

AIEED 2012-13

All India Entrance Examination for Design

**ONLINE / CENTRE- BASED
ENTRANCE EXAMINATION**



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Design Consultancy & Project Execution





INDEX

Design Is04
ARCh Perspective05
Exhibition Design06
Visual Merchandizing08
Lighting Design09
Interior Design10
Fashion Event14
Apparel16
Textile Design18
Product Design20
Craft & Accessories22
Jewelry Design26
CAD28
Research & Development32
Government & Industry34
Skill Upgradation & Vocational Courses35
Internships & Placements36
Awards & Achievements37
Affiliations & Linkages37
Fact File38

VISION

To empower individuals throughout their learning pathway so that grow intellectually throughout their life, unleashing their natural potential with a larger understanding of and respect for human existence and dignity.



'DESIGN IS...'

The Design Appreciation Initiative of the ARCH Academy of Design, Jaipur

"Design is not just what it looks like and feels like. Design is how it works", **Steve Jobs**

The word design needs to be seen in the most holistic way possible to understand the vast range of thought processes and activities it encompasses. All of these are aimed at achieving definite goals – the solving of 'problems'- be it the design of a job, a machine, a process, a system, a structure, a space, a product, a communication, a way of living, a trend.. A harmonious and lucidly internalized design process or approach, equips anybody with the requisite think skill sets to solve any problem and the sub problem within.



The foundation of the ARCH Academy of Design was laid down in the year 2000 by the Arch Educational Society. The Academy conducts industrially relevant programs and specialized courses in the field of design laying emphasis on the development and fine tuning of industry requisite skills. Affiliated with the University of Rajasthan, ARCH is an authorized study center of the Punjab Technical University. ARCH conducts vocational courses in Jewelry Design, Fashion Design, Textile Design, Interior Design, Visual Merchandising, Design Communication & Design Management.

The Academy runs skill upgradation programs for artisans and the underprivileged under the HRD Scheme of the Development Commissioner Handicrafts (DCH), Ministry of Textiles (Govt. of India). To promote entrepreneurial and business leadership qualities among youth, ARCH conducts many skill based entrepreneurship development programs sponsored by several central government and state government institutions.

The engagement of ARCH in Design and Development Project Consultancy extends to the turnkey implementation of projects in the areas of Visual Merchandising, Exhibition Design, Interior Design of Malls, Offices and Residential areas, Lighting Design and Design and Development of products and prototypes in Apparel, Textiles, Crafts and Accessories, Furniture etc. It also provides consultancy and concept development for the industry using software like CAD, JEWEL CAD, NED, Photoshop, Coral, Illustrator etc. At ARCH the various programs lay emphasis on developing an artistic and creative approach, integrating critical thinking with practice, delivering in effect the required skills to provide design sensitized solutions to industry.



Exhibition Design



Theme Pavilions, HHEC of India

International Handicraft and Gifts Fairs '94 to '97

For the Handloom and Handicraft Export Corporation of India (H.H.E.C)
Design of pavilion, exhibition space and structures, display and lighting.
Complete supervision of construction.

Designer: Benoy Thoompunkal, Dean, Arch Academy of Design.



IHGF Indian Handicraft & Gifts Fair 1997, Pragati Maidan, New Delhi

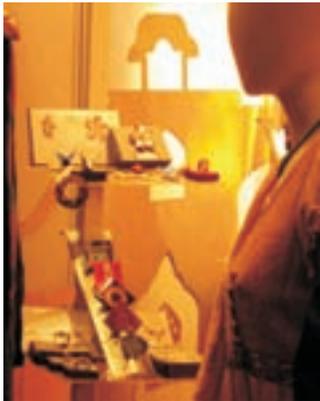


Galleries Lafayette, Paris

Planning & detailing theme collections of tribal & courtly crafts and the design of pavilions in tribal, royal & colonial styles, for the India Promotion, planned for further use as a permanent India Space at the Galleries Lafayette, Boulevard Hausmann, Paris. Exhibit structure design, display & Lighting. Complete supervision through all stages of implementation on site.

Designer: Benoy Thoompunkal, Dean, Arch Academy of Design.

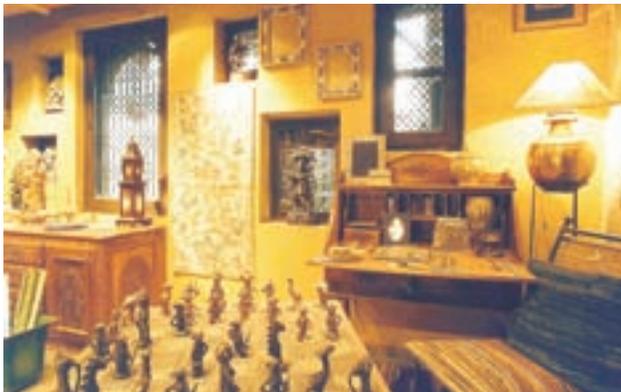
Visual Merchandising



Display at the Lagan Mandap,
The Rambagh Palace, Jaipur

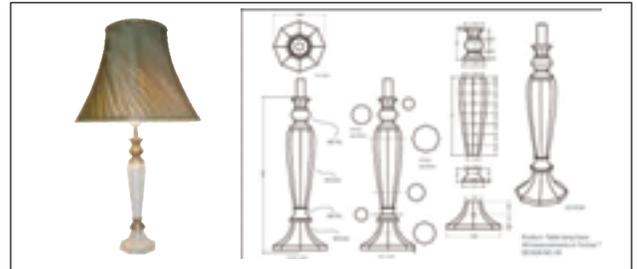


Archive - Product display gallery
at ARCH Campus



Crafts Museum Shop, National Handicrafts & Handlooms Museum, Delhi
Interior display & Lighting
Designer: Benoy Thoompungal, Dean, Arch Academy of Design.

Lighting Design



Lamp - Created for European market using mixed material such as metal and wood
Designer : Rajesh Kumar, HOD Interior Design, ARCH Academy of Design



Lamp – developed with the leather puppeteer artisans using parchment leather
Designer : Rajesh Kumar, HOD Interior Design, ARCH Academy of Design

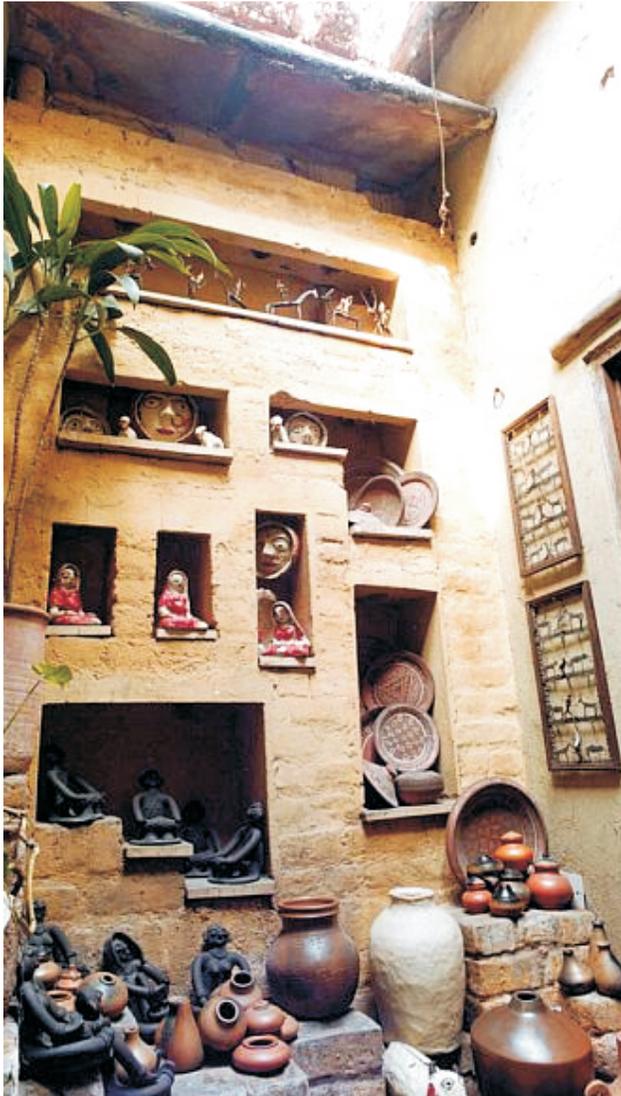


Lamp – custom lamp made for retail store using fabric and metal.



Understanding effects of artificial light on various materials

Interior Design



Crafts Museum Shop

National Handicrafts & Handlooms Museum, New Delhi

Complete design of the interior, the shop extension, display & Lighting, façade & fenestration. Design & production of shelving & display systems in construction 'balli'. Complete supervision through all implementation stages.

Designer: Benoy Thoompungal, Dean, Arch Academy of Design.



The Crafts Museum Shop Extension Interiors, The Crafts Museum, New Delhi



Museum of the Indian Trade Object, Jodhpur

Design & reconstruction of a stone building to house one of India's largest private collections of craft products. Entirely built of stone, using the stone craftsman's traditional skills & new techniques to produce unique stonework.

The structural engineering, space structures, façade, complete interiors, shelving, lighting, etc. Full and complete on site supervision of construction.

Designer: Benoy Thoompungal, Dean, Arch Academy of Design.

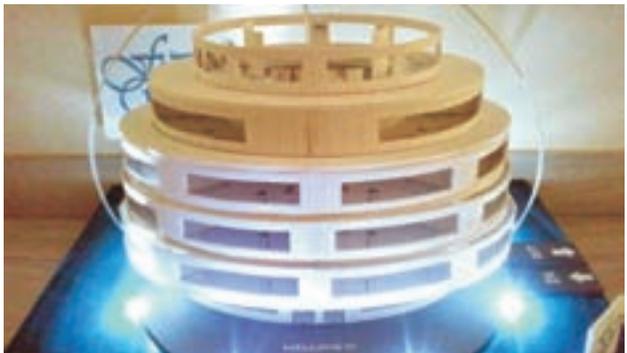
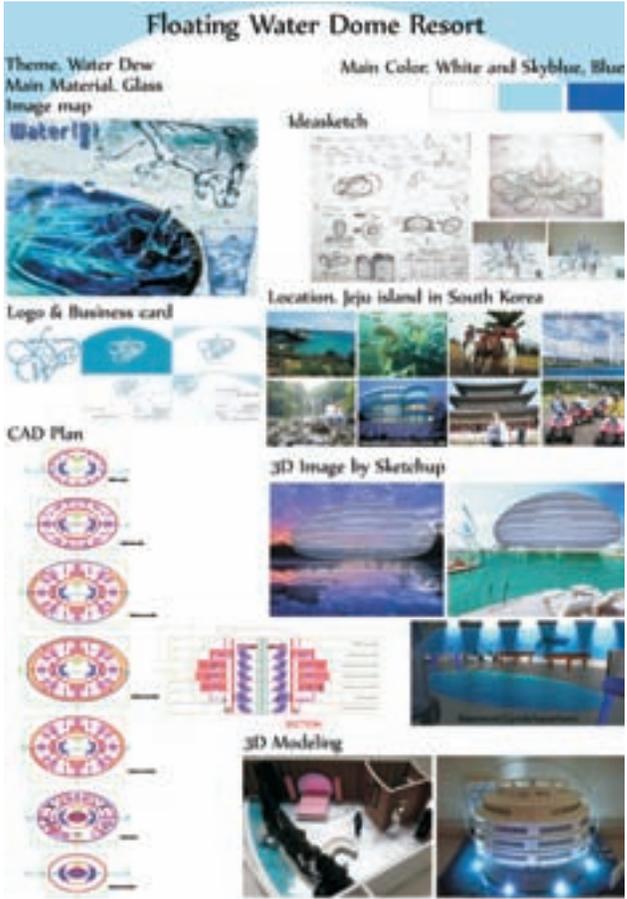
Interior Design



Designer: Rakesh Shirswa, student Interior Design at ARCH
 Inspiration: Drop of Water
 Theme: Water
 Project: Resort



Modeling of School Building by Apoorv Saxena, student Interior Design at ARCH

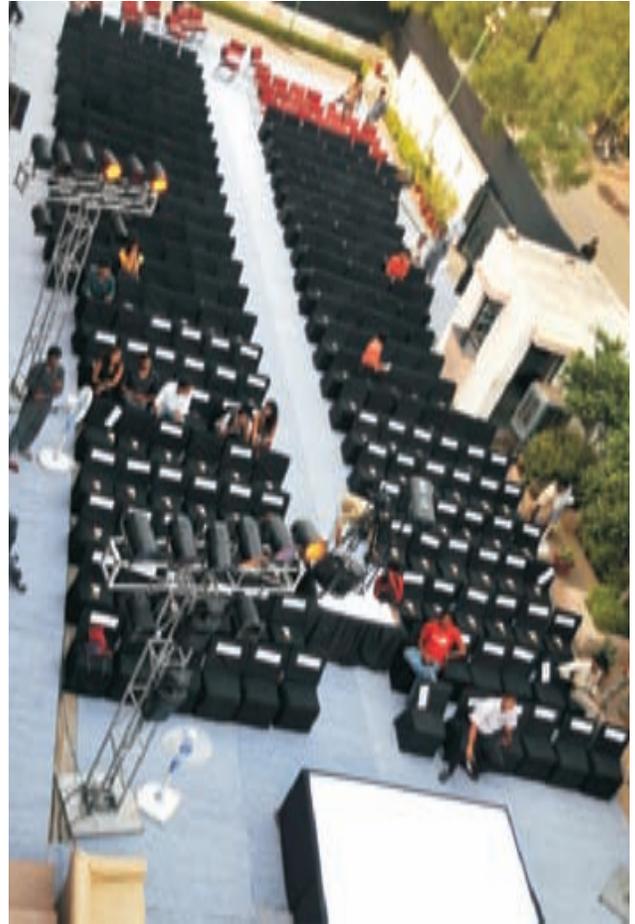


Modeling of The FWD Resort by Jaehee Lee, student Interior Design at ARCH

Fashion Show & Event Planning



14



ARCH Graduate Fashion Show 2011 at ARCH Campus.
Ramp & Graphics designed by Rajesh Kumar, HOD, Interior Design
& Muzahid Hussain, Graphic Designer, ARCH
Consultant Designer: Archana Surana, Director, ARCH



15

Apparel

PROJECT FROM KHADI BOARD

Arch collaborated with Khadi Board & International designer Bibi Russel to develop a complete sample set for her men's & women's wear collection & making a complete set of design illustrations, specification sheets & production pattern.

Sunita Yadav: Senior Faculty - Fashion Design, ARCH Academy of Design



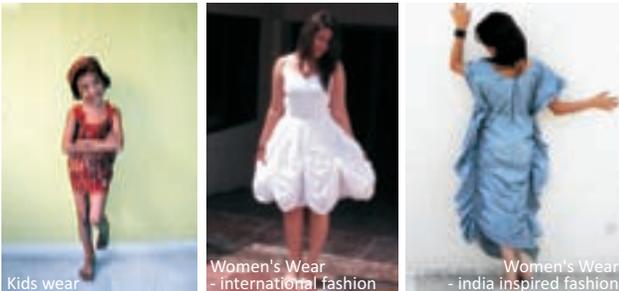
FASHION STUDIO ASSIGNMENTS [guided by Sunita Yadav: Senior Faculty - Fashion Design] based on the various methods of making fashion.



Draping - top

Draping - dress

Draping - skirt



Kids wear

Women's Wear - international fashion

Women's Wear - india inspired fashion



DSYN 04 - denim forecast collection for Ministry of Textiles, Govt. of India
Designer: Kunal Dutta, HOD, Fashion & Textiles, ARCH Academy of Design



ARVIND MILLS LTD - t-shirt designs & sampling for various national clients
Designer: Kunal Dutta, HOD, Fashion & Textiles, ARCH Academy of Design

Textile Design



The collection represents the home furnishing sector and showcases a theme as per the brief provided by the buyer while interpreting the season.

Designer : Prachi Tyagi,
Senior Faculty - Textile Design
ARCH Academy of Design

Woven Textures

Cushion Covers
for Retro Collection



Dobby Woven Table
cloth & placemats for
"Target - Inline Range"



Winter
prints

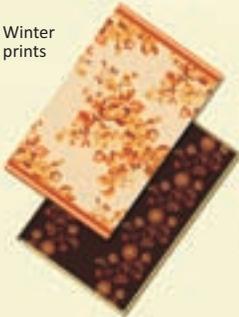


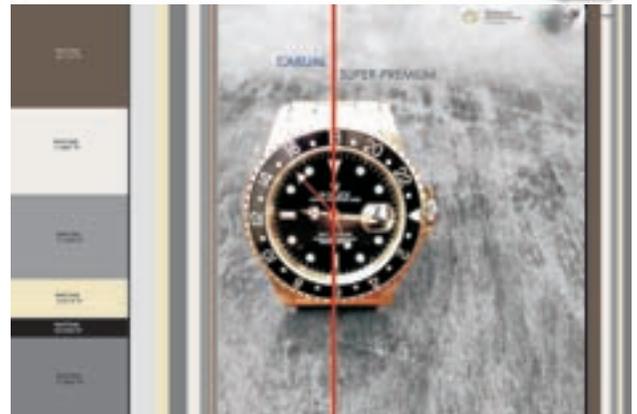
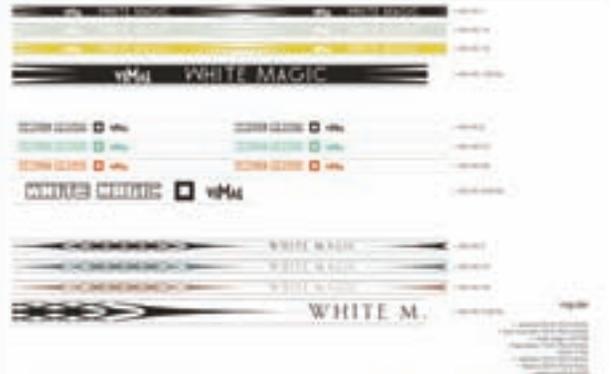
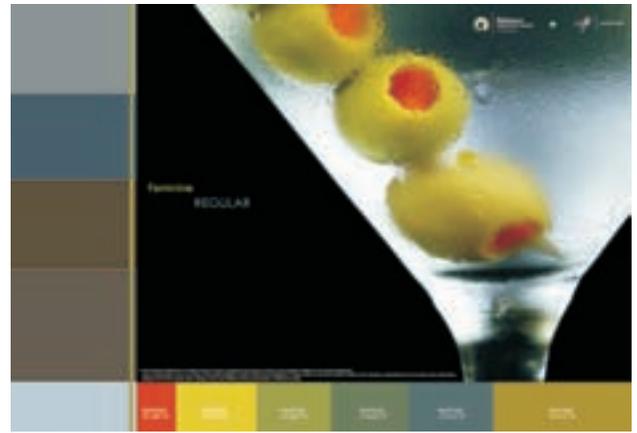
Table Line - "Harvest Season, 2010"



Assorted Cushions



Industry Project Printing



RELIANCE TEXTILES - jacquard selvage design

[This unique project with Reliance Industries - Textile Division, was to design & develop identifying selvages for their fabric collections. This was primarily to add brand identity and was developed in specialized Jacquard looms at Reliance using customized CAD solution.]

Designer : Kunal Dutta, HOD, Fashion & Textiles, ARCH Academy of Design

Product Design



Easel : Designed to satisfy the need of Artists, Designers, Architects and students who prefer to carry their workplace!. It transforms to functions as shown in the picture. It is easy to fold and light to carry. Materials used are wood and acrylic sheet.
Designer: Robin Makvana, Faculty, ARCH Academy of Design

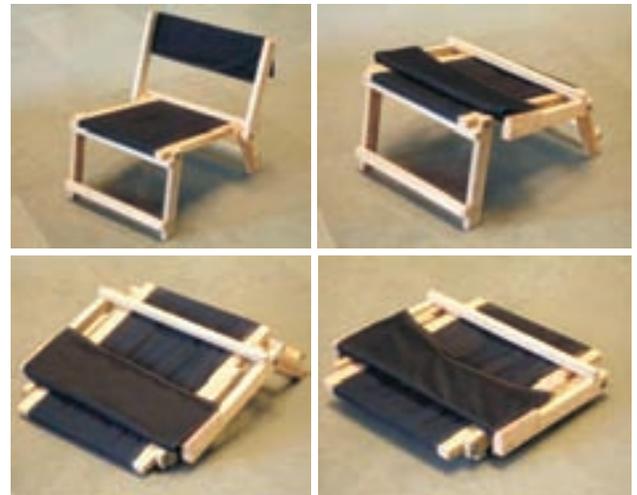
Table : A table inspired from swastika which can increase and decrease its surface area by unfolding and folding the panels as shown in the picture giving it the freedom to be used in a very personal manner. The material used are ply wood and white acrylic in the center.

Designer: Robin Makvana, Faculty, ARCH Academy of Design

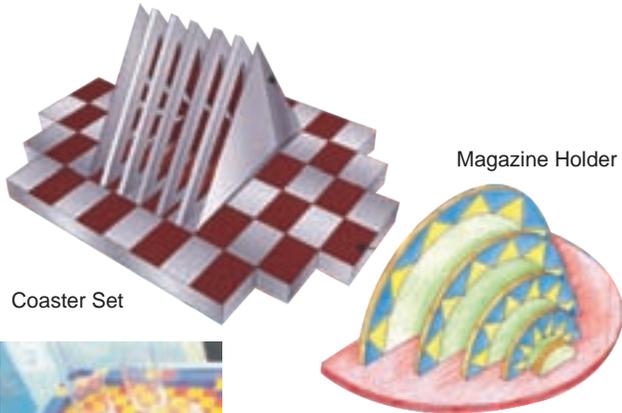


Chair : This product was specifically designed to solve storage problem of chairs in compact residencies. As it is compact it gives you the freedom to carry it with you anywhere. It does not need any kind of special locking mechanism and after folding it can be stored in an area of 18"x 3"x 18". It is entirely made of wood & the black area is fabric.

Designer: Robin Makvana, Faculty, ARCH Academy of Design



Crafts & Accessory Design

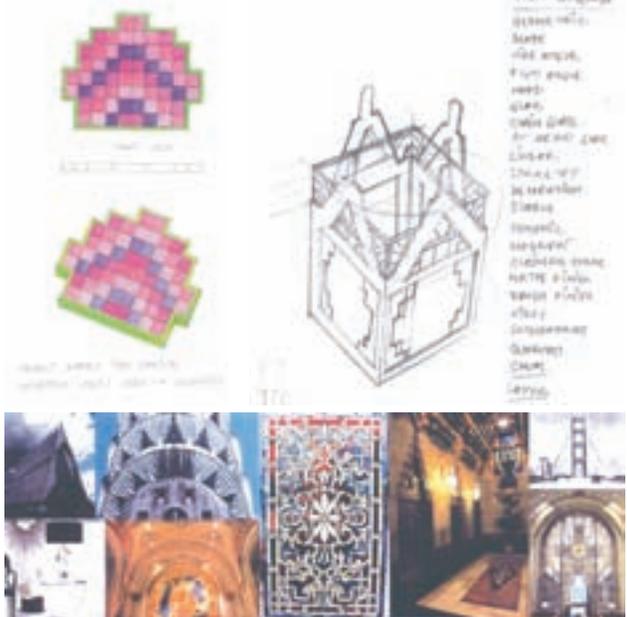


Coaster Set

Magazine Holder



Project : Table Top Accessories
 Inspiration : Art Deco Architecture
 Product : Tray & Tea Coasters,
 Dish holders
 Material : Wood & Stainless Steel



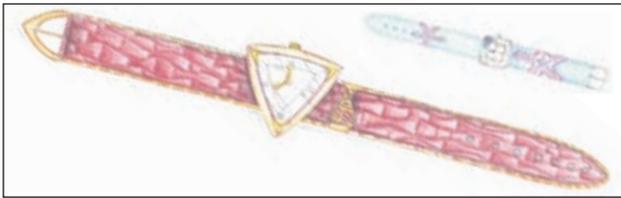
Moldboard for developing all the products above

The collaborative contributions of artisans, ARCH students & designer have resulted in interesting products in Textile Craft, Metal Craft, Terracotta Craft, Wood Craft, Sculptural Pottery Wrought Iron Craft & Leather Craft. The products include Jewelry pieces, hand bags, hats, belts, gloves, scarves, gift ware, table ware and silver ware. ARCH has been conducting various programs under the five year long prestigious Artisans Training Program sponsored by the Development Commissioner of Handicrafts, Ministry of Textiles under the Human Resources Development, Govt. of India.



Designer : Khushboo Bharti, Faculty, ARCH Academy of Design





Product : Wrist Watch, male - female
 Designer : Aditya Jangid, currently employed at Nigam Jewelers, SEZ, Jaipur
 Exercise : Fashion Accessories
 Market : India
 Inspiration : Gothic Architecture



Cut work on metal taught by master craftsmen Janice,
 Jewelry Designer from Manhattan, USA, visiting faculty at ARCH



Wood work Exploration

Textile Surface ornamentation

Crafts & Accessory Design



Designer : Khushboo Bharti, Faculty, ARCH Academy of Design



Table top Accessories - Decorative Insects made by the Gadia Lohar,
 nomadic blacksmiths of Rajasthan



Glass enameling on copper

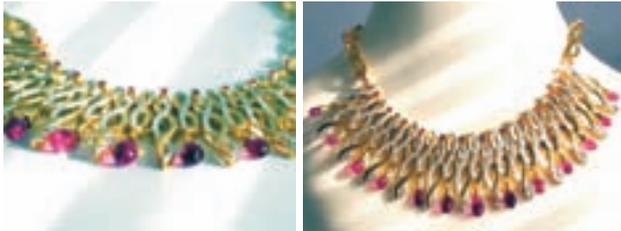
Jewelry Design



Project : Cocktail Rings
 Designer : Indrajit Das, HOD Jewelry Design,
 ARCH Academy of Design
 Company : Vaibhav Gems Ltd.
 Client : ShopNBC, USA (Year 2006)
 Metal weight : 10-12 grms
 Metal used : 14k yellow/white gold
 Price Point : \$599-\$899



Stone specification: unusual cut stones, diamond & color stone accents
 Stone used : marqye sugarloaf cut blue chalcedony, honeycomb cut rose quartz, sugarloaf cut citrine, blue topaz, teal diamonds, champagne diamonds



Design for the Neck piece



Design for Earrings

AAKAAR is a semi bridal collection in 18k yellow gold with citrines and pink tourmaline drops with diamond accents for Kalajee Jewelry, Jaipur for their domestic and Middle East clients in 2004 designed by Indrajit Das. The designs took inspiration from Islamic decorative motifs.

PARINITA COLLECTION

A bridal collection in 18k yellow and white gold with top quality peridot stones and diamonds for kalajee jewelry, Jaipur for their domestic and Middle East clients designed by Indrajit Das in 2004.



Product : Pendant (2004)
 Market : Europe
 Metal used : 92.5 sterling silver
 Stone used : Blue Topaz & Pearl
 Designer : Indrajit Das
 Client : Vaibhav Gems Ltd.



Product : Necklace
 Category : Semi bridal wear
 Designer : Indrajit Das
 Client : Kalaji Jewelry, Jaipur (2004)

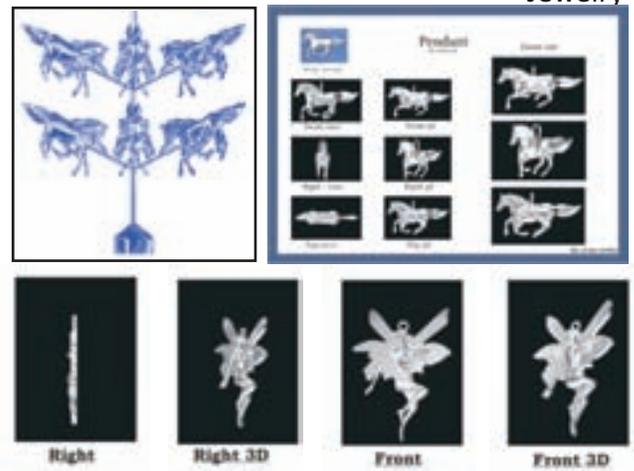
Illustration



Textile

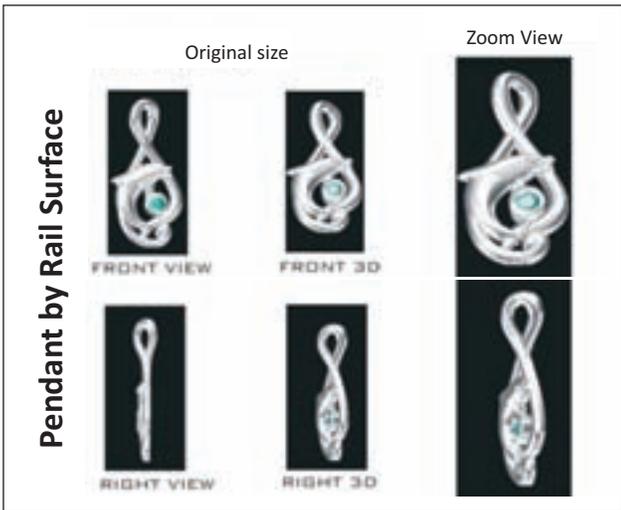
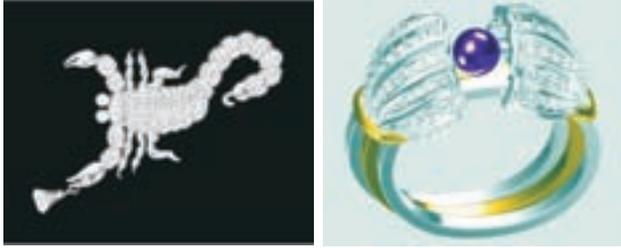


Jewelry

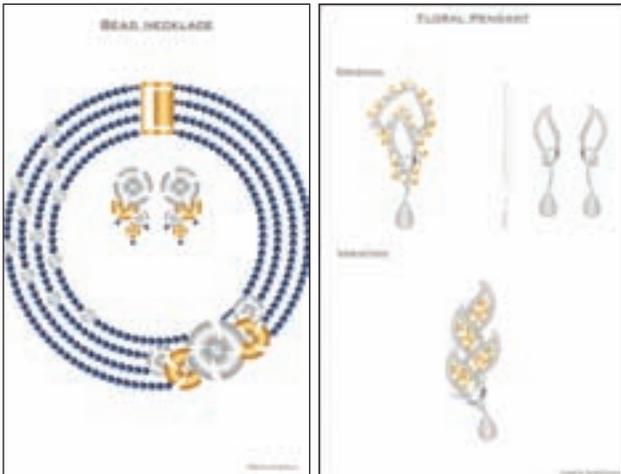


ARCH Provides services in Digital Technology in Design through softwares such as CAD Cam, Auto CAD, Jewel CAD, NED etc according to Industry requirement. Using some of this software, students at ARCH have rendered all the above designs under the guidance of Yashpal Singh Dagur, IT Head.

Jewelry

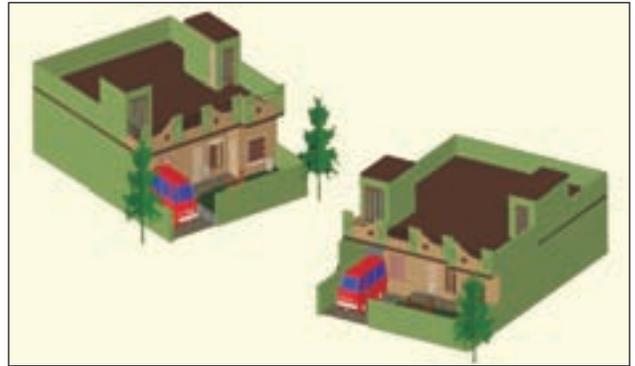


Providing Digital Technology in Design through Softwares such as CAD Cam, Auto Cad, etc. according to Industry requirement & Job Prospects.

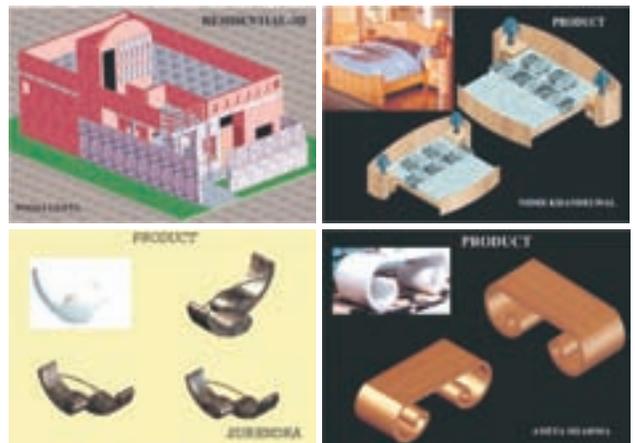


CAD

Interiors



COMPUTER AIDED DESIGNING IS USED IN
 JEWELRY DESIGNING
 FASHION DESIGNING
 TEXTILE DESIGNING
 INTERIOR DESIGNING
 PRODUCT DESIGNING
 ILLUSTRATION etc.



Research & Development



During the Forex Fair, Arch Academy was given a 9ft by 12ft stall space inside a large exhibition hall. A wooden structure was created to occupy the limited space; the structure provided shelf space and hanging space for products and garments thus providing an increased display area in a small space. This structure was created with the intention of reuse with the rearranging of parts of the wooden structure in different spaces as per requirement. The parts of the structure are presently in use inside the retail store of Arch.



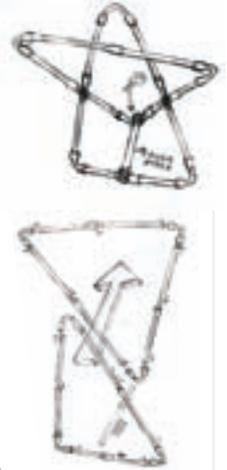
TAL CHAPPAR – ECO LIVELIHOOD PROJECT (RUDA)

Project to promote sustainability in rural non farm sector towards research and development of eco friendly products to provide livelihood to women (self help group).

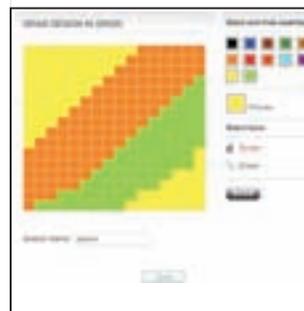


SUJANGARH (RUDA)

A 45 days skill development program sanctioned by Rural non farm Development Agency (RUDA). Govt. of Rajasthan on fabric tie and dye methods at Sujangarh.



Arch conducts AIEED (All India Entrance Examination for Design) every year. For this, examination teams are sent all across India to promote AIEED. As part of this promotional activity a necessity was felt to design a simple light weight modular structure to facilitate easy transportation and easy assembly. A variety of materials were researched which were light weight and easily transportable. A number of prototype bamboo structures were made and joinery details were explored. The feasibility of the structure was re-evaluated and a need was felt to identify lighter weight material than bamboo. The final structure incorporated triangular frames made by joining PVC conduit pipes. Fabric and flex panels were used to cover the structure. The complete disassembled structure was carried in a golf club type carrier bag slung on a shoulder.



On-line AIEED Exam 2011-12

This is a unique web based system, developed by the Arch Team to facilitate a Design Entrance Examination. The student can access this randomly generated test at any chosen time slot from the comfort of home.

Government & Industry Projects



Skill based Entrepreneurship Development Program by Micro Small Medium Enterprises (MSME), Govt. of India



5 Year long scheme with Development Commissioner Handicrafts (DCH), Govt. of India



Skill Upgradation program with Department of Science and Technology (DST), Govt. of India



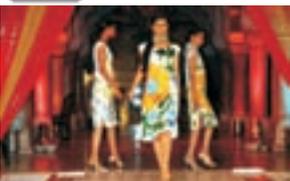
Rajasthan Mission on Livelihood (RMOL), Govt. of Raj.



Cluster Development Projects with Rural Non Farm Development Agency (RUDA), Govt. of Raj.



Entrepreneurship Management Institution (EMI), Govt. of Raj.



Fashion Show "Jaipur by Night" by Tourism Department & Confederation of Indian Industries (CII)



Gems Stone Cutting & Faceting Workshop at Ramganj, Jaipur with JJADE & ACCESS

Skill Up Gradation & Vocational Courses

Certificate Course

FASHION & TEXTILE

	Duration
Block Printing / Tie & Dye	1 Month
Fashion Illustration	2 Months
Draping	2 Months
Pattern Making & Garments Construction	3 Months
Fashion Merchandising	3 Months
Start Your own Boutique	3 Months
Weaving	3 Months
Surface Ornamentation	3 Months
Fashion Illustration & Design	6 Months
Computer Aided Fashion Design	6 Months
Computer Aided Textile Design	6 Months
Fashion Design	1 Year

JEWELRY & GEMOLOGY

Fundamental course of Rashi Ratan	2 Weeks
Fundamental course of Navratan	2 Weeks
Diamond Study	2 Weeks
Investment Casting	2 Months
Jewelry Manufacturing	2 Months
Gem Identification	2 Months
Gem Processing	2 Months
Craft Based Jewelry Design	3 Months
Jewelry for International Market	3 Months
Contemporary Enameling	3 Months
Kundan Meena Jewelry Design	3 Months
2-D Designing (Corel Draw)	3 Months
3-D Designing (Jewel Cad)	3 Months
Diamond Jewelry Design	3 Months
Jewelry Illustration & Design	6 Months
Computer Aided Jewelry Design	6 Months
Jewelry Design	1 Year

INTERIOR & VISUAL MERCHANDISING

Visual Merchandising	1 Months
Furniture Design	3 Months
Computer Aided Interior Design	6 Months
Exhibition Design	6 Months
Interior Design	1 Year

CRAFT & ACCESSORY

Textile Craft	6 Weeks / 16 Weeks
Wood Craft	6 Weeks / 16 Weeks
Metal Craft	6 Weeks / 16 Weeks
Leather Craft	6 Weeks / 16 Weeks
Terracotta Craft	6 Weeks / 16 Weeks
Life Style Product Design	3 Months
Accessory Design	1 Year

Internships & Placements



Deepika Kumawat
Designer
Goyal Handicrafts



Vishnu Soni
Jewelry Designer
Amrapali Jewelers



Siddharth Agarwal
Designer
Arvino, Jaipur



Ashish Bhatia
Designer
Motisons, Jaipur



Apoorv Saxena
Founder & Director,
Espacio /
Unit of vistaar



Nandani Saxena
Bezel Design and
Communication,
Gurgaon.



Pankaj Paliwal
CAD Designer
P. Mangatram Jewelers
Hyderabad



UMESH KUMAR
Assistant Designer,
Abu Jani &
Sandeep Khosla



Mamoon J Khokhar
Founder & Director,
Sunrays Contracting-



Heena Arora
Founder & Director,
Robe...The Lavish Attire.



Vandana Rajshree
Designer
Vaibhav Gems, Jaipur



Diksha Srivastava
EKAA by Tarang & Priyanka
New Delhi



Neha Chawla
Designer
Jewels Emporium,
Jaipur



Shweta Bhargava
Designer,
Vaibhav Gems Ltd.



Neelam Godara
Designer,
Gitanjali Group,
New Delhi



Archana Gupta
Designer
Pink City Gold,
Jaipur



Bhawana Singh
Pall Mall
Design Studio
New Delhi



Priya Mehta
Head-Design
Motisons Jewelers,
Jaipur



Aditya Jangid
Designer,
Oriental Gems,
Jaipur



Kavita Bhagtani
Assistant Designer,
Shuchi VC, Jaipur



Awards & Achievements

Since the Year 2000 ARCH has participated in many Design Competitions and won a number of prizes.



Affiliations & Linkages



Authorised Learning Center : PUNJAB TECHNICAL UNIVERSITY

Exchange Program : TEXTILA GYMNASIET, Stockholm, Sweden

INTERNATIONAL LINKAGES

Partnership : DONCASTER COLLEGE, U K

Study partly at ARCH & partly at a leading University in U K &

Earn a degree from International Universities below:



Birmingham City University



University College Birmingham



New College Nottingham



City College Norwich



Fact File*

THE TEXTILE AND GARMENT INDUSTRY

India is:

- the largest producer of jute
- the 2nd largest producer of cotton yarn
- the 2nd largest producer of cellulosic fibre/yarn
- the 2nd largest producer of silk
- the 3rd largest producer of raw cotton
- the 4th largest producer of synthetic fibre /yarn

India is today recognized as one of the best sourcing destinations for garments, textiles, accessories and finish: it provides a perfect blend of fashion, designs, quality, patterns, textures, colors and finish. Manufacturers here are ready to innovate, be flexible on quantities, have a hands-on approach to quality control and keep the integrity on deadlines.

The industry proudly supports 7 million people as part of its workforce, and aims to double this figure by 2012-13; even today it is the second largest provider of employment in the country. For every INR 100,000 invested in the industry, an average of 7 additional jobs created.

The Apparel Sector alone contributes to 8% of India's total exports with exports recording a 1% growth over last year. By the year 2011-12, India expects to record a 15% growth in quantity and 20% growth in values.

THE INTERIOR CONSTRUCTION INDUSTRY

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

- An estimated US \$500 billion will have been invested in India's construction sector
- The construction industry accounts for approximately 11% of the GDP
- Housing Sector growing at an average of 34% annually
- The Indian retail industry is the fifth largest in the world
- At present, it contributes about 22% of the GDP today

- It generates 8 % of employment in the country
- Retail industry expected to grow 25 per cent annually, to be worth US\$ 175- 200 billion by 2016

THE GEMS AND JEWELRY INDUSTRY

India is the largest consumer of gold jewelry in the world. It accounts for about 20% of world consumption. India dominates the diamond processing trade with 11 out of 12 diamonds being cut and polished in India. India also dominates the gold and silver consumption globally with consumption of approximately 700 tonnes (gold) p.a. A major foreign exchange earner, the industry is also notable in providing employment to 1.5 million people directly and indirectly. It is a large market for Gems & Jewelry with domestic sales of over \$10 billion. India shares 4% of the global Gems and Jewelry market. The Indian gems & jewelry sector is expected to cross US\$ 26 billion by 2012. The consumption of the diamond jewelry is expected to touch US\$ 6.41 billion in 2012.

THE HANDICRAFTS INDUSTRY

India is in the enviable position of having a large variety of living, skill-based traditions and a number of highly versatile creative people capable of carrying this unique legacy further (approx. 145-175 million skilled practitioners). Skilled and semi-skilled people constituting India's legacy, cultural and creative industries form 36-40 % of the population. Handicrafts have emerged as a major export of India since the mid-1990s. Globally, the demand for ethnic goods, and products that make a cultural statement, is expanding as a result of the growth of tourism, and as a reaction to the homogenisation of mass-produced goods. This involves a global market segment worth well over a \$100 billion and growing by leaps.

**All information sourced from various government websites*

