

PROSPECTUS **2017**

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# Vision

To engage the natural potential of an individual through design education & empower them to evolve, for holistic co-creation, enabled by positive thought & action.

# Mission

- ▲ Be an internationally acknowledged design institution nurturing individuals to develop as innovative professionals and entrepreneurs with requisite skills and social sensitivity.
- ▲ Enrol students of pluralistic identities & cultural contexts, and provide them with a learning experience, that inspires and prepares them to be leaders, characterised by creative thinking, innovation and the ability to transform the future.
- ▲ Build on an impeccable foundation of research & learning based on a wide spectrum of disciplines, to develop and disseminate knowledge & skills as per the emerging needs of society.
- ▲ Develop collaborations with advanced educational foreign institutions and public and private organisations in order to enhance and maintain globally established benchmarks in the quality and standard of education imparted.
- ▲ Channelize the creative energies of the rising youth population of the country into viable development streams, enabling contribution from them as trained professionals with a usable range of skill sets suited for the 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 endeavours towards establishing a 'self-definition for women' by encouraging, empowering and educating women to become professionals & entrepreneurs creating their own business or social enterprise.

# Founder Director



Archana Surana

A place for unprecedented interactions, innovation and communiqué, ARCH has been at the nucleus of design-centric activities since its inception in 2000.

We are a 16 year old institution now, and we take pride in our community of problem –solvers & thought leaders; prolific minds who make us what we are today.

Our emphasis is not only on the quality of education but also on the development of necessary skills and the integration of entrepreneurship in our curriculum. Progressive education in design and art is made possible through the fusion of a great environment, ethos and contributions of a dedicated, innovative and energetic academic community.

The ARCH ecosystem provides its inhabitants with the freedom to experiment, to challenge, to debate, to think differently while creating design professionals of the future, with the perceptiveness to contribute towards society in a meaningful way.

Our students are encouraged to evaluate their own skills and predispositions and develop an action plan to supplement them. Urged to experiment, take risks and accept failure as

an important part of the learning process, they graduate with confidence to embrace and overcome uncertainty, develop their ideas and shape their own future.

I would like to use this opportunity to share the wonderful news about the opening of our centre in Gurgaon, Delhi NCR. Our presence in the country's capital region will ensure that our students get exposed to the best of facilities and opportunities. Heartfelt thanks to the students, faculty and each member of the ARCH community who have relentlessly worked towards our vision of empowering individuals to unleash their true potential.

This prospectus acts as an exhaustive source of information related to all our undergraduate, postgraduate, and employability oriented courses, as well as all our noteworthy collaboration efforts and projects and includes a showcasing of students and alumni work.

I encourage you to explore its contents to find the educational and research opportunities you seek.



# Director Academics

Partnerships, Research & Innovation



Benoy Thoompunkal

Visible Design. Good Design. Effective & useful Design.  
Sight plays an important role in perception.  
But is that all?

We wallow, luxuriously, in theorizations, crafted to support the story of our proud evolutionary journey. Unfortunately though, & for all practical purposes, our erect carriage & selves, and the progress & growth in our ability to think, seems to have SHRUNK our sensitivity; made it almost as REDUNDANT, as that little upside down 'comma' at the bottom of our spine. Somewhere along the way, we seem to have lost our judgement, and our balance, a little at a time; unnoticeably and naturally; like our tail; Not an apocalyptic falling off, but centuries of slow attenuation and atrophy. The question could be- DO WE WANT TO SEE anymore? Feel around. The embarrassment may be too much!

Take a 'close encounters trip,' spread-eagled on a drone. With strategically placed cameras to record the journey; with an iPhone backup, taking 'selfies' to gasp at later; To share on Facebook or YouTube with acquaintances, & outright strangers! Navigate with your eyes half open (!), around the naturally inevitable, & strategically placed, cow dung pats;

The naturally unnatural rubbish heaps, the sleeping dogs; The languorous cud chewing bull, occupying most of the bus stop shelter; Allow your ears to lead you towards the sound of the temple bell; Your nose to lead you away from the urinating wall; towards the fragrance of the flower seller; and the aroma of samosas frying in a distantly audible sizzle. Whizz through the talk & fumes of innumerable humans; & through the 'silencer' subdued, sound, power & motion of fuel exploding; safely & rhythmically; in mobile cylindrical spaces on the streets. The originally created environment, seems to be an entity that has naturally adjusted to needs; haphazardly believable; re-designed; even comfortable after a while? What DOES the 'DESIGNER' do here? Is he needed? How could he make it better? What for instance would he remove? Or add? WHO RE-DESIGNED THIS ANYWAY?!?!? Ask yourself – COULD I CREATE this entirety if I had to? And, while you are at it, could you re-define 'worse'; and its parts; & could you make it WORSE if you tried?! We are usually great at that, aren't we!

Great Design (!) keeps you off balance, then. Perfection and imperfection does the same. Presents opportunities for inspiration, enlightenment & awe; Opportunities to ponder; Fantasize about Design; The identity of the designer/s. You may also have the time, if you're lucky, to marvel over lucky accidents!

Is Nature & Natural Design all about lucky accidents then?? Evolution?  
(That little tremor in the ground, just could have been old Charles, turning over to listen!)  
Well, then, Evolutionary accidents or accidental evolution?! Makes you agonize over what the original intent was; WHEN was it, that the hands of the Divine passed over, with a silent blessing; & insightful guidance; too deep to be understood, by bards, poets and prophets; Alike; Too difficult to describe; even in hindsight. Careless Rumination One: Is the designer a HE or a sHE? Careless Rumination Two: 'He' is contained in the 'sHe'. Rumination Three: Wars have been begun & sustained for less!

No accident though. Great design. Lucky indeed! It's sad, but, having given away more than four fifths of our capacity to actually see, with our overwhelming dependence on SIGHT and little else, we don't actually get to SEE this 'luck', this 'blessing', let alone FEEL it; learn lessons from it; assimilate realizations, if any; about role, divinity or creation.

Teaching design could have been a straightforward job. To see Divine Design or the divine in design takes some awareness and space though. And to teach this... requires....just a little sublimation, a little vaporization of the ego;

The 'me', the 'you'; Meeting up with, & REGAINING the CHILD in us; OPENING up again to discovery. Re-CREATING the spaces, to welcome back surprise, delight, and 'lucky accidents'. Building the awareness of TEACHER and TAUGHT; of THEIR ROLE in the celestial dance. Where there are NO BARRIERS to creation. No barriers to perception & realizations. But of course, PATENTS probably interest us more – the ME & MINE. WE, eventually, ARE the real barriers to all useful creation.

The best design school would be built intertwined into the ethos & environment of an Ashram, with the scenics to match; encouraging awareness, and appreciation, and free thought and discipline and sensitivity and respect; and new CREATION. Can one imagine creation in such a space? Creation & labour – shared of ones own volition; of ones own FREE will; completely responsible; completely respectful; completely aware. Can one imagine design actually reaching in to touch and contribute to lives; Resonant, Vibrant. And not just inside, but pulsating outward too; in great waves & eddies; Forming & reforming life & landscape; toppling & rebuilding, subtly, but surely? Rejuvenating the senses, bringing back the very meaning to the preciousness & continuity of life?

The cost of Design is unbelievable, especially when it is forced into existence; Where the created fit of solutions are so incredibly off base from real needs, that one begins to flounder anew, on the context of creation; the intent & purpose of the designer. A forced design, based on imagined needs, will always be

copiously flatulent.  
Wasteful of resources, time and energy;  
But perfect to appease the cleverly created 'dreams' and 'aspirations' of a few;  
Supported by satisfactory hyperbole, to convince & sell;  
at least for a short while.  
The creations, though, are used and cast away  
at an outrageously terrific pace, adding layers to  
man-made Mountains, growing them higher & ever higher,  
to reach up to heaven itself.  
And the Earth wobbles a bit, in its daily spin routine!  
Haven't you noticed that yet?!

God MUST have some regrets!  
sHE must be wistful about HER dreams and should be  
wondering by now if sHE had overlooked something  
important in HER master plan;  
when sHE created Mankind in HER Image!  
A misjudgement on HER part perhaps;  
On the extent of freedom that would be exercised  
in the interpretation of HER gift of...  
.....Free Choice.

And so.....  
Once upon a time there was Design!  
And there was mankind.  
And they lived happily ever after!  
IS this the STORY we want to HEAR?  
We are not stupid; though most times we conveniently  
pretend to be.  
We can't help being designers – we were Born to Create  
and Evolve.  
And yet....what we continue doing to this world of ours  
beats understanding.  
Born intelligent. Learned Stupid. PREFER STUPID.  
No Life Beyond This Life.

And so....  
Once upon a time there was DESIGN.  
And there was TIME!  
And time was design. And The Design, TIMELESS.  
Then there was LIGHT.  
The Creator threw that in, with the very best of intentions!  
To help us SEE.  
But, it only made the darkness more intense.  
And WE helped.  
Now, we throw light Everywhere, anywhere...  
Hoping; frantically, fanatically, obsessively;  
to dispel the darkness.  
But, the impervious bleakness continues to close in.  
Modern, EVOLVED MANKIND, TOUCHES NOTHING softly,  
LIGHTLY, or gently...  
Not anymore.  
So, Now, there is Design & no time...  
Soon, there will be NOTHING .

Could we start again, do you think?  
No time like NOW to restart our re-learning.  
Together.  
No time to fool ourselves any longer.  
Your child's blessings are with you.  
Could we SEE together; create;  
Gather blessings. And share them.  
We will never regret it.  
The STORIES would be real. They WOULD BE TOLD.  
Do we leave SOME behind;  
and SOME, to be the STORY TELLERS?  
We have a long way to go.  
A lot of UNDOING.  
To get to 'TIMELESS' from 'no time'.  
IN NO TIME.  
We have to try.  
Harder.

# Campus Director

## Delhi NCR

I firmly believe that design education essentially helps you to find your voice in the over-informed, knowledge & technology saturated world of today. There is an algorithm out there which can make choices for every aspect of your life! What about your individual, personal experience of the journey? A career in design helps an individual to think, dream and achieve beyond the usual, with endless career opportunities that will test the limits of one's imagination.

In over two decades of my experience as an academician, I have observed that students today have far more clarity on what they look for when they choose a career in design.

It's a delight to mark my association with ARCH Academy of Design, with the opening of ARCH's Gurgaon center in Delhi- NCR.

Our approach for providing quality education stands on two basic pillars of 'people' and 'premises.'  
'People' includes everyone within the ARCH community who directly or indirectly

contributes towards your learning and education, be it the setup of experienced and world class faculty, visiting academicians and professionals, industry experts, support staff, technicians.

'Premises' include the digitally enabled infrastructure, the learning spaces, lab facilities, equipment, design studios and workshops, lecture and seminar rooms, library and resource centre and a robust curriculum to support your education at every stage of your learning.

Our focus on providing a framework for quality education will eventually help in raising the bar in design education in the country as well as bring co-value to the numerous industries.

The Delhi-NCR campus offering a wide range of industry-integrated, employment oriented courses with focus on entrepreneurship, caters to all domains of design, including fashion, interior, product, communication, media, research and business.

The design industry as a whole needs individuals who can think and evolve



Nien Siao

solutions, instead of followers who can produce remodelled copies of already trending concepts. Pedagogy at ARCH, encourages students to practice entrepreneurial and collaborative approaches to design, driving the creation of new business enterprises. Join us to build a community where inquisitive minds collaborate and use their individual faculties across disciplines, in service of big ideas and creative solutions.

# Inception

& Journey

ARCH Academy of Design was set up in the year 2000, under the aegis of the ARCH Educational Society to impart industrially and globally relevant, specialized education in Design. Through the 16 years of existence, we have grown into a strong community of 6000 professionals, alumni, students, teaching faculty and support staff, all of whom, with their incredible energy and enthusiasm, have been a part of our journey. Our nurturing environment offers a place where you meet new people, seek new things, and unearth hidden talents.

In January 2017, **ARCH** launched its second campus in **Gurgaon, Delhi NCR**. Nestled in the heart of the institutional area of Sector 44, the campus is an important milestone in our journey towards setting world class standards in Design Education.

In close proximity to the cultural hub of Delhi, students will be able to access the professional, industrial and market driven environment of Delhi-NCR for increased exposure.

Students now have an option to live and study, either in the heritage and culture rich city of Jaipur, or in thriving industrial, cosmopolitan- Gurgaon, Delhi NCR.

Our international representation has increased remarkably over the years, with students from Sweden, Japan, Spain, UK, USA, Canada, Nepal, Iran, Korea, Kuwait, and Dubai etc. choosing to study with us at one time or the other.

The industry oriented emphasis in the learning at ARCH, focuses on employability. Equally significant are the entrepreneurship & skill based courses which impart knowledge and practice of the business aspects of the creative industry.

To promote entrepreneurship, ARCH has conducted several workshops for Skilled Entrepreneurship Development Courses sponsored by government bodies. The Incubation cell at Jaipur campus provides budding entrepreneurs with relevant environment and support for taking their concept from ideation stage to execution.

AIEED, the online entrance examination conducted by ARCH since 2011, is the only one of its kind available to students from all parts of India. Accessible also to interested students the world over, it has interactive components at its core and a random selection of questions from specially formulated

question banks. This interesting online exam is designed to facilitate ease of use for students, for assessment of abilities supporting aspirations for a career in Design.

The academy offers a wide gamut of industry oriented courses of international standards with university certification. Experienced faculty members are involved in the development of curriculum, to ensure that these courses offer the right combination of practical and theoretical skills, with the latest techniques, processes and thinking supported by an understanding of the socio-cultural context & industry needs.

Courses offered include Undergraduate, Postgraduate and Certificate level courses in Fashion, Interior, Product, Jewellery, Graphic and Design Communication, coupled with specialized courses combining Design education with Business and Entrepreneurial knowledge.

# Jaipur

The Pink City



Jaipur - The Pink City is known for its heritage sites, forts and palaces and its crafts. The architecture and planning of the town has come a long way since its foundation was laid by Sawai Jai Singh in 1727 AD, the erstwhile ruler of Jaipur. Ahead of its times, with regards to city planning, Jaipur was designed according to the principles of the ancient architectural science of Vastu Shastra.

Alongside the traditional heritage, Jaipur has developed an identity as a hub for industries connected with crafts, exports, jewellery, and block printing etc; Being one of the most uniquely active jewellery and textile markets of the world, it has created initiatives such as Jaipur Bloc and Jaipur Jeweller Artisan

Development projects. In 2015, Jaipur was awarded the title of 'World Crafts City' by the World Crafts Council (WCC). Jaipur is the only city in the world to be conferred the title for multiple crafts since the inception of the WCC in 1964.

All of this co-existing with the more recent additions of the Metro, modern shopping malls, multiplexes, and institutions of learning, providing aspirational opportunities to thousands.

Sanganer on the outskirts of Jaipur has earned the coveted GI (Geographical Indication) for its unique Jaipur prints, which implies no other location manufacturing block prints can label their creation as Sanganeri block prints.

Jaipur's event calendar throughout the year, is filled with numerous Art, Theatre & Heritage & start-up festivals; book reading sessions; cultural and educational events. It encourages a stimulating, thought-provoking environment for students, artists and the general public in the city. The city hosts the world's largest literary festival every year with some of the most eminent authors, Nobel laureates et al, attending the event.

# Gurgaon

Delhi NCR- The tech city



New Delhi, the capital of India, is the political, social and economic hub of the country. Witnessing rapid urbanisation, Gurgaon, part of the Delhi NCR region, over the last few years has become the leading financial and industrial hub, ranking third highest for per capita income in India. Gurgaon has local offices representing more than 250 Fortune 500 companies, which include export, advertising and media houses, and national and international manufacturers. International brands and investors have built colossal office blocks, malls, multiplexes, hotels and amusement parks in this fast developing area.

Delhi-NCR region is home to many cultural czars, artists, designers,

architects and icons of the culture and heritage industry and has always attracted the best of talent from all over the country. Major International trade fairs, exhibitions, conferences and seminars are held in the NCR region, in association with government bodies. Most of these have become annual events providing a common platform for the manufacturers, traders, exporters and importers, attracting lakhs of visitors from India and abroad.

Numerous establishments like the India International Centre-a non government institution, where diplomats, policymakers, intellectuals, scientists, writers, artists and meet to initiate the exchange of new ideas and knowledge and India Habitat Centre- a multipurpose

building for work, commercial and social spaces, making it one of the India's most comprehensive convention centres, both have contributed to the growth of arts & culture in the city.

India Art Festival, a modern art fair held twice every year in New Delhi and Mumbai bringing together 50 art galleries and over 300 independent artists showcasing products like Bengal art, decorative arts, ceramics, bronze, glass, marble, metal, porcelain etc. India Art Fair is South Asia's leading platform for contemporary art. Founded in 2008, it reflects South Asia's immense diversity in the visual arts showcases innovation across disciplines and exchange, throughout the region and the world.'



# Jaipur

Campus

The Jaipur campus of the ARCH Academy of Design is spread over 24000 sq. feet in the heart of the city, in close proximity to the World Trade Park & the Jaipur International airport.

The campus has been strategically designed with spacious interiors and focal points for showcasing student and faculty projects, facilitating academic needs of the courses and to encourage individual explorations in a student's creative journey. Open harmonious and well-lit spaces, encourage the sense of participation and involvement thereby enabling the students to identify and upgrade their skills.

Since Jaipur is a thriving student city, the college experience at ARCH is more than just classroom learning. It is about discovering and developing an understanding of the culture while being exposed to the art, craft, and talent of the local creators. Proximity to one of the Government designated industrial areas, helps students to easily connect with the artisans of various creative industries. By practicing and contributing to the study of Design, through active involvement and observation, students enhance their learning experience.

Easily accessible and located in one of the prime areas of the city, ARCH Jaipur campus offers a balanced combination of academic life and personal experiences.



# Gurgaon Delhi NCR

Campus

After 16 years in Jaipur, ARCH Academy of Design is stepping out into other cities, starting with the tech city of Gurgaon. ARCH's Gurgaon campus is a 30-minute drive from the Indira Gandhi International Airport, one of the busiest airports in South Asia.

ARCH's Gurgaon campus holds unparalleled potential for its students with no dearth of opportunities for placements, new ventures, knowledge transfers and exposure to creative industries.

The centre has gathered qualified and experienced academicians, professionals and experts from across industries to contribute as Teachers & Mentors. Adopting an integrated and interdisciplinary approach towards the delivery of its curricula, all knowledge dissemination will be supported by world-class facilities and infrastructure; by digitally enabled technology, well-equipped labs and workspaces.

Continuing with the vision to empower individuals with design education and helping them evolve in the process, ARCH Academy of Design, Gurgaon, welcomes you to be part of an internationally recognized design environment.



# Affiliations & Authorisations

## PEARSON BTEC



ARCH Academy of Design in strategic partnership with Pearson, is accredited to deliver eight BTEC Level 5 HND qualifications in Art & Design. It is the only design institution in India offering such a wide range of BTEC (Business and Technical Educational Council) courses. It is also presently the only Design Institution in India that imparts Pearson Assured Courses.

The BTEC Level 5 Higher National Diploma (HND) qualification is equivalent to the 2nd year of a graduation course in the UK and abroad, and its inbuilt flexibility enables the holder to progress directly into the 3rd year of a graduation course and gain a degree from any of more than 100 Pearson Assured listed Universities around the world in the US, Canada, New Zealand, Australia, South Africa, Mauritius and some Institutions in the UK & Europe.

Pearson is the largest awarding body in the UK for Academic, Vocational and Work related qualifications, and the largest education company worldwide. Pearson International is head-quartered in London with offices across Europe, Asia and South America.

Pearson affiliation enables ARCH to provide effective, accessible, affordable higher education to a wide community of learners. Pearson's BTEC qualifications are accredited by the OFQUAL (<http://register.ofqual.gov.uk/>) under the aegis of the government of United Kingdom.

After successful completion of the Level 5 HND courses, progression is possible to Universities & Colleges 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
- Parsons School of Design, Paris

## PEARSON ASSURED



Pearson Assured is an independent international quality benchmark recognized all over the world. This certification assures that the standards of quality have been met while designing the curriculum and delivery methods of the courses. ARCH is the only Design education Institution in India that benchmarks the delivery process with international standards using Pearson Assured services. The Pearson Assured Certification Courses confer global credibility to any professional profile.

## PEARSON ONLINE Courses

Built by subject matter experts and instructional designers to enhance user experience, these courses come in a self-paced format and a tutor led format. An appropriate mix of stimulating multimedia, imagery, and assessments, the course-ware is best-in-class to provide quality education to learners. Apart from special certification where applicable; a Pearson Assured Certificate would be awarded at the completion of any of the selected courses. For details please see the ARCH website <http://www.archedu.org/>

# About ARCH

## LONDON CHAMBER OF COMMERCE & INDUSTRY



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's short term certificate, Diploma and Group Diploma Courses are valued by employers worldwide. ARCH offers 9 different Courses under LCCI ranging from 4 months to 8 months each in duration. They 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

Enrolled candidates can study for these courses online and appear for exams at the ARCH campus. The certificate holders become eligible for professional body memberships, entry into university at undergraduate level and university exemptions around the world.

## UNIVERSITY OF RAJASTHAN



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 a Postgraduate Degree in Garment Production and Export Management (GPEM).

Formerly known as the University of Rajputana, The University of Rajasthan is the oldest and largest institution of higher learning in Rajasthan (in terms of enrolments). Founded on January 8th 1947, the University currently operates 37 PhD courses, 20 MPhil courses, 48 Master's Degree courses, and 14 Bachelor's degree courses.

## ALL INDIA COUNCIL FOR TECHNICAL EDUCATION - SKILLS KNOWLEDGE PROVIDER (SKP)



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, Interior Design & Fashion Design. AICTE oversees the quantitative growth, regulation and proper maintenance of norms and standards in the technical education system in India. National Vocational Education Qualifications Framework NVEQF is a descriptive framework that organises qualifications according to a series of levels of knowledge along with skills. Recognizing the high demand for skill in the country, the Central Advisory Board of Education emphasized the need for a NVEQF.

# Memberships

## FDCI - Fashion Design Council of India



FDCI was set up in 1998 as the apex body of Fashion Design in India. Supported by the Ministry of Commerce and Industry, Ministry of Textiles and Gujarat State Khadi and Village Industries Board, it enables trade facilitation at various fashion weeks. The FDCI has helped to integrate designers from various states, cities and towns of India into one cohesive body guiding them towards sustainable growth. With over 400 members from across the country, the annual shows and events organised by FDCI, spearhead the business of Fashion in the right direction. Being a part of the FDCI fraternity is beneficial for ARCH in constantly setting the benchmarks high, for our students and Faculty. The students are given valuable opportunities to acquire first hand support, work experience at the various high profile events organized by the FDCI like the Amazon Fashion Week.

upgrading their courses, assist in bringing about professionalism in the structure and operation of the industry in their countries, and contribute towards the establishment of a framework of cooperation and collaboration.

The foundation presently comprises 52 members from 24 countries. Since its inception on 14th October 1999 at New Delhi, India, IFFTI is one of the most comprehensive and prestigious international organizations representing leading fashion higher education institutions in the areas of design, technology and business.

ARCH is a full member and is on the Education-Industry Sub Committee as well as the Membership sub Committee. By being an observer & participant & a voting member in all activities of IFFTI, ARCH benefits by getting to share information, educational and otherwise, for exploring and taking forward opportunities for possible collaborations with other member institutions towards student & faculty exchanges & progression for higher studies.

## IFFTI - INTERNATIONAL FOUNDATION OF FASHION TECHNOLOGY INSTITUTES



IFFTI forms the apex body of leading International Fashion Education Institutions, coming together to help each other in

## WDO – WORLD DESIGN ORGANISATION



The World Design Organization (WDO), formerly known as the International Council of Societies of Industrial Design (ICSID), is an international non-governmental organization founded in 1957 to promote the profession of industrial design. The organisation advocates industrial design driven innovation that creates a

better world, engaging more than 140 member organizations in collaborative efforts and carrying out international courses—World Design Capital, World Design Talks, World Design Impact Prize, World Industrial Design Day, and Inter-design. WDO has United Nations Special Consultative Status.

As part of its strategy to progress in Industry Oriented Design Education, ARCH holds membership of WDO. As a member exercising voting rights, it provides an international platform to express and share views related to Design with over 50 member nations.

Access to WDO (ICSID Council) resources enable research and collaborative explorations. Understanding new pedagogy for structuring courses towards sustainable design development, gaining assistance for various projects undertaken by the Academy are some of the advantages of being a member at WDO.

#### HKRITA - THE HONGKONG RESEARCH INSTITUTE OF TEXTILES AND APPAREL



ARCH is a member of the Hong Kong Research Institute of Textiles and Apparel (HKRITA). HKRITA 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 since Hong Kong is the world's second-largest clothing and apparel exporter after mainland China.

HKRITA membership benefits include:

- ▲ Access to the R&D Projects Database and basic project information
- ▲ Updated news on emerging technology and industry trends
- ▲ Members who are project sponsors will have access to the information proprietary to the particular project
- ▲ Privilege in participation of technical seminars and activities organised by HKRITA

#### CUMULUS



Cumulus is a global association, formed to serve Art and Design education and research. It is a forum for partnership and transfer of knowledge and best practices. It currently consists of 257 members from 54 countries. Cumulus Secretariat is located in Helsinki, Finland. Initiated with an aim to build and maintain a dynamic and flexible academic forum that would bring together top-level educational institutions from all parts of the world, Cumulus offers wider international context for discussion and developments in education and research of art, design and media. ARCH has recently obtained

full membership of CUMULUS. This will help in opening up more opportunities for our students as well providing them greater international exposure. Other members of the association include well known international universities like the University of Antwerp, The Royal Danish Academy of Fine Arts, Aalto University, National Institute of Design, India, Istituto Marangoni School of Design.

#### IIID - Institute of Indian Interior Designers (AWAITING MEMBERSHIP)



IIID is the professional body for Interior Designers in India. ARCH 's application for membership with IIID is underway and will act as an anchor for the Faculty of Interior Design in our institute, guiding students as well as teachers with the latest in their field, helping them build their professional network and increase their credibility in the Interior Design sphere. Association with IIID would help in promoting excellence in education and ethical conduct in design practice.

# Academics & Learning Methodology

Constantly evolving, interconnected and complex, these words can be used to describe the creative industries of today. To work in such a hyper-connected world requires that the techniques used for understanding the environment, keep evolving as well.

With pedagogy and learning environment at par with institutions across the world, learners at the ARCH Academy of Design, are encouraged to develop a realisation of how the attitudes of designers influence their creations. These attitudes are formed

by the changing values of society and the cultural context within which designers work. Developing knowledge and understanding local and global issues through research and analysis helps students in identifying & using their creative thinking ability. For an all-round development, a multidisciplinary approach to imparting knowledge is essential.

Along with abilities to apply and perform to the needs of the industry and to address the fast changing trends of the professional environment, future

designers will need to be equipped with skills for lifelong learning and imbibe aptitudes to adapt, to initiate, to lead and to seek opportunities at every step. Our students constitute the future generations in their chosen field, which makes it all the more important for them to use design thinking as a tool to challenge social, political and ethical conventions.



## PEER LEARNING

Peer learning is a two-way reciprocal learning model wherein study groups in collaborative projects, work together, to help students achieve their goals. Students learn and retain more by exemplifying their ideas to others and by participating in activities in which they can learn from their peers. They develop skills in organizing, planning, exhibiting & working collaboratively with others, giving and receiving feedback and evaluating their own learning. ARCH lays emphasis on intellectual and creative freedom, respect for other's opinion and freedom of expression, through the practice of peer interaction & learning.

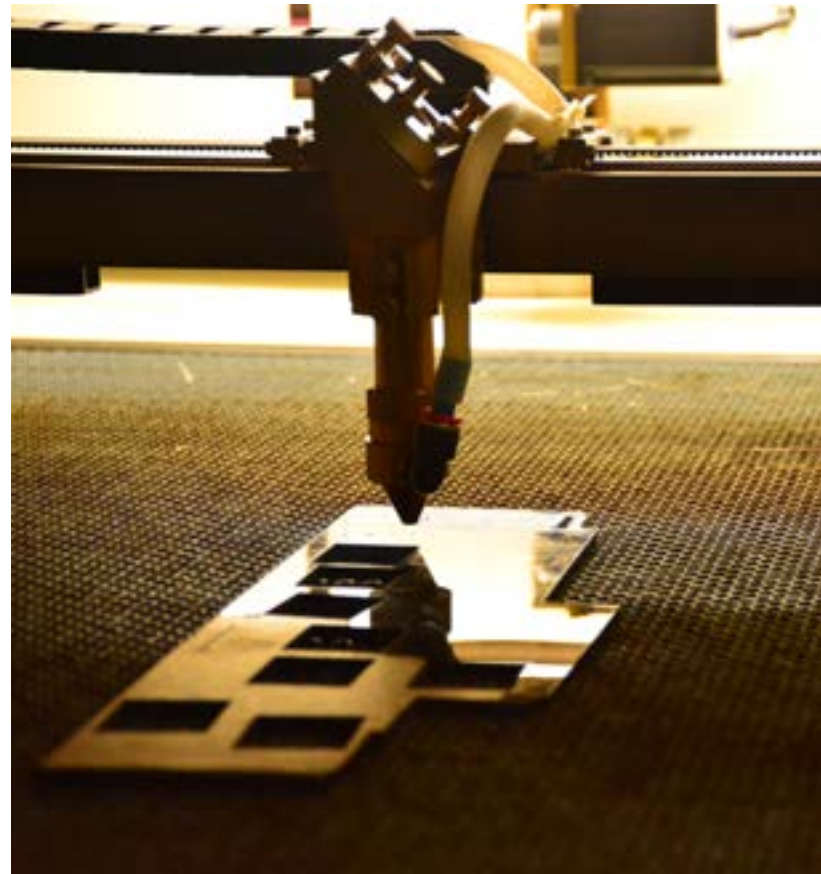
## IDEATION LABS

There is no alternative for practical, hands-on learning and hence the significance of laboratories in a design institute like ours. Labs equipped with high-end digital technology, alongside semi-automated tools and basic hand tools, assist students in taking their creations to the next level of existence. These workspaces allow them to get exposed to the techniques and processes of design, prototyping, and production, along with research & fabrication of models. Lab spaces include work areas for Model making, Computerized Operations in CAD, Internet Networking, Photography, Laser Cutting Machines, 3D printers, Gemmology, Terracotta work, Weaving & Printing, Pattern Making & Drafting, Sewing, Leather-working, Wood-Working, Jewellery Manufacturing, Metal Working, Casting & Enamelling, etc.

## GRASS ROOT CONNECT TO STRENGTHEN BASICS

Learning at the grass root level from local artisans and craftsmen (some of whom are national awardees) allows hands-on experience of local traditional techniques. Learning from the craftsmen and experts ensures that students absorb India's rich culture, community awareness and the implications of providing sustainable solutions to the local crafts sector.

The traditional knowledge shared by our craftsmen has enabled ARCH faculty members and students to showcase our heritage at international forums through research papers.



## ENVIRONMENT FOR CREATIVITY

Research has shown that physical spaces and aesthetics affect our thinking, living and creativity. A conducive environment helps to stimulate creative thoughts and collaboration, leading to breakthrough innovations. The appropriate blend of space and aesthetics contribute to inspiration and creativity. A habitat that promotes creativity focuses on comfort, space, colour and lighting, hence learning spaces at ARCH provide the appropriate mix of community culture and freedom, which inspire people. Large open areas in combination with smaller, more intimate spaces for individuals or small groups coupled with appropriate daylight exposure contribute largely to the mind space required for 'Eureka' moments!

## EMPHASIS ON ENTREPRENEURSHIP

The entrepreneurial spirit is characterised by innovation, risk-taking ability, creative problem-solving skills, resourcefulness and emotional skills like empathy. The curriculum at ARCH has synchronised 'emphatic leadership with social sensitivity' to develop sensitive social change makers. ARCH faculty members are encouraged to enhance their skills and knowledge to keep the learning process continuous and upgraded. The addition of 'Business Incubation Cell' to the Jaipur campus will provide support to upcoming enterprises to develop the business model base for innovation in design and make it scalable for achieving commercial success through start-ups. The introduction of specialised courses related to 'Fashion Design & Entrepreneurship' and 'Interior Design & Entrepreneurship' is another step in this direction.





### TOOLS & TECHNIQUES

Future leaders in the design industry should possess an amalgamation of information, experience and practice. Providing the right set of tools and techniques in the form of information is the very first and basic step to ensure success. Experience in the form of visits to manufacturing units, design studios, trade fairs, seminars, festivals and exhibitions, provide constant stimulation of ideas and different perspectives.

Practice in the form of monthly assessments, in- class open houses and semester jury systems provide ample opportunities to individuals for benchmarking their performance against themselves and their peers.

### EVALUATION

The progress and development of the students is assessed through presentations and discussions at critiques, reviews during classroom activities and via semester-end jury. This involves evaluation by a jury comprising of industry experts and academicians.

The emphasis is mostly on evaluating design solutions to the given brief, exploratory approaches and effective communication. Being able to present and uphold one's viewpoint is an important asset required for success in professional life. This skill is inculcated amongst our students to help them in strengthening their individual expression. Continuous comprehensive evaluation is a regular feature at ARCH .

## ACADEMIC Activities

### CLASSROOM PROJECTS

Classroom projects, an important aspect of curriculum at ARCH, integrates practice based studio activities which form the core of teaching and learning. The well assimilated interdisciplinary curriculum infuses an in-depth knowledge through research of design and the arts. This helps learners to develop skills of independent enquiry directly relevant to their vocational, academic and professional development.

A series of design projects at appropriate intervals and levels, usually guided by industry briefs and mentorship, are explored throughout the learning process. The commercial viability of the projects is understood by considering costs, the needs of end users, the environment and issues of sustainability. These projects aim to enhance decision making, problem solving and communication skills of the learners.

“ARCH-IVES”, the ARCH showroom for visitors, provides an all year round display of the best work of students from class & projects.

### INDUSTRY INTERFACE

Staying ahead and updated is crucial in the creative industries and requires constant observation and upgrading of knowledge, developments and concepts. Students get opportunities to visit industrial units, trade fairs, exhibitions, museums, art galleries; attend symposiums- to grasp the latest information related to their fields and to integrate theory and practical knowledge.

Another way of enhancing the above process is through inputs from visiting practitioners from different domains of the design industry. To enable industry orientation ARCH invites industry experts and specialists to interact with students, work on industry brief projects, involving industry experts to mentor projects, supporting students for internships and job placements.





## INTERNSHIPS

An internship is a period of work experience to give students and graduates exposure to the working environment, often within a specific industry, which relates to their field of study. It allows students, to gain valuable work experience, to understand the functioning of the industry, enhance knowledge, and develop problem-solving and decision-making skills. This helps to strengthen the relationship between industry and students. These internships provide a short-term experience to learners, of how it would be, to work in the aforesaid industry. Students are encouraged to build connections with employers for interviews and placements. The whole process is well coordinated with the industry by the ARCH Industry Interface Cell and guided by the faculty members throughout the training.

## OPEN HOUSE

An open house is a day when students from all departments, in turn, over each month, display their work for the entire community at the Academy. This helps in expanding their horizons to constructive feedback, through interaction with peers and teachers. Students develop their capacity for in-depth and critical analysis, for working independently, taking initiatives in applying new ideas and experimenting with new media. The open house also involves a display of students work to an internal and external jury, followed by three best presentations being displayed at the Academy.

## RESEARCH FELLOWSHIPS

ARCH offers Research Fellowships in fashion, textile, product, interior, accessory, jewellery and gemmology for durations varying from a month to a year. These Research Fellowships are granted for working anywhere across Rajasthan and states surrounding Delhi NCR in the domain of clothing, products, architecture, jewellery etc. Students are encouraged to consult their academic coordinator and avail of these fellowships.

## COURSES FOR INTERNATIONAL STUDENTS

Summer and winter courses form an integral part of any educational institution's courses since they give the visiting students as well as resident students an opportunity to interact and share ideas and open up to differences in cultures and perspectives. ARCH offers summer and winter courses for international students, presently in subjects such as Pattern Making & Garment Construction for Indian Clothing, Creative 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 and Delhi to interact, observe and learn from expert traditional craftsmen in the field.

## CO-CURRICULAR ENGAGEMENTS

The youth clubs supplement classroom learning at ARCH. The four clubs namely: Rotaract Club, Cultural Club, Creative and Entrepreneurship clubs aim at the development of socially relevant managerial skills to leadership initiatives. The club heads, President, Vice-President, Treasurer and Secretary, support and maintain the entire framework of the club and get groomed in the process.

ARCH has introduced ARCH MASTER CLASSES - Tricycle sessions. These 45 min sessions every month cover skills on Movie making, Photography, Styling and Creativity, Visual Merchandising, and Public Relations and Communication. These sessions have been designed to enhance the interactive learning experience for students.



# Facilities & Resources

## LIBRARY

A library acts as a catalyst for the genesis of new ideas. Our library houses a one of its kind E-library to promote learning online. Designed to engage and encourage self-paced learning and research; it offers a large collection of books, international journals, e-books, and films that are available for students and faculty.

ARCH's library follows an open access system for users with over 3500 digitised books for reference. The Jaipur campus library's collection includes more than 4000 books along with bound volumes, graduation projects, student portfolios, e-presentations, reports, subscriptions, journals, periodicals and magazines. Our collection includes books on Interior

Design, Communication Design, Graphic Design, Product and Accessories, Exhibition Design, Fashion & Textiles, Art & Craft, Humanities, and Architecture. The Library has arrangements for physical conservation of old books and resources. Journals like Indian Journal of Fibre and Textile, Asian Textile, Indian Journal of Commerce and Marketing and magazines from all over the world covering Architecture, Jewellery, Fashion, Interiors, current affairs etc. are a part of the extensive resources.

## AUDIO VISUAL TEACHING AIDS IN ALL CLASSROOMS

All classrooms are well equipped with sufficient audio-visual resources to aid the learning process. Theoretical lectures coupled with audio visual aids provide the stimulation required for visualisation, interpretation, and understanding concepts.

## COPY AND PRINT CENTRE

The Copy Centre offers a range of services; including black-and-white and colour copying, wire/comb binding, lamination, digital printing etc.

## LABS & EQUIPMENT

ARCH has in place all the resources required to support the creative processes of Design, Research & Fabrication of models, sample artefacts and apparel, furniture prototypes, exhibition structures and installations. The well-equipped lab spaces and facilities include the Photography Lab, Gemmology Lab, Terracotta Lab, Textile Weaving & Printing Lab, Apparel Pattern Making & Drafting Lab, Sewing Lab, Leather Workshop, Woodworking Workshop, Jewellery Manufacturing & Metalworking Lab, and Casting and Enamelling workshop. Some of the equipments on campus include production machines like the Investment Casting Machine in the Casting and Enamelling workshop, and the recently added Laser Cutting Machine & 3D Printer. Software training is carried out in the CAD lab equipped with workstations supporting high-end design software and hardware. The Graphics team has its own Apple Mac lab. High-speed Wi-Fi and LAN connectivity through dedicated leased line services enable faculty and students to carry out communication, research, individual and collaborative project work without interruption. The entire campus is CCTV protected.

## AUDITORIUM

ARCH Auditorium is adequately set up with a sound system, audio visual system and projection screen to handle large meetings, seminars, symposiums, guest lectures, and workshops throughout the year. The auditorium is used by the academic team to present seminars, for extra curricular activities and for the purpose of meditation.

## CAFETERIA

The Academy has a cafeteria serving hygienic and nutritional vegetarian food and a 'tuck shop' offering packaged food, snacks and drinks.

## STATIONERY SHOP

The campus also has a well-stocked stationery shop for students enabling the convenient purchase of required material pertinent to course and activities.





# Campus Accommodation



## ACCOMMODATION SERVICES

The Academy provides the option of secure, comfortable residential hostel facility for female students of full-time academic courses. Spacious rooms on twin sharing and quad sharing basis are fully furnished, air-conditioned and Wi-Fi enabled. A living room with entertainment and leisure amenities allow for relaxation and recreation.

The hostel features:

- Round the clock security with power backup
- Arrangement of balanced and nutritious meals, within the hostel
- Transport facility by bus
- High-speed data network

## On-Campus Living

### SOCIAL LIFE

**Jaipur Campus-** Students will find plentiful options for a healthy social life in reasonably close proximity to the campus. JKK – Jawahar Kala Kendra, the city’s art and cultural centre offers opportunities throughout the year to experience and be exposed to different forms of arts, theatre, crafts, and seminars. Along with heritage sites & museums to visit, there are a good number of modern malls and eateries. Sports enthusiasts need not go too far to find the SMS Stadium or make use of the state university’s grounds. For Yoga and meditation practitioners, the city houses several such centres. Additionally, there is the vast & attractive Central Park and the beautifully crafted and landscaped Smriti Vann for walkers and talkers! Located at an 8-minute drive from the airport and 25 minutes away from the city’s main railway station, Jaipur campus is well connected via state transport buses, private taxis cabs and for selected areas, via Jaipur Metro.

**Delhi-NCR campus-** ARCH ’s Gurgaon centre offers numerous options for recreation and leisure. Movie theatres, adventure parks, games and entertainment centres, shopping malls and eateries can be found easily in the vicinity of the campus. Devi Art Foundation, one of the first not-for-profit spaces dedicated to showcasing contemporary art from the Indian Subcontinent is situated within a distance of 1.5 km to the campus. The Gurgaon, Delhi-NCR campus provides a chance to the students to explore and experience life, in the capital city of the country. The city offers something for everyone, places of historical importance, museums etc. The city hosts numerous national and international level events in the field of sports, literature, music and movies. The city’s lifeline- Delhi Metro connects many areas of the city, being India’s first urban transportation network.

## STUDENT ASSISTANCE SERVICES

### ORIENTATION PROGRAMS

These are designed to be fun and helpful, with the goal of making the transition to life at ARCH relatively seamless. All the new students are required to participate in Orientation, which offers an introduction to our community before the start of classes, allowing students to meet each other and go around the campus. It includes a trip around the city with visits to prominent heritage landmarks.

### CAREER SERVICES -PROJECT CELL AT ARCH

The project cell helps students connect with jobs, internships, and other professional opportunities. Students can access job fairs to explore internships with top companies, one-on-one career advising, workshops, and much more with the help of our Project Cell. The Career Services staff cultivates relationships that can lead to employment opportunities for our graduating students.

## Off-Campus Living

ARCH also assists students who don’t wish to avail hostel accommodation, to get suitable paying guest accommodations near the campus at affordable rates. International students and faculty are provided with ample support and guidance to find appropriate accommodation facilities. Jaipur campus offers the advantage of being very close to residential areas, thus finding an accommodation is easier. The Gurgaon, Delhi-NCR campus has many housing societies and apartments to enable outstation students to find a place to stay near the campus.



# Mindfulness@ARCH

## THE MEDITATION- ANAPANA

Vipassana 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 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.

## BENEFITS OF THE PRACTICE

At ARCH, students start their day with this concentrative meditation which focuses on breath. Termed as "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. It has been noted that 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.

## 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. Vipassana can be cultivated by the practice that includes contemplation, introspection and observation of bodily sensations, analytic meditation and observations of life experiences.



# Projects & Academic Collaborations

## SCOTLAND-JAIPUR PARTNERSHIP DEVELOPMENT FUND

ARCH received funding from the British Council, Scotland in partnership with Cardonald College, Glasgow (now Glasgow Clyde). The project:

- ▲ Aimed to develop links in knowledge, technical approach and understanding in common curriculum areas; fashion, textile and jewellery design.
- ▲ Allowed for reciprocal staff visits to exchange knowledge and ideas, generate discussion and investigate cost effective sustainable means of continuing working together.
- ▲ Enhanced cultural awareness of students to allow them to develop global working skills.
- ▲ Enabled development of a bid for UKIERI funding or global partnership funding.



# UKIERI UK-India Education & Research Initiative

UK India Education Research Initiative (UKIERI) started in April 2006 with the aim of enhancing educational links between India and the UK.

It has been recognized as a key multi stakeholder course that has strengthened the educational relations between the two countries and has been successful in covering all segments of the education sector.

The ARCH Academy of Design & Perth College, UHI, Scotland, have jointly received a 45,000 GBP, UKIERI 2012 grant for Institutional Capacity Building.

Administered through the British Council, the grant funded activities and planned implementation of a 2 year project titled “Communication and Application of Design to Promote Mutual Creative & Cultural Industries”.

The project culminated in :

1. Building a comprehensive curriculum & the co-development of an online portal – ‘The Design communication portal’, containing shared materials for three distinct course components at beginner and advanced levels .
2. An exchange of academic and administrative staff and students.
3. Conducting lectures, organising symposia and exploring the potential for curriculum development in cultural heritage and tourism — linked to sustainable development.
4. Exchange of academic information and materials.
5. Development of potential academic research to investigate India’s cultural heritage within the context of rural economy and sustainability.

**UKIERI**  
UK-India Education  
and Research Initiative

**DC** Design  
Communication



Buyer-Seller project with

# Saxion University

ARCH students & faculty in collaboration with Saxion University of Applied Sciences , entered into a buyer-seller agreement wherein Saxion students created a new retail organisation named ‘XO’. The pilot store showcased, along with other products, actual products designed by ARCH students. The objective of this project was to give the students of both universities, the opportunity to learn how to work on a buying plan, improve their communication skills and give them the opportunity to gain international exposure. The project involved preparing prototypes for Fashion accessories for women, bridal wear for women and men, Interiors for ‘bedroom’ and other household accessories such as a garden chair- pillow and a textile flower and concluded with a film created by students from Saxion displaying the final products designed by ARCH faculty and students.



# MoUs with universities

MoU with Middlesex University London listed:

- ▲ Developing the possibility of portfolio workshops in India or virtually to help ARCH students for progression opportunities in the UK.
- ▲ Opportunities for students of each institution to participate in summer courses to introduce them to each other’s culture, art and design.
- ▲ Consultancy project to assist ARCH with Curriculum Design.

MoU with Textila Gymnasiet in Stockholm, Sweden (now part of Tillskärarakademi, Sweden) looked at:

- ▲ The exchange of teaching and research personnel and students
- ▲ The development in research activities.
- ▲ Exploration of collaboration at course level.

MoU with University of Northampton involved:

- ▲ Identifying areas of curriculum mapping for joint collaboration.
- ▲ Provision of progression routes for students.
- ▲ Provision of opportunities for staff development.

# Government Related projects

MoU with De Montfort University, Leicester, UK allowed:

- ▲ Academic, cultural and personnel exchanges (including student exchanges).
- ▲ Exploration of joint funding bids to appropriate bodies for teaching, learning and research purposes.
- ▲ Exploration of collaborative partnerships in order to deliver three Level 6 top-up undergraduate courses with the Faculty of Art, Design and Humanities.

MoU with University of Salford, UK, enabled

- ▲ Progression opportunities.
- ▲ Skill transfer courses.
- ▲ Development of Curriculum and pedagogy in Design Education.
- ▲ Visits by and exchange of staff and graduate students for research, teaching and discussions.
- ▲ Exchange of information like library materials and research publications.
- ▲ Development of student progression pathways at undergraduate and postgraduate level.

## Industry Projects

MoU with GEAR and Jaipur Bloc facilitating:

- ▲ Industry exposure through internships and placements for graduating students.
- ▲ Mentorship courses for students while pursuing their undergraduation or postgraduation.
- ▲ Industry-linked design projects to enhance students' work experience.
- ▲ Student visits to manufacturing units to get in-depth knowledge of the functioning of the industry.
- ▲ Member industries participating as the jury for evaluation.

**GEAR** is a 26 years old Garment Exporters Association of Rajasthan and comprises of 235 Members, who export readymade garments all over the world. GEAR promotes exports by organising buyers-seller meets, trade exhibitions, Garment Fairs, seminars and workshops for designers etc., arranges dialogues and proposals with other countries for assistance in sourcing of raw materials, to expose Indian

Garments to International markets for greater visibility and choice of products.

**JAIPUR BLOC** is a cluster of small and medium-sized enterprises who have come together to support the sustainable production of high-quality hand-crafted textiles for the domestic market and international trade. Incorporated as the Jaipur Integrated Texcraft Park Private Limited in 2010, the organisation aims at:

- ▲ Providing excellent infrastructure and eco-friendly facilities for textile units in India.
- ▲ Reducing the environmental impact of textile production by recycling up to 90% of their water in a common effluent treatment plant.
- ▲ Generating local employment by training a new generation of artisans from residential areas surrounding the production facilities.

ARCH Academy of Design has been able to impact the lives of more than 2500 people as a result of the collaboration and social change projects with Government, Semi- Government bodies and NGOs. These programs are aimed at improvising existing systems, knowledge dissemination, promoting entrepreneurship and conducting training courses for women, artisans and designers.

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



DESIGN CLINIC SCHEME is a distinct initiative in cooperation with MSME MICRO, SMALL AND MEDIUM ENTERPRISES (MSME), GOVT. OF INDIA and NID, Ahmedabad to conduct seminars, surveys and workshops to enable Entrepreneurship based development courses for the Jewellery cluster in Jaipur. The three-staged course involves:

**Stage one** - Design sensitization seminar – Business development through design intervention

**Stage two** - A need assessment survey – Feedback to the participating Jewellery firms

**Stage three**- Design workshop to improvise processes and systems.

Other collaborations with MSME include entrepreneurship development programs to support and assist artisans and women in the field of Jewellery manufacturing, Fashion Design, Visual Merchandising, Interior Design and Artificial Jewellery Making.

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



Nearly 400 artisans have been trained so far, under the five-year, ARTISAN TRAINING PROGRAM, sanctioned by the DEVELOPMENT COMMISSIONER HANDICRAFTS (DCH), Ministry Of Textile, Govt. Of India. These trainings comprised of Skills Up gradation Courses for the artisans and the underprivileged in Fashion Textile, Leather, Metal, and Wood & Terracotta Craft. Workshops for Skill Mapping,

Skill Identification, Product & Material Innovation, Finishes & Surface Treatments and Development of Craft products formed the highlight of the course.

**RSLDC- RAJASTHAN SKILLS AND LIVELIHOOD DEVELOPMENT CORPORATION**



ARCH has signed a MoU with the Rajasthan State Government under the RSLDC project which focuses on providing employment linked trainings to students and adults with a view to developing skills required for employment in the state. The MoU involves three courses under Photography, Videography and Wooden furniture and requires 100 students in each of these three courses to be trained for a period ranging from 2 months to 4 months. After completion of the course, ARCH will be providing placements to the enrolled learners. The resulting diploma awarded on completion of the course will be legally recognized all over India for employment opportunities.

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



ARCH has conducted several Technology-based Entrepreneurship Development Programs sponsored by DEPARTMENT OF SCIENCE & TECHNOLOGY, DST, GOVT. OF INDIA, in collaboration with the NGO RK Sansthan. The objective of these courses is to develop entrepreneurial skill among women, students in the field of Jewellery Design, Gem Identification & Processing, Interior Design, Pattern Making and Garment Construction.

# Research Projects



## FASHION COLLOQUIA 2013, LONDON COLLEGE OF FASHION

ARCH Founder-Director, Ms Archana Surana was invited by the London College of Fashion (LCF) to present a Project proposal at the Fashion Colloquia 2013 held in London. Her concept paper titled "Innovation in Development of Indigenous Eco Crafts for High Fashion Global Market" discussed how the shift from synthetic dyes to natural dyes can provide sustainable livelihood solutions to vulnerable craft communities of the world and improve local economies by reducing the environmental impact of harmful chemical dyes. ARCH Academy of Design will be hosting Fashion Colloquia in the year 2019.



## NWFC NON WESTERN FASHION CONFERENCE 4TH EDITION, ANTWERP

The NWFC provides a platform for research on the many, unique fashion histories from across the world that remain lesser known to the popular industry of Fashion. NWFC 2016, held at the University of Antwerp, Belgium, explored the contribution of small and medium fashion companies towards the sustainable development of their local communities.

Founder- Director ARCH Ms. Archana Surana was the keynote speaker at the event and presented her paper on, 'Heritage Crafts in Fashion Business – Tradition to Modernity.' In addition, final year students of Fashion Design courses, Megha Goyal and Akshita Airan were also invited to present their research papers.



# International Cultural Governance 2017



The ARCH Academy of Design, Jaipur, with support of the Government of Rajasthan, was the organizing host institution in India, to the International Cultural Governance 2017 project. ARCH facilitated & coordinated the bringing together of key people involved in the challenges of managing arts and cultural organisations in India.

The first part of the project consisted of an Online research questionnaire to compile information from these key people. The second part consisted of a day-long 'face-to-face' workshop with Prof. Ian King, Professor of Aesthetics and Management, from the University of the Arts, London, & Professor Annick Schramme, Professor at the University of Antwerp, & Chair of the Cultural Governance workshop series and advisor to many cultural institutions across Europe. The workshop was organized in Delhi and helped generate opportunity for the exchange of further information to develop collective understandings through activities and discussions. Supported by the European Network on Cultural Management and Policy (ENCATC), Creative Europe, the Creative Enterprise Courses of the European Union, the University of Antwerp and the University of the Arts, London, and in India by the Government of Rajasthan, the International Cultural Governance 2017 project is a singular initiative, coordinated and conducted

across the world by Professor Annick Schramme and Professor Ian King.

Information from eight countries (Ethiopia, Taiwan, China, India, Australia, South Africa, Brazil and Serbia) is being collected to generate a pool of knowledge to improve the quality and practice of cultural governance across the globe. The results of the study from these eight locations will be collected together and re-produced in a book that will be published by Peter Lang in late 2018 and consequently, the collected information & primary data would be returned back to the location and source, to be available for anyone to use for future studies. The Cultural Governance course was attended by dignitaries from the art and creative industries including Jaya Jaitley (activist, author and Indian handicrafts curator), Jayant Kastaur (Art Administrator), Prof.I.M.Chishti (Architect, Design Thinker), Prof. Ashish Ganju, Parthiv Shah (Director, CMAC), Prof. Jatin Bhatt, (Dean School of Design, Ambedkar University, Delhi), Bindu Manchanda(INTACH), Meenakshi Jha (ARTOLOGUE FOUNDATION), Vikram Joshi (Rangotri Founder and owner), Sushma K Bahl (Former Head Arts & Culture, British Council), Pooja Sood (Director General, Jawahar Kala Kendra).



# Social Impact Projects

## EXHIBITION ON WILDLIFE PROTECTION

A conference 'India for Animals' (IFA), celebrating the Animal Protection Movement in India was organised in Jaipur, by the Federation of Indian Animal Protection Organizations -FIAPO. ARCH Academy of Design in association with FIAPO held an Inter-School Photography & Clothing Design competition to create animal welfare awareness & later exhibited the contest winning entries at the conference.



## ACCESS DEVELOPMENT PROJECT

ACCESS Development Services is a national level livelihoods promotion organisation with a focus on incubating innovations and sustainable models for the livelihoods and promotion of the poor. The joint initiative with ACCESS aims to equip jewellery-making artisans with improved technical skills to enable them to enhance the design aspect, productivity & quality of their products to compete with the changing market demands and aspirations.



## RUDA- RURAL NON-FARM DEVELOPMENT AGENCY, GOVT. OF INDIA

Taal Chappar is a forest area of Churu district in Rajasthan wherein ARCH Academy of Design executed a project with sponsorship from RUDA. More than 150 women artisans were a part of the course. The course emphasised on:

- ▲ Research and development of eco-friendly products-final products developed included necklaces, earrings, bangles, bottle holders, fishnets, decorative boxes, door knobs and wall hangings.
- ▲ Promotion of rural enterprises, by providing sustainable livelihood to women through the formation of self-help groups.
- ▲ Stressing the importance of sustainability in the rural non- farm sector amongst artisans through Skill Development Training Programs.



# Consultancy Projects

## JAIPUR METRO RAIL CORPORATION LTD

ARCH won the 'Uniform Design Contest' conducted by JAIPUR METRO RAIL CORPORATION LIMITED (JMRCL) and is the official Consultant Designer for the complete range of Uniforms covering all cadres for the Jaipur Metro Corp. Our team consisting of a Project Manager, Textile & Fashion Design faculty, Technical experts and students, conceptualised and developed the final range of garments (uniforms) for six different categories (cadres) as per the design parameters provided by JMRCL. The outfits were designed to be a blend of traditional sensibilities & contemporary style.



## CII - CERA GLASS EVENT 2012

EXHIBITION DESIGN FOR CERAGLASS 2012 by CONFEDERATION OF INDIAN INDUSTRY (CII)  
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). Planning, ideation and execution of the signage, display and lighting for product exhibitors, was carried out by the senior faculty & students of the Interior Design Department of ARCH for the Cera Glass Haat space of 1300 sq.meters. The trade fair was jointly organised by RIICO, CII, & ICS with the support of the Ministry of Commerce, Government of India.



# Innovation Projects

## Business Incubation Cell

The Business Incubation Cell at ARCH Jaipur campus provides the necessary resources, services, coaching & mentoring, & networking connections required for the support, and development of business models based on design innovations and making them scalable to achieve commercial success through 'start-up' enterprises. From the ideation stage to preparing a prototype, & through to the pilot stage to start production, the incubation cell services aim to provide the right environment for growth and development of budding entrepreneurs.



## ARCH Design Dhara

Assembled to promote Design awareness and flagged off by the honourable Chief Minister of Rajasthan, Smt. Vasundhara Raje, the first 'DESIGN DHARA' was a travelling exhibition in a bus, touring through Rajasthan for 30 days; a unique initiative by ARCH to acquaint school and college students, & enthusiasts of art, craft and design, with the processes, techniques, career options, the industry & world of Design. The second 'Design Dhara' was a 3-day affair with several Artisans & Craftsmen displaying their skills related to Puppetry, Weaving, Pottery, Laser Cutting, along with designers interacting with students in live workshops. Our community at ARCH continues to build sensitivity and awareness and inspire people through similar initiatives to highlight Design.



## Chr-cha - Towards a Rajasthan Design Policy

A peep into cultural governance

Conceptualised and organised by the ARCH Academy of Design, CHR-CHA is a forum to bring together people from the design industry for interdisciplinary discussions, pivotal to Design & creation in all fields, over a cup of tea. The forum enables individuals to examine challenges in their sectors & share their experiences, ideas, opinions, and policy advocacy towards collaborative efforts, implementation methodologies and build meaningful connections with like-minded people from the community. The need for a platform where creative minds from the city could share and discuss ideas, exchange feedback, debate and pose questions for the design fraternity to think and ponder upon, led to the genesis of Chr-cha. The initiative has attracted participation from diverse backgrounds - Design Professionals, Industrialists, Academicians, Entrepreneurs, Development Professionals, Art & Craft Practitioners, Researchers, Non-Govt. Organizations, Associations, Institutions, Policy Makers, etc. Previous editions of Chr-cha include a discussion focused on



the theme of "Does Rajasthan Need a Design Policy?" The most recent edition of Chr-cha held on 5th April 2017 revolved around 'The need for a Cultural Governance Forum'. The idea behind an International Cultural Governance Forum is to collect information regarding the guise of cultural governance across a number of locations across the globe. Attended by Prof. Ian King, Professor of Aesthetics and Management, from the University of the Arts, London, and Professor Annick Schramme, Academic director, Knowledge Community Creative Industries, Antwerp Management School, the discussion focused on how arts and cultural organizations are managed in western locations (mainly UK, USA and Europe) to understand how to manage the same and incorporate best practices in 'cultural governance' in non-western locations. Learnings from such conversations will help in gaining perspective towards solving complex issues related to supporting the efforts for growing and preserving (arts-crafts-culture) civilization for the next generations.



# Integrated Projects

## VASTRA



ARCH designed and exhibited, in the 5th edition of Vastra 2016 -International Textile and Apparel Fair at Jaipur Exhibition & Convention Centre, Sitapura Industrial Area, Jaipur. Vastra is a joint initiative by Rajasthan State Industrial Development and Investment Corporation Ltd. (RIICO) and Federation of Indian Chambers of Commerce and Industry (FICCI), supported by the Government of Rajasthan and the Union Ministry of Textiles. ARCH also showcased the collections of graduating year students in the fashion shows held for the buyers and industry.

“Based on western influences on Indian crafts, this year saw ARCH Academy’s pavilion at VASTRA 2016, addressing the confluence of Indian fabrics, heritage textiles with western silhouettes and cuts, creating a fusion of Indian techniques and western forms.”

-Sunita Yadav, Sr. Faculty- Fashion & Textiles

## RAJASTHAN HERITAGE WEEK



The Rajasthan heritage week is an annual affair launched in 2015 for the promotion of Rajasthan’s traditional textiles and crafts by engaging leading national and international designers to work with state weavers. The event aims to create increased employment, success and a better quality of life for the artisans of the state. The garments showcased by ARCH Academy of Design turned out to be a blend of traditional with the contemporary design sensibilities highlighting natural vegetable dyes used in Bagru printing and Dabu printing.

“During the Rajasthan Heritage Week, I saw a Natural Dyeing Collection developed by the ARCH Students. I was impressed by the way they had used dyes from natural colours, and the textures & drapes. This motivated me to visit the campus & give a classroom project.”

Ritu Kumar, Ace Fashion Designer

## GABA - FASHION WEEK



ARCH Graduate Fashion show GABA, for the year 2015 showcasing work of our budding designers was held in Jaipur. Magnificent clothes, jewellery, light & sound and India’s super models were the highlight of the Fashion show. Ace fashion designer Anita Dongre (owner of AND) was the guest of honour. Stalwarts from fashion industry like Abhishek Gupta, Pratima Pandey, came together for the finale. The show was choreographed by famous choreographers Anisha & Aparna Bahl.

## FORHEX FAIR



## RESURGENT RAJASTHAN



ARCH students volunteered for the Resurgent Rajasthan Partnership Summit, held on 19th and 20th November, 2015 at Jaipur Exhibition & Convention Centre, EPIP Sitapura, Jaipur. The Resurgent Rajasthan Partnership Summit was organised to attract and promote sustainable long-term growth and inclusive development through reaching out to stake holders and leading investors from all over the world.



## JAIRANGAM



ARCH participated in the Annual Theatre Festival Jairangam -2016, held at Jawahar Kala Kendra, Jaipur. ARCH students made a number of large installations, reflecting issues and parts of the sustainability dialogue.

## EVERY GIFT MATTERS



In a grand evening at Hotel Diggi Palace, ARCH hosted American philanthropist and author, Ms Carrie Morgridge from the CISCO family. She is the Vice-President of The Morgridge Foundation & is among the world's top-20 philanthropists. The expanse of the event was laid with gift boxes of different sizes, wrapped to perfection, by ARCH students, signifying that every gift, whether small or big is crucial to bringing about a positive change in the lives of people.



# Courses



# International Progression Opportunities

ARCH is accredited by Pearson, UK to deliver eight BTEC Level 5 HND qualifications in Art & Design. It is the only design institution in India offering such a wide range of BTEC (Business and Technical Educational Council) courses. It is also presently the only Design Institution in India that imparts Pearson Assured Courses.

Exposure to international faculty and delivery from Pearson-trained faculty lies at the core of these courses which are aimed at developing interdisciplinary and interactive contextual learning & the acquiring of practical skills. 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.

The BTEC Level 5 HND qualifications embedded in these courses are equivalent to the first 2 years of graduation in UK Universities. The Courses have been designed in a way so as to offer a chance to the students to progress directly into the 3rd year of graduation in any of the Pearson Assured listed universities around the world. 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 opportunity of culminating their studies at ARCH with a Level 6 Top Up Degree graduation in one year. As a Pearson authorised institution, ARCH students can choose from more than 100 listed institutions in the UK & worldwide for such possible progression.

# Foundation Studies

Foundation Studies is common to all courses in design for Undergraduates, Postgraduate courses and Vocational courses.

The curriculum 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. 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.

The foundation studies course 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.

The course 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.

## Foundation Duration:

**Undergraduate Courses:**

One-year foundation

**Postgraduate Courses:**

Three months foundation

**Vocational courses:**

One-month foundation



# Faculty of Interior Design

“If you can define your customer, then it becomes the formula for design” - Micheal De Paulo

## Core ethos

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The Faculty of Interior Design is one of the most experienced and informed in the creative practices at ARCH Academy of Design. Here you will be engaged in practice, research and innovative solutions to solve challenging, real-world interior design problems.

## Overview

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The overall domain of Design industry is growing at an exponential rate in the Indian market. The Indian real estate market is expected to touch US\$ 180 billion by 2020 (India Real Estate Market 2017). These figures hold a promising picture for the Interior design industry since the growth of the Interior design domain is linked to the growth of real estate. Our competent team of professionals will guide you completely, progressing from basic theoretical concepts to conceptualising, development, and building the liveability and aesthetics of any of space.



## Opportunities in future

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Interior designers may get involved in the industry as-Space visualizers in Architectural & Real Estate firms for Retail, Hospitality, Institutional and Commercial spaces; They may also work as Exhibition Designers, Museum Designers, Set designers for Production Design Houses, or alternately, start their own design practice.

Please refer page 117 for Placements and Alumni information.



**UG-4 Years**  
International Course

### Awards on Completion

PEARSON BTEC LEVEL 5 HND IN 3D DESIGN  
BBA FROM UNIVERSITY OF RAJASTHAN\*  
ARCH DIPLOMA IN INTERIOR DESIGN & BUSINESS  
BA from DU- School of Open Learning

\*(Only for Jaipur Campus)

# Interior Design & Business

Interior Design and Business will help you to explore the interface between built space and how people inhabit them. You will be encouraged to have the aesthetics of spatial design and business acumen to handle the competitive design markets.

## Learning Journey

While in the course, you will get insights on various aspects of space such as scale, configuration, light sources, colors, materials, and proportions and how these aspects are related to the technical performance of a setting alongside proficiency in business skills with special emphasis on business communication, financial management, strategy and entrepreneurship. You will be introduced to materials, finishes, and furnishings, with methods for understanding the appropriate application, estimating, and specifications as they apply to residential and non-residential interior environments. This course will involve the study of commercial space planning, methods of planning, design analysis, and problem-solving, and an introduction to regulatory issues, construction methods and techniques, materials, and furnishings. You will develop design and production skills, utilising software like AutoCAD.

## Learning Opportunity

You will be exposed to different ways of learning that include classroom discussions, projects, assignments, field visits, expert talks and mentoring sessions with industry professionals. You will develop an understanding of the roles and responsibilities of a professional interior designer, including working within teams. This course will include an exploration of the business practices necessary to develop and maintain an interior design firm. Topics like professional ethics, contract documents, vendor relations, association membership, marketing, networking and social media opportunities form a part of this course.

# Interior & Spatial Design

At ARCH, we ensure that our students learn by applying to re-imagine interior environments and spaces in local and global contexts through rich experience of projects using digital designs and prototyping techniques. We are an experienced team of professionals, who will support you in the building blocks of your career for Interior and space design sector.

## Learning Journey

During the 4 years in the course, you will develop an understanding of the fundamentals of interiors, built environment and space design. The course covers the understanding of design & Architectural practice, relevant legislation & project management and it will equip you with the requisite understanding of constraints such as local authority bylaws and planning regulations etc. to enable practical integration with appropriate design briefs. You will evolve in developing professional skills and attitudes to work within a commercial context. The course explores technical, functional, material, aesthetic, cultural and creative processes for interior and space design with strong emphasis on social, environmental and sustainable awareness.

## Learning Opportunity

“The best way to learn anything is by doing”.

You will be engaged in exciting classroom discussions, practical assignments, case study planning and presentations, handouts, screening of films, visits to design studios, workshops, exhibitions, construction worksites, and industrial sites and many more innovative ways to learn as a team and evolve as an individual. You will get the opportunity to practice space design fundamentals, material model making, drafting, research based project planning etc., validating an integrated approach to learning and understanding of the industry in real time.



**UG-4 Years**  
International Course

### Awards on Completion

PEARSON BTEC LEVEL 5 HND IN 3D DESIGN  
BA FROM UNIVERSITY OF RAJASTHAN\*  
ARCH DIPLOMA IN INTERIOR & SPATIAL DESIGN  
BA from DU- School of Open Learning

\*(Only for Jaipur Campus)



PG-2 Years

# Interior Design & Entrepreneurship

The course is a two years advanced study enabling you with holistic knowledge and understanding of interior built environment and space design. It has the best combination of interior and spatial design practice and aspects of establishing a service business.

## Learning Journey

You will synthesize design through research methods appropriate to interior design practice & aesthetic principles; develop technical skills essential for creating and planning interior spaces along with development of entrepreneurial skills under guidance.

## Learning Opportunity

You will learn to design through the process of developing your own design response in relation to a range of design briefs, from conceptual to real life situations. You will learn contemporary professional practice and understand the fundamentals of entrepreneurship through lectures and assignments, and project application by practising with architects and designers. You will visit design & architectural studios, appropriate industrial and architectural sites, etc. which will contribute towards contextualising theoretical studies.

### Awards on Completion

ARCH PG DIPLOMA  
PEARSON ASSURED CERTIFICATE



Faculty  
of  
Product Design

“A great product isn’t just a collection of features. It’s how it all works together.” - Tim Cook

## Core ethos

Consumers directly connect with the products they use, hence product designers need to consider all the aspects related to functionality, usability, sustainability and convenience while designing products for today’s consumer. The course intends to develop core competence in the basic skills and understanding of the process and principles governing the design and manufacturing of products.

## Overview

As a part of this course, you will be guided to consider the utilitarian and creative principles of product design and encouraged to develop an understanding of how the attitudes of designers, makers and end-users influence the appearance and function of design solutions. Independent research and experimentation with materials and practical techniques to develop an understanding of a wide range of appropriate materials, manufacturing and finishing techniques & processes, etc. form an integral part of the course.



# Product Design

The course will challenge you to unfold *the best way* “Design” can create a *socially responsible, ethical, sustainable and profitable outcome*. The course caters to a three-fold approach of *product, system and its user*, making the whole learning approach more *user-centric*. Product designers conceptualise and evaluate ideas, to produce tangible inventions. A product designer’s role is to combine science, art and technology to deliver user-friendly products. During the course, you will gain the professional skills to communicate your ideas with confidence to the industry.

## Learning Journey

You will explore the principles of inclusive design, learn to apply human-centric research methods to develop your own creative identity, to apply product concepts to prototypes and market these to appropriate customers. You will expand your learning with the design process from 2D drawings to 3D prototypes or scale models while investigating ergonomics in design, form, function, aesthetics and reliability, with the understanding of end user’s needs.

## Learning Opportunity

You will progress with an understanding of historical and contemporary professional practices as a designer-collaborating with craftsmen. During the course, you will be a part of the visits to professional studios, workshops, and appropriate trade fairs, exhibitions, galleries and shops. The vocationally relevant assignments support the contents of the course.

UG-4 Years  
International Course



## Awards on Completion

PEARSON BTEC LEVEL 5 HND IN 3D DESIGN  
BA FROM UNIVERSITY OF RAJASTHAN\*  
ARCH DIPLOMA IN PRODUCT DESIGN  
\*(Only for Jaipur Campus)

PG-2 Years

# Product Merchandising

The postgraduate course in Product Merchandising will provide you with comprehensive and holistic knowledge and understanding of *merchandising for lifestyle products* and its *supply chain management*.

## Learning Journey

The course has been designed, keeping in mind the current and evolving industry practice in the domain of Products development, manufacturing, changes in material, technology and the ease of operations due to digital environment. It develops your skills in functional areas of Merchandising, Marketing, Branding, Integrated Marketing Communications, Product Development, Sourcing and Range Planning, forecast and trend analysis and awareness of social and environmental concerns such as sustainability and ethical issues.

## Learning Opportunity

The teaching and learning environment for this course encourages and facilitates learning through inquiry, brainstorming, and experimentation. You will be engaged in learning, through different means like – classroom learning, off site visits, retail and store visits, seminars and conferences, real situation based industry projects etc. You will also be exposed to specialized industry professionals from time to time for intense mentoring and advance research orientation.

Awards on Completion

ARCH PG DIPLOMA  
PEARSON ASSURED CERTIFICATE



Faculty  
of  
Fashion  
Design

“Fashion is made to become UNFASHIONABLE” - Coco Chanel

## Core ethos

“Our core ethos is to focus on *creative, intellectual and innovative* dimensions in fashion learning. We will support you in exploring the effects of culture; lifestyle trends on the socio economic, technical, aesthetic aspects of fashion through your learning progress in the courses. We promote the seeking and realization of *new ideas* through all our courses, thus enriching *fashion for next generation*”.

## Overview

India is expected to become the world’s youngest emerging economy by 2020, with around 64% of its population in the working age group. Our country is one of the largest markets for fashion products. This indicates the opportunities in the field of fashion at domestic level (Technopak report, 2016). The changing lifestyle of consumers has motivated the non-metro consumers to also indulge in luxury and designer brands (Euromonitor Report, 2015). This has given a thrust to the overall growth of premium as well as mass fashion labels in the country. With that backdrop in mind, the Faculty of Fashion at the ARCH Academy of Design intends to build critical engagement with the subject of ‘Fashion’ in all its forms, which includes; retail, branding, and lifestyle. The Faculty of Fashion will support you in enhancing your knowledge and understanding of the subject and prepare you professionally to handle the challenges.



## Opportunities in your future

After completing the Undergraduate and Postgraduate Courses from the Faculty of Fashion, you will be able to develop the domain knowledge for working in the Fashion, lifestyle and Luxury sector.

You could take up opportunities to work as a Fashion Designer with Design Studios, as Costume Designers, Fashion designers with Export Houses, Retail and Fashion Houses, as Independent Design Consultants, Creative Pattern-makers, Textile designers, Surface Designers for fabric etc. after completing a course in Fashion and Textile design.

You could also work as Fashion Illustrators, Fashion photographers, a Fashion Editor, a Fashion Journalist, a Fashion Trend & Forecast Analyst, Fashion Stylists & Coordinators, Brand Manager, Product and range Developers in Design Merchandising, Fashion Merchandisers, Design Strategist with NGOs (engaging in design intervention and sustenance of traditional skills), Academician and setting up own design studio after completing Fashion Design & Business and Fashion Design & Entrepreneurship courses.

You could become a Photography stylist, creative window display experts, visual merchandisers, set designer Retail or Buying organisations or alternately as an entrepreneur to start your own business after completing the Creative Styling course.

After a GPEM course, you could become a Merchandise Sourcing & Buying expert, trend analyst, Product manager, Associate merchandiser, production manager, production and Quality control manager.

Please refer page 119 for Placements and Alumni information.

# Fashion Design & Business

Fashion Design and Business offers you a period of research with the prospect of establishing a career in the Fashion Industry, supporting you with *business acumen to handle the dynamic fashion environment*.

## Learning Journey

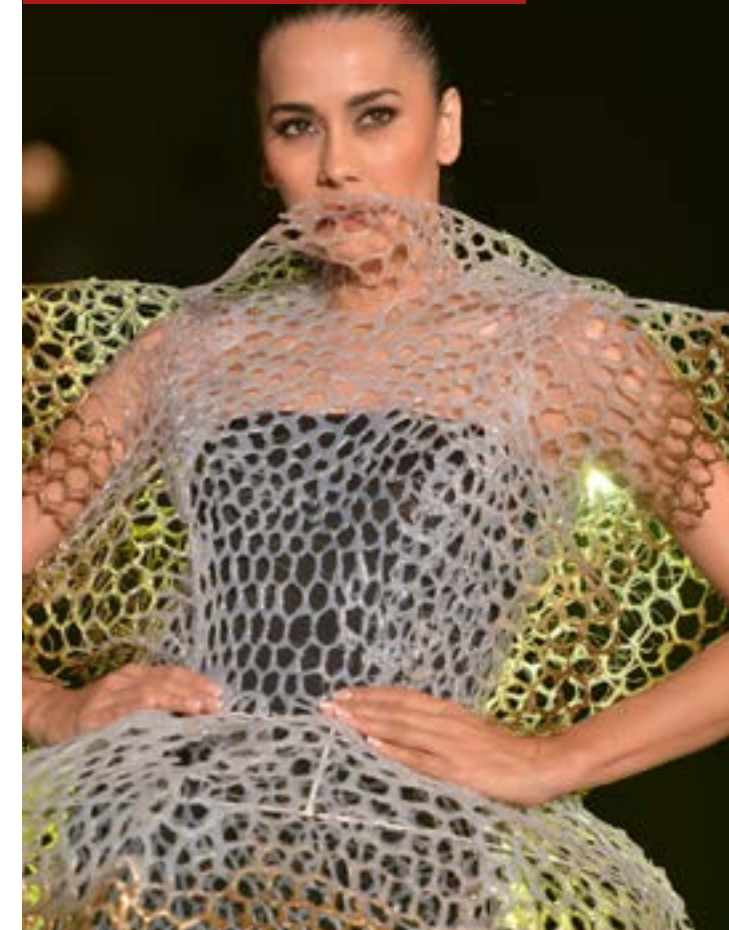
The academic work in this course will help you develop expertise in the domain of Fashion business operations for the Fashion Retail and Lifestyle industry.

You will get a chance to explore and work in the dynamic yet compelling fashion business environment with the business know-how and appreciation towards Design. Concepts related to business communication, marketing, business statistics and economics form the core of this course along with design processes of garment manufacturing, fashion forecasting and fabric knowledge.

## Learning Opportunity

This multidisciplinary course lays emphasis on seminars, classroom lectures, creative workshops, and off site visits to studios and manufacturing units for delivery of the curriculum. You will gradually develop deeper insights into each of the areas like Fashion Marketing -to evaluate the importance of marketing, brand management and distribution and fashion merchandising, Fashion Communication – to understand how to approach brand communication with conviction along with new age media and guidance from industry experts.

UG-4 Years  
International Course



## Awards on Completion

BTEC LEVEL 5 HND IN FASHION DESIGN & TEXTILES  
BBA FROM UNIVERSITY OF RAJASTHAN\*  
ARCH DIPLOMA IN FASHION DESIGN & BUSINESS

\*(Only for Jaipur Campus)





**UG-4 Years**  
International Course

# Fashion & Textiles Design

Fashion and Textile Design offers you a period of exploration and discovery, supporting you to *make better decisions about a future in the fashion and textile sector.*

## Learning Journey

The learning from this course will help you to develop the sensibilities which can address creation in all segments ranging from retail fashion and couture to prêt-à-porter, pertinent to Indian Brands as well as international clientele. The curriculum is designed to enable you to evolve, with an aptitude of research and professional practice through a range of activities including fashion sketching, garment construction techniques, pattern Construction, understanding of materials and fabric. You will be exposed to computer aided technologies to stylize your collaborative projects and portfolios and at the same time getting engaged in fashion realization and fashion management practices to enable integrated learning and understanding of the industry in real time. Professional practice will include internship and live industry projects to hone your knowledge, skills and attributes.

## Learning Opportunity

Along with the benefit of different tie ups and associations, you will have an instructive engagement through different means like – classroom learning, studio, off site visits, seminars and conferences, live projects etc. You will also be exposed to industry professionals from time to time for specific guidance and feedback.

### Awards on Completion

BTEC LEVEL 5 HND IN FASHION & TEXTILES  
BA FROM UNIVERSITY OF RAJASTHAN\*  
ARCH DIPLOMA IN FASHION & TEXTILE DESIGN  
\*(Only for Jaipur Campus)

# Garment Production & Export Management

The postgraduate course in Garment Production and Export Management will provide you with in-depth knowledge, *technical and basic creative application skills in garment construction, merchandising and various aspects of garment production.* This understanding of Apparel industry and its operation will form a strong foundation in the application of management concepts.

## Learning Journey

You will get exposed to international trends in garment design and build your capacity to understand, articulate and execute a design brief. Besides developing elementary technical and designs skills, the course equips you 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. You will learn to produce patterns and garments of impeccable quality along with knowledge of accounting and documentation in foreign trade.

## Learning Opportunity

The course emphasises on seminars, classroom lectures, workshops, visits to studios and manufacturing units for delivery of the curriculum. You will be provided with the opportunities to gain real life experience through industry interaction, internship and projects to learn and adopt the best professional practices.

The course will also be beneficial for building blocks in your learnings with required interpersonal skills, confidence and competence to handle problem situations.

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



**PG-2 Years**

### Awards on Completion

ARCH PG DIPLOMA  
MA/ MSc/ MCom (GPEM), University of Rajasthan\*  
\*(Only for Jaipur Campus)



PG-2 Years

# Fashion Design & Entrepreneurship

Fashion Design and Entrepreneurship will equip you with the key disciplines of *Entrepreneurship and Fashion design concepts to effectively integrate the mix of both for creative design solutions*. The course supports in building your ability to set up a design business and take risks.

## Learning Journey

This 2 year PG course at ARCH Academy of Design effectively integrates the global fashion theories and the entrepreneurial aspect of Fashion. You will produce creative solutions to design projects for clients, as well as for production units. During the course you will progress through basics of fashion illustration, textile appreciation, and production techniques as well as Entrepreneurial aptitude development through awareness of practical accounting, business communication, and fashion marketing.

## Learning Opportunity

You will be furnished with the required knowledge to materialize creative entrepreneurial ideas and evolve your professional portfolio of work. You will be introduced to a range of techniques and methods, to produce designer samples with professional standards. Mentoring and training by professionals from the field will enable you to develop a unique capsule collection from your own designs and patterns. The teaching methods will facilitate you to be an independent intense researcher in the domain.

You will be provided with opportunities to gain experience through industry interaction, internship, live projects and to learn and adopt the best professional practices. The course will also be beneficial for building the required interpersonal skills, confidence and competence.

Awards on Completion

ARCH PG DIPLOMA  
PEARSON ASSURED CERTIFICATE

# Creative Styling

The course in *creative styling provides synthesis and application to make better decisions about stylizing products in the fashion industry*. It equips you to provide *styling solutions for retail, print, entertainment, events and fashion*. You will learn the principles and practice of styling and what goes into making a *fashion image*.

## Learning Journey

This course will provide you with comprehensive, holistic knowledge and understanding of styling for fashion products, and lifestyle products. The course delivery team is well equipped to take you through the learning and practice of current and evolving market promotional practices, traditional media and digital media in the Fashion, Lifestyle and Luxury domain. The course will help you to develop visual skills in styling for online retail, print and other media. Curated events for a product launch, fashion ramp shows, visual merchandising, and window display will be part of the Research-based study, along with Styling for TV and films, theatre and advertising.

## Learning Opportunity

The course will support you to evolve through engaging lectures, live projects and studio practice in lifestyle fashion styling; you will get an integrated learning experience by taking care of all aspects for the creative styling of fashion products. You will be exposed to professional experience through industry internship and live projects with briefs from industry sources giving you the opportunity at the same time, to absorb professional good practices from fashion design and business experts. This will prepare you to join the industry with careers as photography stylist, creative window display experts, visual merchandisers, set designers and production or alternatively to start your own consultancy practice.



PG-2 Years

Awards on Completion

ARCH PG DIPLOMA  
PEARSON ASSURED CERTIFICATE



# Faculty of Jewellery Design

“Accessories are Vitamins to Fashion, you must use it liberally” - Anna Dello Russo

## Core ethos

The course aims at integrating the finer aspects of Design, Technology, Materials and Processes with the various levels of production for jewellery. Our course framework allows you to gain perspective on all the aspects of jewellery design, to possess knowledge about diverse kinds of stones, design themes, presentation and framing along with the ability to constantly reinvent your style.

## Overview

India is the largest gems and jewellery market in the world and the jewellery industry is rapidly growing at both at a national and international level. With constant demand for new interpretations, jewellery designing has become a challenging and lucrative profession. The job requires constant study of trends in order to infuse a personal statement into the pieces that suit different occasions, (India Design report, CII 2016). From the perspective of the Indian consumer, gems and jewellery have been important for its aesthetic, as well as, investment value, which explains the demand for jewellery design courses that offer high employability.



## Opportunities in your future

Jewellery designers may choose to set up their own design studio or work with local or international brands. The course prepares you for a career in the Jewellery Industry, as a Designer, Product Development Manager, Accessory Designer, Trend Analyst, Merchandiser, Creative Head, Design Manager, Brand Manager, Production Manager, Store Manager, Sourcing Manager, Costume Jewellery Designer, Stylist, and Bench Jeweller & Entrepreneur.

Please refer page 121 for Placements and Alumni information.

**UG-4 Years**  
International Course

# Jewellery Design & Business

If you ask a Jewellery designer- what is the unique factor for any Jewellery designer? The response will be “*the ability to think different*”. We are a competent team of professionals offering you the best of insights, for *intense jewellery design skills, together with industry preparation, forming experts in the design and development of fine jewellery for the luxury industry*. With this, you will be joining one of the flagship courses at ARCH Academy of Design.

## Learning Journey

You will learn about creativity, research, and innovation and get opportunities to practice the parts. You will be equipped with the required knowledge and understanding of the creative potential of materials, construction methods, appropriate manufacturing processes and will be encouraged to explore and select appropriate finishing techniques to suit the outcome desired. You will explore the decorative and aesthetic potential of jewellery accessories and body adornment based on theme-centric research & support inspiration to enable innovative outcomes. The course involves wide concepts starting from fundamentals and history of jewellery design, to CAD applications, Gemmology & Metallurgy and Couture jewellery to an intense input of business operations for an effective start in your career.

## Learning Opportunity

The course is delivered through 2D drawings, visuals, concept boards, technical drawings and through 3D work such as materials samples, maquettes, prototypes, scale models and full-size final models. Our 3D printers enable quick experimentation. You will be visiting galleries, shops, trade fairs, exhibitions, and high profile retail fairs and get exposed to practical workshops, guest speakers, and visits to professional studios, along with classroom learnings. Jaipur, being a Design, Production & Market hub for jewellery, the ARCH community provides the right framework with practising jewellers, craft practitioners, artists and designers to deliver engaging assignments to students and to provide relevant work experience and workshops.

### Awards on Completion

PEARSON BTEC LEVEL 5 HND IN 3D DESIGN

BBA FROM UNIVERSITY OF RAJASTHAN\*

ARCH DIPLOMA IN JEWELLERY DESIGN & BUSINESS

\*(only for Jaipur Campus)

# Jewellery Design & Entrepreneurship

This course acts as a launchpad for you to gain *in-depth knowledge and understanding* in the field of jewellery design with an enterprising aptitude. It will allow you to combine creativity, technical skills, innovation and research to create a *unique identity with your jewellery design portfolio*.

## Learning Journey

Advance study under this course will arm you with a higher level of application knowledge of all the processes involved in designing jewellery, for example, nature of raw materials used, common design patterns, the ergonomics of fine craft, meeting up with real-world treatment and market relevance. Technical awareness coupled with versatility and the ability to take risks is what paves the way for a successful entrepreneur. The curriculum ensures that you are exposed to all the skills required for continuous creation as well as the resilience to work towards the finish line.

## Learning Opportunity

Some of the forms of how the course is delivered is through exposure to basic sketching, 2D and 3D drawings, Lectures, prototypes making etc. You will get involved in Metallurgy, Gemmology, the shape and type of settings, theory and designing of luxury products, Contemporary and traditional Indian jewellery layout and detailing, technical drawings etc. These techniques will be explained and then applied to projects to derive a better expression of your creativity. You will gain holistic knowledge and 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 and appropriate industrial sites immensely help to contextualise practical studies.

**PG-2 Years**



### Awards on Completion

ARCH PG DIPLOMA

PEARSON ASSURED CERTIFICATE



# Faculty of Communication Design

“If you think good design is expensive, you should look at the cost of bad design.” - Ralf Speth

## Core ethos

Designers do not just solve problems, but they *communicate solutions*; which is a continuous part of a designer's work. Solutions are designed and developed to directly benefit people. Hence being able to understand and explain the 'how' and 'why' of their solutions becomes imperative for a designer. The faculty of communication Design comprising of Graphic and Interaction Design, Applied Arts and Design communication, intends to provide understanding of fundamentals of graphics design, visual arts and acquire expertise in interaction design industry. The Faculty of Communication Design will position you in *the center of dynamic demanding graphics and visual arts interface*.

## Overview

Communication Design is the backbone of many industries related to new and traditional mediums. With the high average growth in retail, real estate, hospitality, tourism, advertisements and many more, there is substantial increase in number of trained communication designers to handle the complex growing requirement of job markets (CII report, India Design Report, 2016)

The Faculty of Design communication at ARCH Academy of Design aims to address the ubiquitous and evolving part of human communication.

## Opportunities in your future

With the wide opportunities in design sector the UG and PG courses in the Faculty of Communication Design will prepare you for an industry oriented career curve.

You will get engaged in the industry through various roles like- Graphic & write up 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, Visualizer, Art Director, Graphic Communicator for Media & Communication.

Please refer page 123 for Placements and Alumni information.





UG-4 Years  
International Course

# Graphics & Interaction Design

ARCH Academy of Design appreciates the ongoing development of industry and contemporary practice and it reflects, in our teaching delivery. We focus on *creating engaging interfaces* with well thought out *behaviours*. Understanding *how users and technology communicate* with each other is the fundamental outcome of the course. You will develop an understanding of the *fundamentals of graphic design*, besides sharpening *visual, digital and strategic communication skills*, under this course.

## Learning Journey

The course will allow you to develop visual and creative strategy for the new and traditional media, with a strong individual imprint. You will progress with research, design thinking, content development and digital presentation using appropriate software tools and in addition develop your professional attributes through industry interaction, live industry projects and engagements.

## Learning Opportunity

A balanced course with industry insights, art instruction and academic mentoring is designed to develop the technical skills to professional competence. Practical work experience is provided through field placement in the graphic communications industry. You will have rigorous assignments in design, illustration, and computer graphics as a regular feature of the course.

Awards on Completion  
PEARSON BTEC LEVEL 5 HND IN GRAPHIC DESIGN  
ARCH DIPLOMA IN GRAPHIC DESIGN

# Applied Arts Graphic Design

The arena of Applied arts exists within the *visual arts field* and includes areas such as advertising, commercial design, commercial photography, fashion design, graphic design, illustration and drawing, interior decorating & decorative art. The *Applied art Course prepares you in the application of art in converting ideas and concepts into communicable visual imagery for practical use in the above fields.*

## Learning Journey

In this course, you will learn about drawing, layout and manipulation of images for commercial and non-commercial purposes. The first year of study includes the basics of visual arts, composition, design in applied arts, 3D design and print making. This is followed by specialisation in applied arts incorporating History of Art and Design (Aesthetics), graphic design, photography and reproduction technique along with advertising art and ideas and computer graphics

## Learning Opportunity

The course is a combination of theory, practical training and project work. We emphasis a lot on the creative process from concept to the finished art work. The approach of combining theoretical and applied learning will enable you to question the historical and existing norms, while getting insights into the rapidly changing global and local concepts as guided by the trained industry mentors.



UG-4 Years  
International Course

Awards on Completion  
BVA (Applied Arts) UNIVERSITY OF RAJASTHAN\*  
ARCH DIPLOMA IN GRAPHIC DESIGN  
\*(only for Jaipur Campus)

PG-2 Years

# Communication Design

Communication through media has become an all-pervasive instrument for grabbing the attention of consumers. Designed to nurture the next generation of *creative analysers*, this course facilitates the Communication of Design & its relevance and *appropriate* use to elevate or *inspire the minds of the user*.

## Learning Journey

Design communication will enable you to create, employ and manoeuvre various media for developing engaging, effective and aesthetically appealing messages to their target audience. The exploration in the course includes various media forms like digital media; animation, gaming, web and app design, traditional media and other interactive applications. Teaching by experienced faculty and mentoring by industry professionals provides ample opportunities to develop technical and creative knowledge for effective communication.

## Learning Opportunity

The teaching and learning environment for this course encourages and facilitates learning through, discussions, exploration and experimentation. Workshops and industry linked projects will add to your learning experience and deep understanding of your subject to help you become a confident and competent design practitioner.

# Faculty of Vocational Courses



Awards on Completion  
ARCH PG DIPLOMA  
PEARSON ASSURED CERTIFICATE

“Skill development, Speed and Scale are the three important aspects that are relevant to the present day growth and development module”. Narendra Modi

## Core ethos

To cater to the special needs of ‘hands on skills’ in the creative sector, ARCH Academy of Design offers you some of the most relevant applied and practical courses. With an emphasis on skills and knowledge required for a particular occupation, vocational courses at ARCH prepare you to develop specific practical, functional skills and expertise as per the requirement.

## Overview

The overall lifestyle market and design Industry is growing at a fast rate in India. With favourable Foreign Direct Investments in the market and India’s advantage of raw material production cost, which is about 50-60% of the total manufacture cost of competitors like China, lifestyle and fashion Industry have shown rapid growth (NSDC Report, 2016-17). In the given socio-economic environment it is important to focus on the appropriate hands-on skills of the sector to grow at a faster rate in the selected jobs. ARCH offers you a vast portfolio of courses in the domain of Fashion Design, Jewellery Design, Graphic Design, and Interior Design.

## Engagement for Learning

The Faculty of Vocational Courses facilitates learning and development of students/ working professionals/ working adults who have an inclination towards their chosen stream in design and wish to upgrade their skills.

Our flexible model of delivery, allows you to combine your vocational courses with a graduation degree in B.Com or B.B.A.

We provide an adaptable learning schedule (half day) and focus on employability skills. The curriculum has been designed to impart practical aspects of each domain, supporting local market needs, techniques, traditional art and culture.

The pedagogy being ‘hands on skill’ based lectures, theory & demonstration, provide the main form of knowledge. Peer Learning, Verbal and Visual Presentations, Research & practical explorations are also added features.



# Fashion Design 3 years

## Learning Journey

You will be actively engaged in cultivating and expressing creativity, blended with the technical know-how and your own individual expression, this will allow you to expedite your interest in the fashion industry.

The first and second year of the course focuses on computer application basics, sewing techniques pattern making, fabric studies and basic fashion illustration. The third year incorporates garment construction techniques, advanced fashion illustration and pattern making, introduction to CAD and fashion merchandising, marketing supply chain management. You will be exposed to concepts of entrepreneurship and active Industry involvement through designing a portfolio and Internship project during the course.

The Fashion Design Vocational Course provides you with relevant technical expertise to step into the professional fashion industry with basic and advanced skills in drawing, draping, pattern making, sewing, haute couture along with training in production for the specific jobs in the sector.



Award on Completion:  
PEARSON ASSURED CERTIFICATE





# Jewellery Design 3 years

## Learning Journey

The course is designed to enable you to establish your foothold in the jewellery industry. You will get ample opportunities to connect with the industry through formalised work-integrated learning and by engaging with visiting industry professionals, and studio intensives. The framework is intended to provide foundation for Theory of Jewellery Design and Context, Gemmology, Metallurgy, Computer Basics, Jewellery Sketching and Rendering, Marketing and Diamond Jewellery with focus on professional practice in entrepreneurship and portfolio in the final year of the course. Upon completion, you will possess the skills to produce metal jewellery and to present and promote the designs. You may like to opt for opportunities in the retail jewellery industry or pursue self-employment through trade fairs, studios etc.

The Vocational Course in Jewellery Design is the right blend of industry oriented approach and practice based course.



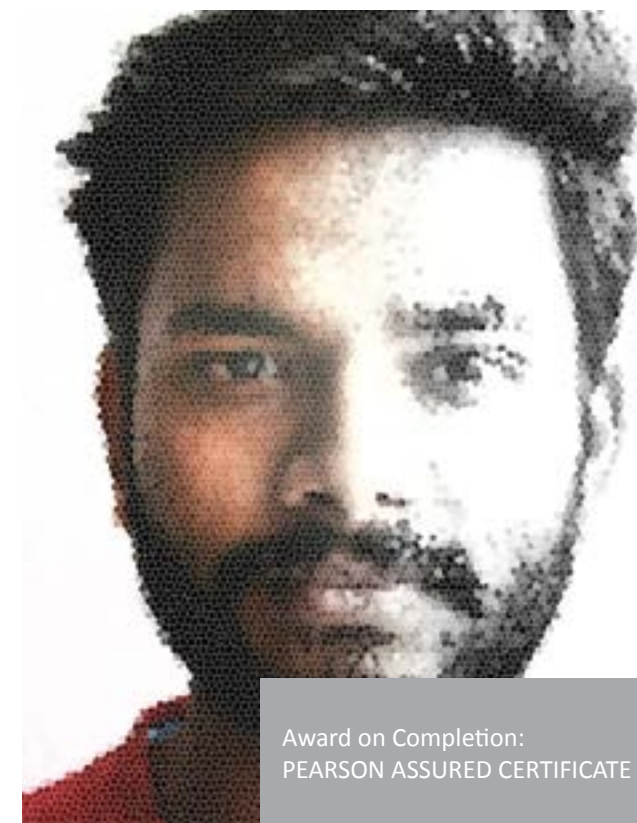
Award on Completion:  
PEARSON ASSURED CERTIFICATE

# Graphic Design 3 years

## Learning Journey

ARCH equips you with the basics of illustration through Adobe Illustrator, graphic design, typography, colour theory, logo design and Photoshop. The course focuses on the basics of environmental graphics, including signs and exhibit design, editorial design for annual reports and publications, advertising or promotional design, Logo/corporate identity design and Interactive Web design. Computer graphics and design software form an integral part of the curriculum along with training on multiple computer graphics and page layout software programs through Industry involvement on a time to time basis.

The Graphic design Course imparts the fundamental knowledge and skills of graphic art along with hands-on application.



Award on Completion:  
PEARSON ASSURED CERTIFICATE



# Interior Design 3 years

## Learning Journey

It will be an exciting journey to learn the theory of colour, spatial arrangements, Architecture and textiles along with furniture, which plays a critical role in interior designing. In due course, concepts of history of design, structural integrity of buildings, building codes, ergonomics, spatial concepts, ethics, psychology and computer-aided drawing (CAD) and site supervision are covered.

The Interior Design Vocational Course emphasises on building up basics skills for designing Interiors and Spatial arrangements along with maintaining working relationships with different agencies like architects and business owners and for meeting the client's requirements.



Award on Completion:  
PEARSON ASSURED CERTIFICATE



# Faculty of Business & Management

• Prof. P. SARAVANAYE  
• S. SUMATHI  
• Dr. ANUP KUMAR SAM

INDIA'S COOLEST START-UPS

INDIA'S BEST B-SCHOOLS

The BBA, BA course offered by ARCH Research College for Higher Education, Jaipur (under the aegis of ARCH Educational Society ) are affiliated and duly recognized by the University of Rajasthan (UoR) . The Faculty of Commerce and Management offer courses for design aspirants as well as for undergraduate aspirants who wish to pursue only commerce and management courses at ARCH. Design aspirants can combine their degree/diploma certification with a Bachelor's degree from the University of Rajasthan. For students pursuing design courses, the degree awarded from the University of Rajasthan in each discipline is an added incentive. Students can also take up Bachelors or Masters Courses from ARCH Academy of Design without enrolling for a Design course.

## BACHELOR OF BUSINESS ADMINISTRATION (BBA)

3 years

The course aims at developing your analytical ability, leadership capacity and managerial skills through the right blend of business analysis and administration ability.

## BACHELOR OF ARTS (BA)

3 years

A large number of streams are offered under the arts category, including the languages, History, Geography, Journalism, Philosophy, and Psychology. The course will impart the general as well as the fundamental skills to the candidates, which support their future career aspirations. The course also aims at improving analytical, research and communication skills.



## TEACHING METHODOLOGY

We involve learning through classroom lectures, Course specific case studies, group discussions, Audio-visual aids like- video clips etc., form a part of the teaching methodology for clear understanding and increased concept retention. Field activities, research projects and team building activities are also integrated as a part of the curriculum to add on practical understanding along with conceptual build base.

## ELIGIBILITY

Candidates must have passed 10+2 or equivalent in any stream from any recognised 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 Equivalent Certificate issued by Council of Boards of School Education in India (CBSE), Delhi or the Association of Indian Universities (AIU), New Delhi.

BBA	minimum 48%
BA	minimum 48%
BVA	minimum 48%
PGGPEM	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	Annual exam system (once a year)
BA	Annual exam system (once a year)
BVA	Annual exam system (once a year)
PGGPEM	Annual exam system (once a year)



# Faculty of Short term

Professional Courses  
(Pearson Assured certificate Course)

## Short Term Professional Courses

ARCH offers short-term professional courses, spanning 2 weeks to 1 year, for working professionals & working adults. These courses are suitable for individuals who wish to enhance their career prospects or students and adults who wish to explore their interest further with professional knowledge. On successful completion, a Pearson Assured Certificate is awarded. Pearson Assured Certification ensures that the standards of quality processes have been adhered to, for course material and delivery methods.

### Overall Benefit:

1. Flexible Delivery Model- Two modes ( Saturday/ Sunday and Alternative days afternoon)
2. Industry Mentor: Special mentoring Session
3. Industry Guest Lecturer
4. Project-based Learning
5. Hands-on practice for practical courses
6. Certification



# Gurgaon Delhi -NCR Campus

## VISUAL MERCHANDISING

**Duration:** 6 Months

The course will enable you to develop hands-on skills and design appreciation for large & small sized retail formats and displays.

## HIGH STREET JEWELLERY DESIGN

**Duration:** 6 Months

The course will enable you to develop hands-on skills and creative Jewellery designing ability to match the inspiring High street fashion trend.

## CREATIVE TEXTILE

**Duration:** 6 Months

The course will help you to explore creative skills in textile techniques and surface textile design.

**Duration:** 6 Months

The course will help you to explore the online business analytics and understanding of right merchandise and market match from an online perspective.

## DESIGN & STYLING FOR PACKAGING

## PROFESSIONAL PHOTOGRAPHY WITH SPECIALISATION IN LIFESTYLE

**Duration:** 6 Months

The course will enable you to develop Technical photographic skills and ability to work on image manipulation. No previous knowledge about Photography is required. It is open to everyone who has the passion and desire to learn digital photography. It may interest 10+2 students who would like to explore photographic techniques, looking for upgrading skills in professional photography with specialisation in lifestyle, food, product and fashion.

## SET UP ONLINE BUSINESS

**Duration:** 6 Months,

The course will help you to develop creative skills for designing and styling of packages through variety of material

## INTERIOR DESIGN AND STYLING

**Duration:** 6 Months

The course will help you to develop an appreciation of creative styling for interiors.

# Jaipur Campus

## TEXTILE DESIGN

### TIE & DYE & BLOCK PRINTING

**Duration:** 1 Month

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

### TEXTILE SURFACE DESIGN

**Duration:** 3 Months

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

### WEAVING

**Duration:** 3 Months

You 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

**Duration:** 3 Months

You will study Print Development and the different type of repeats (from a textile printing industry perspective). You will also learn how to generate new prints through ideation.

### COMPUTER AIDED TEXTILE DESIGN

**Duration:** 6 Months

The course helps you to use the CAD/CAM systems for Design, Presentation and Production purposes in Textile Industry by transforming their creativity into innovative designs.

### TEXTILE DESIGN

**Duration:** 1 Month

You will learn the Technical Processes, Properties of Textile Materials and Techniques, for use in practical scenarios.

### FASHION ILLUSTRATION

**Duration:** 2 Months

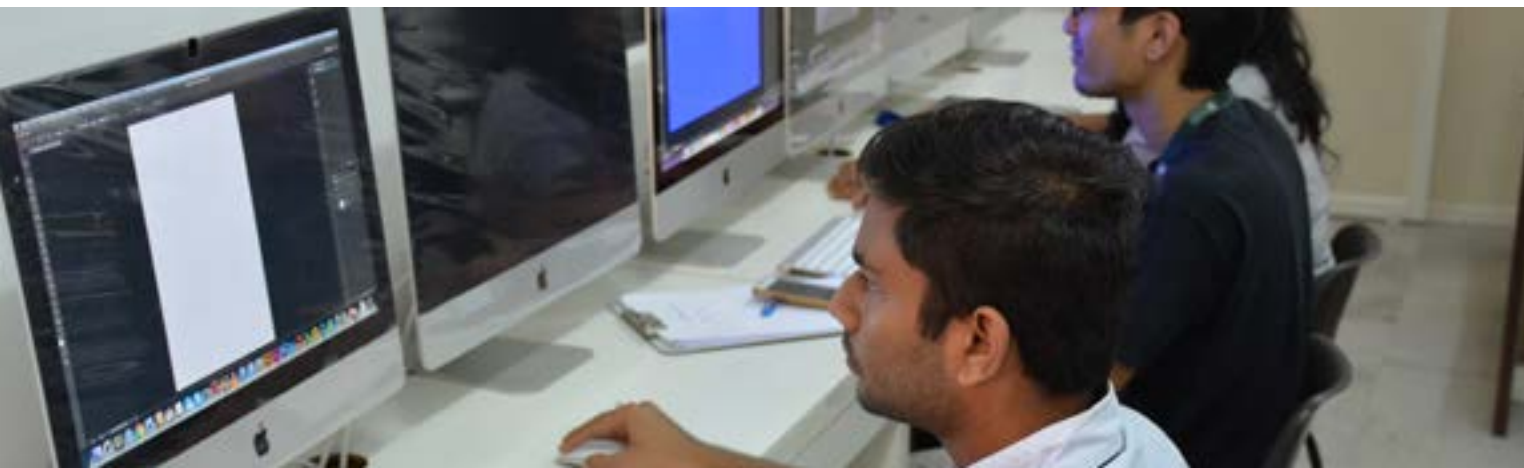
The course aims to develop Basic Drawing Skills in Illustrations with Croquis and live model. You will learn how to define a

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.

### FASHION DRAPING

**Duration:** 2 Months

In this course, you 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 Modelling, Developing Ideas and Creating New Silhouettes besides Flat Pattern Making. You will be able to apply the Pattern Construction Methods to suit their individual needs.



## PATTERN MAKING & GARMENT CONSTRUCTION

**Duration:** 3 Months

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

## FASHION ILLUSTRATION & DESIGN

**Duration:** 6 Months

The course aims to Develop Basic Drawing Skills in Illustrations with Croquis and live model. You 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 your personal style while building a Portfolio.

## COMPUTER AIDED FASHION DESIGN

**Duration:** 6 Months

The course enables you to pursue Professional Careers in Illustration & Fashion Design Development in the Fashion Industry.

## CERTIFICATE COURSES IN FASHION DESIGN

**Duration:** 1 year

The course covers in-depth understanding of Apparel Industry, Fibre 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.

## JEWELLERY DESIGN & GEMMOLOGY

### CONTEMPORARY ENAMELLING

**Duration:** 2 weeks

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

### GEM IDENTIFICATION & STUDY

**Duration:** 2 months

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

### JEWELLERY MANUFACTURING

**Duration:** 2 months

You can work as Model Makers, Stone Setters, Sample Managers, Metal Control Managers after completing this course.

### TRADITIONAL JEWELLERY (KUNDAN MEENA & ENAMELLING)

**Duration:** 3 months

The course enables you to understand the Design Technique and Contemporary Enamelling and upgrade your Design Skills.



### DIAMOND JEWELLERY DESIGN

**Duration:** 3 months

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

### FASHION JEWELLERY DESIGN

**Duration:** 3 months

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

### BODY ADORNMENT GOLD JEWELLERY OF INDIA

**Duration:** 3 months

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

### COUTURE JEWELLERY

**Duration:** 3 months

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

### JEWELLERY ILLUSTRATION & DESIGN

**Duration:** 6 months

This module aims to inject design sensitivity so that you are able to pay attention to the minutest details of market scenarios requirements.

### COMPUTER AIDED JEWELLERY DESIGN Course

**Duration:** 6 months

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

### JEWELLERY DESIGN THROUGH COREL & PHOTOSHOP

**Duration:** 3 months

This module will give you a basic understanding of Computer Aided Designing. You will benefit a great deal with Creative Outcomes of the software.

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

**Duration:** 4.5 months

The module prepares you to learn basic designing using technology. You become adept at Jewel CAD skills needed for the market.

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

**Duration:** 3 months

The module prepares you to learn to design using Technology. You become adept at advanced CAD skills needed for the market

## INTERIOR DESIGN

### HOME STYLING

**Duration:** 3 months

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

### FURNITURE DESIGN

**Duration:** 3 months

This module upgrades Furniture Design Skills with a general overview of Furniture History. If you have a strong interest in Italian Furniture Design, Interior Design & Industrial Design, you can greatly benefit from this course.

### LANDSCAPE DESIGN

**Duration:** 3 months

This is a specialised course to impart 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

**Duration:** 3 months

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

### VAASTU RESIDENTIAL & COMMERCIAL

**Duration:** 3 months

Vaastu Study on- Homes, Houses, Shops, Malls, Commercial Sites, Temples, Palace, Fort, Business, Historical Buildings, Town Planning and Development Strategy, Making Money, Wealth, Health & Peace of Mind is the major focus of this course. This training makes you competent to work as a successful professional or a consultant.

### RETAIL & EXHIBITION DESIGN

**Duration:** 6 months

You 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.

### ARCHITECTURAL HERITAGE RESTORATION

**Duration:** 6 months

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

### INTERIOR DESIGN

**Duration:** 1 year

This course provides design based orientation. The Residential Project at the end of the course exposes the practical aspects of Interior Design and engages you from conceptual development to understanding of client needs; from handling labour to budgeting thereby leading to Final Completion of the Project

### COMPUTER AIDED DESIGN FOR INTERIOR & EXTERIOR

**Duration:** 6 months

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

## CRAFT & ACCESSORY DESIGN



### WOOD CRAFT ACCESSORY DESIGN

**Duration:** 2 months

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

### LEATHER CRAFT ACCESSORY DESIGN

**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

**Duration:** 2 months

To understand and explore different kinds of Textile Fibres, 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

**Duration:** 2 months

Understanding of Terracotta Craft Techniques of India and its processes.

### METAL CRAFT ACCESSORY DESIGN

**Duration:** 2 months

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

### FASHION & LIFESTYLE ACCESSORY DESIGN

**Duration:** 6 months

To groom Design Professionals with enterprising, conceptualising and managerial skills towards establishing individual style in the global arena of Fashion and Lifestyle Accessories, engaging Indian references like Heritage Culture and Craft.

## GRAPHIC DESIGN



### GRAPHIC DESIGN-BEGINNERS

**Duration:** 2 weeks

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

### PHOTOGRAPHY

**Duration:** 2 months

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

### ADVERTISING FOR BEGINNERS

**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

**Duration:** 3 months

You 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

**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

**Duration:** 3 months

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



**Riddhi Chowdhary** - Jewellery designed by Riddhi for ORRA was worn by Hollywood Celebrity at the Academy Awards 2014 (OSCARs). She is currently working with ORRA Diamond jewellery in Mumbai as a Designer.



**Akshay Agarwal** - Currently a faculty at ARCH, won Nano car as 1st Prize in the 'Imagination 2012' Jewellery Design competition.



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



**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.



**Vidhi Singhani** - 3rd Prize for cocktail earrings at JAS Jewellery Design awards 2013.



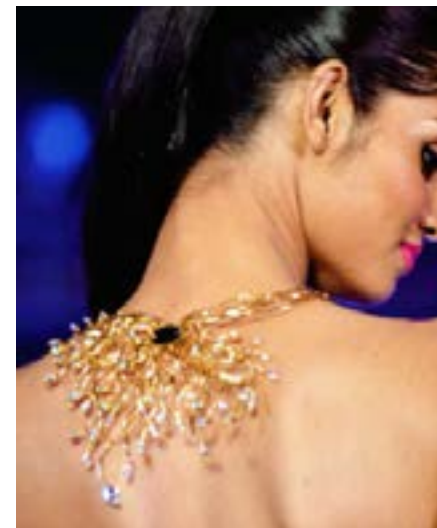
**Rita Burman** won the 'World Gold Council Jewellery Design Award' for her Necklace and Earrings set



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



**Aradhana Sharma** won the 'Inside Outside Design Award' for a creative chair inspired from the betel leaf.



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



**The Aureole Earrings** Vishnu Soni received 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.



**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.



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



**Enakshi Bishnoi** Winner at JAS 2016 with the Dia pendant



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



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



# Industry Speak

## Fashion

I was extremely pleased to see the work of ARCH students during the Rajasthan Heritage Week. Institutions like ARCH have helped in strengthening the efforts towards craft revival and raising awareness about India's handloom sector

Ritu Kumar,  
Renowned Fashion Designer



"I believe that the biggest investment anyone can make is in knowledge, hence finding the right mentors to guide you, puts you in the right direction in your career path and this is where ARCH precisely comes in the picture.

Bibi Russell  
International Fashion Designer

## Jewellery

"ARCH is doing its bit to ensure that Indian jewellery designers are doing well in this competitive global sector by providing the right set of tools, guidance and curriculum."

Yiani Melas  
CEO, PHILIPPE ALEXANDER LTD.,  
Greece



"Visiting ARCH's Jaipur campus, I got a glimpse into the amount of efforts put in to impart the fundamental techniques and processes to jewellery designing students. It's truly commendable to see exceptional quality of education, available in our country."

Kana Lomror, an internationally renowned enameling artist

## Interior

It is great to see the academy growing rapidly, with its Delhi –NCR campus beginning operations this year. It is imparting education in Interior Design in a creative, stimulating and innovative learning environment".

Sanjay Kothari  
Architect  
Former Chairperson IIID, Jaipur



It's was a delight to share my presentation on Triennale Design Museum, and thoughts and ideas with the students of ARCH, who are undergoing world class education right here in the heritage city of Jaipur.

Giorgio Galleani, Italian Architect,  
Triennale Design Museum

ARCH students have proved to be, by far, the most creative and industry ready of all new talent we have employed. It's a pleasure to work with them.

We expect performance from Day 1 as we have no gaps and waiting that can be factored in easily. This capacity is highly appreciated by all of us in the Jewellery industry.

Abhishek Sand  
Savio Jewels



"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 project for designing of Jaipur Metro Staff Uniforms."

Nihal Chand Goel  
CMD, Jaipur Metro

# International Linkages



Ms Annick Schramme, Professor and academic coordinator of Masters in Cultural Management at the University of Antwerp, Belgium, at the workshop titled 'Aesthetics of dress'



Ms. Carrie Morgridge, vice-president of the Morgridge Family Foundation with Ms Archana Surana at the India launch of her book



Italian Architect Giorgio Galleani from the Triennale Design Museum Milano with ARCH students and Staff



Former United States' chargé d'affaires to India, Ms. Kathleen Stephens interacting with the Students at ARCH campus, Jaipur



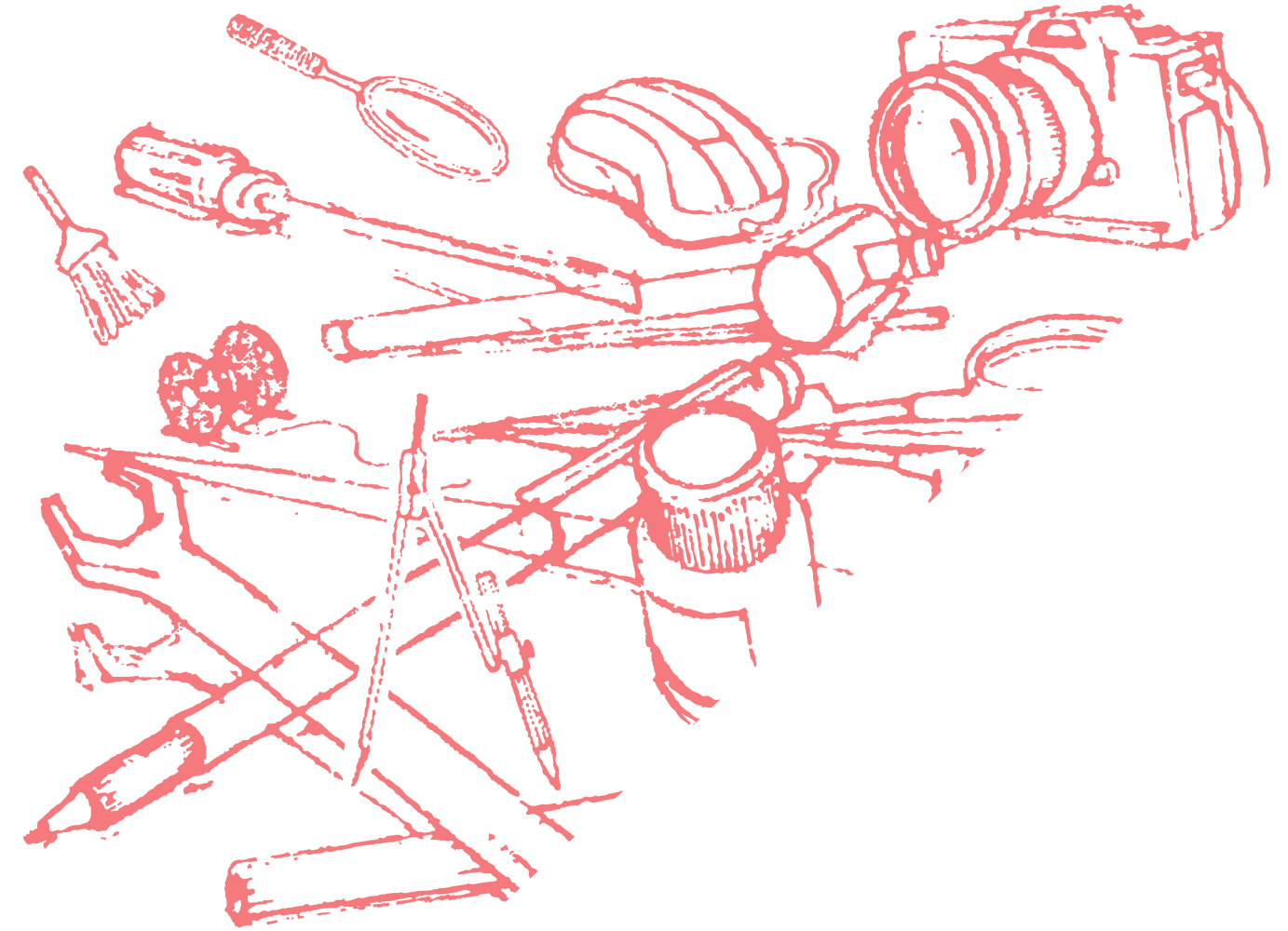
Ms. Archana Surana with Designer Betsey Jonshon.



Animal Activist, Anthony 'Ace' Bourke, of 'Christian, the Lion' fame, at ARCH to spread awareness on Animal Protection



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



## Faculty at ARCH

# Faculty

## Members



### **BENOY THOOMPUNKAL**

Director Academics,  
Partnerships, Research & Innovation,  
Sr.Faculty, Craft & Product Design

After reading Economics at St. Stephens College, Delhi, he went on to specialise in Furniture Design from the Faculty of Industrial Design at the National Institute of Design, Ahmedabad.

As a practicing Design Consultant and academician for over 32 years, he has worked in the multifarious fields of design, ranging from Heritage Conservation & Product Design to Interiors, Space & Structure, Lighting, Exhibitions & Display, Clock Design and Photography, 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.



### **NIEN SIAO**

Campus Director- Gurgaon, Delhi NCR  
Head Academics, Fashion & Textiles

Nien is an alumna of the Professional Educational Course (PEP, Industrial Design-Textiles), National Institute of Design (NID), Ahmedabad. With 22 years of work experience both with industry and design academics, her experience prior to joining academics spanned 7 years specializing in fashion fabrics and home Textiles, in the clothing and textile sectors, where she designed and developed collections for reputed trade fairs, well-known export houses and textile firms- The Good Earth' 'ANOKHI, 'ITC Exports', Khadi Gram Udyog Govt of India etc. to name a few.

She has served as the Head of Department, Fashion Design, Pearl Academy, and later as the Director of the Noida centre of the academy. Her forte in academics has been in

developing design curriculum for online and hybrid, blended teaching, learning, and mentoring systems for supporting the subject domains of Fashion Design, Textile Design & Management and Fashion Design & Technology.

In addition, Nien has contributed to and executed several research-based projects including the DEFRA & DelPHE projects, both funded by and developed in conjunction with UK based agencies.

As an author, her experience culminated in two books- Design Theory of Fashion and Colour & Basics of Fashion Design for BA Fashion Design, IGNOU publication and Development of Training Courses and manual for Asian Paints staff in colour understanding and applications.

She continues to work unceasingly towards the development of Indian design, fashion and lifestyle industry and market and believes adoption of sustainable practices in the fast developing market is the future ahead.



### **PRAMOD YADAV**

Director – Projects  
Senior Faculty, Fashion & Textiles

Pramod Yadav has held different positions in the last twenty-seven years, focusing on the area of Skill Development and implementation of Projects under Integrated Skill Development, on a pan

India basis for the Ministry of Textiles. His career span includes 7 years in the industry, 8 years of administration experience and 12 years of teaching experience.

He has authored three books in the domain of apparel production and technology, pattern making and designing. In one of his previous roles, he has served as the Principal and Joint Registrar of ATDC (Apparel Training & Design Centre).

He has 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 and continues to do so.



### **ANURADHA MODAK DEBNATH**

Deputy Head Academics  
Senior Faculty, Business Studies;

Anuradha Modak has extensive knowledge as a curriculum designer, Pedagogic trainer, E-learning planner and research Analyzer and is currently Pursuing PhD. From AIMA (AMU) PhD course. A graduate in Microbiology from Kurukshetra University, she holds PGDBM from Sri Sringeri Sharada Institute of Management, New Delhi and Post Graduate Certificate in Higher Education (PGCHE, 18 months course)

from Nottingham Trent University. Anuradha has 25 research papers in international and national conference proceedings and publications to her credit. Her initiatives as the project leader for UKERI, as training head for companies like Adidas, Numero Uno, U.S POLO and active involvement in curriculum development process for under graduation, post graduation, diploma and certificate Courses has added to her journey as an academician.

## FASHION & TEXTILES



### **ANU JAIN**

Senior Faculty, Fashion & Textiles

An alumna of National Institute of Fashion Technology, New Delhi (NIFT) Anu has over 18 years of work experience in the apparel industry and fashion design academics. As an associate professor for Fashion Design, at NIFT, she has played an important role in the development of curriculum and spearheaded several projects as a project coordinator for fashion shows at Raipur, Chhattisgarh (2016), Surajkund International Mela (2015) and 'Runway to New Zealand-2016'- project for Education New Zealand, Delhi. Her contributions in exhibitions at Khadi Gramudyog and theme pavilion at Destination North East-2017 (Chandigarh) have been noteworthy. Her professional profile

includes working as the creative technical expert on 'The Needlecraft Book' by Dorling Kindersley (UK), and as a sales manager and designer for various export houses and domestic firms.



### **SUNITA YADAV**

Senior faculty, Fashion & Textiles

Sunita Yadav is an alumna of the University of Rajasthan and is currently pursuing her PhD titled – 'A study on female attire and standardisation according to body size with particular reference to Jaipur'.- from Pacific University, Udaipur. She has been associated with ARCH for the last 13 years. In the past, for over two years, she worked as a Sampling Coordinator, merchandiser and designer. She has been 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. Her area of expertise includes Garment Production and Export Management, Apparel Manufacturing Technology (AMT), CAD Pattern Making, Garment Construction, Pattern Drafting & Draping.



**JASPAL KALRA**  
Senior Faculty, Fashion & Textiles

Jaspal holds a graduate Diploma in Fashion Design from NIIFT, Mohali along with Masters of Design (Fashion) from NTU. His most recent assignments include a PhD research titled 'Design Education of Chikankari Artisans: A Tool for Social Innovation' from NIFT, curriculum development for INDIAN INSTITUTE OF ART AND DESIGN, developing new forms using creative pattern-making and zero waste cutting technique, which was launched by Fab India in 2016. He has 15 years of professional design experience, working in close association with the craft sector under his own brand 'Ushnik', with designers like Rina Dhaka, retail brands Freelook and export houses and buyers like Splash & Lee Cooper.

He has provided services as a consultant for staff development & course delivery, conducted a seminar on craft appreciation at Ashoka University on behalf of Delhi Craft Council 2016. Jaspal's research and publications consist of a paper titled 'Restoring the Essence of Heritage- Chikankari' presented at International Textile and Apparel Sustainability Conference, University of Mauritius and a paper titled 'Design Education for Chikankari Artisans: a tool for Social Innovation' selected at the 8th Conference on Doctoral Thesis held in IBS, Hyderabad.



**RICHA LAKWAL**  
Faculty, Fashion & Textiles  
Edexcel Quality Nominee

Richa is an Alumna of the National Institute of Fashion Technology, Gandhinagar, Gujarat. With an overall industrial and academic experience of 10 years, she has worked as a Fashion & Apparel Designer with well-established export houses, retail brands and Multi-National Companies. She has worked with Khadi Gram Udhog, Jaipur and was an active contributor to the Uniform Design Consultancy team of ARCH, which worked on the successfully completed Jaipur Metro Rail Corporation Uniform Design project.

In her association over the past 5 years with ARCH, as a teacher, she has used her expertise in Draping, Garment Construction and Finishing Techniques, Styling, Surface Ornamentation, Costume Designing, Material Exploration and Research Design. She is currently also serving as the Pearson Quality Nominee for the institution. The research paper she presented at an International Conference at NIFT, Hyderabad was published in the book 'Reflections- 2014 - Contemporary Issues and Trends in Fashion, Retail & Management (ISBN:978-81-7800-297-2)'.



**AURELIA ALVES**  
Senior Faculty, Fashion & Textiles

Aurelia Alves is from Brazil, graduated in Business Administration and Fashion Design, and has been a practitioner for more than 8 years. She has worked with prestigious Brazilian brands for their marketing, styling and exportation projects coupled with similar experience in Indian export houses. Her association with ARCH in the last one year has provided her with the opportunity to mentor students of the faculty of fashion and contribute towards International projects through her innovative ideas, attention to detail and the ability to articulate and coordinate effectively.



**ELISA QUINTEROS**  
Faculty, Fashion & Textiles

Elisa has a Masters in Fashion Aesthetics and Management, from the University of São Paulo, Brazil and a Bachelors in Fashion Design from Santa Marcelina University, Brazil along with a study of Drawing and Illustration Techniques from Folium School of Arts. With an inquisitive

mind and passion for creation, she has been in the industry for almost seven years. Her experience includes working with fashion product development with a special focus on printing and laundry techniques.



**MALU PRATES**  
Faculty, Fashion & Textiles

Malu Prates is a Fashion Design and Etching graduate from the Federal University of Minas Gerais, Brazil. Her graduation collection, titled "Abr(aço)", presented the results of her extensive research on corsetry and body modification through waist training. She was also part of the University's research under the Scientific Initiation course, and worked as an intern for a well-known fashion brand, assisting on the company's creative process and production. After graduation, she started her own entrepreneurial venture opening a bespoke corsetry atelier. Her professional experience also includes over 5 years as an English teacher.



**NATASHA HEMNANI**  
Assistant Faculty, Fashion & Textiles

Natasha is an alumna of the University of Rajasthan with a Masters in Business Administration and a specialisation in Apparel Manufacturing Technology (AMT), CAD & Lectra Software in Pattern Making. She has 9 Years of Industrial and Teaching experience as a Fashion Coordinator, trainer and Regional coordinator, with Garment Industries, Fashion colleges & the Ministry of Textiles. She has attended various workshops & seminars on Pattern making, Export Documentation & Garment Merchandising, including, among others, ones organised by the Association for Overseas Technical Scholarship (AOTS), Japan & NIFT New Delhi. She has also attended a seminar organised by AEPC, Delhi conducted by International Consultant, Mr Roger Thomas on 'Setting Standards in Time & Production Planning'. Her expertise lies in the area of pattern making.



**RACHNA GOYAL**  
Faculty, Fashion & Textiles,  
Jewellery Design

Rachna is an alumna of ICG (International College for Girls), Jaipur & has completed a Bachelors in Fine arts (Applied Arts). In her 8 years of industry experience, she has Worked as Chief of Design at Motisons Jewellers Ltd, GIE GOLD Pvt. Ltd. and Achal Jewels Pvt. Ltd. Her role involved design, production management, collection development, branding, advertising and product photography for jewellery. Rachna specialises in aesthetics and history of Fine Art and Design, Graphic Design and Mix Media Illustrations and traditional techniques of Indian Jewellery Making. She teaches Fashion Illustration.

## INTERIOR DESIGN



**SHWETA FAUZDAR**  
Faculty, Interior Design

Shweta Fauzdar holds a Masters in Business Administration (Hons) from

Rajasthan University and a Diploma in Interior Design from ARCH Academy of Design. She has an industrial experience of over 10 years, being involved in several residential and commercial projects including mall designing. She was a part of the Architectural team for interior planning at the City Palace, Jaipur, and worked with Sand Dune Constructions and Interior Pvt. Ltd. She was also awarded a certificate for excellence in project management and interior spatial design by Lufthansa Airlines, Germany, for one of their KPO projects at Sitapura-EPIP, Jaipur



**ALPI JAIN**  
Senior Faculty, Interior & Product Design

Alpi holds a B.Arch Degree from Mumbai University and M.Arch Degree in Industrial Design from the School of planning and Architecture, New Delhi. She has a comprehensive work experience of over 13 years; including her stint with firms like Indistore, ANA Design, Timbergrain, and International companies like Haworth India Pvt. Ltd. etc.

Her projects include working with ITDP (The Institute for Transportation and Development Policy) for Designing Tricycle for Mahaveer Viklaang Samiti; as a Design Consultant for KVIC to prepare course material (Pottery) for Rural Craftsmen; and as a project manager for building flagship stores for International Brands like Christian

Dior, Salvatore Ferragamo, & Armani in New Delhi and Mumbai. She has been engaged in academia for over 4 years.



**SWAPNAL JANGID**  
Faculty, Interior Design

Swapnal is an alumna of the Exterior & Interior Institute, Bangalore & holds a Diploma in Interior Design. She has extensive knowledge of construction drawing, Architectural detailing, materials, finishes, selections, & specifications. In her 12 years of industry experience she has worked with Sthapatya Architects as a design head for notable projects like Alila Fort Bishangarh and with the brand Sunita Shekhawat in Jaipur. She is also running her own SSI unit named 'Suthar' in Bangalore which manufactures furniture.



**POOJA TYAGI,**  
Faculty, Interior Design  
Pooja is an alumna of Sunder Deep College of Architecture, Ghaziabad and is currently pursuing Masters in Urban Planning from Sharda University. She was ranked 3rd in the University of Lucknow

in 2013. She has industrial experience of 3 years, working as the principal Architect in H. S Developers, Design Firm and as a Design Director, Rajasthan chapter for a JV with IDS group based in USA, UAE. She specialises in Architectural Planning, Civil Construction, Vastu, & residential Interior Design. She was also a State-level basketball and handball player in the year 2010-2011



**APOORVA AGARWAL**  
Faculty, Interior Design

Apoorva is an alumna of the Aayojan School of Architecture, Jaipur and holds a B.Arch . with specialisation in Interior Design. With more than two years of industry experience working across Mumbai and Jaipur, Apoorva has contributed to premium residential and commercial projects working under the guidance of Ar. Salil Ranadive. She has also worked in exhibit design for Acetech and Reliance townships. Project Coordination and Site Management is her area of expertise. Her strength lies in application of appropriate Design Process, & design implementation using the understanding of materials and detailing. She uses interactive educational tools like mind mapping, innovative brainstorming techniques for classroom training.



**ASHISH KUMAWAT**  
Faculty, Interior Design

Ashish Kumawat holds a B.Arch . (Specialisation – Interior Design, Construction Services) from Aayojan School of Architecture, Jaipur and a Diploma in Architecture from Khaitan Polytechnic College, Jaipur. He is a practising Architect with 5 years of valuable work experience in designing residential and commercial spaces. His core competency lies in Construction and Building Services, which includes, planning, detailing of structure and outer facade of buildings and on-site execution etc. Ashish uses tools like- Auto-CAD 2D & 3D, 3D's MAX, Google Sketch-Up, and Photoshop to conduct his classes. Apart from this, he has excellent workshops skills in Woodcut printing, Terracotta products, Arayash Fresco painting, Laser cutting & 3D printing.

## JEWELLERY DESIGN



**YASHPAL DAGUR**  
Head- Information Technology,  
Sr Faculty, Jewellery Design & CAD

Yashpal, is an alumnus of the University of Magadh, Bodhgaya with a Post Graduation in Computer Application and Internet Programming and holds Certification in Manual Jewellery Design and Computer Aided Design. He has a total 17 years work experience in Jewellery industry and Academics with well-established jewellery firms like Jewels Emporium, Jewels Saga, Harrison's, Vikas Gems, Pyramid Jewels etc. for both international and domestic market. For the past 13 years, he has been associated with ARCH Academy of Design. His area of expertise lies in training in the use of Graphic software that includes Auto-CAD, Reach Fashion Studio, Reach CAD, JCAD, Jewel CAD, 3Design, Corel Draw, Adobe Photoshop, Adobe Illustration, Front Page, etc.



**LIS HADDAD**  
Senior Faculty, Jewellery Design

Lis Haddad Graduated in Social Communication from the University Center of Belo Horizonte (BH, Brazil). She is Specialized in Gems and jewellery from the University of Minas Gerais (BH, Brazil). In 2007 she opened her own studio and since then has been engaged in the production of jewellery. Lis has developed accessories for movies and television. In 2010 she was a finalist for Aglogold Ashanti Auditions Brazil. The choice of hand-crafted construction was inevitable, a natural path. Analogic processes enchant and always looked for them every day, whether embroidering papers, modelling clay in her mother's studio, or cutting and modifying clothes.



**AKSHAY AGARWAL**  
Faculty, Jewellery Design

An alumnus of the ARCH Academy of Design, Jaipur, Akshay Agarwal holds a B.Sc in Jewellery Design. He also has done a DCPDV (Diploma course in polished Diamond & Valuation) from Arihant Diamond Institute, Surat. His 5 years of industry exposure includes work with various design houses like Gemco Designs, Krishugo Jewels Pvt. Ltd and Vaibhav Global Limited. An award winner in many competitions, Akshay brings his hands on experience of Jewellery manufacturing, traditional Kundan Meena technique of Rajasthan and enamelling to his classroom teachings.



**PRIYANKA BERIWAL**

Faculty, Jewellery and Accessories Design

Priyanka Beriwal is an alumna of ARCH academy of Design. She holds a bachelor's degree in jewellery design from Punjab Technical University and was the ranked first in the 2009 batch. During her 8 years of work experience, she has worked as a Jewellery Designer with Dangayach Group, Gossil Exports and other well-established export houses, catering to the domestic & international market. She has also studied Diploma in "Polished Diamond Grading" from KGK DIAMOND INSTITUTE, Jaipur. Her expertise lies in Kundan Meena techniques, manual designing techniques & Research Development in jewellery.

## GRAPHIC & DESIGN COMMUNICATION



**JYOTI THAPA MANI**

Senior Faculty, Design Communication

A Professional Education Course graduate in Visual Communication with specialisation in Graphic Design from the National Institute of Design, Ahmedabad, Jyoti is a Visual Communicator and Author by profession and brings 24 years of extensive experience to ARCH. She began her career as a Design Manager, with The Economic Times, BCCL Ltd. New Delhi and continued as a Senior Art Director, Business Today, New Delhi and later as Design Director for Businessworld, ABP Pvt. Ltd, New Delhi. Her core strengths include Ideating, typography and an eye for detail. Jyoti is the author, designer & photographer of 'The Khukri Braves- The Illustrated History of the Gorkhas' published by Rupa in 2015. Her stint in academics includes teaching design at UPES Department of Design, Dehradun.



**YASH RAIZADA**

Faculty, Design Communication; Visualizer

Yash Raizada holds an S.P.A.P. Professional certificate course in Animation and filmmaking from SAGA Animation and a B.Sc. in Multimedia from Punjab Technical University. Yash has a diversified experience of more than 8 years working with Educational Institutions, IT Sector and Print Industry. He is presently working as a Visualizer and Faculty for Design Communication for ARCH Academy of Design.



**LAURA LOPEZ**

Faculty, Design Communication

Laura Lopez is an alumna of the Universidad De Los Andes, Bogota, Colombia, with a major in Design services and a minor in Photography. With an industry experience of around for 5 years, she has worked with some of the most eminent photographers in Italy and Colombia. She has also worked in the fashion industry for reputed events such as the 'Fashion Week' in Milan.

Her areas of interest include graphic design and helping with new ideas and creations for achieving her personal and institutional goals.



**HAIFA MARS**

Faculty, Design Communication

Haifa Mars graduated from ESSTED (Ecole Supérieure Des Sciences Et Technologies Du Design) in Space Design (Scénographie) from Tunisia. She has worked for more than 2 years as a graphic designer in Hannibal Tv, El hiwar ettounsi, Maison de la Pub and as a Product Assistant with Scarabee. Haifa interned with AIESEC Morocco- the organisation aims at developing cultural exchange amongst students across several countries. During her internship, she was part of a team that created an educational video which helps people to adjust faster to current cultural reality in Morocco. She has created a series of workshops which are dedicated to facilitate the learning process of Adobe Illustrator, Photoshop and InDesign amongst students.

## FOUNDATION STUDIES



**ANOOP DANIEL PONNACHAN**

Faculty Foundation Studies

Anoop Daniel Ponnachan is an MFA in sculpture from Hyderabad Central University, BFA in Sculpture from Andhra University, Visakhapatnam and holds an Advanced Diploma in Multimedia and Animation from Arena Animation, Visakhapatnam. Anoop has a total work experience of two years and apart from his expertise in sculpture his core strengths include Photography, Digital 3D Modeling, 2D image editing (Photoshop) and virtual reality applications. He was also awarded the National Young Artist Scholarship by the Ministry of Culture, New Delhi.



**MAIRA GOUVEIA**

Faculty Foundation Studies

Maira is a post graduate in Visual Arts and Fashion Design from the Federal University of Minas Gerais, Brazil. Besides having her own brand, she has specialised in conducting workshops, courses and classes in Design in Brazil

as well as for the students of ARCH. She was one of the 30 selected designers for the IV Brazilian Design Biennial in the state of Minas Gerais, Brazil. Maira graduated with honours for her work "Habitable Sculptures: Intersections between Body, Clothes and Art" with a specialisation in the study of the body in space and its interaction with the object through performances and installations of contemporary art.

## FACULTY VISUAL ART



**JAYANT K. GUPTA**

Faculty, Visual Art

Jayant. K. Gupta holds an M.F.A (Painting) from the Faculty of Fine Arts, Rajasthan University, Jaipur and a B.F.A (Painting) from the Faculty of Visual Arts, Banaras Hindu University. He was awarded the Junior Research Fellowship (JRF) in the field of Visual Art, UGC Net and National Young Artist Scholarship for two years in the field of painting (Visual Arts) by human resources development department of the Govt. Of India, Ministry of Culture, New Delhi. Along with his 4 years teaching experience with Fine Arts and design institutions, Jayant has participated in several groups and solo exhibitions in India and abroad. His forte lies in working with contemporary painting, Drawing, Mix media and Installations.

## BUSINESS & MANAGEMENT STUDIES



### DR MANISH JAIN

Principal and Professor in A.B.S.T. Department

Manish Jain is an alumnus of the University of Rajasthan with a PhD in Commerce & a PG Diploma in Cost and Works Accountancy (DCWA), He is presently the Principal and Professor in A.B.S.T. Department at ARCH Academy of Design. He received an MBA in Finance and Marketing from Alagappa University, Tamil Nadu. He has expertise in Accounts & Finance subjects and has 21 years of teaching experience. He has authored 17 books for UG and PG students of different universities; published numerous papers in Indian and International Journals. He has also participated in more than 30 National and International Conferences and Seminars and received Best paper awards including the latest for his paper titled – ‘New dimension of e-business in Indian banking’ at the 14th international conference organised by Research Development Association and Rajasthan Chamber of Commerce and Industry. Dr. Manish is associated with the Institute of Chartered Accountants of India (ICAI), & the Vardhman Mahaveer Open University, Kota.



### SHARAD GARG

Head, Department of Management Studies and Commerce

Sharad Garg holds a PhD, M.Com (Bus. Adm.), MBA (Marketing), PGDIBO, UGC NET. He is a Lifetime member of the Indian Commerce Association and had been providing services as a corporate trainer for organisations 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. With more than 15 years of work experience, Dr. Garg has been credited with the publication of numerous books, research papers, newspaper articles and book reviews. He has been given the ‘Best paper’ award at an International Conference, out of the seven research papers that he has presented at national and international levels.



### BHUWAN BHATNAGAR

Faculty, Management Studies & Course Coordinator, Vocational Studies

Bhuwan Bhatnagar, is an alumnus of the Government Polytechnic College, Ajmer with a Diploma in Mechanical Engineering, BCA, ADCA, MCA, DIM, PGDIM, PGDFM & MBA in Finance. He has served as an external examiner & contributed to developing examination papers at various universities dealing with Computer & Management. With 16 years of experience in teaching computer & management subjects, he uses his expertise in developing software for in-house needs.

## ADMINISTRATION



### SUCHITA JAIN KASLIWAL

Academic Coordinator

Suchita did her PGDCA from Rajasthan University and a System Analyst course from NIIT. She has a total work experience of 20 years, out of which 14 years have been spent in the academic field. Her previous experience includes working with the Institute of Shipping and ‘Rise India’ - Skill development Course managed by Ministry of Rural Development, India.



### Ramniyata Daga

Project Cell and Entrepreneurship

Ramniyata completed her postgraduate studies in Human Resources from ICFAI Business school, Hyderabad and graduation in biotechnology from Punjab University, Chandigarh. She has a total of 5 years of industrial experience with deep understanding and knowledge of the HR Function. Her previous roles involved being a part of the Talent Acquisition Team at TCS, Mumbai, and

handling the entire HR function for Nav Back Solutions and Saga Automotive, Skoda Jaipur. Currently, she is a part of the placement and entrepreneurship team and the project cell at ARCH which establishes the groundwork for providing appropriate industry exposure to students whether they choose to work with an employer from the industry or start their own practice.



### Neelam Chaudhary, Library and Resource centre

Neelam Chaudhary is pursuing her Masters in Library and Information Science (M.Lis) from Rajasthan University, Jaipur. She has been managing the first of its kind digital library in Jaipur, at ARCH campus, with special attention regarding digitisation, storage and access of electronic information services. In her 3.5 years of work experience, she has presented research papers at JECRC University & Bhartiya Skill development for library professionals and attended various workshops in Delhi Library network. Neelam is a national level boxer and commander at four Delhi girls battalion in NCC, the Ministry of Defence.



### KUSUMLATA AGARWAL, Library and Resource centre

Kusumlata Agarwal has completed M. Lib from Kota open university. She has total 11 years of experience and has been working with ARCH for last 9 years.



### KAMAL SAIN Faculty Assistant

Kamal Sain has a total of 24 years of work experience with 9 years in ARCH Academy of Design.

## LAB TECHNICIANS



**RAM RATAN,**  
Lab Assistant, Fashion & Textiles

Ram Ratan has 24 years of work experience in the industry with expertise in Fabrication, pattern cutting, garment construction, Garment finishing, packaging, store managing.



**ARVIND KUMAR SHARMA,**  
Lab Technician, Fashion & Textiles

Arvind Sharma has completed B. A and a , 3-year Diploma in Textile Engineering from Indian Institute of Handloom and Textile Technology, Jodhpur with 6 years of work experience in Dyeing and Printing, Textile Chemistry, weaving, textile calculation.



**GANESH SASMAL,**  
Lab Technician, Jewellery Design

Ganesh Sasmal has 14 years of industry experience with expertise in casting and handmade jewellery.



**KANHAIYA LAL,**  
Lab Technician, Interior Design

Kanhaiya Lal has 25 years of industry experience related to furniture design.



**RAMESH PRAJAPATI**  
Lab Technician, Terracotta

Ramesh Prajapati is a state awardee in terracotta craft with 16 years of industry experience and 2 years with ARCH.

# Pearson Trainers

## & Quality Reviewers



Mr. Paul Ryan, External Examiner, HND Art & Design



Dr. Lesley Davis, Standards Verifier (EE)



Dr. Leslie Doyle Standards Verifier (EE)



Ms. Monisha Anand, Quality Advisor & Auditor (AA)

### ASSESSMENT OF QUALITY STANDARDS

Pearson's quality assurance system for all BTEC higher level course on the QCF at Levels 4–7 ensure that centres have effective quality assurance processes to review course 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 courses. The process that assures this is external examination, which is undertaken by Pearson's External Independent Quality Reviewers. Pearson reserves the right to confirm independently that these arrangements are operating to Pearson's satisfaction.

### TRAINING

Pearson's 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 customized training at the institution centre. ARCH faculty have gone through intensive training over 4 years on all aspects of Pearson Delivery including

- Planning for the delivery of a new course
- Developing effective assignments
- Planning for assessment and grading
- Building effective and efficient quality assurance systems.





# Visiting Faculty

& Industry Mentors

## ABHINAV JALANI

Gemologist, Jaipur

## ANISH PURI

Apparel Export Consultant  
New Delhi

## ANUJ SHARMA

Fashion Designer, Jaipur  
Apparel design, NID, Ahmedabad

## ANURAG SINGHAL

Visual Merchandiser  
Group VM-Creative Lead, CPC at Madura  
Fashion & Lifestyle (Aditya Birla Fashion &  
Retail Ltd.)  
Bengaluru

## ARINDAM DAS

Director, NIFT, Gandhi Nagar

## BADSHAH MIYAN

National Awardee in Tie-N-Dye  
Jaipur

## BASANT SHARMA

Visiting faculty

## Prof. BHAWANI SHANKAR SHARMA

Artist & Sculptor, Jaipur  
"Former Head of Deptt. Visual Art. and Dean  
Faculty of Fine Arts, Banasthali  
Vidyapith (Deemed University)"  
Artist & Sculptor, Jaipur

## CHANDRA VIJAY SINGH

Industrial Product Designer  
Alumnus NID, Ahmedabad

## CP VASHISHT

APT, Textile Science,  
Former Principal ATDC, Manesar

## DEEPAK SANKIT

National Awardee in Enameled Jewellery  
Jaipur, Emporia DR

## DEEPAK PATHAK

Diamond Grading Expert, Jaipur

## DHARMENDRA SINGH

Artisan & Craftsman, Jaipur

## MR. DILIP KUMAR

Patter making expert  
Fashion Design

## DINESH KORJAN

Alumnus NID, Ahmedabad  
Studio Korjan, Ahmedabad

## MR. FAROOKH

Gemologist

## 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, Creative education expert

## 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.

## MR. PANKAJ PAREEK

Domain expertise- 3 D MAX

## MS. PAPIYA BANARJEE

Fashion Designer, Delhi

## RAHUL TAK

MBA, Interior Designer,  
Arpan Interiors, Jaipur

## RANJAN PRAKASH

Gemologist  
M.Sc Gemology

## MR. ROHITASH DAHIYA

Professional model maker

## SANG-LAN KIM

Lecturer, National Museum of  
Asian Art Paris, France

## SANGEETA SHROFF

Former Director IICD, Alumnus NID  
Ahmedabad

## SANTOSH DHANOPIA

National Awardee-Block printing

## SKYE MORRISON

Canadian educator, Researcher and designer  
PhD in Folklore (Material Culture) from the  
University of Pennsylvania

## DR SUDHIR SONI

Academician and media person

## SURENDRA SINGH

Enamel Artist

## SWATI PAREEK

Domain expertise- 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

# Advisory Board

## Members



### ALON MOLAY

Israeli Furniture Designer,  
Owner Ninety One degrees

Founder and visionary of the well-known furniture design studio in Jaipur, Ninety One Degrees, Alan Molay is the driving force behind this design house. With over a decade of experience in furniture and interior objects, his entrepreneurial venture is aimed at bridging the gap between lifestyle and handicraft and to bring distinct designs for high end furniture and interior objects



### AMITABH SHAH

Founder and Chief Inspiration  
Officer (CIO), YUVA Unstoppable

YUVA Unstoppable is a non-governmental organisation in India which works towards education of underprivileged children and involving them in various non-curricular

activities. He is the former Chairman of the Youth Wing of the Gujarat Chamber of Commerce and Industries (GCCI). 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

One of India's leading Fashion designers and founder of The House of Anita Dongre which is today, recognised as India's leading fashion house. She is widely known and respected in the Indian Fashion fraternity for her unrelenting passion and inexhaustible creativity. Her commitment to revive, sustain and empower the Indian crafts and textiles led her to launch Grassroot, a sustainable and eco-conscious luxury prêt label.



### ANURAG SINGHAL

Visual Merchandiser, Group VM-Creative  
Lead, CPC at Madura Fashion & Lifestyle  
(Aditya Birla Fashion & Retail Ltd.)

Born in Delhi and educated in various parts of the country, owing to his father's army background, Anuraag began his career with Shoppers' Stop as a Visual Merchandiser and later on worked with well-known names like Lifestyle Pvt. Ltd, Dubai and Future Axiom Telecom Ltd. He is the founder of think tank - an online newsletter on VM and creative thinking.

He is the first author in India to write a book on Visual Merchandising. His passion for drawing cartoons & caricatures led him to release 'Kashmir Times'. Anuraag specialises in Visual Merchandising, Planning v/s Execution and Conducting exclusive workshops on developing Creative Intelligence.



### DHIRENDRA JAIN

Senior Journalist, Jaipur

Mr Dharendra 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 has 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 TOSHWAL

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, Jaipur

He has over 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.

An alumni of Delhi School of Economics, Ms Gera is a former national president of FLO Women Wing of FICCI. She is the Vice Chairperson representing India at SAARC Chamber Women Entrepreneurs Council.



### 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 the regeneration of local culture, the 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.



### RAJEEV SURANA

Rajeev Surana & Associates,  
Advocate, Rajasthan High Court

A lawyer by profession and with over 23 years of experience in the field of litigation & strategy, he presently runs his own law firm in Jaipur. Advocate Rajeev enrolled with the Bar Council of Rajasthan in 1993 and is a member of the Rajasthan High Court Bar Association.

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. Mr Surana is gold medalist from the University Law College, University Of Rajasthan and established the firm in 1993.



### **RAHUL RAJAMUTHIAH**

Former Chief at Future Value Retail

A retail professional with 20 years of experience in Merchandising & Buying, Operations, Business Development, Logistics, Process Design, ERP implementation, and Training, Rahul Rajmuthaiya has been involved in critical organisational functions like ERP implementation, store design and management. He is an alumnus of the University of Pune, with B.E. in Industrial Economics and M.B.A in Marketing, a certified trainer and has been involved in teaching as a passion.



### **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.



### **PRATIMA PANDEY**

Fashion Designer, FDCI Member,  
Label- Prama by Pratima

Pratima Pandey is a NIFT (New Delhi) postgraduate in Fashion design and specialises in fusion garb with Indian Sensibility. She won the Grazia Young Fashion Awards in the category of eco-friendly fashion in 2011. Her label- Prama, derives her sense of fashion from her belief that clothing should be classic, ageless, and should speak of the craftsmanship of each person involved. 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.



### **ARUN KUMAR H G**

Artist, Sculptor and Toy Designer,  
Gurgaon

A Masters in Sculpture, Faculty of 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 inclination towards the Neo-Pop Movement.



### **RAJEEV ARORA**

FDCI Member, Jeweller-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. Mr Rajeev is a political, social and cultural activist and has held in and around Jaipur setting up 3 state-of-the-art manufacturing units that provided employment to over 2000 local craftsmen.

He is also a member of the Censor Board many significant posts across a spectrum of organisations. He revived the ancient art of handcrafted jewellery making with the help of master craftsmen and goldsmiths of India.



### **RIMPESH SHARMA**

Architect, Founder Director, ISPL  
( Ingenious Studio Pvt. Ltd.)

InGenious Studio Pvt. Ltd. is a multidisciplinary consultancy firm incorporated in India, with a focus on Architecture, Master Planning, Interiors Turnkey and PMC. With 17 years of professional experience in construction industry in various national and international assignments, he has been a member of the Project Management Institute PMI since 2007. Key projects of his firm include Vrindavan Chandrodya Mandir-world's tallest religious structure (110.0 acres) at Vrindavan, ISBT- Rajiv Chowk, Gurgaon (won design competition) and Quality Control and Quality Assurance for the development of Integrated Township in Indore – Silver Springs-awarded India's best township under 200 Acres.



### **SAKSHI BROOTA**

Disability Consultant/ Director, DEOC,  
New Delhi

Diversity and Equal Opportunity Centre (DEOC), provides Consulting, Research and Training services to corporates, educational institutions, industry bodies, development organizations and the Government in creating an inclusive environment. With a Masters in Disability Studies from University of Leeds, UK, Sakshi Broota has been working in the field of disability since 1994, working 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, Jaipur.

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.



### **SANJAY KOTHARI**

Principal Architect, Kaleido

Established in the year 1986 by Architect Sanjay Kothari, 'Kaleido' has been creating striking environmentally responsible and forward looking buildings that enhance lives and communities. He is the Former Chairperson, IIID (Institute of Indian Interior Designers) Jaipur Chapter. Widely awarded for his work, Mr Sanjay



### **RAJESH JAIN**

Director- Economic Development  
& Government Affairs at Swades  
Foundation

He is a Geologist by training and a Development Professional with more than 20 years of Experience in managing Livelihoods projects, both as a Donor as well as an 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 IIICD.

# ARCH ALUMNI NETWORK

After graduation, the ARCH Alumni network lets you stay connected to fellow students for building your own professional connections, invaluable for advancing in your chosen field of work. It provides a platform for old and new graduating students, working professionals and entrepreneurs who have been a part of the ARCH community to maintain links with each other and to participate in nurturing, supporting, and elevating the creative community as a whole.

Benefits of registration with the Alumni Network include:

## Career

Uploading your portfolio on the ARCH Alumni section on <http://www.arch.edu.org/alumni/alumniologin.php>, enables the Placement cell to maintain a database and shortlist qualified and creative professionals. This database can be further shared with industry members for upcoming opportunities within their organisations.

## Updates

Our team helps you to stay up to date on the latest initiatives at ARCH, which include events, workshops, competitions, seminars & forums. These are organized & made available for you to contribute to, or utilize, to enhance your knowledge of your discipline further. Meeting and collaborating with like-minded people from different branches of creative faculties is an added advantage.

## Mentoring

You may also choose to collaborate with us to provide Internship opportunities to ARCH students within your firms or organisations.

# Interior Design



**Apoorv Saxena**  
Alumnus, 2010  
Owner: Espacio Interios, Jaipur  
Apoorv's Interior Design Studio has successfully completed several residential and commercial Interior Design projects that range from Jewellery Showrooms to Farm Tree Houses.



**Akshita Goyal**  
Alumnus, 2016  
Senior Interior Designer, Shantanu Garg Design Studio  
Akshita got placed with Shantanu Garg Design Studio, a renowned architecture and interior design firm in Jaipur. Their firm has completed residential & commercial projects in more than 8 cities in the country.



**Anupama Rana**  
Alumnus, 2005  
Owner: The Design  
Anupama Rana is a Post Graduate in Zoology, from the University of Rajasthan. As an Interior Designer, she has addressed all types of Interior Projects, covering sectors from Hospitality & Commercial to Residential. In the 14th convocation of the Arch Academy of Design, she was felicitated with the Best Entrepreneur Award.

**Deepika Kumawat** Design Square  
**Kirit Singhvi** Sleek International Pvt Ltd.  
**Rinki Lalwani** Gaurav Agrawal Design Studio  
**Vyasakh Prasannakumar** Architecture & Design online magazine

## 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  
Hastkala 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  
Akbar Interior  
Arpan Design by Rahul Tak  
Ruby Group  
Hidden hand interiors  
HS Developers  
Space Talk  
Da Nest studio  
Shantanu Garg  
Originators  
Mahendra Sethi & Associates  
Design Inc. by Anshuman Sharma  
G.A.D.S  
Anubhav Design Studio  
Ashiyana Interiors

# Fashion Design



Shivangi Natani  
Alumnus, 2009

Director and Fashion Designer- Shivangi Inc. Exports  
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.



Chavi Sharma  
Alumnus, 2006

Visual Merchandiser- VERO MODA  
Chavi is currently working as a visual merchandiser at Vero Moda- An international Fashion brand that is one of Europe's largest clothing brands for young women.



Sujit Kumar  
Alumnus, 2015

Fashion Designer- Roadster denim brand, Myntra Designs Pvt. Ltd  
Awards: Won the first prize with cash and a trip to Turin, Italy in the two-day competition at the 'Fiat Cafe', Pune which involved Fashion Institutes in the Automotive Domain.

**Jigyasa** by Anubha Sharma, Kota.

**Akshaya & Garima** by Akshay Sikhwal.

**Yamini Malani Clothing**, Kolkata

**Silhouette** by Swati Rohilla

**Robe** by Heena Arora

**V.S.P Fashion Angels** by Vaishali  
Prasandarshi

**Frills n Flora** by Narendra Pal Singh

**Farishta Exports** by Chitra

**Harshad Jain** Paras Kamal

**Nitish Rathi** Nikhaar Fashions Heritage

**Pallavi Gupta** Creation at its best

**Preksha Jain** Designer Sanchita Chand-  
Beeluxe Pvt td.

**Savi Jain** MA'AM Arts

## PLACEMENTS & INTERNSHIPS

Anita Dongre, AND Designs India  
Rocky S Fashions, Mumbai  
Abu Jani Sandeep Khosla, Mumbai  
EKAA by Tarang & 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  
Raasa  
Cheer Sagar  
Kirti Rathore  
Pallavi Jaipur  
Label Anshika  
Rajshree Impex  
Ma'am Arts

# Jewellery Design



Rita Burman  
Alumnus, 2001

Owner: Rezart, Jaipur  
Rezart is a production house specialising in designer gold and diamond jewellery.  
Awards: Two-time Gold Medalist in the Anglo Gold Ashanti Gold Jewellery Design Competition organised by the World Gold Council, 2005-2006.



Vishnu Soni  
Alumnus, 2008

Senior Designer, Amrapali Jewellers  
Awards: Received 1st Prize in Jewellers Associations Show 2013 (JAS), Jewellery Design Competition.



Vishakha Agarwal  
Alumnus, 2014

Owner: 'Gharaz'  
Gharaz specialises in Costume Jewellery line  
After completing Jewellery Design course at Arch, Vishakha started her design label in 2014, working extensively with artisans and craftsmen in Jaipur and villages of Rajasthan

**Shubham K Raj** dprogetto -Fine jewellery line

**Shikha Vijay Khandelwal** Stitch Story

**Rupal Gupta** Sunita Shekhawat Jaipur

**Riddhi Choudhary** ORRA Diamond Jewellery

**Anindita Khare** ANINDITA-costume jewellery pieces.

**Amisha Pareek** CELESTE

## 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  
Symmetry  
Garg Jewels  
Freelance project with Sonal Sawan-  
sukha  
Pink city Jewels  
Sunita Shekhawat  
Rambhajo

# Communication Design



Vidisha Gupta  
Alumnus, 2016

Creative Consultant & Project Manager, Gravity Ecom  
Gravity Ecom is a Jaipur based firm that is engaged in providing app development solutions. Vidisha's role involves providing creative inputs as well as managing projects to ensure seamless business operations.



Vipin Sharma  
Alumnus, 2016

Design Head (UX consultant), FITSO  
Vipin has been heading the Design team of FITSO, a complete fitness solutions app which includes personal coaching by certified trainers, nutritionists etc helping people achieve their fitness goals.

PLACEMENTS  
& INTERNSHIPS

Fitso, Gurgaon  
Gravity Ecom, Jaipur  
Coffee Beans, Jaipur

Information

# Events @ ARCH

ARCH has hosted numerous events, seminars, and workshops involving participation from students and faculty members in partnership with industry experts, corporate institutions, government agencies and foreign educational institutions. Continuous exposure to knowledge sharing, specialist's opinions, provides students at ARCH the chance to grow organically in their professional domain.



Chr-Cha Event on 2017, Dr. Annick Schramme, Dr. Ian W. King, industry practitioners with ARCH members and guests.



Mr. Arun Cherian Tedx speaker, problem solver and innovator, interacting with ARCH students.



Ms. Nien Sao, at the India International Education Conclave



Fashion Designer Mr. Rakesh Thakore, from the label Abraham & Thakore with Ms Archana Surana, campus director Nien Siao with participants at the RHW- 2016



Ms Carrie Morgridge giving away the awards to the Design Story winners during an event held at Digg Palace, Jaipur 2016.



Participants at the global Mentoring Walk, Jaipur.



Ms Archana Surana at an official meeting with Minister of Textiles, Mrs Smriti Irani Kapoor.



ARCH director, Archana Surana with Princess Diya Kumari at YUVA event, held at the City Palace, Jaipur, 2016



Convocation Event, 2017. ARCH students and staff.



Mr. Harsh Songra, Founder of WeInclude and MyChildApp in a lecture, at ARCH Jaipur Campus.



ARCH Students and Staff Members at TED X Jaipur Event.



Ms Archana Surana, and Mr. Benoy Thoompunkal receiving the Cumulus membership certificate from Cumulus president, Luisa Collina.



Inauguration of Photo Exhibition of DesignStory by Mr. Amitabh Shah, Founder & CEO, YUVA Unstoppable and Mr. John Farnam, Deputy Disrupter at Morgridge Family Foundation & Co-CEO of Share Fair Nation



Ms Carrie Morgridge, vice-president of the Morgridge Family Foundation and author of 'Every Gift Matters' during her India book launch at an event in Jaipur, 2016.



Jairangam visited ARCH Academy of Design through its Famous Nukkad Natak, "AB-BAS", a street play against women atrocities by Rang Mastaaney .



Fashion Designer Mr. David Abraham, from the label, Abraham & Thakore at RHW 2016 with Founder Archana Surana and Delhi-NCR director Nien Siao.



Delegates from Perth college, Scotland, visiting ARCH- Jaipur Campus, for the UKIERI project.



Ms Archana Surana receiving the Zee Rajasthan Women Empowerment Award, 2016 from Hon'ble CM, SMT Vasundhara Raje.



The DesignStory competition was launched by film actor, Zayed Khan on 29th August, 2016.



Participants at the Global Mentoring Walk, Delhi chapter, 2017



ARCH family on the 17th Foundation Day



Founder Director Archana Surana at the 5th edition of NWFC 2016, with Prof. Ian W. King, Prof Annick Schramme, at the University of Antwerp



Attendees at the Chr-Cha event during one of the workshops.



Founder director Ms Archana Surana with international designer Bibi Russell.



Mr, Jimmy Nelson, renowned photojournalist with Ms Archana Surana and Mr Rahul Rajamuthiah at the IFFTI conference 2017.



Acclaimed Fashion designer Hemant Trivedi with Ms. Archana Surana at an event held in the city



Harvard School of Fashion Dean, Mr Rajiv Mehrotra with Archana Surana and Nien Siao



ARCH stall with pieces designed by students of Jewellery Design Batch at JAS 2015



The Mentor Forum event held at ARCH Jaipur campus



# Admission Guidelines 2017

## AIEED (All India Entrance Examination for Design)

ARCH Academy of Design conducts AIEED (All India Entrance Examination for Design) for Undergraduate & Postgraduate level courses in Design. The exam tests the creativity, design sensitivity & aesthetic sense, 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 '17 towards its Undergraduate & Postgraduate courses for the academic year 2017.

## CourseS OFFERED

### Jaipur Campus

#### UNDERGRADUATE (UG) LEVEL CourseS

Fashion & Textile Design  
Fashion Design & Business  
Interior & Spatial Design  
Interior Design & Business  
Graphic Design (Applied Arts)  
Jewellery Design & Business  
Product Design

#### POST GRADUATE (PG) LEVEL CourseS

Fashion Design & Entrepreneurship  
Interior Design & Entrepreneurship  
Jewellery Design & Entrepreneurship  
Design Communication

### Gurgaon, Delhi-NCR Campus

#### UNDERGRADUATE (UG) LEVEL CourseS

Fashion & Textile Design  
Interior & Spatial Design  
Graphic & Interaction Design  
Product Design

#### POST GRADUATE (PG) LEVEL CourseS

Fashion Design & Entrepreneurship  
Interior Design & Entrepreneurship  
Design Communication  
Creative Styling  
Product Merchandising

## ELIGIBILITY CRITERIA:

### UNDERGRADUATE (UG) LEVEL CourseS

- ▲ Students who have Appeared for/Cleared Class 10+2 (CBSE/ICSE/IB/State Board/NIOS or equivalent as per UGC Guidelines) are eligible to write AIEED Exam.
- ▲ All Undergraduate courses will be conducted as per Pearson norms. All students, 16 years and above are eligible for the International Undergraduate level course. All aspirants have the opportunity of culminating their studies with a 'Top Up' degree in 1 year from any of the Pearson listed Universities around the world after having finished the Pearson BTEC embedded in the 4-year courses at ARCH .
- ▲ Students applying for Undergraduate Interior Design program with a valid NATA score/ AIEEE rank/ NID Score are exempted from the first 2 stages of the AIEED exam and will be directly called for the 3rd & last stage of the exam which involves an interaction through the submission of a student made self-introduction Video based on a small questionnaire; submission of their Portfolio & a Skype face-to-face. All of these are online/ net based.
- ▲ Class 10+1 Students can also write AIEED 2017. Qualifying students will be eligible for direct admission in the academic year 2018 after clearing the 3rd & last stage of the exam (as described above).

### POSTGRADUATE LEVEL CourseS

Graduates or students pursuing graduation in any discipline from a recognised university can apply for this course. Students who have done a 2 years or 3 years diploma course in design are also eligible for this Advanced Level course.

## FORMAT OF THE EXAM UG Level

### STAGE I General Ability Test

(GAT) (15th March- 10th May 2017)  
GAT is the first phase of AIEED & is compulsory for all applicants.

**MODE:** Only ONLINE (3 hours/3 slots)

### Choose any one Date:

15th March- 10th May 2017

### Choose any one Time Slot:

10 to 12 Noon 1 to 3pm 4 to 6pm

### STAGE II - Creative Ability Test

(CAT) (15th March- 10th May 2017)

**MODE:** ONLINE (3 hours)

### Choose any one Date:

15th March- 10th May 2017

### Choose any one Time Slot:

10 to 12 Noon 1 to 3pm 4 to 6pm

**MODE:** CENTRE BASED (3 hours)

Any of 2 Consecutive Saturday's after GAT Exam

**Exam Centres:** Jaipur & Gurgaon (Delhi NCR)

### STAGE III - INTERACTION

INTRODUCTION TO YOURSELF  
(Video, Portfolio & Skype Interaction)

### STEPS:

- Make a VIDEO of YOURSELF while answering the given questionnaire .
- Use a cellphone camera, or any other camera available, to take a video.
- You can speak in English or Hindi, whichever is comfortable for you.
- Upload images of your Portfolio + the Video of Yourself to Google Drive
- Skype interaction with us will be scheduled after we receive what the student has uploaded

## FORMAT OF THE EXAM PG Level

**STAGE I** - General Ability Test (GAT) (15th March- 10th May 2017)  
GAT is the first phase of AIEED & is compulsory for all applicants.

**MODE:** Only ONLINE (3 hours/3 slots)

**Choose any one Date:**  
15th March- 10th May 2017

**Choose any one Time Slot:**  
10 to 12 Noon 1 to 3pm 4 to 6pm

**STAGE II** - Creative Ability Test  
INTRODUCTION TO YOURSELF  
(Video, Portfolio & Skype Interaction)

**STEPS:**

- Make a VIDEO of YOURSELF while answering the given questionnaire .
- Use a cellphone camera, or any other camera available, to take a video.
- You can speak in English or Hindi, whichever is comfortable for you.
- Upload images of your Portfolio + the Video of Yourself to Google Drive
- Skype interaction with us will be scheduled after we receive what the student has uploaded

### Common Final Steps

- Result Declaration
- Deposition of Fees and Documents Verification
- Batch Starts- July 4th Week

## SELECTION CRITERIA

The selection of candidates 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  
AIEED exam result  
Performance in Interview + Portfolio.

## GENERAL INSTRUCTIONS

### STEP 1

#### How to fill up the online application form

1. Visit ARCH website home page (<http://www.archedu.org/>) and register your application. On successfully registering, an email and SMS will be sent to the mobile number & email ID you have registered with. Keep the following prerequisites in mind before applying
2. Keep one scanned photograph of self and scanned copies of mark sheets of 10th, 12th or past qualification handy. Students need to upload the above-mentioned photographs and documents in the application form. Candidates appearing

- for the class 11th exam can also apply provisionally. Their score will be considered for the academic year 2018.
3. For GAT Online Exam, Candidates are free to choose any examination Date & Time Slot. The exam is online, for 3 hours and is compulsory for all. Admit Cards would be available online 7 DAYS prior to the exam. A link will be sent to the candidate's mobile number; open the link to download the admit card.
4. For CAT Exam, Candidates can choose between Online and Centre Based exam (either Jaipur OR Gurgaon). Admit Cards would be available online 7 DAYS prior to the exam.
5. Candidates will not be allowed to change the mode of examination after the form is submitted without VALID reasons requesting the change in writing sent to [admission@archedu.org](mailto:admission@archedu.org), at least 5 days before the exam date.
6. 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.
7. Candidates will be given 2 interview dates and can choose any one for Interview & Portfolio. This would be a skype interview

#### How to make payment of online application form fee:

The application form fee is INR 3000/- only, which can be paid by choosing any of the following options.

1. Pay either using Debit/Credit Card & use our Online Payment Gateway if you wish to make Online payment
2. Demand Draft

The Demand draft mentioning your name and phone number at the back, drawn in favour of "ARCH Educational Society" payable at Jaipur is to be sent to ARCH Academy of Design, Plot No 9, Govind Marg, Malviya Nagar, Jaipur 302017.

PS: Students who wish to pay via DD need to enclose a printout of filled application form + 2 photographs of self + copies of qualification mark sheets of 10th, 12th.

3. Payment in Bank of India branch

Students paying through Bank of India are required to submit the scanned copy of the 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. AAAAAA1934C

Once we receive a completed application form 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 and a pen drive with information material about the institution 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).

**How to make payment of offline application form fee:**

1. The application is available for INR 3000/- only. Please use one of the following options  
Purchase application form from ARCH Academy of Design Centre, Malviya Nagar, Jaipur paying either by Cash or DD drawn in favour of "ARCH Educational Society" payable at Jaipur, & fill and submit the same.

**STEP 2****HOW TO TAKE THE AIEED EXAM****STRUCTURE OF AIEED EXAM:****For Undergraduate Students**

TYPE OF PAPER	TESTING PARAMETERS	NO OF Q'S	Marks	Time
AIEED- GAT GENERAL ABILITY TEST	To assess design sensibilities, Logical Reasoning, design related awareness, awareness on global issues, & Concepts Comprehension	90	200	3 Hrs
AIEED –CAT CREATIVE ABILITY TEST	To assess Articulation Skills both written & visual, Design Thinking, Lateral Thinking & creative problem solving, & awareness of Design Principles	26	200	3 Hrs
INTERACTION + PORTFOLIO	Composure, Focus & clarity, General articulation skills, depth of thinking, range of work in portfolio		100	30 min

**\*Total Marks for the exam 500****For Postgraduate Students**

TYPE OF PAPER	TESTING PARAMETERS	NO OF Q'S	Marks	Time
AIEED-GAT GENERAL ABILITY TEST	To assess design sensibilities, Logical Reasoning, design related awareness, awareness on global issues, & Concepts Comprehension	90	200	3 Hrs
INTERACTION + PORTFOLIO	Composure, Focus & clarity, General articulation skills, depth of thinking, range of work in portfolio		100	30 min

**\*Total Marks for the exam 300****ONLINE MODE OF AIEED EXAM**

Students can write the Online Exam from either home or cyber café.  
The candidates, whose forms have been accepted, can appear for the online entrance exam at the allotted date and time slot.  
Change of date of examination will not be entertained and if the candidate fails to give the examination on the scheduled

date, his/her application will be canceled. Re-scheduling can be done only in case of unavoidable circumstances like Power failure or slow Internet connectivity, which if applicable, should be informed immediately over the telephone by the candidate.

For any more information or query you can write to [admission@archedu.org](mailto:admission@archedu.org) or call on 09414070678

Candidates are requested to make sure of the following at their end before they enroll for the Online Exam:

- High-speed Internet facility
  - Minimum Requirement: 256 kbps Broadband connection
  - Recommended: 512 kbps Broadband Connection or higher
- Google Chrome - Download and install on your computer (if not already present)  
It is recommended that you use the Chrome browser for your exam.
- Flash Player-Download and install on your computer from the given link (if the plug in is not already present) (<https://get.adobe.com/flashplayer/?fpchrome>)  
This is ESSENTIAL for you to answer the exam.
- Keep a Digital camera/ Mobile Phone/ Scanner on hand to record & upload any work done for the exam.  
(For the CAT exam)
- Other Materials to be available at hand:  
A4 size blank sheets of paper (15 sheets to answer the drawing oriented questions), pencil & eraser, dry Colour media (color pencil/ crayons/ oil pastels etc), steel scale. Cutter, scissors, glue stick, Black & blue pens.  
(For the CAT exam)
- Web Camera- Student will be under Surveillance while writing the 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
- Other Minimum Software required on Computer  
Microsoft Windows XP Professional or any other upgraded Operating System (Win 7 or above)  
Microsoft Word
- Power Connection: Please make sure your desktop computer is connected to an Uninterrupted Power Supply (UPS) System during the examination. In case you use a laptop, please keep it fully charged & connected to a power supply.

**CENTRE BASED MODE OF AIEED EXAM**

The applicants would be allowed to enter the examination centre only with an admit card attested by a Gazetted officer/ School Principal along with an identification proof (driving licensee/Adhaar card/ passport/ 10th mark/last graduation mark sheet).

Candidates should carry black & blue pens, pencil & eraser, steel scale, cutter, scissors, dry colour media (colour pencils/ crayons/oil pastels etc.), glue stick.

Use of any electronic/ computing device like a laptop, mobile, calculator etc. is strictly prohibited for an offline exam.

The student will be notified about 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.

### STEP 3

#### INTERACTION & PORTFOLIO

1. Make a VIDEO of YOURSELF  
This is an important part of our new admission screening process. Based on the Questionnaire file sent, applicants are required to make a Video of themselves and send to ARCH .
2. Portfolio: Portfolio is to be shared online along with the Video. A Portfolio is the visiting card of the candidate, speaking of their interests & abilities and is a collection of any previous creative work done by the candidate in the form of illustrations, sketches, photographs, essays, prose etc, even films & slideshows that can be shown on a mobile phone. All work should be photographed or filmed & uploaded.
3. Skype interaction on a Scheduled date and time with our Panel of Experts  
Candidates failing to appear for all the parts to the Interaction & Portfolio (the 3rd phase of AIEED) would not be considered for admission and their applications will be canceled. Rescheduling of the interaction in rare cases would be accepted if an application mentions the reason of absence clearly. You can write to admission@archedu.org.

### STEP 4

#### Final Steps

- Result Declaration
- Deposition of Fees and Documents Verification
- Batch Starts- July 4th Week

#### ADMISSION GUIDELINES FOR UG AND PG Courses

The admission fee has to be deposited within the stipulated time, to confirm admission with ARCH Academy of Design. The final admission of the candidate will be considered only if he/she fulfils all the requirements mentioned, as well as the eligibility criteria. Defaulting in producing the relevant documents at the time of admission will result in cancellation of admission. The session will start in the 4th week of July.

The candidate needs to deposit all the following documents at the time of Admission:

- Mark sheets of 10th, 12th (original & attested photo copy) OR Graduation 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. School Leaving certificate
- SC/ST, Others (Physically Challenged, NRI, Defence, Artisans) should submit an attested proof.
- Medical Fitness Certificate, attested.
- Income Tax Return of Parents/Guardian
- Address Proof

The documents will be cross checked and admission will be confirmed within 10 days.

### USEFUL INFORMATION

#### SCHOLARSHIP SCHEME

Scholarship will be given to students on the basis of the following criteria: AIEED result, Performance in past qualification, Interview + Portfolio, Income of the family, Ward of a single parent, Servicemen, Craftsmen or artisan etc. The 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 fulfil all the requirements.

#### BANK LOANS

HDFC Credila provides Bank Loan on Pearson 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 our Toll-Free Number 1800 3070 0626 or mobile no. 9414070678. The student can also email at admission@archedu.org

#### ADMISSION GUIDELINES FOR VOCATIONAL Courses and UOR Course

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 favour 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.

#### ADMISSION GUIDELINES FOR 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 favour of “ARCH

Educational Society” payable at Jaipur. For details & List of Courses, please visit our website [www.archedu.org](http://www.archedu.org).

### **IMPORTANT TERMS & CONDITIONS**

1. Selected candidates, eligible for admission will be required to attend the counselling session at the ARCH Campus or designated cities 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) )
2. The admission to any program would be offered as per merit.
3. The final admission of a student is granted provisionally and shall be accepted as valid only after the completion of scrutiny for the fulfilment of all the eligibility criteria, to the satisfaction of the management, and will be subject to approval by affiliate authority.
4. If the candidate is absent on the date and time specified for the Interview round or does not deposit the fee through Demand Draft by the mentioned date, his candidature will be cancelled and the next candidate in the final merit list will be considered.
5. 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 counselling. All these documents need to be attested by a Grade 1 Gazetted Officer.
6. Remaining vacant seats shall be offered to the wait-listed candidates in the order of merit.
7. Any attempt to influence the admission process by way of recommendation will invite immediate disqualification of the candidates.
8. Any dispute arising out of the admission process & procedures would be admitted under the jurisdiction of Jaipur Courts only. ARCH reserves the right to add, modify, or discontinue any of the aforesaid points.

### **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.

# Glossary

## **FACULTY OF INTERIOR DESIGN**

- Practice, Research and innovative solutions to solve challenging real world interior design problems- The study will focus a practice led, Research based approach to look for innovative design solutions for the required interior world of real problems.

### **Interior and Spatial Design**

- Re-imagine interior environments and spaces in local and global contexts-We will support you to develop the ability to rethink, recreate out of a given local and global context.
- Digital designs- It is the creative ability to use computer skills to design visuals associated with electronic technology.
- Prototyping technique- It is a technique for building a quick and rough version of a desired system or parts of that system. The prototype illustrates the system to users and designers. It allows them to see flaws and invent ways to improve the system.

### **Interior Design and Business**

- Interface between built space and how people inhabit them-This will help us to understand the relationship between people and their surrounding built spaces
- Spatial design- As a discipline it uses the language of interior design and landscape Architecture to communicate design intentions.
- Business acumen- Business understanding in dealing with a risk and opportunity for better outcome.

### **Interior Design & Entrepreneurship**

- Advance study-The course is not for the beginners, it requires in depth inquiry ability and Research .
- Holistic knowledge and understanding of interior built environment and spatial design- It provides a complete knowledge and understanding of interior built environment and spatial design
- Establishing a service business- Setting up a business unit.

## **FACULTY OF PRODUCT DESIGN**

### **Product Design**

- Functionality, usability, sustainability and convenience- having or serving a utilitarian purpose; capable of serving the purpose and usage for which it was designed and at the same time allowing continual reuse.
- Process and principles governing the design and manufacturing of products- The system will allow you to explore the theory and related chain of the process through designing and manufacturing products.
- Socially responsible, ethical, sustainable and profitable outcome- The product designers creates solutions which are benefit to the society, done in a right manner, long lasting and yield financial gains.
- Product, system and User centric- These are three parts related to product design process.

### **Product Merchandising**

- Merchandising for lifestyle products- The act of promotion of lifestyle products in a retail store.
- Supply chain management- It is the process of flow of goods and services flow starting from procuring raw material to delivering the final product to end consumers.

## **FACULTY OF FASHION & TEXTILE**

- Creative, intellect and innovative dimensions in fashion learning- As a learner you should be able to see the new opportunities, Research and refreshing fashion design solutions.
- New ideas- You must read and Research to generate fresh ideas
- Fashion for the next generation- To be part of the futuristic fashion design trends.

### **Fashion and Textile Design**

- Make better decision about future in fashion and textile sector- To be able to drive best decisions for future fashions.

### **Fashion Design and Business**

- Business acumen to handle the dynamic fashion environment- Business understanding in dealing with a risk and opportunity for better outcome for fashion design solutions.

### **Fashion Design and Entrepreneurship**

- Entrepreneurship and Fashion design concepts to effectively integrate the mix of both for creative design solutions- To be able to manage the new resources for setting up of a design studio
- To set up a design business and take risk-We will support you with the ability to take risk to start a business venture.

### **Garment Production and Export management**

- Technical and basic creative application skills in garment construction, merchandising and various aspects of garment production- The study focus on the technical aspects of garment constructions, promotion of selling the garment in the production process.

## **Creative Styling**

- Creative styling provides synthesis and application to make better decisions about stylizing products in fashion industry- To facilitates stylizing ability for fashion and lifestyle sector
- Styling solutions for retail, print, entertainment, events and fashion- these are the derived domains of styling activities.
- Fashion image- It is the desired fashion look, which the creative stylist creates

## **FACULTY OF JEWELLERY DESIGN**

### **Jewellery Design and Business**

- The ability to think different- The ability to look for new, lateral, out of the box thinking pattern to create innovative jewellery designs
- Intense jewellery design skills, together with industry preparation, forming experts in the design and development of fine jewellery for the luxury industry- The study focuses on the ability to touch details with industry outlook and experts for creating fine designed jewellery.

### **Jewellery Design & Entrepreneurship**

- In-depth knowledge and understanding- To investigate in greater details
- Enterprising aptitude- The ability to set up a business unit and take risk accordingly.
- Unique identity with your jewellery design portfolio- To create your portfolio as per industry standards.
- Advance study- The course is not for the beginners, it requires in depth inquiry ability and Research .

## **FACULTY OF COMMUNICATION DESIGN**

- Communicate solutions- Ability to create a sound communication for the design solution.
- Benefit people- Useful for end users
- In the center of the dynamic and demanding graphics and visual arts interface- It will help to create a niche in the communication design market for you.

### **Graphic and Interaction Design**

- Creating engaging interfaces- To make the user interaction simple and easy with technology.
- Thought out behaviours To plan according to the thought out behaviours of the users.
- How users and technology communicate- To create a synergy in the communication patterns of the users and technology.
- Fundamentals of graphic design, besides sharpening visual, digital and strategic communication skills, under this course.

### **Applied Arts**

- Application of art in converting ideas and concepts into communicable visual imagery for practical use in the above fields- To make aesthetically sound designs.

### **Communication Design**

- Creative Analysers Those who are able to draw inferences out of the creative solutions
- Appropriate design to elevate or inspire the minds of the user- To be able to communicate the right message and grasp mind share of the end users

# Aesthetics of Dress

A workshop titled 'The Aesthetics of Dress' by Dr. Ian King - Professor of Aesthetics and Management, London College of Fashion and author of the book 'Aesthetics of Dress' was held at ARCH Delhi campus on 7th April 2017. Dr King talked about the relationship between body and aesthetics; to quote him "Dress compliments our language and speaks a nonverbal language. The dress restores the balance between appearance and feel". Guests for the occasion included Dr Annick Schramme, (Professor and academic coordinator of the Masters in Cultural Management at the University of Antwerp, Belgium), faculty members, selected students from ARCH, industry experts and designers. The workshop was followed by a wine and cheese event at 1AQ art gallery in New Delhi which was attended by people from the design fraternity, dignitaries from the art and creative industries.



# Gurgaon campus Inauguration

## & Workshop on 'Career pathways to Creative and Cultural Industries'



A workshop titled 'Career pathways to Creative and Cultural Industries' was held at the ARCH Gurgaon campus on 7th April 2017. The event was a panel discussion organised on the occasion of the inauguration of ARCH Gurgaon Campus. Panelists included Dr. Ian King (Professor of Aesthetics and Management, London College of Fashion), Annick Schramme, (Professor and academic coordinator of the Masters in Cultural Management at the University of Antwerp, Belgium) Ms. Archana Surana-Founder-Director ARCH Academy of Design, Mr Benoy Thoompunkal- Director- Academics, ARCH academy of design, Nien Siao, Campus Director - ARCH Gurgaon campus, Rahul Rajmuthiah, Governing body member. The discussion focused on how the domains of creative & cultural industries can add value to the overall society by incorporating the various career opportunities of the creative and cultural domain into higher education and college curriculum.

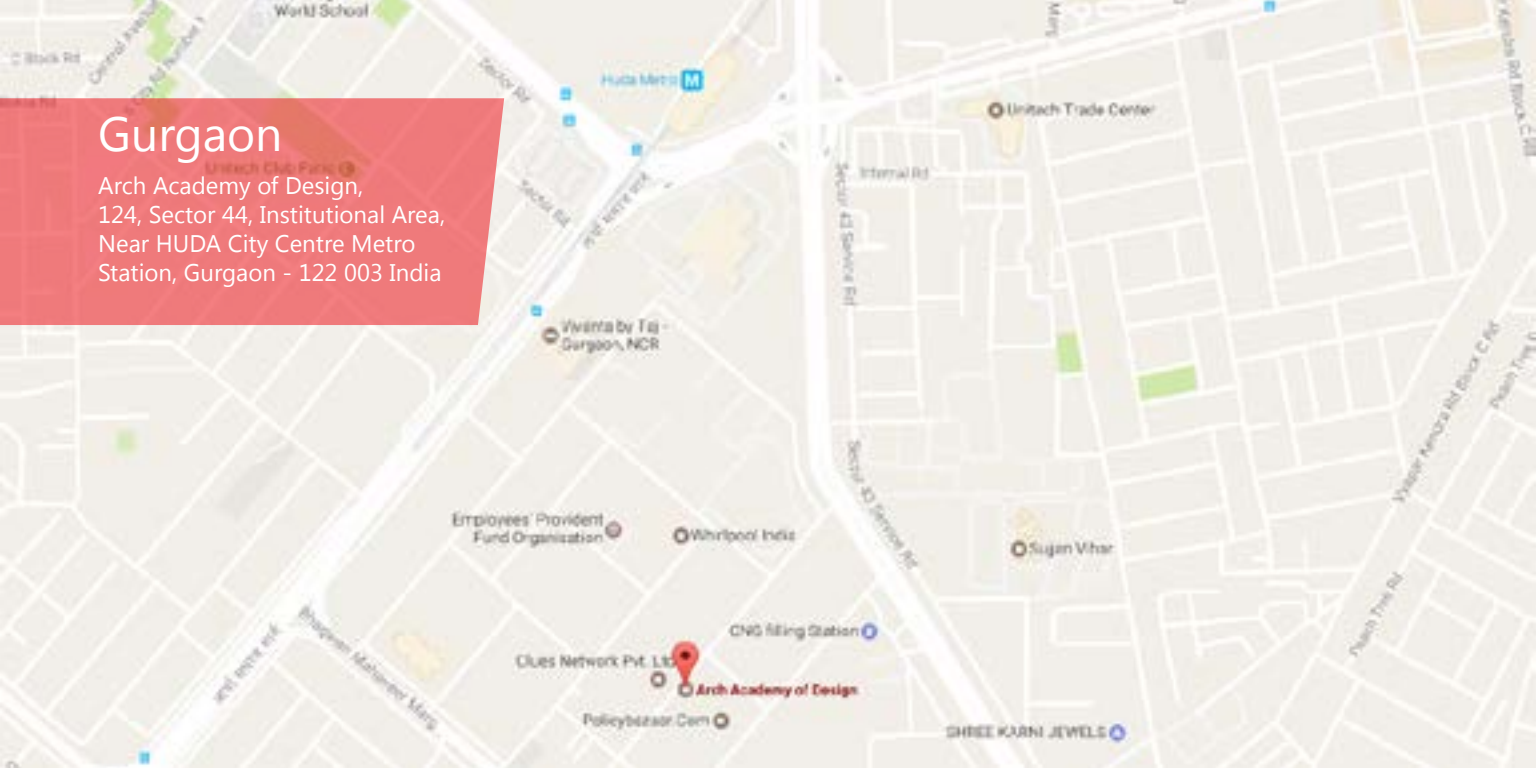






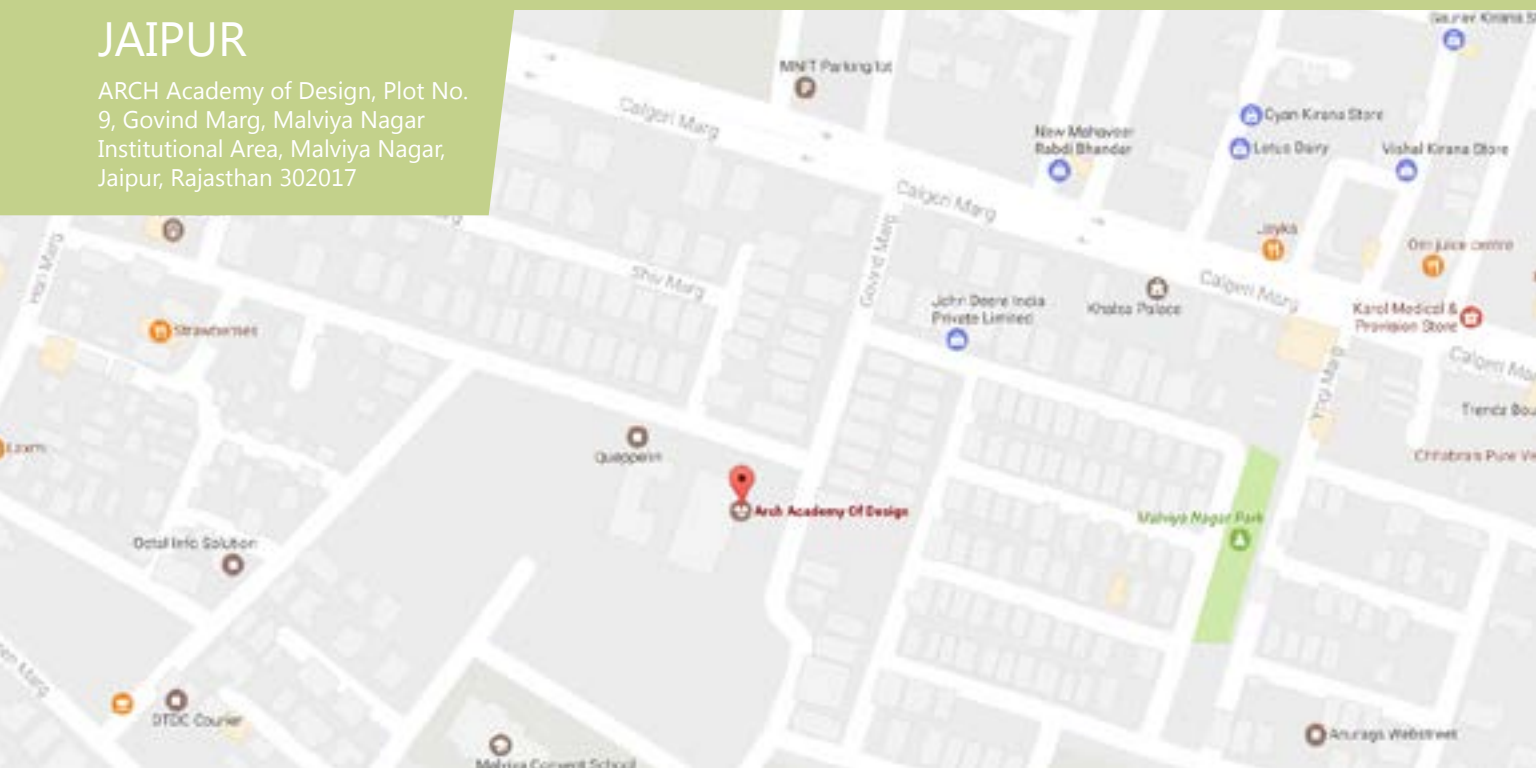
## Gurgaon

Arch Academy of Design,  
124, Sector 44, Institutional Area,  
Near HUDA City Centre Metro  
Station, Gurgaon - 122 003 India



## JAIPUR

ARCH Academy of Design, Plot No.  
9, Govind Marg, Malviya Nagar  
Institutional Area, Malviya Nagar,  
Jaipur, Rajasthan 302017





Empower | C●Create | Evolve

ARCH Academy of Design

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Malviya Nagar Institutional Area,  
Malviya Nagar,  
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