formed a part of India's textile industry for 500 years. The Sanganer textile industry presently catering to huge export/ domestic demand is on the brink of collapse due to pollution, and urgently calls for a scientific initiative to address the gaps to strengthen the traditional wisdom (through product & process upgradation) and make the markets work for the producers. The presentation received a very encouraging response with a number of interested enquiries towards collaboration.

## 'DYEING TO SUSTAIN'

PAPER PRESENTATIONS



Ms Richa Lakwal, Fashion Design Faculty at the ARCH Academy of Design presenting her research paper at the International Conference on Fashion, Retail and Management at NIFT, Hyderabad

Ms Richa Lakwal, Fashion Design Faculty at ARCH, presented a research paper at a three day International Conference on Fashion, Retail and Management held at the NIFT, Hyderabad, India.

The research paper was titled 'Dyeing to Sustain: Encouraging Eco Conscious Lifestyle & Social Responsibility'. The aim of her paper was to translate the passion for Indian ethnic crafts and business ideology into satisfying career opportunities for the hand block printing, tie-dye & handloom- weaving craft artisans, by improving the craft value chain to help revive and sustain eco-heritage textile craft.

Her Research Paper was published in the book - 'Reflections- 2014 - Contemporary Issues and Trends in Fashion, Retail & Management' - ISBN:978-81-7800-297-2. Her presentation was applauded by all academicians, industrialists and researchers at the conference.

## UK - INDIA EDUCATION AND RESEARCH INITIATIVE (UKIERI)

A GREAT OPPORTUNITY FOR EXCHANGE, SHARING & BUILDING.



Ms Archana Surana with Ms Christiana Margiotti at a cultural site Scotland

The ARCH Academy of Design & Perth College, UHI, Scotland, have jointly received the prestigious 45,000 GBP UKIERI 2012 grant for Institutional Capacity Building. Administered through the British Council, the grant funds are for use towards the activities and planned implementation of a 2 year project titled "Communication and Application of Design to Promote Mutual Creative & Cultural Industries". Faculty and Student exchanges including live projects for students within each country is part of the projects agenda and includes building a comprehensive curriculum & the co -development of an Online portal containing shared materials for three distinct course components at beginner



Some of the Tradition & Culture of Scotland on view

and advanced levels. This will be offered for training members of the Creative Industries of respective countries. Towards completion of all planned outcomes of the project, team members of both partner countries have started visits to each others countries. The first visit of ARCH to institutional partner, Perth College UHI in Scotland, started off the collaborative project with the preliminaries of scheduling and structuring of the proposed parts and intended activities of the project. In the lovely itinerary planned by Ms. Christiana Margiotti, Subject & Programme Leader - Creative Arts & Technologies and Visual Design & Communications and Lorenzo Cairns, Head of Curriculum, Creative



Christiana making a presentation to the students & Faculty of ARCH on Scotland's Creative & Cultural Industries & the UKIERI Project

Industries, the ARCH team got a firsthand experience of the visible culture, heritage and creative components of the Scottish Creative & Cultural Industries and was productive in terms of achieving agreeable cohesion of thought and intent between the individual partners in the collaborative effort. Ms Margiotti in turn has just led a visit to India with Perth faculty member Helen Rogers and two students, where the ARCH team familiarized the visiting team with some of the components of the Indian Creative & Cultural Industries. The project is progressing very well and ARCH students will be visiting Scotland in the next trip scheduled for early January 2015.

## JAIPUR METRO RAIL CORPORATION LIMITED ESTABLISHING IDENTITY

The Jaipur Metro Rail Corporation Ltd. (JMRC) invited proposals from Fashion and Uniform Design firms to Participate in a "Uniform Design Contest" to design the uniforms for the employees of the Jaipur Metro. ARCH Academy of Design made a bid for the project with its proposal, which was executed very meticulously under the guidance of the Director Ms. Archana Surana. The entire Design team of Arch Academy of Design comprised of Project Manager, Textile & Fashion Design faculty, Technical experts and students. Keeping to the strict timeline and terms of the uniform design contest, the ARCH team conceptualised and developed the final range of garments (uniforms) for six different categories (cadres) as per the design parameters provided by JMRC. An independent Jury comprising of 7 members, adjudged the uniforms designed & developed by ARCH as the best and declared Arch as the winner of the bid. The outfits were designed to be a blend of traditional sensibilities & Contemporary style.

The Arch Academy of Design has completed and delivered the main phase of the project successfully, having manufactured and submitted all uniform design samples and accessories, and are now the Official Design Consultants to the JMRC. Another proud feather in the cap for ARCH!

The Official Manual for the Uniforms is available for viewing on the official website of JMRC - [https://www.jaipurmetro.in/pdf/Metro\\_25-04-014.pdf](https://www.jaipurmetro.in/pdf/Metro_25-04-014.pdf)

**Project Executed by:** Fashion Dept. Faculty, Richa Lakwal

**Students:** Sujit Kumar, Chaitali Verma

**Alumni:** Nagendra Gupta, Deepa Bhati, Harshad Jain



Corporate Staff Male - Winterwear

Corporate Staff Female - Winterwear

Customer Relation Assistant Male - Winterwear

Customer Relation Assistant Female - Winterwear



Tie Pin & Cufflinks



Belt



Handkerchiefs



Station Controller Uniform, Male



Station Controller Uniform, Female



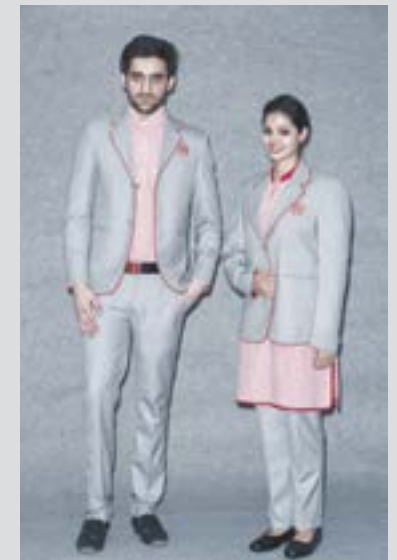
Maintenance Staff, Male

## INDUSTRY SPEAK



"I would take this opportunity to say that the quality of service offered by Arch Academy of Design under 'Jaipur Metro Uniform Design' project has been highly impressive. Congratulations to Arch for successfully completing the designing of Jaipur Metro Staff Uniform in a true professional sense."

**Nihal Chand Goel**  
CMD, Jaipur Metro



Customer Relations Assistant Uniform, Male & Female



## ARCH - FIAPO EXHIBITION ON WILDLIFE PROTECTION



A conference 'India for Animals' (IFA), celebrating the Animal Protection Movement in India was organized at the Hotel Clarks Amer, Jaipur, by the Federation of Indian Animal Protection Organizations (FIAPO). The ARCH Academy of Design in association with FIAPO held an Inter-School Photography & Clothing Design competition to create animal awareness & later exhibited the contest winning entries at the conference. Through the specially designed bamboo display structure of the exhibition, housing installations & strongly designed messages, attention was drawn to the welfare of animals - caged birds begging for freedom; zebras hoping to survive the slaughter just like the camels packaged for export etc. The exhibition display was visited and appreciated by Animal activists "Ace" Anthony Bourke & Ms. Menaka Gandhi among others.

**ARCH and FIAPO are presently in the process of establishing & formalising a partnership to take forward all future collaborative activities.**

## CII CERA GLASS EVENT 2012

Arch provided Design Consultancy Services to the Confederation of Indian Industry (CII), for CeraGlass 2012 (an International B2B trade fair & conference on Ceramics, Glass & Allied products). The trade fair was jointly organized by RIICO, CII, & ICS with the support of the Ministry of Commerce, Government of India. Under the design guidance and visualization support of Prof. Benoy Thoompunkal, the senior faculty & students of the Interior Design Department of Arch carried out the entire work of planning & implementation of the Cera Glass Haat space of 1300 sq.mtr (a special area of attraction for the visitors). The execution of its structures, including the signage, display and lighting for product exhibitors was also attended to with professionalism by Arch students who used the platform as an excellent opportunity to understand the practical aspects and dynamics of translating creative concepts into usable final form.



## ACCESS DEVELOPMENT PROJECT



ACCESS is a not-for-profit company with its aim to incubate new institutions to enable their efforts towards self-sufficiency and self-sustainability. The overall objective of the 'ARCH-ACCESS joint initiative' under the aegis of ARCH Project Cell is to create a skilled workforce to address the increasing demand of Jaipur Jewellery Industry. It envisages equipping 725 Jewellery making artisans/microenterprises (residing in urban/ semi-urban craft dense clusters of Jaipur city) directly with improved technical skills to enable them enhance the design aspect, productivity & quality of their products so as to compete with the changing market demands and aspirations. The project & its process, is giving our Design students the rich experience and exposure to craft clusters & a chance to build on their understanding of the indigenous craft & cultures of our country through direct interaction with grassroots artisans.

## TAAL CHAPPAR - SKILL UPGRADATION PROJECT

Taal Chappar is a forest area of Churu district in Rajasthan famous for its black-bucks. The Arch Academy of Design executed a project at Taal Chappar to research and develop eco-friendly products and promote rural enterprises and stress the importance of sustainability in the rural non - farm sector among artisans. The project was sponsored by the Rural Non Farm Development Agency (RUDA), Govt. of India. A range of products were developed on the project and included necklaces, earrings, bangles, bottle holders, fish nets, decorative boxes, door knobs and wall hangings. The main objective to provide sustainable livelihood to women in selected villages was achieved successfully through the formation of self help groups.



## DCH - SKILL UPGRADATION FOR ARTISAN



ARCH is working on a 5 yr long Artisans Training Program, sanctioned & funded by the Development Commissioner of Handicrafts, Govt. of India, under the Human Resource Development through Established Institutions Scheme.

The objective of the program is to train 100 Artisans every year in the development of Fashion Accessories in Textile, Leather, Metal, Wood & Terracotta Craft. A Terracotta Lab, Wood Workshop, Textile Lab and Leather Workshop have been constructed and commissioned to fulfill the purpose. The nature of work involves Skill Mapping, Skill Identification, Product & Material Innovation, Exploration of Finishes & Surface Treatments and Development of Craft products. ARCH has successfully completed 4 years of this ongoing training program and has trained 300 artisans till date.

The engagement of ARCH in design projects and programmes has progressed towards consultancy and concept development for industry through its Design and Development Project Consultancy Cell which extends to the turnkey implementation of projects in the areas of Visual Merchandising, Exhibition Design, Interior Design, Jewellery Design, Lighting Design, Product Design and the Development of prototypes in Apparel, Textiles, Crafts and Accessories, Furniture, etc. The Project Consultancy Cell offers a comprehensive range of well designed support services and provides dedicated business solutions to its clients & partners among which are Government agencies, Not-for-profit / Corporate institutions & grassroots Micro Enterprises.

**FASHION SHOWS**



ARCH Graduate Fashion Show GABA 2010 conceived by Archana Surana held at the City Palace



ARCH Graduate Fashion Show GABA 2012 conceived by Archana Surana held at the Clarks Amer Hotel

**APPAREL DESIGN**



Designer: Sunita Yadav  
 ARCH Academy of Design



“Fashion is architecture: it is matter of proportions.”  
 Designer: Richa Lakwal, ARCH Academy of Design

**APPAREL DESIGN**



GARMENT SELECTED FOR  
 “MONTANA WORLD OF WEARABLE  
 ART (WOW) 2009”  
 THEME: I FEEL LIKE A PRINCESS  
 TONIGHT  
 Inspired by fairytales, wanted to  
 create a child’s dream, which has  
 no boundaries of any nation. Set in  
 clouds, moonlight and a castle.



GARMENT SELECTED FOR “MONTANA WORLD OF WEARABLE ART (WOW) 2010”  
 THEME: TWIN SPACE  
 Inspired by the closeness and the unique experience the twins share, Swati Gupta designed the costume which fits the two models at the same time.  
 Their connectivity has the potential to either bring them together or separate them as far as possible .  
 They need people to see them as individuals and not as a twins And all they want is their own space.  
 Designer: Swati Gupta,  
 ARCH Academy of Design

**JEWELLERY DESIGN**



‘Exotic Drop’ earrings collection for ANGARA.COM, USA  
 Designer: Indrajit Das, ARCH Academy of Design.

**INTERIOR DESIGN**



**CRAFT MUSEUM SHOP  
 NATIONAL HANDICRAFTS & HANDLOOMS MUSEUM, NEW DELHI**  
 Complete design of the shop extension, display, lighting, facade & fenestration. Design & production of shelving & display system in construction ‘balli’. Complete supervision through all implementation stages.  
 Designer: Benoy Thoompunkal, ARCH Academy of Design

**INTERIOR DESIGN**



**CHOWKHI DHANI VILLAGE RESORT**  
 Designed rooms, lobby, public area, restaurant, exterior of the rooms inspired from traditional style of Architecture from Gujarat and Rajasthan.

**Designer:** Prabha Sharma, ARCH Academy of Design

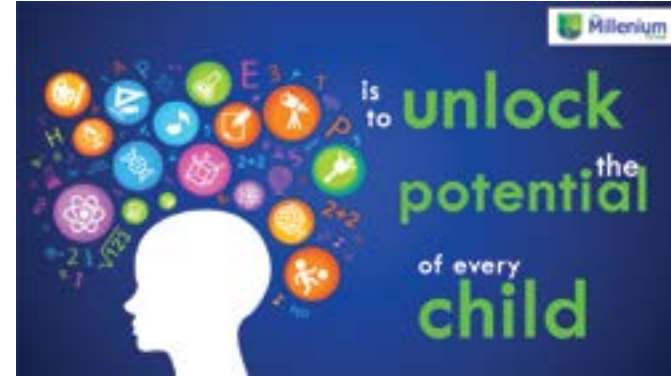


**CAD - COMPUTER AIDED DESIGN**



**JEWELLERY DESIGN RENDERED IN JEWEL CAD SOFTWARE**  
**Designer:** Yashpal Dagur, ARCH Academy of Design

**GRAPHIC DESIGN**



**COMMERCIAL FOR ELECTRONIC MEDIA**  
 Electronic Media Commercial by Animation Bugs for The Millennium School, Amritsar  
**Designer:** Yash Raizada, ARCH Academy of Design



**POSTER DESIGN**  
 Poster Design for Young Entrepreneurs Business Plan Competition 2015 by ARCH Academy of Design supported by TIE, Rajasthan Chapter.  
**Designer:** Yash Raizada, ARCH Academy of Design



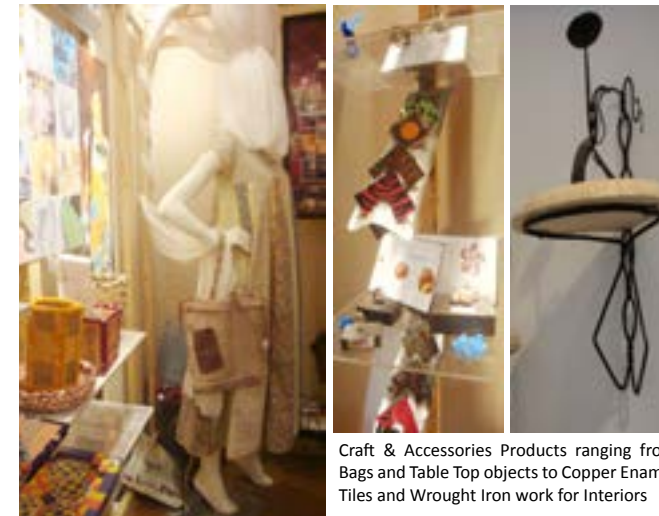
**LOGO DESIGN**  
 Logo Design for 'Homes & Hues' and 'Megapixels Creative' by Animation Bugs.  
**Designer:** Yash Raizada, ARCH Academy of Design

**TEXTILE DESIGN**



Woven fabric for Hyundai Elantra. The woven fabric is the collection for Hyundai Elantra project (Interior Textiles) with a specific theme and mood board with Automotive forecasting colours of Gray, black and beige shade.  
**Designer:** Swati Mitra, Arch Academy of Design

**CRAFT & ACCESSORIES DESIGN**



Craft & Accessories Products ranging from Bags and Table Top objects to Copper Enamel Tiles and Wrought Iron work for Interiors  
**Various Designers,** ARCH Academy of Design

**EXHIBITIONS**



Design of Theme Pavilions - Exhibition space structures, display and lighting. Complete supervision of construction. For the Handloom and Handicraft Export Corporation of India (HHEC of India) 1994 - 1997  
**Designer:** Benoy Thoompungal, ARCH Academy of Design

**VISUAL MERCHANDISING**



**ILLUSION**  
 Visual Merchandising created around the concept of 'Illusion' at ARCH Campus  
**Designer:** Swati Gupta, ARCH Academy of Design





**BENOY THOOMPUNKAL**  
Director Academics  
Partnerships, Research & Innovation,  
Sr. Faculty,  
Craft & Product Design

After reading Economics at St. Stephens College, Delhi, he went on to specialize in Furniture Design from the Faculty of Industrial Design at the National Institute of Design(NID), Ahmedabad. As a practicing Design Consultant and academician for over 30 years, he has worked in the multifarious fields of design, ranging from Heritage Conservation & Product Design to Interiors, Space & Structure, Lighting, Exhibitions & Display, Photography, and Clock Design, among other things; providing his expertise towards conceptualization and execution of various national and international projects. A founding member and former CEO of the Stone Craft Foundation, a Government of Rajasthan initiative to encourage the use of stone as a building material,

he has worked closely with the Government, over the years, providing design and policy consultancy on various heritage conservation projects ranging from forts to museums. As the Director Academics at the ARCH Academy of Design his role extends as a Mentor, equally engaged in the various academic & strategic procedures of the institution as well as in the exploration of collaborations for institutional linkages and the establishment of Partnerships, both national and international, with industry and other academic entities, keeping research and innovation as important constituents at the centre of such endeavours.



**PRAMOD YADAV**  
Director Administration  
& Projects  
Sr. Faculty, Fashion & Textiles

Former Principal, ATDC; Former Regional Manager, ATDC. With more than 22 years experience in the Textile Industry and Education, he is UGCNET qualified and has written 3 important

books in Textile Design - "Apparel Production Technology", "Apparel Quality Control", and "Apparel Merchandising". His next book is on "Apparel Design". Currently he is also the Coordinator of Northern India for skill development workshops. For the last 20 years he has focused on the area of Skill Development and implementation of Projects under Integrated Skill Development, on a pan India basis for the Ministry of Textiles. He has also contributed to the Diagnostic Study for Garment Cluster Development and identification of thrust areas for the sector. He has also worked on developing linkages between Institutional Course contents and the Garment Sector.



**Dr. MANISH JAIN**  
Principal, University of Rajasthan UG & PG Courses

He is an Alumnus of the University of Rajasthan with a PhD in Commerce & a PG Diploma in Cost and Works Accountancy (DCWA). Dr Manish Jain received his MBA in Finance and Marketing from Alagappa University, Tamil Nadu. With 18

years of teaching experience his expertise lies in Accounts & Finance subjects. He has authored 17 books for UG and PG students of different universities and has had numerous papers published in Indian and International Journals. He has also participated in about three dozen National and International Conferences and Seminars and got Best paper Awards. Dr. Manish is associated with the Institute of Chartered Accountants of India (ICAI), Vardhman Mahaveer Open University, Kota.



**POONAM BHARGAVA**  
Head - Communications

An alumna of the St Johns College, Agra she holds a graduation in science and a Master's in Education (Gold Medal) from DEI, Agra Deemed University. She has 14 years of rich and diverse experience in the education sector, along with the entrepreneurial experience of running her own cast iron foundry unit manufacturing Automotive castings. She has worked with Macademia, the Apple Authorised Learning Centre, heading their Curriculum

division in Delhi. She has also managed the corporate education initiative of the media company, 9.9 Media. She has actively counseled, parents, teachers and students and brings that experience too, to Arch.



**SHIVANI KAUSHIK**  
Academic Co-ordinator;  
Head, Vocational Studies;  
Sr. Faculty, 3D Design  
(Jewellery Design)

An alumnus of the University of Rajasthan with an MA in English & Political Science and B.Ed in Education, she has studied Textile & Jewellery Design and has an expertise in manual designing techniques, and Orthographic & Isometric Drawing of Jewellery. With 13 years of teaching experience, she continues to serve as an Examiner & Board of Study Member for Jewellery in various other Colleges. She has been handling Student Affairs & Staff Development Programs for the past 4 years at Arch.



**INDRAJIT DAS**  
Co-ordinator - Foundation  
Studies & Jewellery Design  
Sr. Faculty 3D Design  
(Jewellery & Accessories Design)

An alumnus of NIFT, Gandhinagar, he has studied Accessories Design with a specialization in Jewellery Design. He has also studied Fine Arts and Painting from the Rabindra Bharti University, Kolkata. He has extensive experience managing Design as a Creative Head with prestigious organizations such as ANGARA. com, USA & Vaibhav Global Ltd., and he brings this versatile knowledge into the classroom. He has his own Jewellery label in the name of 'Indrajit Das Jewellery Designs'. Besides showcasing his Jewellery collection in the Hyderabad Fashion Week and Rajasthan Fashion Week, he was the official Jewellery Designer for the 72 episode heritage based docudrama 'Desert Calling' promoted by tourism of Rajasthan on the DD National network. His design 'AFRICA' was one of the finalists for the "Swarovski Elements' Jewellery Design Award 2012.



**YASHPAL DAGUR**  
Head - Information Technology;  
Sr. Faculty, CAD in 3D Design  
(Jewellery/ Interior) & Fashion Design

An alumnus of the University of Rajasthan with a Post Graduation in Computer applications & Internet Programming, his area of expertise lies in extended training in the use of Graphic software's that include Auto-CAD, Reach CAD, JCAD, Jewel CAD, CorelDraw, Adobe Photoshop, Front Page, etc. He has command over various programming languages like HTML 4.0, JavaScript, VBScript, C, C++, COBOL, Assembly, Fox-Pro 2.6, ASP, Java, Visual Basics, Cobra, Database handling with Ms-Access and packages like WS, LOTUS, dBase, Tally etc.



**SUNITA YADAV**  
Coordinator Fashion & Textiles,  
GPEM; Sr. Faculty, Fashion & Textiles

An Alumna of the University of Rajasthan with a specialization in Garment Production and Export Management, she specializes in Apparel Manufacturing Technology (AMT) and CAD Pattern Making. She was a part of the Faculty Exchange Program on Creative Pattern Making under the Prime Minister's Initiative for International Education (PMI2) with the Doncaster College, UK. She has worked as a Sampling Coordinator and designer with the industry and her expertise lies in the areas of Pattern, Garment Construction, Apparel Technology and Pattern Drafting & Draping. She has 11 years of teaching experience.



**RICHA LAKWAL**  
Faculty, Fashion & Textiles

An alumna of the National Institute of Fashion Technology, Gandhinagar, Gujarat, Richa holds a specialization in Fashion Design. In her Industrial Experience of 5 years, she has worked as a Fashion Designer

with well-established export houses, retail brands and multi national companies, all based in New Delhi, catering to the domestic & international market. Recently, she presented her Research Paper "Contemporary Issues and Trends in Fashion, Retail & Management" (ISBN: 978-81-7800-297-2) in an International Conference at NIFT Hyderabad, and published in the book – "Reflections - 2014". She has also worked with Khadi Gram Udyog, Jaipur and has been an active contributor in the Uniform Design Consultancy team for Jaipur Metro Rail Corporation Staff. Her expertise lies in Draping, Garment Construction, Styling, Surface Ornamentation, Motion Photography and Material Exploration. She attends seminars and lectures on design, fashion, movies, and literature and participates in exhibitions, fairs and fashion shows.



**SWATI GUPTA**  
Faculty, Fashion & Textiles

An alumna from National Institute of Fashion Technology, Gandhinagar, Gujarat, she has a specialization in Fashion and

Apparel design. She started her career with Ratan Textiles, Jaipur and found her interest in designing garments for Kids. Her passion is to experiment with new surfaces for embellishment, Macrame, working with different materials like glass, fiber, metal, plastic etc and experimenting with colour and creating colourful handicrafts and trying Origami. Her eclectic experience in the Fashion Industry ranges from exports to retail, production houses to design houses. She believes her creativity is at its best when she is amidst nature or is travelling. She has presented her work twice at WOW – the World of Wearable Art, which is a one of its kind show in New Zealand.



**PRABHA SHARMA**  
Faculty 3D Design (Interiors)

With 11 yrs of experience in managing Hotel Design Projects, she was an integral part of a team in large scale projects. She brings her practical knowledge to the classroom situation. Her skills include drawing 3D views through perspectives and orthographic projections. She

was a state level hockey player and is a qualified Kathak dancer. She has participated in numerous competitions and performances at national and international levels.



**SWATI MITRA**  
Faculty, Fashion and Textiles

An alumna of the University of Banasthali Vidhyapith, Niwai, she holds a specialisation in Textile Designing (Weaving, Hons.). With industrial experience as an Automotive Interior Textile Designer for Maruti Udyog (Gurgaon) and Hyundai (Chennai), her specializations lie in the analysis of weave structure, reproduction of market cloth, and advanced exploratory weaves.



**SWATI JAIN**  
Faculty, Fashion & Textiles

Swati Jain is an alumna of NIFT, Chennai with a specialization in Fashion Design. She has a decade long work experience in Fashion and Textiles with well-established export houses and buying houses for both international and domestic market. She is also pursuing a Masters in Social Entrepreneurship from Goldsmith's College, University of London. Swati has travelled extensively and is passionate about Indian crafts. Giving in to her own entrepreneurial spirit, Swati also started a social initiative with her husband in Jaipur. Aptly named, The Happy Store, it was a concept store for retailing handcrafted products as part of livelihood initiative for rural artisans and a space for creative expression through various mediums to bring about social change.



**ASMA KHAN**  
Faculty, GPEM (Textiles)

She started her career with Gurukul Sanskar College, Sumerpur (Pali) as a lecturer

of clothing and textile and has 5 years academic experience of lecturership in garment production and export management and textile dyeing and printing. She has worked with many Govt organizations and NGO's like RMOL, iLead, Urmul Trust etc. As a research scholar, she has two years of experience of conducting research work at the Central Wool and Sheep Institute Avikanagar, and the IIS University Jaipur. She is presently pursuing her PhD studies.



**KALPANA MUNJAL**  
Faculty, GPEM (Clothing)

An alumna of the International College for Girls with an Msc in Clothing & Textile, and a Bachelors in education, Kalpana has cleared the National Eligibility Test conducted by the University Grants Commission. She is pursuing a PhD on the topic of 'Sustainable Apparel Development and Creating Awareness' from the IIS University Jaipur. With 3 years of teaching experience in different academic institutions, her areas of expertise lie in dyeing and

printing, textile chemistry and garment construction. She has attended various Seminars Conferences and Workshops on fashion and textiles and presented papers on different topics. Recently her Review paper entitled 'Practices and Possibilities of Sustainable Fashion' was published in the Asian Journal of Home Science (ISSN-0976-8351).



**SWAPNAL JANGID**  
Faculty, 3D Design (Interiors)

An Alumna of the Exterior & Interior Institute, Bangalore, she is a practicing Interior Designer with an experience of 10 yrs. Her areas of expertise include construction drawing, materials, finishes, selections, architectural details & specifications. Her extensive knowledge of Interior design reflects in creative and inspirational methods of teaching in her classroom. She is also running her own SSI unit named 'Suthar' in Bangalore which produces very high quality furniture.



**DIVYA SHARMA**  
Faculty, 3D Design (Interiors)

An Alumna of the Women's Polytechnic, Jodhpur, Divya has teaching experience in design institutions of repute. Her key knowledge areas are Furniture Design and Construction. Her specializations include orthographic & isometric views and engineering drawings and knowledge of European architecture, and culture through her stint in Germany. In the classroom, Divya brings a contrasting element of learning by observing. She is a disciple of Daisaku Ikeda and believes in positivity.



**ABHISHEK PASORIA**  
Faculty, 3D Design (Interiors)

An alumnus of the JD Institute

of Design, Nagpur, Maharashtra, he is an architect and has been running his interior design firm 'Design Elements' for the past 10 years. He has specialized in civil work planning and Vaastu Shastra. He has designed projects in cities like Nagpur, Raipur and Vizag. His projects include residences, bungalows, offices and commercial spaces such as Salons, Fast food joints and super markets.



**NISHI JAJOO**  
Faculty, 3D Design (Interiors)

An alumna from SNDT University, Mumbai, Nishi is also a practicing Interior Design consultant with 9 years of experience in designing residential and commercial spaces. She is a designing consultant to 'Coral Group', a real estate and infrastructure development company in Jaipur for the past 6 years. Drawing on the experience of her professional practice, she brings practical skills and knowledge into the classroom to supplement her theoretical inputs.



**ASHISH KUMAWAT**  
Faculty, 3D Design (Interiors)

An alumnus of the Aayojan school of Architecture, Jaipur, Ashish is thoroughly competent with all aspects of Interior Design, Architecture and Landscaping, which includes 2D & 3D design, space planning, Furniture layouts, detailing, structure and outer façade of Buildings etc. He specializes in working drawings. His software strengths include complete expertise in the use of Auto CAD 2D & 3D, 3D's MAX, Google SketchUp, and Photoshop. He is a practicing architect and brings his experience to bear in his contributions in the classroom.

**PRIYANK GUPTA**  
Faculty, 3D Design (Interiors);  
Manager, Projects

An alumnus of the Aayojan School of Architecture, Jaipur, he holds a specialization in Interior Design. As a practicing Architect and Interior Designer he addresses Planning, Architectural, Interior and Landscape work through his own firm. With more than 7 years experience in office Management, Project Proposal Formulation and Monitoring, Organizing Workshops & Seminars, he has worked on the formulation of course content for various training programmes and Short Term Academic Courses. He was the Project Manager and member of the team on the prestigious 'Stone Artefacts Promotion Project' of the Government of Rajasthan. He has also worked with organizations in the field of Heritage Conservation, & Art and Culture across India including the Jaipur Virasat Foundation and DRONAH.

**SURESH PARASHAR**  
Faculty, Foundation Programme  
in Art & Design

An alumnus of the Maharaja Sayaji Rao University, Baroda. He has been involved in teaching, training & consultancy for over 10 years with expertise in Art & Craft. His key areas of expertise are Visual Referencing in Art & Design, Cultural & Contextual studies in Art & Design, History of Indian & Western Art, Elements of Design and Design Principles.



**YASH RAIZADA**  
Faculty, Graphic Design

An alumnus of Punjab Technical University with a graduation in Multimedia, he also has a professional certificate in Animation & Film making from SAGA Animation. With an experience of 5 yrs as Digital Graphic & Motion Graphics Designer, he has expertise in CorelDraw, All Adobe software, Autodesk 3Ds Max & MAYA, Combustion, Eye on Fusion 6.0 and Z-Brush. His keen areas of interest are Advertising and Media Management, Graphic and Ad Design, Sketching,

Motion Graphics, 3D Modeling and Texturing, Story Boarding, and Scripting.



**ARPIT JAIN**  
Faculty, Graphic Design

An alumnus of University of Rajasthan, he also holds a Professional Diploma & Certificate in Multimedia, Web Designing & Animation from the Maya Academy of Advanced Cinematics (MAAC). With an experience of 5 yrs as a Web & Graphic Designer, he has expertise in CorelDraw, all Adobe Software, Autodesk 3Ds Max & Maya & Fusion. His keen areas of interest are Advertising and Media Management, Graphic and Ad Design, Motion Graphics, and Post Production line work.



**DEEPENDRA KAUR**  
Faculty, 3D Design (Jewellery)

She is an Alumna of the University of Rajasthan with post graduation in Public Administration. After an association with Oriental Gemco and Arth Jewels she did a 2 year Diploma in Jewellery Design from the Arch Academy of Design, Jaipur. She won the best student of the year award in 2009. She has won prizes in Jas '09 and in Kerala Gems and Jewellery '08. The 5 years of experience as a designer in the jewellery design industry adds value to her classroom delivery.



**DR SHARAD GARG**  
Head - Department of  
Management Studies &  
Commerce

With more than 14 years of work experience, Dr. Garg is a meritorious educationist with a large number of publications to his credit including books, research papers, newspaper articles and book reviews. Of his 7 research papers presented on national and international level, he bagged the 'Best paper' award in an International Conference. He is

a Life time member of the Indian Commerce Association and an expert/resource person and corporate trainer for corporate organizations like Genpact, IGNOU, Vardhman Mahaveer Open University, IMT, Bhartiya Vidya Bhawan, JIMS and MSME, Govt. of India etc. He is also an approved research guide in the subject area of Marketing Management.



**SHARAD KAMRA**  
Sr Faculty, Management  
Studies

Sharad has 16 years of diversified experience in Start ups, education, Not for Profit sector and Family Business. He has been involved in teaching, training & consultancy for over ten years, with expertise in design and delivery of Management Programs, Soft skills & Entrepreneurial skills Training Programs for entrepreneurs, working professionals and students. He has been Consultant to the National Entrepreneurship Network, Jaipur region, for promoting entrepreneurship. More recently, he was the

Executive Director, Rajasthan Chapter with TiE (The Indus Entrepreneurs).



**ANAMIKA KAMRA**  
Faculty, BBA, B.Com, & GPEM

An alumna of University of Rajasthan with a doctorate in Accountancy and Business Statistics, she has been in research and academics for more than 8 years. Recently, she qualified as an Image Consultant Partner from Image Consulting Business Institute, Mumbai to deliver Image building Counseling and soft skills training.



**BHUWAN BHATNAGAR**  
Faculty, Management Studies;  
Coordinator, Vocational  
Studies

He is an alumnus of the Government Polytechnic College, Ajmer and has a Diploma in Mechanical Engineering. He also has a BCA, ADCA, MCA, DIM, PGDIM, PGDFM & an MBA in Finance. He has served as an external examiner & paper setter at various universities dealing with Computer studies & Management. With 16 years of experience in teaching computer & management subjects.





**JACQUELINE FARREL**

Jacqueline Farrel is the Head of School of Fashion, Textiles and Jewellery, Glasgow Clyde College for the past 5 years. Earlier she was Senior Lecturer Textiles at Cardonald College, Glasgow. She worked as an Embroidery Designer at Coats Viyella and as a Woven Textile Designer at Lochcarron in the UK. She is the Author of 'How-to-Crafts' book published by Hamlyn Books. She represented Cardonald College in the signing of an MoU with ARCH under the Scotland – Jaipur Partnership Development Programme funded by the British Council. Under this programme she conducted week long workshops at ARCH in Creative Idea Generation techniques, Textile Surface Embellishments techniques & textile based jewellery and accessories design with Fashion and Jewellery students.



**JANICE GRZYB**

Janice is a New York based Jewellery Designer and fabricator of one of a kind pieces, limited editions and custom work for over 25 years. Her work encompasses a wide range of techniques using precious metals and a variety of precious and semi-precious gem stones. Often her pieces incorporate unusual elements collected from her travels, which give her work an exotic quality and an aura of antiquity. She took the Jewellery Design students of ARCH through an intensive week long workshop in jewellery making and setting techniques, which included Stone setting on metal. She taught a few exclusive settings such as Flush setting and Nick setting apart from regular ones. She also taught the students hand drilling technique to make a bead out of a gemstone disc-techniques very much in use in the jewellery design of the US and Europe.



**DINAH DE SOUSA COSTA**

A Graphic Designer from Brazil, Dinah completed her Graduation in Graphic Design from Universidade Tiradentes, Aracaju, Brazil. She has a degree in Social Communication: Radio and Television from Universidade Federal de Sergipe, Aracaju, Brazil and did her Post Graduation in Visual Arts- Culture and Creation from Senac São Paulo, Brazil. She worked as a Manager at the Design Week at Aracaju and also went for a Cultural Exchange- "Big Sister" – EUA-2011. Her specialisations include Visual Communication, Ideas Generation and Representation, Contextual Influences and Cultural Referencing and Design Method. She worked with ARCH for 6 months as a resident faculty member, handling Foundation Studies, as well as developing Curriculum for Graphics. She took classes in Contextual Studies in Art and Design, Design Method and Design Principles. Under her guidance the students

of Design Foundation worked on the concept 'Transforming Jaipur' in their Contextual studies where they found out the problem areas in modern Jaipur and tried to come up with relevant solutions. In Design Methods the students worked on a project 'India for Animals' promoted by FIAPO. The students were thoroughly taught Documentation - to make Evidence files, Scrap books and Digital Presentations etc.



**LAURA DANIELA GARZÓN TORRES**

Laura is an Alumna of Tadeo Lozano University. Bogotá, Colombia, with a 4 year Degree in Industrial Design. She volunteered to do Peace Development Workshops and Indoor & Outdoor Exercises to promote the development of artistic skills at Jorge Tadeo Lozano University, Arts and Culture Department in Bogotá. Her specialisations are in Trends Identification and Social Networks Administration. She worked with ARCH for 6 months as a resident faculty

member, handling Foundation Studies, as well as developing Curriculum, and teaching Trends & Forecasting and Research & Documentation Techniques.



**SUSANA CEDEÑO JARAMILLO**

An Alumna of Tadeo Lozano University, Bogotá, Colombia, Susana has a 4 year Degree in Industrial Design. She volunteered to do workshops for peace development and social immersion with direct interaction with vulnerable communities near Bogotá. Her specializations include Modelling Sculpture, Papiermache, Origami and Knitting. She worked with ARCH for 6 months as a resident faculty member, handling Foundation Studies, as well as developing Curriculum, and teaching Trends & Forecasting and Research & Documentation Techniques.



**NATALIA BUJAK**

An Alumna of Tadeo Uniwersytet Ekonomiczny w Krakowie, Poland. Natalia is a expert in International Marketing.



**TAMARA ALVIS**

Tamara is a graduate of the University of São Paulo, Brazil in Textile and Fashion. She has worked in the field of Fashion Journalism, covering important Fashion Weeks in Brazil, such as Minas Trend, Fashion Cruise, São Paulo Fashion Week and Rio Fashion Business. She is presently at ARCH as a resident Faculty, and is addressing curriculum development & Foundation Studies, as well as modules in Fashion Design. Tamara will be teaching subjects like Visual Communication in Art and Design and Ideas Generation and Development in Art and Design with Foundation students. She will also teach International Fashion Trends and Forecast for Fashion Design students at ARCH.



**IRIS STRILL**

A Textile Designer from France, Iris works with important NGO's in India on projects linked with livelihood training. Iris, has "more or less" lived in India since she first came to work on a textile project 10 years ago. The vibrancy of the country has attracted her and is probably best reflected in her design studio called 'Purple Jungle' in the Hauz Khas village in Delhi. Presently she is working intensively with ACCESS Development Services, a livelihoods promotion organisation, on projects benefiting marginalized Rural Craft Artisans around the game sanctuaries in Ranthambore. In furtherance of developing Design inputs for the projects, ARCH in collaboration with ACCESS development, enabled workshops which Iris took with the students of ARCH in developing designs for making Craft Souvenirs for local and foreign tourists visiting the Ranthambore tiger reserve



**MAYARA SCHNEIDER**

An Alumna of "USP - Universidade de São Paulo", São Paulo, Brazil, she has a Bachelors degree in Textile and Fashion with a specialization in Fashion Marketing and Strategic Planning. She is a Fashion professional with over 6 years of experience in the market where she worked with important companies such as Tavex S.A, a global Jeans company and Dafiti, the biggest online fashion retailer in South America. Her interests go beyond the fashion field into the Arts where she has studied Art Criticism at MAM (Museum of Modern Art - São Paulo), Art History at MIS (Museum of Image and Sound - São Paulo) and Art Concepts and Techniques at Pennsylvania State University (Online Course). She believes that creativity and innovation have strong capabilities to positively influence socioeconomic and environmental world concerns.



PAUL RYAN, EXTERNAL EXAMINER, HND ART & DESIGN

### ASSESSMENT OF QUALITY STANDARDS

Edexcel's quality assurance system for all BTEC higher level programmes on the QCF at Levels 4–7 ensure that centres have effective quality assurance processes to review programme delivery. It will also ensure that the outcomes of assessment are to UK national standards.

Centres are required to demonstrate ongoing fulfilment of all quality criteria over time and across all programmes. The process that assures this is external examination, which is undertaken by Edexcel's External Examiners.

Edexcel reserves the right to confirm independently that these arrangements are operating to Edexcel's satisfaction.



STELLA POWERS, AUDITOR & TRAINER, EDEXCEL

### TRAINING

Edexcel supports UK and international partnering institutions with training related to BTEC qualifications. This support is available through a choice of training options offered, which include customised training at the institution centre.

ARCH faculty have gone through intensive training over 2 years on all aspects of Edexcel Delivery including

- Planning for the delivery of a new programme
- Developing effective assignments
- Planning for assessment and grading
- Building effective and efficient quality assurance systems



VERONICA WALSH, AUDITOR, EDEXCEL ASSURED PROGRAMMES



Paul Ryan, External Examiner, HND Art & Design, EDEXCEL verifying the work of the students at ARCH



Veronica Walsh, Auditor, EDEXCEL Assured Programmes with the ARCH Team



SUE BUTLER, TRAINER, EDEXCEL



Stella Powers, Auditor & Trainer, EDEXCEL with ARCH Director looking at the ARCH Magazine 'Backstitch'



Veronica Walsh, Auditor, EDEXCEL Assured Programmes looking at the work of the students at ARCH

**ABHINAV JALANI**  
Gemologist, Jaipur

**ANISH PURI**  
Apparel Export Consultant  
New Delhi

**ANUJ SHARMA**  
Fashion Designer, Jaipur  
Alumnus, NIFT Delhi

**ANURAG SINGHAL**  
Visual Merchandiser  
Future Axiom Telecom Ltd.  
Gurgaon

**ARINDAM DAS**  
Director, NIFT, Gandhi Nagar

**BADSHAH MIYAN**  
National Awardee in Tie-N-Dye  
Jaipur

**Prof. BHAWANI SHANKAR SHARMA**  
Artist & Sculptor, Jaipur

**CHANDRA VIJAY SINGH**  
Industrial Product Designer  
Alumnus NID, Ahmedabad

**CP VASHISHT**  
APT, Textile Science,  
Former Principal ATDC, Manesar

**DEEPAK SANKET**  
National Awardee in Enameled Jewellery  
Jaipur

**DEEPAK PATHAK**  
Diamond Grading Expert, Jaipur

**DHARMENDRA SINGH**  
Artisan & Craftsman, Jaipur

**DINESH KORJAN**  
Alumnus NID, Ahmedabad  
Studio Korjan, Ahmedabad

**GAURAV MATHUR**  
Sr. Architect & Educationist, Jaipur

**DR HARI NARAYAN AGARWAL**  
Applied Economics & PhD in Commerce.  
M.Com, Jaipur

**JANICE GRZYB**  
Jewellery Designer, USA

**KB JINAN**  
NID Alumnus, Ahmedabad  
Art Curator

**DR MUKESH PASORIYA**  
Faculty of Commerce & Finance  
Jaipur

**NANDAN GHIYA**  
Alumnus NIFT, New Delhi  
Artist and Fashion Designer

**NITA THAKORE**  
Alumnus MSU, Vadodara.  
PG Diploma (Textile Art), Goldsmiths College  
of Arts, University of London. A

**RAHUL TAK**  
MBA, Interior Designer,  
Arpan Interiors, Jaipur

**RANJAN PRAKASH**  
Gemologist

**SANG-LAN KIM**  
Lecturer, National Museum of  
Asian Art Paris, France

**SANGEETA SHROFF**  
Former Director IICD, Alumnus NID  
Ahmedabad

**SKYE MORRISON**  
Educator Researcher,  
Canada Fashion and Kite Designer

**DR SUDHIR SONI**  
Senior Faculty Design Communication  
Journalism

**SURENDRA SINGH**  
Enamel Artist

**SWATI PAREEK**  
Faculty CAD

**TARANG MAHESHWARI**  
NIFT Alumnus, New Delhi  
Co Founder EKAA Design Studio

**DR VED PRAKASH**  
PhD, MA English,  
Educationist, Writer, Editor & UGC Teacher  
Research Fellow

**VIKRAM SINGH**  
Furniture Designer  
Hastkala Exports

**YASRA DAUD**  
Interior Designer  
American University of Sharjah

**YUNUS KHIMANI**  
Former Dean - IICD,  
Director, Sawai Man Singh City  
Palace Museum, Jaipur

**ABHISHEK HARITWAL**  
Haritsons Group

**ABHISHEK RANIWALA**  
Raniwala Jewellers

**ABHISHEK SAND**  
Savio Jewellery

**ANSHUMAN SHARMA**  
B.Arch. (Hons)  
MCOA, AIIA, Hon. Secy. IIID - JRC

**ANUPAMA BOSE**  
Textile Designer

**ARCHANA AHUJA**  
Ahuja Overseas

**ARUNA SINGH**  
Fashion Designer

**ASHOK GOYAL**  
Dwarka Gems Pvt. Ltd.

**AYUSH KASLIWAL**  
Craft Product Designer  
Owner, AKFD, Alumnus, NID

**DILEEP BAID**  
MD, Dileep Industries

**DIVYA SINGH**  
Architect and Interior Designer

**GAURAV MATHUR**  
Architect

**GEETANJALI KASLIWAL**  
Architect,  
Owner Anantaya

**HEMANT AMBWANI**  
Fashion Designer

**LEELA BHARGAVA**  
Architect

**MAYANK SONI**  
CMD, MBJ Group

**MEGHA BHATNAGAR**  
Architect and Interior Designer

**MICHAEL BOY**  
Jewellery Designer

**NIKHIL JAIN**  
Owner, Nihar Creations  
Alumnus, NIFT Gandhinagar

**NIKHIL KAPOOR**  
Creative Head, Pratap Sons

**RAJIV JAIN**  
Owner, Sambhav Gems Ltd.

**ROHIT KAMRA**  
Fashion Designer,  
Rohit & Abhishek

**RAGHUSHREE PODDAR**  
Cheer Sagar Exports  
REME Collections

**SAMIT DAS**  
Product Designer  
Alumnus, IICD

**SANJAY KOTHARI**  
Architect  
Former Chairperson, IIID, Jaipur

**SHWETA MEWARA**  
Fashion Designer

**SONAL CHITRANSHI**  
NIFT Alumnus, Gandhinagar

**SONAL SAWANSUKHA**  
Jewellery Designer

**SUDHIR KASLIWAL**  
The Gem Palace

**SUNITA SHEKHAWAT**  
Jewellery Designer

**SUJATA BHANDARI**  
Jewellery Designer

**TARANG ARORA**  
CMD, Amrapali Jewels

**TIMMI KUMAR**  
Art Curator

**VIJAY CHORDIA**  
Owner, Valentine Jewels Pvt. Ltd.

**VIPIN SHARMA**  
CEO, Access Development Services

**VRINDA AGARWAL**  
Mirangi – The Couture Destination,

**YIANNI MELAS**  
CEO, Philippe Alexander Ltd.,  
Greece

**YIUNUS KHIMANI**  
Director, City Palace Museum., Jaipur



**Abhishek Dutta**  
Fashion Designer,  
FDCI Member, Kolkata

Abhishek Dutta has created a niche for affordable, stylish and chic wear for the modern woman. Class, style and the allure of mystery is what his designer label offers.



**Akshay Tholia**  
Director - Training & Consultancy,  
SARV International

Trained in Textile Engineering, he has served as HOD, NIFT, Navi Mumbai. He has gained a reputation as an International trainer while working at SGS Consultancy.

He has successfully trained more than 10,000 Industry professionals and faculty members in India & abroad

through his industry friendly workshops and sessions.



**Alon Molay**  
Israeli Furniture Designer,  
settled in Jaipur

He runs his Furniture manufacturing export company Khati Design producing furniture under the brand name of '91 Degrees'. He is deeply involved in the field of Interior Design.



**Amitabh Shah**  
Founder and Chief Inspiration  
Officer (CIO), YUVA Unstoppable

He is the former Chairman of the Youth Wing of the Gujarat Chamber of Commerce and Industries (GCCl). He is also the former Executive President of the Times of India Foundation (Nov 2010 - Nov 2011).

He holds an MBA in Leadership

& Management from the Yale School of Management, New Haven, Connecticut.



**Anita Dongre**  
Fashion Designer, FDCI Member,  
Creative Director, "AND  
Designs" Pvt. Ltd., Mumbai

Designer par excellence, Anita Dongre has been at the forefront of the Indian Fashion scene for a number of years.

She is widely known and respected in the Indian Fashion fraternity for her unrelenting passion for her chosen field of work and her inexhaustible creativity.



**Anurag Singhal**  
Store Planner  
Visual Merchandiser

He began his career with Shoppers' Stop as a Visual Merchandiser

and later worked with Lifestyle Pvt. Ltd, Dubai and Future Axiom Telecom Ltd. He is the founder of thinktankonline.com, and his creativity workshops are one of a kind.

He is the first author in India to write on Visual Merchandising. He has a collection of 30,000 matchboxes.



**Anshuman Sharma**  
B. Arch.(Hons.), MCoA, AIIA,  
Hon. Secy. IIID-JRC

Having gained considerable local experience through initially establishing and successfully operating an independent Architectural practice for 8 years followed by 2 years of overseas experience in Australia, Anshuman Sharma has extensive skills in project and people management.

These skills are useful in his professional consultancy work.





**Arun Kumar H G**  
Artist, Sculptor and Toy Designer, Gurgaon

A Masters in Fine Arts, from MS University, Baroda, he is one of the renowned names in the art fraternity. His skills lie in the manipulation of ready-made objects such as Toys, Plastic, Ceramics, Cow Dung, Hay and TV monitors in varied contextual settings giving a glimpse of his leaning towards the Neo-Pop Movement.



**Dhirendra Jain**  
Senior Journalist, Jaipur

Mr. Dhirendra Jain is a renowned journalist with an experience of more than 45 years.

He has been associated with PTI and leading newspapers like Nav Bharat Times, Nyaya & Samachar

Bharti.

He served as a Bureau Chief at various places like Kolkata and Chandigarh and is currently serving as Bureau Chief, Rajasthan for the Lokmat Group of Newspapers.



**J C Toshniwal**  
Director, Bestronix, Jaipur

A multi faceted industrialist and a senior Rotarian, he is deeply involved in spiritualism and is the co-editor of a spiritual monthly magazine "Vanprasthi", published from Jaipur. He has published a book called "Atmasandhan" very recently.



**Dr. K.L. Jain**  
Honorary Secretary General, Rajasthan Chamber of Commerce & Industry (RCCI), Jaipur

He has 40 years of industrial experience in all types of industries and is a member of various advisory committees of the Central and State Government.

He is also President of the Jaipur Management Association and is a Senior Active Member of Rotary Club of Jaipur East.



**Kiran Gera**  
Managing Director at Network Turnkeys Pvt Ltd.

Chairperson, Network Advertising Pvt. Ltd.

Ms Gera is a past national resident and FLO Women Wing of FICCI. She is the Vice Chairperson representing India at SAARC Chamber Women Entrepreneurs Council.



**Lipika Sud**  
Principal Interior Designer,

**Dimension Designers (P) Ltd. (DDPL) and CP Kukreja Associates (CPKA)**

A very well known name in the Interior Design field, her works reflect aesthetic sensibilities, sensitivity and style.

She is the former Chairperson of the Institute of Indian Interior Designers, Delhi Regional Chapter (IIID-DRC).



**Manish Jain**  
Co-Founder & Coordinator of Shikshantar Swaraj University

Shikshantar is the Peoples' Institute for Rethinking Education and Development based in Udaipur, India.

Swaraj University is India's first self-designed learning university dedicated to regeneration of local culture, local economy and local ecology.

He worked as one of the principal developers of the UNESCO Learning without Frontiers Global Initiative. He holds a Master's degree in Education from Harvard University.



**Mukesh Sharma**  
Mukul Arts, NOIDA

Although trained in fine arts, he has created a niche of his own in Indian Fashion. His saris and fabrics lengths are inspired by Mughal motifs in Block Print.

His high profile clientele includes Sheila Dixit and Sharmila Tagore etc.



**Naren Bakshi**  
Indian - American serial entrepreneur & angel investor

With a BSc in Mechanical Engineering from Birla Institute of Technology in Ranchi, India he holds an M.S. in Industrial Engineering (1968) and an M.B.A. in Finance and Marketing (1969) from the University of California, Berkeley.

He is an angel investor and mentor to several start-ups and serves as the Trustee and is President Emeritus of India Community Center (www.indiacc.org) in Silicon Valley and is Chairman Emeritus of Hume Center, a mental Health agency in Silicon Valley. He has been an active member of TiE since 1994.



**Pratima Pandey**  
Fashion Designer, FDCI Member, Label - Prama by Pratima

Pratima Pandey is a NIFT (New Delhi) post-graduate in Fashion design and specializes in fusion garb with Indian Sensibility.

The emphasis of the label is on the use of natural fabric and dyeing techniques and also designing for a cause by encouraging craftsmanship and sustainability



**Rahul Rajmuthaiya**  
Chief- Merchandising, Pantaloon Retail India Ltd., Mumbai

With more than 15 years of work experience in Retail, he has worked in all the critical functions of retailing which included store operations, merchandising and Logistics. He has been involved in critical organizational functions like ERP implementation, store design and project management. He is a certified trainer and has been involved in teaching as a passion.



**Rajeev Surana**  
Rajeev Surana & Associates, Advocate, Rajasthan High Court

A lawyer by profession and with 15 years experience at the Bar Council of Rajasthan, he

presently runs his own firm. He has led more than 300 matters annually, including service writs, constitutional matters and civil & criminal cases in the Rajasthan High Court, Jaipur Bench, Jaipur.



**Reena Lath**  
Director, Akar Prakar Art Gallery, Kolkata

Reena Lath, director of the well known art gallery Akar Prakar, hails from a leading art collector family. She and her gallery are committed to promoting young and upcoming artists.



**Rajesh Jain**  
Director Livelihoods, Swadesh Foundation, Mumbai

He is a Geologist by training and a Development Professional

MEET THE SOURCE  
**ADVISORY BOARD MEMBERS**

with more than 20 years of Experience towards Managing Livelihoods projects, both as a Donor as well as a Implementer.

He has worked on various Government Projects as Director of Jaipur Jewellery Artisans Development Project (JJADe) supported by The SEEP Network, USA.

He has also been the Secretary and Project Coordinator at the IICD.



**Rajeev Arora**  
**Jeweller, FDCI Member, Amrapali, Jaipur**

Co-founder and designer at Amrapali, he has showcased India's rich Jewellery heritage to the world. His showrooms extend all over the Middle East, Europe and America.

He has an active political record and has held many significant posts across a spectrum of organizations.

He is also a member of the Censor Board of India.



**Ritu Primlani**  
**Environmentalist and Ashoka Fellow.**

She is the founder of Thimmakka's Resources for Environmental Education.

She brings practicable environmentalism to hard-to-reach minorities using solutions that cut down energy, water, trash, and disposables use.

She is also an accomplished tri-athlete and rock climber and in her spare time is a standup comedian.



**Sanjay Kothari**  
**Architect**

He is the Former Chairperson, IICD (Institute of Indian Interior Designers) Jaipur Chapter.

Widely awarded for his work, Mr Sanjay Kothari is the creator and

designer of the ARCH Academy of Design Campus.



**Sakshi Broota**  
**Disability Consultant/ Director, DEOC, New Delhi**

With a Masters in Disability Studies from University of Leeds, UK, she has 15 years of experience in the field of Disability. She has worked with the Spastics Society of Northern India, Deepalaya, and the National Centre for Promotion of Employment for Disabled People.



**Uma Swamy**  
**Joint Director, Head, Web Initiatives, FICCI, New Delhi**

She heads a large number of Government website projects, across various sectors like technology, innovation, trade, education etc. She is

also a part of the Corporate Communications Department, where she liaisons with the PR and Media Department of FICCI.



**Vikram Joshi**  
**Textile Technologist**  
**Owner, Rangotri Exports**

Trained as a textile technologist, he started his career with the Handicraft Board to document the traditional hand block printing craft in India, particularly Rajasthan and around.

His company Rangotri started in Sanganer in 1995, produces unique hand crafted textiles and home furnishings & exports to over 25 countries around the world. Rangotri has also been awarded a membership in the International Trade Council, Brussels.



**I**nternational Celebrities, Renowned personalities, Academicians etc. have associated with us time and again bestowing their love & affection on ARCH



US Charge de' affaires Ambassador Kathleen Stephens at ARCH for a Round Table on Women Empowerment.

Kiran Bedi acknowledging Backstitch 2010 issue at ARCH



Vital Voices Lead Fellow Archana Surana ARCH Director with former U.S. Secretary for State & Senator, Hillary Clinton at the White House in 2007



Fortune Magazine, Editor-at-large, Ms Pattie Sellers, at the ARCH Graduate Show.



ARCH Director Archana Surana with International Fashion Designer Bet Set Johnson in Manhattan, NY



ARCH Director with Mentor, Media icon Geraldine Laybourne, Founder & Former Chairman & CEO, Oxygen Media



Archana Surana receiving the YUVA ICON AWARD 2011 from Former President and Bharat Ratna Dr. Abdul Kalam



Animal Activist, Anthony 'Ace' Bourke, of 'Christian, the Lion' fame, at Arch to spread awareness on Animal Protection



Fortune Magazine, Editor-at-large, Ms Pattie Sellers, inaugurated the ARCH Campus, Malviya Nagar along with Dr. Lalit Panwar, Secretary Tourism, Govt. of India



Hon'ble Minister of Tourism Ms. Bina Tak released ARCH Prospectus 2011





Bollywood Actor Ali Faizal & Rhea Chakraborty at ARCH



Actor Parineeti Chopra & Arjun Kapoor showing off their hands adorned with rings designed by the students of ARCH



Princess Diya Kumari of the Jaipur Royal Family addressing the students at a Rotary event



Terrence Lewis unveiling AIEED 2013 Poster at ARCH



Amitabh Shah, Founder and Chief Inspiration Officer (CIO), YUVA Unstoppable interacting with the students of ARCH



Actor Anushka Sharma appreciating the work of Fashion Design students at ARCH



Actor Neha Dhupia acknowledging Backstitch Mar'11 issue at ARCH



Actor Rajat Kapoor acknowledging Backstitch Mar'11 issue at ARCH



Actor Ranveer Singh unveiled ARCH Prospectus 2012



US Charge d'affaires Ambassador Kathleen Stephens at ARCH with some of the participants of the Round Table discussion on Women Empowerment



Ms. Kathleen Stephens interacting with the students



ROTARY District Interact Assembly annual event Kaleidoscope hosted by ARCH Academy of Design.



Mr. & Ms. Fresher and Runners Up during Freshers Party 2014 at ARCH Campus.



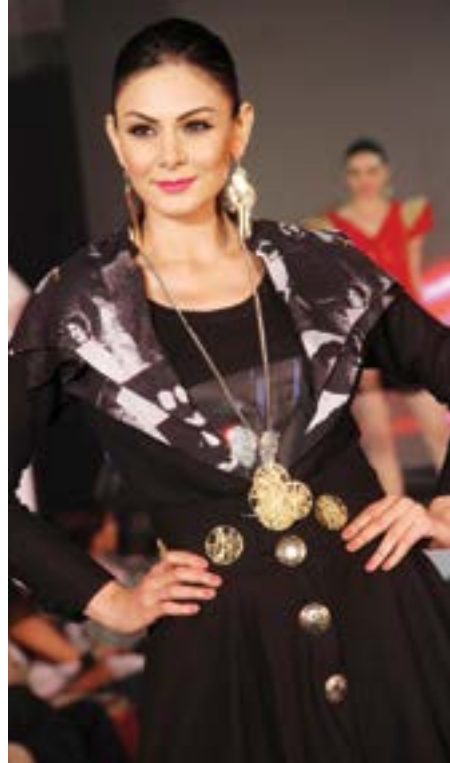
ARCH in collaboration with IIDD organised the 41st India Interior Design Day celebrations at ARCH on 21st Dec 2013 where Interior Design Students from various institutes, colleges and universities participated in Design Exhibitions, panel discussions, interaction with the experts and a Design Competition



Students awarded in Photography and Clothing Design Competition at the India for Animals Conference organised by FIAPO & ARCH



Ms. Menaka Gandhi, Union Cabinet Minister for Women & Child Development in the Govt. of India and staunch Animal Activist at the ARCH Display space during the India For Animals Conference organised by FIAPO



Super Model & actor Aanchal Kumar in a Priyanka Chaudhary outfit at the ARCH Graduate Fashion Show 'GABA'



ARCH Convocation 2014. From Left: JC Toshniwal, Amitabh Shah, Archana Surana, Pradyumna Vyas, Christiana Margiotti, Bhawani Shankar Sharma, Benoy Thoompunkal with graduating students



Film star Neha Dhupia with students on her visit to ARCH



ARCH students in fun mood at the Mood Indigo Festival, IIT, Bombay



ARCH won a 3rd prize in the 'Trashion Competition' at Mood Indigo, IIT, Bombay



Independence Day at ARCH



At the Alumni Meet - Some Alumni with Arch Director and Faculty



Street Play performed during IIIID Celebrations



Fashion Show at the MGF Mall



Style Talk with Zee TV



Foundation Day Celebrations - Performance by famous Bollywood Singer Ravindra Upadhyay



Colour Competition at Arch



At the end of the "Creating from Waste" workshop at Arch conducted by Manish Jain & Shikshantar from Udaipur



'Patangwaali', Skye Morrison taking a workshop on Ahimsa Kites at the Arch Alumni Meet 2015.

# GUIDELINES AIEED 2015

(ALL INDIA ENTRANCE EXAMINATION for DESIGN)

ARCH Academy of Design conducts AIEED (All India Entrance Examination for Design) for Undergraduate (4yr) & Postgraduate (2yr) programmes. For the convenience of prospective applicants, the Exam is conducted in two modes – Online and Offline (Centre Based). Both versions of the exam test the aesthetic sense, creativity & design sensitivity of students seeking fulfilling careers in the various fields of design. It also tests the logical reasoning & problem solving aptitude of the student. ARCH invites applications for AIEED '15 towards its UG & PG programmes for Academic year 2015.

### PROGRAMMES OFFERED

UNDERGRADUATE (UG) LEVEL PROGRAMMES	POST GRADUATE (PG) LEVEL PROGRAMMES
<ul style="list-style-type: none"> <li>• Fashion Design - 30 SEATS</li> <li>• Interior Design - 30 SEATS</li> <li>• Graphic Design - 15 SEATS</li> <li>• Jewellery Design - 30 SEATS</li> <li>• Craft Product Design - 15 SEATS</li> <li>• Design Management - 15 SEATS</li> <li>• BVA ( Bachelor in Visual Arts) - 24 SEATS</li> </ul>	<ul style="list-style-type: none"> <li>• Fashion Design ( Diploma/ M.Sc) - 40 SEATS</li> <li>• Garment Production Export Management (GPEM) - 20 SEATS</li> <li>• Interior Design ( Diploma/ M.Sc ) - 40 SEATS</li> <li>• Jewellery Design - 20 SEATS</li> <li>• Lifestyle Accessory Design - 20 SEATS</li> <li>• Design Communication - 20 SEATS</li> <li>• Strategic Design Management - 20 SEATS</li> <li>• Strategic Management &amp; Leadership - 20 SEATS</li> </ul>

### ELIGIBILITY CRITERIA:

#### UNDERGRADUATE PROGRAMMES (DURATION: 4 YRS)

- Students Appeared for/Cleared Class 10+2 (CBSE/ICSE/IB/State Board/NIOS or equivalent as per UGC Guidelines) are eligible to write AIEED Exam. Only these 10+2 Appearing or Cleared applicants are eligible for the UOR/ KSOU University degree component of the programme. For Interior Design NATA Score or AIEEE Rank is valid.
- As per Pearson-Edexcel norms, all students 16 years and above are eligible for the International Undergraduate level course and can therefore, also apply. These aspirants have the incredible opportunity of still culminating their studies with a 'Top Up' degree in 1 year from any of the Pearson Edexcel listed Universities around the world after having finished the Pearson Edexcel BTEC embedded in the 4 year programme at ARCH.
- Class 10+1 Students can also write AIEED 2015-16. Qualifying students will be eligible for direct admission in Academic yr 2016 after clearing the interview.

#### POSTGRADUATE PROGRAMMES (DURATION: 2 YRS)

- 12<sup>th</sup> pass or above/ Graduates Students in any discipline from a recognized university can apply for this programme.
- Additionally, as per Pearson-Edexcel guidelines, all students 19 years and above are eligible Strategic Management & Leadership Programme & Design Management Programmes. Here no other previous learning achievements are considered as requirements for admission. These aspirants have the incredible opportunity of still culminating their studies with a 'Top Up' MBA degree in 6 months from any of the Pearson Edexcel listed Universities around the world after having finished the Pearson Edexcel BTEC Level 7 programme at ARCH.
- MBA aspirants can apply for Strategic Design Management and Strategic Management & Leadership with their recent CAT/MAT scores. They have to clear the AIEED exam and the Interview and submit their Statement of Purpose (SOP) prior to the Interview.

### ADMISSION CALENDAR 2015

AIEED Exam is conducted in two phases: SERIES 1 & SERIES 2. Currently, Admission is announced for SERIES 1 only.

The SERIES 2 Calendar may be announced at a later date on the Website, and will be entirely subject to the number of seats left available.

### FORMAT OF THE EXAM

- Online Exam
- Centre based Exam (Offline)

### STRUCTURE OF AIEED EXAM: MAX DURATION – 3 HRS 15 MINUTE

TYPE OF PAPER	TESTING PARAMETERS	NO OF Q'S	Total marks
AIEED (CAT + GAT) CREATIVE ABILITY TEST + GENERAL ABILITY TEST	To assess design sensitivity, problem solving, creative skills logical reasoning & awareness on global issues	30 to 40	200

\*You can write Exams in the Online format or the Offline format. Question papers are Bilingual - Hindi & English. The Offline Exam can be answered in either language. The Online Exam needs to be answered in English only (although the questions can be read in Hindi too)



**IMPORTANT DATES**

• APPLICATION FORMS available - November 15, 2014 onwards • EXAMS SERIES 1		• APPLICATION FORMS available - April 01, 2015 onwards • EXAMS SERIES 2		
Entrance Examination	Date(s) of Examination	Results of Examination	Interview Schedule	Commencement of Batch (2015)
Online Series I	01 Dec' 14 - 15 Feb' 15	Within 7 working days	05 - 15 April' 15 (For UG)	July IV WEEK
Centre Based Series I	01 February' 15	20 February' 15	Last week of Feb' to 1 <sup>st</sup> week of Mar' 15 (For PG)	
Online Series II	15 April - 15 June' 15	Within 7 working days	20 - 25 May' 15	
Centre Based Series II	24 May' 15	05 June' 15	20 - 25 June' 15	

**HOW TO APPLY**

**The APPLICATION FORM - All Parts**

The application is available for INR 1500/- only. Please use one of the following options

- Purchase prospectus from ARCH Academy of Design Centre, Malviya Nagar, Jaipur either by Cash or DD drawn in favor of "Arch Educational Society" payable at Jaipur, & fill and submit the Form included in the package.
- Purchase prospectus from selected BOI Branches by Cash (list available on website) & fill and submit the Form included in the package.

OR

Visit ARCH website home page ([www.archedu.org/www.aieed.com](http://www.archedu.org/www.aieed.com)) and register your application. On successfully registering, an email and sms will be sent to the mobile number & email ID you have registered.

**KEEP THE FOLLOWING PREREQUISITES IN MIND BEFORE APPLYING:-**

For ONLINE APPLICATION

Keep ready One scanned photograph of self and scanned copies of mark sheets of 10th, 12th or past qualification. Candidates need to upload these details in the application form. Candidates appearing for class 11th exam can also apply provisionally. Their score will be considered for Academic year 2016.

For OFFLINE APPLICATION

With the application form you are required to attach 2 photograph of self and copies of mark sheets of 10th, 12th or past qualification. Candidates appearing for class 11th exam can also apply provisionally. Their score will be considered for Academic year 2016.

APPLICATION PROCEDURE FOR FOREIGN NATIONALS/NRI CATEGORY

Candidates seeking admission under this category should attach the following documents along with the application form:

- An attested copy of the relevant pages of the passport.
- Equivalence certificate from the concerned Embassy acknowledging & affirming the educational qualifications of the candidate.
- An attested copy of proof of status of NRI/Foreign national.

**CHOICE OF MODE OF EXAM**

For the convenience of prospective applicants, the Exam is conducted in two modes – Online and Offline(Centre Based).

- If a Candidate prefers taking an Online Exam, they are free to choose three ONLINE examination dates & Time Slots in order of preference from the options listed below -
  - DATES 01 Dec 2014 to 15 Feb 2015 (SERIES 1)
  - DATES 01 April 2015 to 15 June 2015 (SERIES 2)
  - TIME SLOTS Available: (10: 00 am to 1:00 pm) (2: 00 pm to 5:00 pm) (6: 00 pm to 9:00 pm)
  - ONE Final Date & Time Slot will be allotted by the Academy (from the candidate's choice of dates) & will be notified to the candidate.
- If a Candidate prefers giving the AIEED Offline (Centre Based) examination they can choose to write the offline exam from any of

the following 13 cities across India.

**Jaipur | Jodhpur | Kota | Udaipur | Delhi | Lucknow | Mumbai | Indore | Ahmedabad | Guwahati | Kolkata | Patna | Ranchi**

- The applicant can make a choice of any 3 exam centers in order of preference from the above list.
- One will be allotted to him/ her and can only be changed once (to any one of the other choices submitted earlier), if the applicant puts in a written request with a VALID reason for the change, at least 15 days before the exam date,.
- Late requests will not be entertained and the date then will stand cancelled.

Candidates will not be allowed to change the mode of examination after the form is submitted without VALID reasons which are required to be sent as a request in writing, at a minimum of 15 days before the exam, to [admission@archedu.org](mailto:admission@archedu.org). The decision to grant or disallow the request is entirely in the hands of ARCH management and if accepted, will be intimated to the candidate by mail only.

**CHOICE OF INTERVIEW DATES**

Choose an interview date that suits you to be called for interview at the ARCH Campus, Jaipur in case you clear the AIEED exam. Please refer to the options from Important Dates Table

**ADMIT CARD**

- Admit Cards would be available online 7 DAYS prior to both the exams.
- A link will be sent on the candidate's mobile number 7 days prior to the examination. They are required to download the admit card from it by putting a valid control number and password.

**PAYMENT**

Choose the mode of payment from the following options.

FOR FOREIGN NATIONALS/NRI

A Demand Draft of USD 75 in favor of ARCH Educational Society, Jaipur at Plot No 9, Govind Marg, Malviya Nagar Institutional Area, Malviya Nagar, Jaipur-302017

FOR ALL OTHERS

- Debit/Credit Card**  
Either type of card may be used if you wish to make an Online payment
- Demand Draft**

The Demand draft mentioning your name and phone number at the back, drawn in favor of "Arch Educational Society" payable at Jaipur is to be sent to ARCH Academy of Design, Plot No 9, Govind Marg, Malviya Nagar, Jaipur 302019.

PS: Students wishing to pay via DD need to enclose a copy/ printout of filled application form + 2 photographs of self + copies of qualification mark sheets of 10th, 12th

- Payment in Bank of India branch**  
Students paying through Bank of India needs to send the scanned copy of receipt and personal details (name, course, phone number) on [admission@archedu.org](mailto:admission@archedu.org) for reference.

**The bank details are as follows:**

BANK OF INDIA, M.I. Road Branch, Jaipur  
Payable to Arch Educational Society, Jaipur  
A/C No. 660020100003311  
RTGS/IFSC Code - BKID0006600 PAN No. AAAAA1934C

Once a completed application form is received with payment, an auto generated email will be sent to you mentioning your successful completion of application and payment. In addition to the email, your receipt, prospectus and sample guide book will be sent to you by courier. For any information or query you can write to us at [admission@archedu.org](mailto:admission@archedu.org).

**COMMON INFORMATION / INSTRUCTIONS**

For the convenience of prospective applicants, the Exam is conducted in two modes – Online and Offline (Centre Based).

Your candidature for this exam is provisional and subject to fulfilling the prescribed age, educational qualifications and other conditions, as specified in the advertisement/prospectus, and will be subjected to detailed scrutiny at later stage.

**EXAM - ONLINE MODE**

Students can write the Online Exam from either home or cyber café.

**MINIMUM TECHNICAL REQUIREMENTS**

**Candidates are requested to make sure of the following at their end, before they enroll for the Online Exam:**

- Computer/ Peripherals: the minimum specifications**
  - Desktop- PC/ Laptop: with Processor 733 MHZ or higher
  - 100 MB hard disk space
  - 256 MB RAM minimum
  - Monitor Resolution (1024 X 768) PIXELS

## ADMISSION GUIDELINES

### 2. Power Connection

Please make sure your desktop computer is connected to an Uninterrupted Power Supply (UPS) System during the examination. In case you use laptop, please keep it fully charged & connected to a power supply.

### 3. High speed internet facility

- Minimum Requirement: 256 KBPS Broadband connection
- Recommended: 512 KBPS Broadband Connection or higher

### 4. Web Camera

Student will be in vigilance while writing the exam

### 5. Digital camera/ Scanner/ Mobile Camera

Required to record & upload any work done for examination

### 6. Minimum Software required on Computer

- Operating System: Windows XP Professional or higher
- Flash Player
- Google Chrome browser installed and available

### 7. Other Materials to be available at hand

A4 size blank sheets of paper (10 sheets to answer the drawing-oriented questions), pencil & eraser, dry color media (color pencils/ crayons/oil pastels etc), steel scale, cutter, scissors, glue stick, Black & blue pens

#### Please Note:

- In case of any technical glitches like power cuts, internet connectivity failure, server problems, etc., the candidate is advised to contact the technical support team immediately on 0141-4060500/09414070678 which will be made available on the exam website, during the examination. Only technical queries will be entertained; no content based questions will be encouraged.
- If students face difficulty in uploading heavy images because of internet speed, they can email the pictures on admission@archedu.org with their details (Name, Phone no. & question no).
- If a student fails to write the exam on the approved date, his slot will be cancelled. If this is due to unavoidable reasons or power failure, an application mentioning this should be sent to admission@archedu.org Only then would a student be specially considered for another chance to write an exam again.

### EXAM - CENTRE BASED (OFF LINE MODE)

#### ENTRY TO EXAMINATION HALL

- The applicants would be allowed entry only with an attested admit card by a Gazetted officer/School Principal along with an identification proof (driving license/Adhaar card/ passport/ 10th mark/ last graduation mark sheet) at the examination centre.

### REQUIREMENTS

- Candidates should carry black & blue pens, pencil & eraser, steel scale, cutter, scissors, dry color media (color pencils/ crayons/oil pastels etc.), glue stick.
- Use of any electronic/ computing device like laptop, mobile, calculator etc. is strictly prohibited for an offline exam.

### ALL RESULTS

#### FOR ONLINE EXAMS

An SMS will be sent on successful completion of the exam and the result will be announced within 7 working days of the exam. The student will be notified of the result of the examination by a call letter which will be sent both via email and hard copy. Selected students will be screened in an interview (on the date chosen in the application form by the student).

#### FOR OFFLINE EXAM

The student will be notified the result of the examination by a call letter (email and hard copy). The call letter will bear the interview date chosen by the candidate in the application form. Selected students will be screened in the interview.

### SELECTION CRITERIA

The selection of candidate is strictly merit based.

The cumulative performance in all parameters mentioned below will be considered for the final selection of candidates.

- Performance in past education field
- AIEED exam result (NATA/CAT/MAT/AIEEE score in the respective courses will be considered too)
- Performance in Interviews & Counselling + Portfolio.

### PERSONAL INTERVIEW & COUNSELLING

Interviews & Counselling would be scheduled at the ARCH Campus, Jaipur, for candidates who pass the AIEED exam. It is advisable to arrive 15 minutes before the time specified in the call letter for the final selection. Candidates failing to appear for an Interviews & Counselling session would not be considered for admission and their applications will be cancelled.

Rescheduling of Interviews & Counselling in rare cases would be accepted if an application 1 week ahead of date, mentions the reason of absence clearly. You can write @ **admission@archedu.org**.

**REQUIREMENTS:** The candidate needs to bring all the following attested documents at the time of interview - The documents will be cross checked and the result of the interview will be announced on the same day:

- Mark sheets of 10th, 12th (original & attested photo copy) and 4 Passport size Photographs
- (If result is awaited, then the admission will be considered provisional and candidates would be required to produce the mark sheet by July to confirm the admission)
- An attested migration and transfer certificate
- SC/ST, Others (Physically Challenged, NRI, Defense, Artisans) should submit an attested proof.
- Medical Fitness Certificate.
- Portfolio at the time of interview. (A Portfolio reflects on the candidates interests & abilities and is a collection of any previous creative work done by the candidate in the form of illustrations, sketches, photographs, essays, prose, films etc)

### START OF SESSION

The session will start in the 4th week of July.

## ADMISSION GUIDELINES



### ADDITIONAL INFORMATION

#### SCHOLARSHIP SCHEME

- Scholarship will be given to the students on the basis of following criteria: AIEED result, Performance in past qualification, Interview + Portfolio, Income of the family, Ward of a single parent.
- Scholarship will be awarded on first come first served basis. Once all the scholarships are claimed, further students would not be considered for the same, even if they fulfill all the requirements.

#### BANK LOANS

Students can apply for a bank loan for the degree courses from any of the recognized bank and HDFC Credilla provides Bank Loan on Pearson Edexcel Courses. Kindly visit: [http://www.credila.com/apply\\_for\\_loan\\_pearson.html](http://www.credila.com/apply_for_loan_pearson.html) for more information.

#### COUNSELLING

For any query or confusion, students are free to contact the admission department from Monday to Saturday (10 am to 5 pm) on numbers 0141-4060500/02/03, 9414070678. The student can also email at admission@archedu.org

### NON-AIEED COURSES (VOCATIONAL COURSES) and UOR COURSES

Application Forms for 3 year vocational courses are available Online for download as a PDF or at the ARCH, Jaipur Campus for INR 1500. Payments can be made by DD or Cash (if application form is bought at the Campus)

- Students applying are required to submit/ send the completed Form/ downloaded printout with 2 photographs of self, + copies of qualification mark sheets of 10th, 12th, along with the DD, to ARCH Academy of Design, Plot No 9, Govind Marg, Malviya Nagar, Jaipur 302019.
- The Demand draft should mention your name and phone number at the back, and should be drawn in favor of "Arch Educational Society" payable at Jaipur.
- Shortlisted applications would be notified by a call letter for a personal interview + portfolio screening in the month of April-May. Interviews would be fixed and rescheduling will not be entertained.
- The students applying for BBA/B.Com will have to appear for Personal Interview only.
- Admission will be confirmed by depositing the fees.

COURSE NAME	ELIGIBILITY	CRITERIA
Fashion Design (30 Seats)	10th/12th pass	Personal Interview + Portfolio
Interior Design (60 Seats)	10th/12th pass	Personal Interview + Portfolio
Jewellery Design(30 Seats)	10th/12th pass	Personal Interview + Portfolio
BBA (60 Seats)	12th Pass (48%min)	Personal Interview
BCOM (60 Seats)	12th Pass (45%min)	Personal Interview

## ADMISSION GUIDELINES

### SHORT TERM COURSES

The Application form for Short Term Courses, are available Online for download as a PDF or at the ARCH, Jaipur Campus for INR 500. Payments can be made by DD or Cash (if application form is bought at the Campus).

- Students applying are required to submit/ send the completed Form/ printout with 2 photographs of self, mark sheets of past qualifications and an identity proof, along with the DD, to ARCH Academy of Design, Plot No 9, Govind Marg, Malviya Nagar, Jaipur 302019.
- The Demand draft should mention your name and phone number at the back, and should be drawn in favor of "Arch Educational Society" payable at Jaipur. For details & List of courses, please visit our website [www.archedu.org](http://www.archedu.org).

### COUNSELLING

For any query or confusion, students are free to contact the admission department from Monday to Saturday (10 am to 5 pm) on numbers 0141-4060500/02/03, 9414070678. The student can also email at [admission@archedu.org](mailto:admission@archedu.org)

### TERMS & CONDITIONS

Admission fees have to be deposited timely to confirm admission with the Arch Academy of Design. The fees are non refundable under all circumstances. The final admission of the candidate will be considered only if he/she fulfills all the mentioned eligibility criteria. Default in producing all required & relevant documents at the time of admission will result in cancellation of admission.

- Selected candidates, eligible for admission will be required to attend the counselling/ interview session at the ARCH Campus, Jaipur at their own expense, on the scheduled date and time (displayed on AIEED website [www.aieed.com](http://www.aieed.com) or [www.archedu.org](http://www.archedu.org))
- The selected candidates have to bring the Admit Card issued by ARCH, in print form, along with a valid Photo Identity Proof and valid migration & transfer certificate at the time of counseling. All these documents need to be attested by a Grade 1 Gazetted Officer.
- If the candidate is absent on the date and time specified for the Interview session or does not deposit the fee through Demand Draft, his candidature will be cancelled and the next candidate in the final merit list will be considered.
- The admission to any program would be offered as per merit.
- Any attempt to influence the admission process by way of recommendation will invite immediate disqualification of the candidates.
- The final admission of a student is granted provisionally and shall be accepted as valid only after the completion of scrutiny for fulfillment of all the eligibility criteria, to the satisfaction of the management, and will be subject to approval by affiliate authority.
- Remaining vacant seats shall be offered to the wait-listed candidates in the order of merit.
  - Any dispute arising out of the admission process & procedures would be admitted under the jurisdiction of Jaipur Courts only.
- As per the UGC guidelines for Anti-ragging, Arch safeguards student's exploitation at the hands of their seniors. Any student

found guilty of ragging would be punished severely and can also be terminated from the programme.

- Sexual Harrassment & Smoking is strictly prohibited in the Campus.
- The ARCH Academy of Design, as an Academic Institution will hold the sole ownership of the Intellectual Property Rights in perpetuity, to all work evolved and achieved by any student of ARCH over the period of time that they are enrolled for the Course as students of the institution. This includes ownership of all rights of use as well as complete ownership of physical Prototypes, Documentation, Presentations, Papers, Portfolios, Research material etc. evolved in the classroom as well as on projects and internships. Students may make a duplicate set of all material for their reference and may claim authorship of such work in any forum or media, only as a present or former student of ARCH, and only with clear & due acknowledgement to the institution.
- All students admitted to the Arch Academy of Design are required to have valid passports/ get valid passports ready, within the first six months of joining the institution. The management requests all old & new students who do not have a passports or have a passport near expiry, to have them made/ renewed respectively. A passport is an instrument or tool, just like your Pen & Pencil, and can be required at anytime in your design career for participation in internships/ exchange programs and seminars as well as for future studies abroad.
- ARCH reserves the right to add to, modify, or discontinue any of the listed points above.

### ATTENTION

The provisions of the Admission Guidelines and Prospectus can be changed by the management of the ARCH Educational Society without any advance notice, and shall be notified at the website [www.archedu.org](http://www.archedu.org) & [www.aieed.com](http://www.aieed.com). For any representation / clarification / dispute, the decision of the Management of ARCH shall be final and binding.

## IMPORTANT DATES



## IMPORTANT DATES@ARCH

The yearly academic events mentioned below are open to all students, teachers and principals, parents, industry experts, design enthusiasts and media person. Some academic events like Chrch and Open houses are 'design learning platforms' and anyone who attends the same can derive a lot of knowledge according to their sustainable interest for the same. Just as a school student can pick up elemental knowledge and decide his/her career, a teacher can enhance her knowledge base while industry people can identify their prospective placements if they are a part of our calendar event.

EVENTS OF THE ACADEMIC YR 2015-16	INVITATION DATES	
<b>Orientation Week</b>	July, 2015	
<b>Open House</b> Fashion Design Jewellery Design Interior Design Foundation	2 <sup>nd</sup> Sept, 2015 9 <sup>th</sup> September, 2015 16 <sup>th</sup> September, 2015 23 <sup>rd</sup> September, 2015	7 <sup>th</sup> October, 2015 14 <sup>th</sup> October, 2015 21 <sup>st</sup> October, 2015 28 <sup>th</sup> October, 2015
<b>Open House</b> Fashion Design Jewellery Design Interior Design Foundation	6 <sup>th</sup> January, 2016 13 <sup>th</sup> January, 2016 20 <sup>th</sup> January, 2016 27 <sup>th</sup> January, 2016	6 <sup>th</sup> April, 2016 13 <sup>th</sup> April, 2016 20 <sup>th</sup> April, 2016 27 <sup>th</sup> April, 2016
<b>Convocation</b> <b>Global Mentoring Walk</b> <b>Arch Foundation Day</b> <b>End Term Jury of all batches</b> <b>Exhibition</b> <b>Fashion Show</b>	January March 8 April 3 May May May	

(ARCH cordially invites you to be a part of any/ all of the events listed above. Dates would be announced in advance)



## THE MEDITATION - ANAPANA

Vipassanā in the Buddhist tradition means insight into the true nature of reality. Vipassana is a form of meditation that uses mindfulness of breathing (Anapana), combined with the contemplation of impermanence, to gain insight into the true nature of reality. It teaches to see things as they are.

It is not an organized religion, and is open to students of any faith, nationality, color or background. It is the ethical and social path that derives from an exploration of nature within the framework of one's own mind and body.

## MINDFULNESS OF BREATHING

Mindfulness of breathing is described as going into the forest and sitting beneath a tree and then to simply watch the breath. If the breath is long, to notice that the breath is long, if the breath is short, to notice that the breath is short. By observing the breath one becomes aware of the perpetual changes involved in breathing, and the arising and passing away of mindfulness. Vipassanā can be cultivated by the practice that includes contemplation, introspection and observation of bodily sensations, analytic meditation and observations on life experiences.

## BENEFITS OF THE PRACTICE

At Arch, students start their day with this concentrative meditation which focuses on breath. Called “Anapana” (i.e. awareness of respiration) this involves continuous observation of the natural flow of incoming and outgoing breath. Gradually the mind develops concentration on this natural activity and learns to exercise greater control over itself. The next step called development of “pana” (i.e. wisdom), by observing silence for some minutes. The ethical, restrained atmosphere and the concentrative background round the year every morning at the academy in noble silence provides the students with an intense, profound life-transforming experience.

Since Vipassana focuses on absolute interconnection between mind and body, it calms the senses and facilitates better thinking, limitless creativity, originality, and a feeling of liberation. The consciousness acquired by students after knowing their mind and body makes them design better, create without stress and develop their ideas with passion.

Students have gained energy, greater tolerance & calmness & control over their life and work.

- Anapana for greater control over mind is helpful in handling harmful impulses and wishes.
- It reduces the severity of depressive symptoms of the individuals practicing even for first time.
- The value system fostered by Vipassana has therapeutic ingredients especially corrective influence over any disturbances.



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Students at the daily early morning Anapana session







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