

18

Glorious years
in Design Education

 **ARCH**
Design • Business • Research

Be an International Designer

#ADESIGNTHINKER



ARCH

Perspective



Founded in Jaipur - the Pink City, in the year 2000, to impart industrially & globally relevant, specialized education in Design, ARCH as an institution, has developed as a centre of excellence in learning and innovation. Over the last eighteen years, the institution has trained more than 6000 professionals and entrepreneurs from across the country. ARCH offers Undergraduate & Postgraduate courses in Interior Design, Fashion Design, Jewellery Design, Product Design, Graphic Design, Digital Design and Accessory Design. Also offered as full time and short term courses are Styling, Entrepreneurship and

Business. All courses focus on employability, international exposure & integrated learning, applicable to current developments in the industry and markets of lifestyle & communication. Through participation in real-life community projects, research projects, competitions and internships, the curriculum enables exposure to state-of-art digital technology as well as to the grass root capacities of artisans and craftsmen.

Archana Surana

Founder & Director

DESIGN EDUCATION

World Craft City-Jaipur



The ARCH College of Design & Business strongly focuses on International partnerships with special emphasis on research, building new curriculum, & the development of progression routes towards higher learning and training opportunities for students and staff. ARCH has established collaborations with advanced foreign educational institutions as well as public and private organizations & forums in order to establish, maintain & improve upon globally recognized and accepted benchmarks in the delivery of quality education in Design. As part of its commitment towards enhancing

awareness of the infinite possibilities inherent in collaborative exchange. ARCH is a voting Member of the World Design Organization (WDO) and holds full voting membership in the International Foundation of Fashion Technology Institutes (IFFTI) Our presence and participation in extraordinary forums & environments further includes ARCH's CUMULUS membership, an excellent facilitating partnership for the transfer of knowledge, best practices and research in Art and Design education.

Benoy Thoompunkal

Director Academics-
Partnership, Research & Innovation

About

ARCH College of Design & Business

18 Years of Legacy in Design Education.

Created more than **5000+ Designers** and **2000+ Design Entrepreneurs**.

Only College to provide **Six HND (High National Diploma) International Qualification** in Art & Design.

Only College in India having **International Progression** to a degree after completing 2 years at ARCH.

Global Standards of academic delivery & Design Friendly Classrooms with latest Industry oriented Equipments.

Strong Industry Collaborations & Govt. Linkages help students with hands-on industry oriented & community based experiences.

Industry & Govt. Linkages



Why Join

Faculty of International Studies in Art & Design

The Faculty of International studies offers **Person BTEC HND level 5** which leads to a guaranteed progression for a **Bachelor of Arts Degree** from Foreign Higher Education Institutions.

Design Degree from **Top Global Universities**.

Cost Effective with guaranteed progression in various parts of the globe.

Integrated learning through **lectures, workshops and studio practices** by fulltime and visiting **International Faculty Members**.

International Exposure with **International Internship & Placement** opportunities.

Opportunities for **International Summer Schools** in UK & Europe.

International Joint Projects with Foreign Universities.

Option for **2+1+1 Yrs (HND+B.A.+M.A.)**



Pearson BTEC



ARCH College of Design & Business 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.

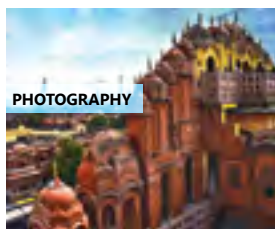
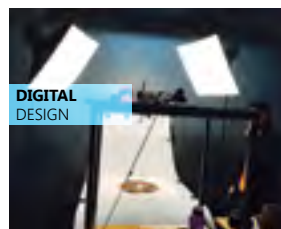
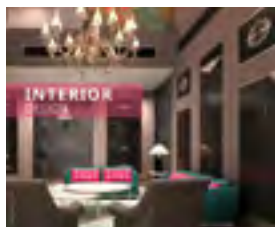
The BTEC Level 5 Higher National Diploma (HND) qualification is equivalent to the 2nd year of a graduation course in the UK and abroad, and its inbuilt flexibility enables the holder to progress directly into the 3rd year of a graduation course and gain a degree from any of more than 100 Pearson Assured 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.

Eligibility Criteria

- Min 60% Marks in Class 12.
- AIEED Exam (CAT, GAT, Personal Interview)
- English Exam. (IELTS/PTE/TOEFL)
- Portfolio
- Passport
- Letter of Recommendation from School
- Statement of Purpose (500 Words)



International Progression

HND+B.A.+M.A. 2 years (India) HND
1 year (International Degree) BA
1 year (Abroad optional) MA



Graphic Design, Fashion Design, Interior Design, Digital Design, Photography



Product Design, Interior Design, Graphic Design, Digital Design



Interior Design, Product Design, Graphic Design, Fashion Design



Graphic Design, Fashion Design, Interior Design, Digital Design, Photography



Interior Design, Fashion Design, Product Design, Graphic Design, Digital Design



Fashion Design

Average Tution Fees: INR 8-12 Lakhs p.a | Average Living Expense: INR 5-7 Lakhs p.a



BA Fashion Design

International Degree Program (2+1)

Course Intent

The International Degree Study Abroad Program in Fashion Design offers learners a period of exploration and discovery in field of fashion with Pearson BTEC Higher National qualifications (level 4 & 5) that support progression to Level 6, Degree studies at Pearson affiliated UK University. The course provides relevant subject knowledge in Fashion Design and Business needed by learners to progress successfully to Degree Level and be able to meet demands of the Fashion Industry and adapt to its constantly changing nature. The knowledge from this course helps learners to evolve as a Fashion Design professional, as self-reflecting individuals with an aptitude of research in Fashion realization.

Learning Outcome

- Exhibit self-empowerment through understanding of Art and Design in local, regional and global context of creative industries and aspire for International Career Pathways
- Display Art and Design skills, knowledge and the understanding necessary to achieve high performance in the global creative industries sector.
- Apply creative thinking and recognize its value in the creative enterprise and beyond.
- Conceptualize and communicate creative Entrepreneurial Design Projects.
- Work with transforming technologies and utilize opportunities to enter or progress in employment in Creative & Fashion Industry
- Adopt balance between employability skills and the knowledge essential for entrepreneurial, employment or academic aspirations, understanding the different contexts.



BA Interior Design

International Degree Program (2+1)

Course Intent

The 2+1 yrs Interior Design course is a unique offer to study a BA International degree qualification in 3 yrs. The course is delivered over 2 parts, where the 2 years of BTEC HND in Interior Design, a qualification awarded by Pearson, UK's largest globally recognized education group, will be undertaken at ARCH in India. The learner progresses to a top-up degree at a partner University in UK for the 3rd year, the Degree phase.

The curriculum of BTEC HND at level 4 & 5 consist of Foundation in Design units and Interior Design specific units, each with a clear purpose and content aligned with the needs of the professional industry. The project based curriculum engages students in practical, interpersonal and thinking skills, providing a professional environment for learning.

Learning Outcome

- Design and create spaces for various sectors of industry on both local and international scale.
- Exhibit self-empowerment through understanding of art and design process in local, regional and global context and aspire for International Career Pathways.
- Display Interior Design skills, knowledge and the understanding necessary to achieve high performance in the global interior and space Design sector.
- Articulate, interpret and apply trends and effects of cultural & global influences on contemporary interior design & styling.
- Research, explore and apply Creative Thinking, Technologies and draw conclusions for a given design or a creative problem, etc
- Consider professional ethics in relation to personal, professional and statutory responsibilities.
- Conceptualize and communicate creative Entrepreneurial Design Projects.

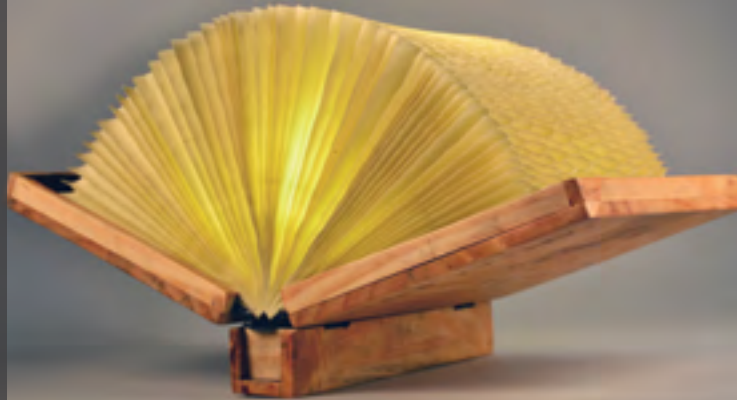
BA Product Design

International Degree Program (2+1)

Course Intent

The 2+1 yrs Product Design course is a unique offer to study a BA International degree qualification in 3 yrs. The course is delivered over 2 parts, where the 2 years of BTEC HND in Product Design, a qualification awarded by Pearson, UK's largest globally recognized education group, will be undertaken at ARCH in India. The learner progresses to a top-up degree at a partner University in UK for the 3rd year, the Degree phase.

The curriculum of BTEC HND at level 4 & 5 consist of Foundation in Design units and Product design specific units, each with a clear purpose and content aligned with the needs of the respective professional industry. The project based curriculum engages students in practical, interpersonal and thinking skills, providing a professional environment for learning.



Learning Outcome

- Design and create products for various types of user requirements.
- Exhibit self-empowerment through understanding of design process in local, regional and global context and aspire for International Career Pathways.
- Display Product Design skills, knowledge and methods to achieve high performance at par with global standards.
- Identify, research, analyze, conclude, innovate and apply Design solutions.
- Ability to adapt and progress to transforming technologies and work methods for rapid prototyping.
- Understand the context to consider professional ethics in relation to personal, professional and statutory responsibilities.
- Accord value to sensitive and creative thinking in the creative enterprise.

BA Graphic Design

International Degree Program (2+1)

Course Intent

The BTEC HND course helps students to acquire the knowledge, skills and behaviors needed to succeed in the workplace, develop students as professionals and self reflecting individuals who are able to meet the demands of employers in the creative industries sector and adapt to a constantly changing world. 2+1 yrs qualifications aims to widen access to higher education and enhance the career prospects of those who undertake them. The learner progresses to a top-up degree at a partner University in UK for the 3rd year which is the Degree phase.



Learning Outcome

- Understand and apply color solutions for effective outcome.
- Exhibit understanding of typography through articulation and appropriate application.
- Exhibit communication and presentation skills.
- Generate innovative Design ideas and apply appropriate techniques and design process.
- Apply Design elements and principles to brief for innovative outcome.
- Display understanding of marketing, brand development and promotion skills in application.
- Establish industry connections through classroom projects, seminars and internship.
- Explore historical and contemporary precedent in lighting for application in photography.
- Illustrate lighting requirements, for a given context, in response to a brief.

BA Digital Design

International Degree Program (2+1)

Course Intent

The 2+1 yrs Digital Design course is a unique offer to study a BA International degree qualification in 3 yrs. The course is delivered over 2 parts, where the 2 years of BTEC HND in Digital Design, a qualification awarded by Pearson, UK's largest globally recognized education group, will be undertaken at ARCH in India. The learner progresses to a top-up degree at a partner University in UK for the 3rd year which is the Degree phase. International study abroad degree program in Digital Design offers learners an intensive program that integrate Visual Communication, Concepts of Design and the interactive image. The course commences with the principals applied Design process and moves on to interactive fields such as 3D animation, visual effects, motion graphics and virtual reality. The multidisciplinary degree focuses on the balance of design, arts and sciences, generation of ideas and new forms of creativity. This area of learning combines digital technologies with creative designs for a new world of entertainment and interaction.



Learning Outcome

- Explore & research into historic and contemporary precedent of creative industries professions
- Discuss social, historical & cultural context of art and design movements, theories and practices.
- Explore concepts, materials and processes through experimentation and testing.
- Use industry standard software and hardware in response to a given context.
- Investigate, develop and produce the use of digital design principles in the production of user experiences, through research and analysis.
- Explore, evaluate and develop the development of print making technologies and practices through historic and contemporary precedent research.
- Analyze, develop and evaluate a client brief to inform the development of a digital design and content strategy.
- Present and evaluate a business plan for a creative venture.

BA Photography

International Degree Program (2+1)

Course Intent

The 2+1 yrs. Photography course is a unique offer to study a BA International degree qualification in 3 yrs. The course is delivered over 2 parts, where the 2 yrs. of BTEC HND Level 5, a qualification awarded by Pearson, UK's largest globally recognized education group, will be undertaken at ARCH in India. The learner progresses to a top-up degree at a partner University in UK for the 3rd year, the Degree phase. The BA Photography program will prepare the learner for a career in the field of Visual Communication. They will learn photography, software manipulation, styling, tools and background necessary for advertising, magazine/editorial photography, commercial applications, others medias and markets. In a world which focuses on signs, visual expressions and fast communication, photography has a key participation in the business environment. With this course the learner will be ready to use art concepts for business aspects.



Learning Outcome

- Discuss Communication, in the creative industries, through historical and contemporary precedent research.
- Apply research and planning techniques, to develop a photographic strategy, in response to a given brief.
- Illustrate lighting requirements, for a given context, in response to a brief.
- Explore the codes and conventions relevant to visual narratives.
- Explore historical and contemporary precedents to support the development of photographic work.
- Present a portfolio of styled images, in support of an editorial, marketing or branding strategy.
- Implement an art direction strategy, through the creation of an advertising campaign, marketing campaign, fashion spread or editorial.
- Explore a creative opportunity, based on own skills and knowledge.

International Exchange & Summer School

Universities in UK, Europe, North America



Middlesex University



Teesside University



Northampton University



University of Salford



Manchester Fashion Institute



De Mont Fort university



Ecole Duperré



Ecole Boulle



Ecole Supérieure Troyes



University of the Highlands and Islands



stockholms Tillskärarakademi



Universidad de Monterrey



UEPA Ukraine

International Membership



Cumulus is the International Association of Top leveled Universities & Colleges of Art, Design & Media, formed to serve Art and Design education and research. It currently consists of 257 members from 54 countries. ARCH is Fulltime Member of Cumulus



IFFTI forms the apex body of leading International Fashion Education Institutions, coming together to meaningfully help each other in 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. ARCH is a full member of IFFTI.



ARCH holds membership of WDO as part of its strategy to progress in International Industry Oriented Design Education. The WDO provides an International platform to over 50 member nations to express and share views related to Design & Development based on the sustainable goals chalked out by the United Nations.



ARCH is a member of the Hong Kong Research Institute of Textiles and Apparel (HKRITA). 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.

International Projects

UK India Education Research Initiative (UKIERI)

ARCH & 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"

Fashion Colloquia 2013, London College Of Fashion University Of The Arts, London

ARCH presented a 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 will be hosting Fashion Colloquia in the year 2019.

NWFC Non Western Fashion Conference 4th Edition, Antwerp

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.

UKIERI
UK-India Education
and Research Initiative

DC Design
Communication

**FASHION
COLLOQUIA**

NWFC
nwffashionconference.org



Prof. Annick Schramme
President, ENCATC
University of Antwerp

Prof. Ian King
Prof. of Aesthetics & Mgmt.
University of The Arts London

Mrs. Archana Surana
Director
ARCH College of Design & Business

International Cultural Governance 2017 Project

ARCH hosted an International Cultural Governance workshop in India as a part of a 9 country tour with ENCATC under the leadership of Prof. Annick Schramme & Prof. Ian King. Government of Rajasthan pitched in with ARCH, 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 organizations in India.



Collaborative Project between ARCH and Manchester Fashion Institute

ARCH & Manchester Fashion Institute, UK collaborate to provide a global Design experience to the students the group of students In UK are connected with ARCH students to study the global market trends and develop collections.



Saxion Buying Project with ARCH

ARCH has collaborated with Saxion University, Netherlands. Buying project every year wherein students get a chance to work in group with the students from Saxion and develop a wide range of products.

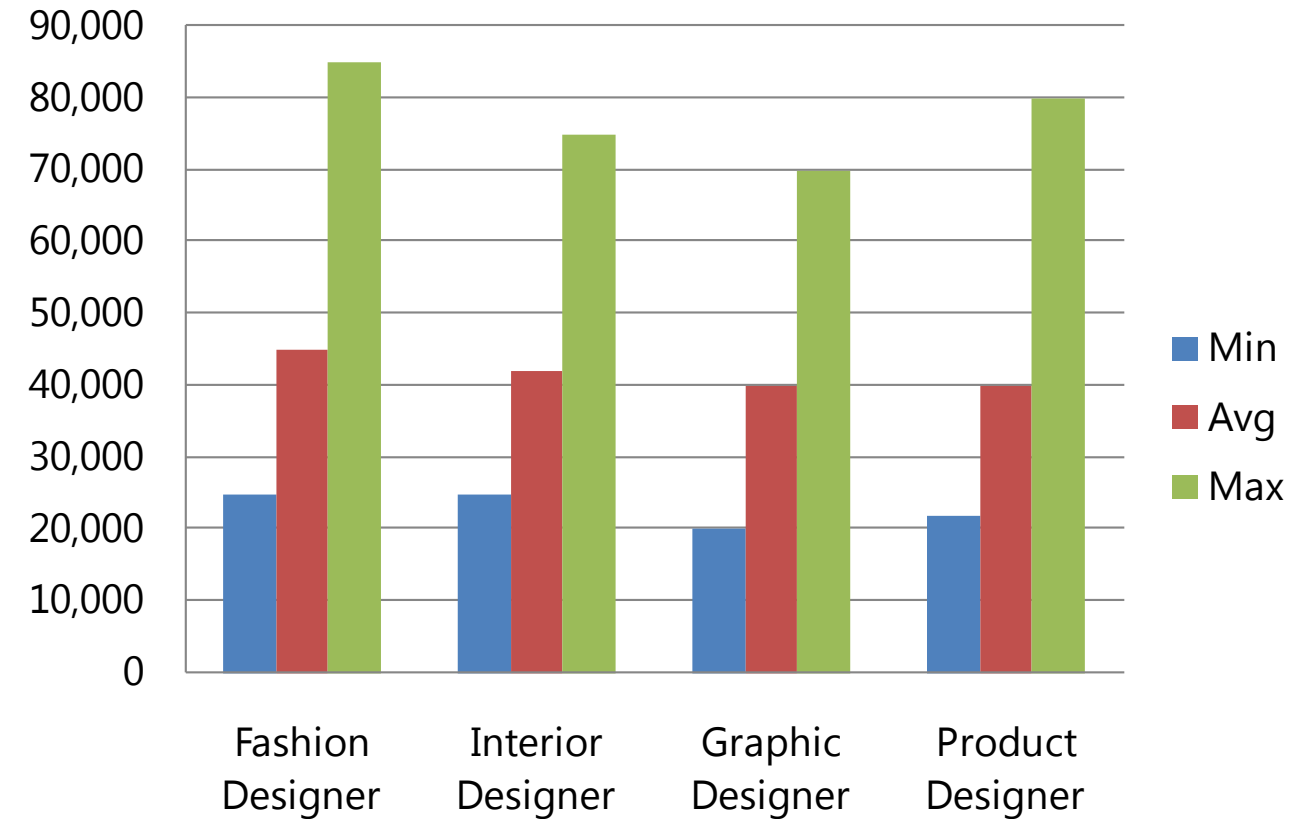


International Placements



International Pay Scale

Average Payscale in U.K.



*Figures in GBP taken from UK Labour market 2017



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www.archedu.org

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