

CELEBRATING  
**22**  
GLORIOUS  
YEARS

 **ARCH**  
Design • Business • Research

# STUDENT LIFE GUIDE

EXPERIENCE • LIFE • DESIGN

**#ADESIGNTHINKER**

ARCH COLLEGE OF DESIGN & BUSINESS, JAIPUR

# DESIGN EDUCATION

at a UNESCO WORLD CRAFT CITY | HERITAGE SITE  
CREATIVE & CULTURAL CAPITAL | IT & STARTUP HUB



## how to reach ARCH



### AIRPORT

The Jaipur International Airport is located at Sanganer. The ARCH Campus is just a 5 minute drive away.



### BUS

Jaipur has two popular bus-stands. The nearest is Narayan Singh Circle which is 5 km from campus & the main bus stand (Sindhi Camp) is around 11 km away.



### TRAIN

Jaipur Junction and Gandhi Nagar Railway Station are 10.5 km and 4 kms away, respectively, from Arch Jaipur Campus.



### METRO

The Jaipur Metro is a rapid transit system in the city.



### TAXIS

You can easily get taxi & auto for traveling to and from college. You can also book a cab through taxi points through travel apps.



### WALK

You can walk to ARCH, since we are in the heart of the city but you don't have to.

## about

# JAIPUR



Jaipur, the fascinating capital of the marvelous state of Rajasthan, is one of the well-planned cities of its time. Jaipur was established by the then Maharaja, Sawai Jai Singh in the year 1727. The graceful architecture of the City that runs across in pink colour has earned Jaipur the title of “The Pink City”.

Jaipur is predominantly known for its musicians and artisans and craftsmen. The masses flock to it for its fine silver and gold jewelry, precious and semi-precious stones, beads, and sumptuous cuisine. The most sought-after famous handicrafts include blue pottery products, carpets, and varied textiles, and leather products.

Jaipur is one of the best, and arguably the ONLY destination, for anyone to experience the uniqueness and innovative strength and skills of craftsmen, and the range of beautiful handcrafted products they produce. It is the talent of the craftsmen of Jaipur and the important and crucial role played by them in evolving the art and craft of the city supported by Royal Patronage in bygone eras, that makes the city a must visit destination for all. It is no wonder that it is a place of choice for organizing and hosting international events, one of which is the perennial and famous Jaipur Literature Festival, the largest such literary event in the world. Adding to the image and shine of Jaipur, the highly successful Fashion Colloquium 2020 organized and hosted by ARCH last year, increased its visibility multifold in the eyes of the international Design Fraternity that visited the city to participate. Jaipur remains alive in their memories and the experiences they carried back, and many wish to come back to spend more time here...!

The cultural heritage, craft, and industry of ‘**PINK CITY**’ JAIPUR act as catalysts in the study of design. The research led, interdisciplinary learning practiced in the ambiance of this **WORLD CRAFT CITY** has attracted pluralistic identities & cultural contexts. Design students, researchers, teachers, and practitioners come here from across the planet to explore and contribute to the growing ecosystem.

Further, the burgeoning IT sector within the city has opened up new avenues for the rapid growth of start-up ecosystems. Based on the strength of startup ecosystem Jaipur ranks 8 in India and 234 globally.

BLUE POTTERY | LAC BANGLES | METAL JEWELRY | GEMSTONE JEWELRY | BANDHEJ - LEHERIYA & MOTHDA | GOTA PATTI | MINIATURE PAINTINGS | WOODEN CARVING | MARBLE CARVING | SANAGANERI BLOCK PRINTING | BAGRU PRINTING | NATURAL DYEING | PUPPETS | JOOTIS RUGS AND CARPET MAKING | QUILT MAKING | TARKASHI CARVING | THATHERA METAL CRAFT ENAMELLING | MEENAKARI | ETC

## INDUSTRY ECOSYSTEM

300+  
Garment  
Exporters

250+  
Handicraft  
Exporters

500+  
Jewellery  
Exporters

300+  
Interior  
Designers &  
Architects

150+  
Design  
Studios



# director's PERSPECTIVE

## ARCHANA SURANA

Founder & Director, ARCH College of Design & Business  
Mentor - Fashion, Jewelry & Entrepreneurship  
Dean - Rajasthan ILD Skills University, India for  
Fashion Design ( Fashion, Jewelry & Interior )  
Member CII, National Committee on Design.

We have been delivering quality Design Education since the turn of the century and we continue to do so!

We are one of the few confident institutions and centres of excellence, equipped to use digital technology and online delivery to smoothly continue to provide premium education and learning experiences to students, despite the advent of the coronavirus pandemic. Digital communications & technology are very much at the forefront of teaching and learning today. With the key shift to this 'new paradigm', we encourage students to be Explorers, Creators, Changemakers and Leaders

### + Explorers

Learners who are on a journey to understand themselves and the world at a deeper level, seeing learning as a voyage of adventure and discovery.

### + Creators

Self-directed practitioners who yearn to grow their creative capacity and love the discipline that expands their ability to solve complex global challenges.

### + Changemakers

Changemakers, who extend the creative realm and enable prime focus on business and applied technology.

### + Leaders

Quality human beings: passionate, receptive, confident, social, friendly, inclusive, and team players and nurturers of teams.

For design aspirants of all ages we are soon launching a selection of E-Learning courses in Art & Design, with useful certification on completion.

Having successfully planned, organised and hosted the international Fashion Colloquium 2020 in Jaipur, we are now knee deep in hectic work to organise and host the Pink City Design Confluence in January 2022. Seeking to create an interface between education and industry, this international meet with the theme 'Form, Reform, Transform' hopes to facilitate and provide a platform for the sharing of experiences and thoughts about the very culture and effect of design and to enquire into the content and method of training imparted

education, which enables it to be effective and relevant to build Design Leaders and Lean-Design Managers, with the required creative and empathic abilities to bring about the transformation demanded in existing scenarios. As a prelude and a lead up to the Confluence we have had eminent practitioners and academicians, from India and outside, address these concerns over more than 16 online discussion panels, conducted over almost 3 months. Recordings are available for viewing on YouTube.

Invitations for participation in the Pink City Design Confluence have already been circulated all over the world. Collaborating and supporting the event as advisors, Scientific Committee members and jury, are the World Design Organization (WDO), International Foundation of Fashion Technology Institutes (IFFTI) and CUMULUS; forums in which ARCH holds full membership. The exciting contents planned for this international get together can be explored on the ARCH website, along with the details of various subthemes and the guidelines for submissions and contributions covering installations, competitions, paper presentations etc.

Sharing other exciting developments - We have started the planning towards setting up an Institute for Studies in Advanced Design, Research & Innovation (ISADRI) for encouraging developmental work towards attaining and supporting sustainable Design goals and improving the quality of life around us. This, we feel, is essential to take India to the next level and to effectively and integrally, re-contribute its age old design awareness, philosophies and wisdom, and have these exert a much needed balancing influence on the future of the world.

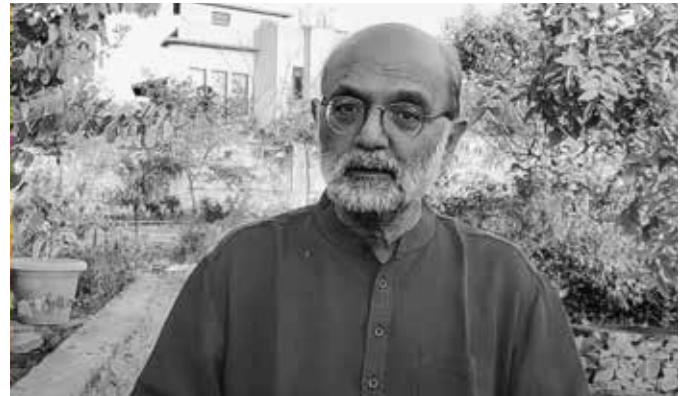
Currently we are part of the RISE project with European educational institutions in Netherlands, Finland and Belgium and in the process of completing a proposal to apply for Erasmus Plus funding towards developing an appropriate and useful curriculum for a course in Social and Sustainable Entrepreneurship. As a natural extension to this exercise, we are envisaging the setting in place of a Centre for Entrepreneurship & Sustainable Practices for us in India.

I am confident that your time at ARCH will be, both, enjoyable, and rewarding, providing you with knowledge, experience, and the kind of support that will prove to be beneficial in your future academic, personal and professional careers.

I look forward to welcoming you to this dynamic and wonderful journey of 'creative learning', and wish you a delightful student life at ARCH.



**PROF. BENOY THOOMPUNKAL**  
*Director International, Partnerships*  
*Mentor - Interior Design & Photography*



**PROF. BHARGAV MISTRY**  
*Dean - Design Culture*  
*Pink City Design Confluence, 2022*  
*Mentor - Product Design & Graphic Design*

The effect and effectiveness of Design Education can be gauged by the products and services we build and consume, and the sensitivity built into the interface of use. Today it may be possible for most people to see design in a wholistic enough manner, to understand the vast range of thought processes and activities aimed at 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 etc.

Even when adjusting to the situation created by the pandemic and working most of our communications through the nebulous digital ether, with its limits and drawbacks, collaboration seems to remain a key guiding force in the field of Design, Research and Innovation.

ARCH continues to establish agreements with advanced foreign Higher Education institutions; to maintain & improve upon globally recognized and accepted benchmarks in the quality and delivery of Design education. The most recent agreement signed is with the Sapienza University, Rome, Italy, for student exchange between our institutions for up to 2 semesters, free of tuition expenses.

ARCH is a voting Member and participant of extraordinary forums and international bodies that include the World Design Organization (WDO), the International Foundation of Fashion Technology Institutes (IFFTI), Interaction Design Association (IXDA) and CUMULUS. These memberships offer valuable opportunities for students to participate in International Competitions, Research papers and project presentations, as well as for attending module courses in member institutions, among many other collaborative possibilities.

Our memberships further include ARCH's Indian Memberships in the Fashion Design Council of India (FDCI), the Indian Institute of Indian Interior Designers (IIID) and Association of Designers of India (ADI) - excellent partnerships, offering students the opportunities for gaining exposure and industry experience through Internships and projects.

As a student at ARCH, you can look forward to growing in the most satisfactory ways you can imagine. We will mostly teach you to see possibilities. You will do the rest.

The education ecosystem at ARCH familiarises the fundamental essence of Design like – Design Sense, Design Sensitivity and Design Sensibility during the student's formative stage of intellectual growth. This makes the education much more meaningful in the present complex and unpredictable scenario that we all face today, by preparing both the tutors and students with a deeper understanding of future opportunities and challenges. This way, the holistic skill of 'Designability' is infused into students.

Since its formation over two decades ago, the ARCH College of Design and Business has reformed and transformed the quality of education for design aspirants. Design being the spectrum bridge between arts and science, the college trains its students to understand and collaborate with other subjects through the medium of design and bring in effective, elegant, meaningful functionality and utility to products and systems for both humans and the environment. At Arch, Design is a culture – a way of life. Design Culture encompasses aspects of design thinking, design methods and design skills that enable a person to innovate empathetically by understanding actual needs in order to create products or systems that fulfils those needs in a satisfying and pleasing manner. For successful innovators, design culture becomes a way of life.

As a part of the Design Culture drive and making learning more effective and fun, ARCH has initiated a series of dialogues and presentations by way of Design Culture Dialogues, Design Culture Learning Series, and the Design Charcha series. Prominent professionals from fields of design and other domains are invited to share their experience and knowledge for the benefit of students. This activity would finally culminate in the Pink City Design Confluence scheduled for January 2022. The ARCH website has links to all these activities for easy reference. Arch welcomes learners and mentors alike on a journey of innovative co-creation in the immersive environment of design.

# archers SPEAK

ARCH is dedicated to helping students and alumni succeed in their chosen fields. The office for career and alumni success prepares students and alumni to become industry leaders in the creative industries, with personalized advisory sessions, and professional development support with resources, workshops and career opportunities.

We specialize in preparing students for outstanding creative careers. Our alumni have gone on to work for some very well known companies; great clients and undoubtedly some of the most influential names in their industries.

For any inquiries please contact our student placement cell at [placements@archedu.org](mailto:placements@archedu.org)



**ANASTASIA TEMOPHYW**  
Ecole Boule, Paris

*"It was a great learning experience to explore the various Indian crafts – block printing, blue pottery and enamelling. I also travelled during my stay and was absolutely delighted to have experienced the Indian culture."*



**JUSTINE CAIROLI**,  
Ecole Boule, Paris

*"It was a great experience for me, it was very different from the way of study in France. I really liked being in Jaipur and experiencing the Indian culture. The activities we participated in were exciting and different from the crafts we learn."*



**APPORV SAXENA**  
(2013 - 2016)  
Creative Director & Decor  
stylist, Urose Entertainment

*"My thinking skills were enhanced as a result of working in the professional & creative environment at ARCH."*



**SHUBHAM K RAJ**  
Design Head,  
Rohira by Sunita Shekhawat

*"My success & growth in the Jewellery industry is fully attributable to the superb transformation & translation of my creative skills at ARCH, through the terrific practice opportunities made available to me."*





**SANCHI PORWAL** (Jaipur, Rajasthan )  
B.Des Jewellery Design

*"We've recently been introduced to the virtual learning program after the Corona outbreak. I've been thoroughly enjoying the classes and I have become more self-reliant and disciplined as I have been exploring new materials and techniques."*



**MEENAKSHI SHARMA** (Haridwar, Uttarakhand)  
B.Des Product Design

*"ARCH is not offering just a course, but also excellent industry exposure opportunities which are really important to me. I am sure in the coming years this quality education and opportunities will help me excel in my career."*



**ANANYA BHARGAVA** (Udaipur, Rajasthan)  
B.Des Fashion Design

*"It's been a tough time for all of us, staying home and not being able to go to college, but the interactive and innovative online classes have been helping us to catch-up. Online learning has enabled us to feel connected with our classmates and we have been making submissions online. It is a fun and convenient way to learn."*



**SUBHAM DUTTA** (Birbhum, West Bengal)  
B.A Graphic Design

*"Hello I am Subham Dutta, living life quite well in this pandemic situation, in a lockdown state all around! We all shifted from a physical classroom teaching & Learning process to a virtual medium. This was quite a thing to adapt to but the classes continue to be scheduled quite well with no space to experience creative blocks! Glad to tell you that we are back on campus now"*



**AKSHAY SIKHWAL**  
(2010 -2013)  
Denim Innovation Designer,  
Jack & Jones

*"ARCH continues to ensure that every student develops the creative thought processes, skills and attributes which have proven to be invaluable to us in our chosen career in the world"*



**VIPIN SHARMA**  
(2014-2016)  
Product designer, UX  
Zomato

*"ARCH has provided me the platform for an international exposure to understand and use opportunities, to transform my dreams and goals into a satisfactory reality."*





World Gold Council  
Jewellery Design Award



Won various awards in JAS



SWAROVSKI

Finalist for the 'Swarovski  
Elements Jewellery Design  
Award 2012' with the submitted  
piece 'Medusa'



To add value to the Indian Gems and Jewellery industry through quality education; to set new benchmarks for worldwide recognition. To create knowledge, skill and professional competence in jewellery design with the practice of creativity, innovation, research, and quality consciousness in both fabrication and business.

Endeavour to encourage creativity and the innovative exploration of the application of traditional Indian craft techniques in jewellery in tandem with cutting edge technology.

To ensure sustainable practices and the retention of emotional value through Design intervention, industry & academia collaborations, and the building of learning communities globally.

# jewellery DESIGN



# fashion

## DESIGN



To educate people around the globe about our textile heritage and clothing, and bring forth new age sensibilities through the power of unparalleled storytelling. Use the journey of iconic brands, to inspire creative minds to innovate with new technologies integrated with indigenous knowledge and techniques.

Develop scientific methods and the temperament to keep evolving and updating design curriculum and the pedagogy of design education with innovative tools, methods & platforms with the flexibility to suit the times and changing needs and the demands of humankind (new normal); at the same time, leading the way to establish socially and environmentally conscious business ethics.



### 'THE BLUE MARBLE'

The Blue Marble is a Collection developed by the students of the Fashion Department. A fight for peace among nations for saving the earth and sustainability. "All the nations in the color blue". The only way to save the earth!



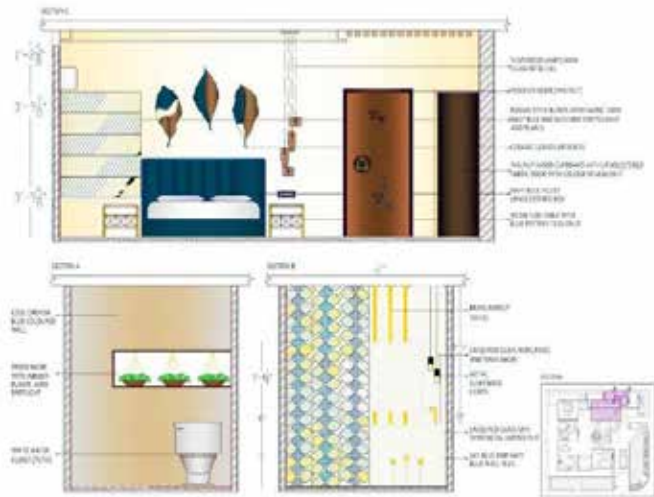
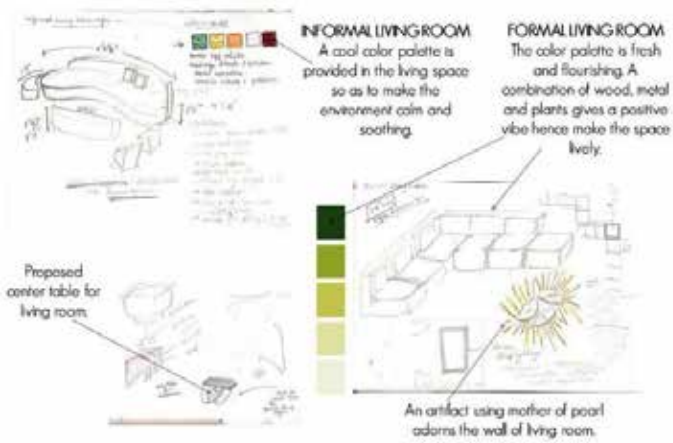
ARCH student entries were selected for the Poster Design Competition "The Power of Fashion" in Japan.

ARCH student Shruti Vinayak's garment 'Mink Mean Sky' under the theme Meenakari was selected and showcased by models on the ramp at the IFFTI conference at MMU, Manchester, UK.



ARCH Students have been selected as 'volunteers' for the Fashion Week every season.

Chinmay Hegde's work was selected for the #FDCIWallOfFrames, a one of its kind initiative by FDCI to give special recognition to those behind the lens.



### DESIGN BOARD FOR MASTER BEDROOM



### MASTER BEDROOM AND BATHROOM

Master bedroom and bathroom is inspired from the WINTER SEASON with a earthy and neutral cool color palette which provides a delicate and minimal look with brass, blue pottery, pearls, ceramics and wood.

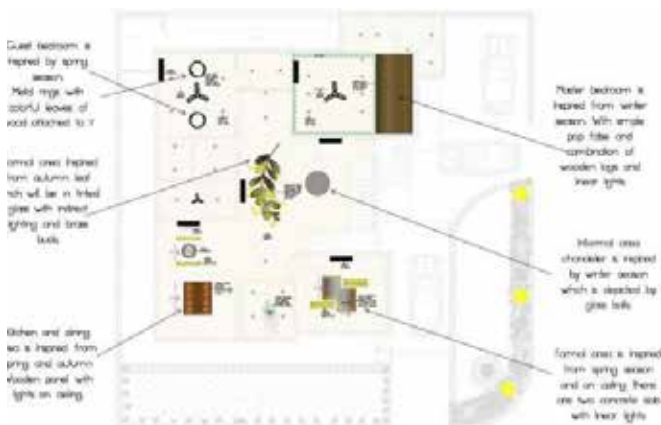


# interior DESIGN

To nurture design professionals and inspiring them to acquire the requisite in-depth knowledge to re-define interior spaces and to establish an effective global presence along the way.

To inculcate sensitivity among young professionals towards user experience and innovation in space aesthetics and utility factors benchmarked at a global level.

To ensure standardised and thought provoking design knowledge delivery, with the least tolerance for errors, and maintaining and building on international benchmarks. To promote creative expression & original work through a structured curriculum that balances art & technology, creativity & logic and theory & practice, all patterned together in a viable and usable manner.

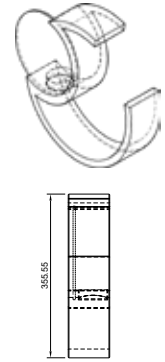
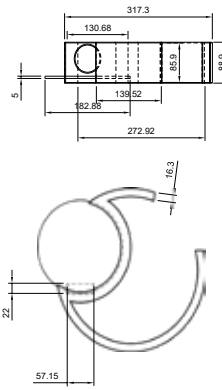




Furniture- Chess-inspired Chairs : Playfully interpreting traditional chess pieces into a series of chairs.



Designing a range of Lighting Products for the White Teak Company, inspired by geometric shapes.



A customizable and extendable backpack made out of canvas. The bag can be transformed into a collapsible backpack with zippers detailed as per user convenience.



Desktop Accessory: Visiting Card Holder in Metal Casting. Inspiration taken from the Musical instruments & the cultural heritage & Architecture of Jaipur City.

VISARAAK by Muskaan Lakhota  
Interior  
Design Design Process - Product Design

AIM: To design a interior space product which is inspired from the culture of two states.

ABSTRACT: The product, a candle oil diffuser is designed to show the heritage of two culturally distinct states of India i.e. Crafts of Rajasthan and the spiritual elements of Sikkim. The basic shape of the diffuser is that of a signing bowl and the base has a movement of a prayer wheel of Sikkim and prayer embossed on the metal body. The intricacy of the Jaali work, elephant motifs and the stepwell oil container are the Rajasthan elements which makes this product highly rich.



Institutional membership & Inter-Collegiate Competition of IIID



First prize DIAMOND AWARD Winner



ARCH won 4th position in the prestigious competition of "French Luxury 2074".



ARCH won the FIRST PRIZE in BEST INSTITUTIONAL STALL DESIGN & DISPLAY at the prestigious Garment Fair-Vastra-2017



Foam Casting



3D Printed Protein Shaker

# product DESIGN

To upskill the new generation towards developing universal products embracing our Indian craft roots, and incorporating creativity, innovation and the myriad methods of generating new ideas. To explore new digital tools and techniques and incorporate UI, UX and AI in the education system of the students. To collaborate with Traditional Craft and Digital Crafts of India and create innovative, cutting edge designs for the global market. To set a high level of professional competence for the Product design Industry and maintain international benchmarks in developing creative solutions.



Token Dispenser which dispenses tokens with just one touch. It dispenses token when the user turns the handle on the side. This device is operated by pressing the button manually. The entire product is created using only recycled materials.

# graphic DESIGN

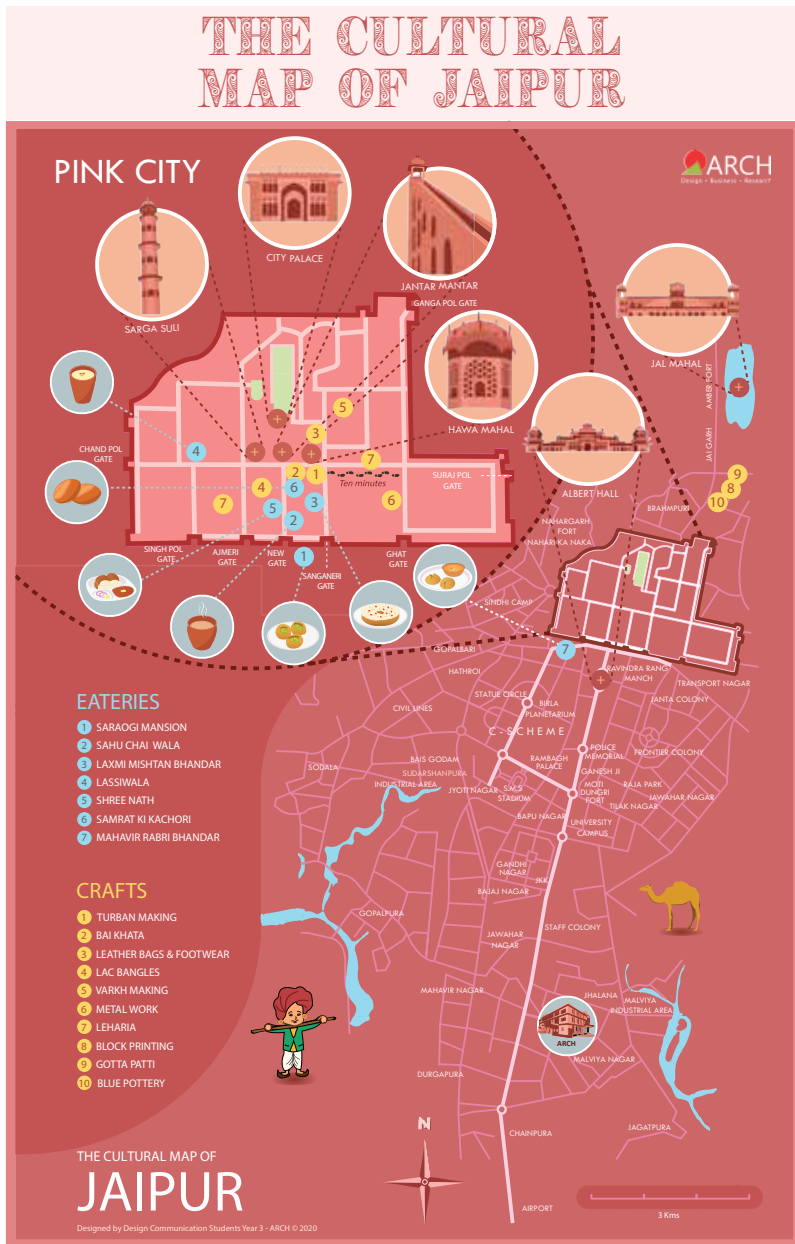
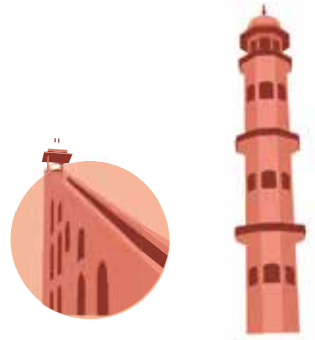
**DC** Design  
Communication

Portal developed under the  
UKIERI Grant for institutional  
Capacity Building



Confederation of Indian Industry  
Won Symbol Design Competition  
hosted by (CII)

To be the torch bearers in the Graphics & Design Communication landscape in the country. To enable our students to create Design ideas with respect to New digital and material innovation.



Front

Presents  
**THE CULTURAL  
MAP OF JAIPUR**

**ARCH**  
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**INTERIOR DESIGN**

The key factor driving the demand for Interior Design is the growth & expansion of housing & commercial development in both the major and smaller cities in India. Rising income levels are leading to a demand for creative individuals to support the vision of the Incredible India Campaign. This leads to an increase in demand for Interior space visualizers and designers to plan & create attractive, practical & desirable spaces for living, display and commercial activity.

**B.Des | B.A./M.A  
B.Voc | M.Voc**

© Original ARCH Student Work

**RESPONSIBLE FUTURE**

The Fashion College series originated through a core network of 4 institutions, connected by their students and involvement in the first 'Fashion week' across the globe. These institutions were the London College of Fashion - University of the Arts, London, Deree Academy - Athens, Institute Francesco de Noia - Rome and Parsons, The New School for Design, School of Fashion, New York.

The ARCH College of Design & Business is World Heritage Site of Pink City Jaipur. It will allow varied different sets of contributions to be noticed and explored, written or responsible and interdisciplinary frame and context in order to invest in a shared & sustainable future for fashion.

**B.Des | B.Voc | M.Voc**

© Original ARCH Student Work

**JEWELLERY DESIGN**

The Jewellery Design course at ARCH is the epitome of excellence in delivery, facilitating the learning of students by generically exposing them to the traditional crafts of India alongside technology and inspiring their engagement with the creation of exciting pieces of design. Jewellery Design is flourishing in a lucrative career like never before and Jaipur is a design production and market hub for jewellery. We have the designers, the materials and the investment.

**B.Des | B.Voc | M.Voc**

© Original ARCH Student Work

**FASHION DESIGN**

The Indian fashion and textile industry is set for strong growth, buoyed by strong domestic consumption as well as export demand. Rising globalisation and consumerism are encouraging the fashion industry to explore the broadest contexts and applications of the field. The Fashion Department prepares the students to establish their own space in this complex, ever-evolving and growing industry and professionally handle the challenges distinctive to it.

**B.Des | B.A./M.A | B.Voc | M.Voc**

© Original ARCH Student Work

**PRODUCT DESIGN**

Craft and accessories is a product industry which generates significant employment products have an endless variety of uses. The product designer's role is not only designing but developing a strategy for distributing the consumer with new ranges of utility, handmade and machine-made products suitable for contemporary markets. The course is intended to promote the crafts of India as uniquely placed for innovative integration into contemporary design practice.

**B.Des | B.A./M.A | M.Voc**

© Original ARCH Student Work

**GRAPHIC DESIGN**

Graphic design is the process of visual communication which combines words, images and ideas to present the information to the audience. A graphic designer has a speciality solving the problems associated with visual communication. The course is intended to promote the crafts of India as uniquely placed for innovative integration into contemporary design practice. It also has a valuable input in relation to design education and career development in craft products to support fashion and lifestyle trends.

**B.Des | B.A./M.A | M.Voc**

© Original ARCH Student Work

**ARCH**  
Design • Business • Research

ARCH was setup in the year 2000, specialised education in Design. Through the 20 years of our existence, we have grown into a strong community of 4000 professionals.

Jaipur is the heritage capital of India and is popularly known as 'Pink City' of India. The color of the stone exclusively used for the construction of all the structures, courtyards and mansions. Since pink denotes the color of hospitality, Maharaja Ran Singh, the King of Jaipur painted the whole city pink to welcome the guests. Jaipur's rich cultural heritage is displayed in the traditions, customs, lifestyle, art and architecture of the place. Jaipur is also home for some crafts appreciated worldwide which includes Begam, Sanganeri, Bandhani, Block printing, Zardozi, Karami and Meenakari.

www.archindia.org

28 September

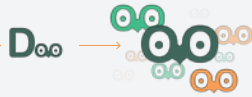
Back

This map developed by the students of the Graphic Design department depicts the World Heritage & Craft City, Jaipur, and some of the pockets to explore - the sweet and savory treats served in the city and the Heritage sites.

## Style Guide

### DOO APP

The Delhi Zoo + App = Doo App



## COLORS

### Primary colors



### Secondary Colors



## TYPOGRAPHY

### Nunito

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

0 1 2 3 4 5 6 7 8 9

**Bold**   **Semi-Bold**   **Regular**   **Light**

Heading 1	34pts	<b>Bold</b>
Heading 2	24pts	<b>Bold</b>
Heading 3	20pts	<b>Bold-Semi</b>
Body 1	20pts	<b>Regular</b>
Body 2 and Buttons 1	14pts	<b>Regular</b>
Body 3 and Buttons 2	12pts	<b>Regular - Light</b>

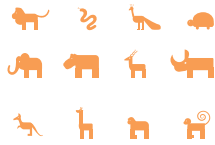
## ICONOGRAPHY

### System Icons



Self-made and few customized icons by Flaticon

### Zoo Icons



Self-made icons

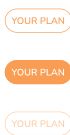
## UI ELEMENTS

### Buttons

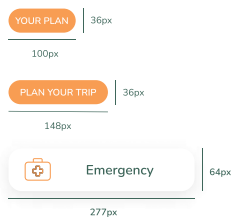
#### Solid Buttons



#### Ghost Buttons

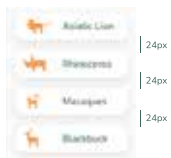


#### Button Scale



### Spacing

A spacing of 24px is maintained throughout the whole interface to give it a clean and smooth look.



### Shadows

And even valued shadow was used throughout the system to give it a clean and smooth look.



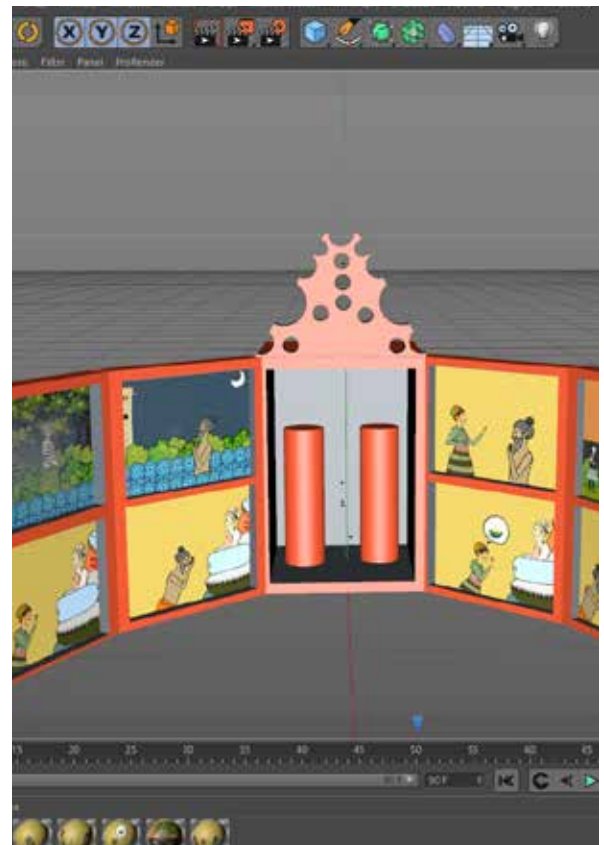
### Information and Navigation

You can check information about animals present in the zoo while if present in the zoo, can navigate you to the the place aswell.

Click on the directions button and it'll redirect you to the zoo's map where you can get the directions and distance to attractions.

The Design Project by the student involved the creation of an App for the Delhi Zoo named as "DOO". The public can use this App to get a whole new experience of the zoo. Included in the project were the creation of a Wireframe, User Flow, UX/UI and Visual Design.

# digital DESIGN



The Story of "Birbal ki Khichdi" narrated in the form of a Digital Kavadi. The panels have Animation in them. This aids the Kavadi in telling the story.



# photo graphy

This international course in photography enables the learner to explore the codes and conventions relevant to visual narratives and evaluate the effectiveness of storytelling in the narrative. Other aspects the student can learn from the course are art direction within the creative industries and photographic work that illustrates the development of a personal style.



Chinmay Hegde got selected for #FDCIWallOfFrames. A one of its kind initiative by FDCI to give special recognition to those behind the lens.



# facilities

state of the art

TO ENABLE DESIGNERS FOR PRACTICAL APPLICATIONS & PROTOTYPINGS

Students can use any of the labs to achieve their respective assignments and projects.



PHOTOGRAPHY LAB



SEWING LAB



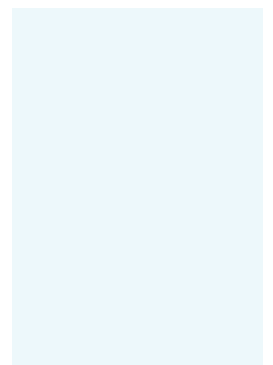
PATTERN MAKING LAB



3D DESIGN MAC LAB



LASER CUTTING & 3D PRINTING LAB



WOODWORK & FURNITURE LAB



JEWELLERY MODEL MAKING LAB



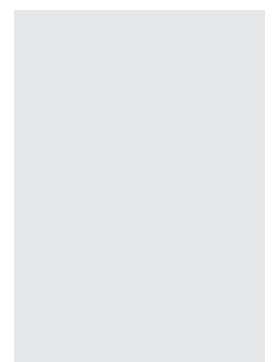
METAL CASTING LAB



DIGITAL PLOTTER FOR PATTERN MAKING



TERRACOTTA & CLAY LAB



design quotient



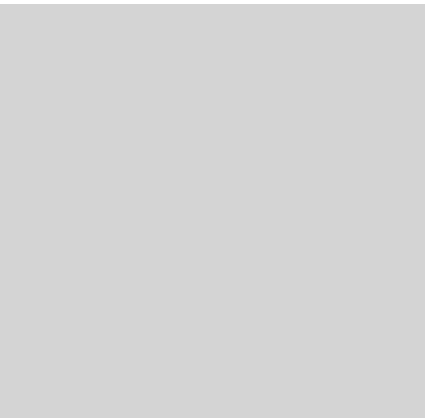
ARCH College of Design & Business has been imparting quality design education for the last 20 years. Over the years, industry experts and celebrities like Ritu Kumar, Anita Dongre, Sabyasachi, Sanjay Garg, Uma Prajapati, Parineeti Chopra, Nawazuddin Siddiqui, Sunil Sethi, Sanjoy Roy etc have graced ARCH environs.







global quotient



#ADESIGNTHINKER

PARTNERS IN PROGRESS



## FACULTY OF DESIGN, BUSINESS & RESEARCH



Affiliated to  
University of Rajasthan

# UG

12th or Equivalent with minimum  
50% in any stream  
Undergraduate Degree Programme  
Selection Criteria: AIEED

### Courses

### Awards

B.Des Jewellery Design  
B.Des Fashion Design  
B.Des Interior Design  
B.Des Graphic Design  
B.Des Product Design

Duration: 4 years  
Bachelor of Design

B.B.A (Design and  
Entrepreneurship)

Duration: 3 years

# affiliations & accreditations

## FACULTY OF SKILLS IN DESIGN & ENTREPRENEURSHIP



Affiliated to  
Rajasthan ILD Skills University

# PG

Duration: 2 Years  
Eligibility: Graduation (any stream)  
Postgraduate Degree  
Selection Criteria: AIEED

### Courses

### Awards

M.Des Product Design  
M.Des Interior Design  
M.Des Graphic Design

Duration: 2 years  
Masters of Design

Masters in Design  
Entrepreneurship

Specialization in -  
Jewellery Design  
Fashion Design  
Interior Design  
Product Design  
Design Communication

Duration: 2 years

## FACULTY OF INTERNATIONAL STUDIES IN ART & DESIGN



Accredited to  
PEARSON for BTEC HND Qualifications

# UG

Duration: 2+1+1 Years  
Eligibility: 12th (any stream)  
Degree Programme  
International Degree Study Abroad Course  
Selection Criteria: AIEED

### Courses

### Awards

B.A/M.A Interior Design

Pearson BTEC HND Level 5  
after 2<sup>nd</sup> Year at ARCH

B.A/M.A Fashion Design

ARCH Diploma

B.A/M.A Product Design

B.A/M.A Degree Awarded by  
International University  
on Progression to 3<sup>rd</sup> Year  
of study abroad and its  
completion

B.A/M.A Graphic Design

B.A/M.A Digital Design

B.A/M.A Photography

M.A Degree  
in 4<sup>th</sup> Year

# PRO

ARCH Professional  
Development  
Certificate Courses

### Courses

### Awards

Fashion Design

Interior Design

Graphic Design

Jewellery Design

Duration: 3 Months  
6 months &  
12 months



## PEARSON LINKED PROGRESSION FOR BTEC STUDENT FOR INTERNATIONAL STUDIES ABROAD



- > Developing the possibility of portfolio workshops in India or virtually to help ARCH students for progression.
- > 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.



## STUDENT EXCHANGE



- > Development of teaching & research resources
- > Exchange of Staff & Students
- > Joint Research Activities
- > Participation in Seminars
- > Exchange of pedagogical and scientific documents
- > Exploration of advanced standing in meeting Degree completion requirement
- > Joint Publications



## ACADEMIC engagements with -



## INSTITUTIONAL & INDUSTRY Alliances with -



The University of Rajasthan is a NAAC Accredited University and is the oldest and largest institution of higher learning in Rajasthan (in terms of enrollments). Founded on January 8th, 1947, the University currently operates 37 PhD courses, 20 M.Phil. courses, 48 Master's Degree courses, and 14 Bachelor's degree courses. UGC has recognised the University of Rajasthan amongst the top 15 Indian Universities with Potential for Excellence (UPE) in 2012.



RISU is the first Skills University of India in the Government sector and is established in Jaipur.

RISU's UG and PG programmes aspire to integrate vocational training with mainstream education, using National Skills Qualification Framework and strong industry linkages.



ARCH, in strategic partnership with Pearson, is accredited to deliver Six BTEC Level 5 HND qualifications in Art and Design. Pearson is the largest awarding body in the UK for Academic, Vocational and Work-related qualifications, and the largest education company worldwide.

After successful completion of the course students can gain a Level 6 'top up' degree in one year, from any of more than 100 Pearson listed universities around the world in the US, Canada, South Africa, Mauritius and Institutions in the UK and Europe as well as with global Universities and Colleges who have an agreement with ARCH College of Design & Business.

# DESIGN CULTURE

PINK CITY DESIGN CONFLUENCE 2022  
27-28 JANUARY

## FORM. REFORM. TRANSFORM.

SUB-THEMES: Creativity 5.0 | Society 5.0 | Harmonious Liveability | Design Leadership

### CALL FOR CONTRIBUTIONS

From Design thinkers, Design Practitioners, Media, Industry, Researchers, Educators, Professionals, Architects, Engineers, Scientists, Artists, Social Engineers, Habitat Planners, Scholars & Students

**RESEARCH PAPERS**  
**DIGITAL POSTERS**  
**INSTALLATIONS**

LAST  
DATE  
**15**  
October



1

LAST  
DATE  
**15**  
October

### CATEGORIES

Digital Design

Phygital Design

Industrial Design

## DESIGN CULTURE AWARDS '22

**1st PRIZE** (All 3 Categories)  
Worth Rs.50,000 & a Trophy

**CALL FOR ENTRIES**  
Students & Professionals



## DESIGN STORY '22

TOUCH • MOVE • INSPIRE

**1st PRIZE** (All 3 Categories)  
Worth Rs.50,000 & a Trophy

**Reel** (Video)  
Up to 1 Minute

**Photography**  
1-3 Pictures &  
max 8 MP

**Illustrations**  
In 300 dpi &  
PNG/JPG format

LAST  
DATE  
**15**  
October

**CALL FOR ENTRIES**  
Students & Professionals



### ECOSYSTEM PARTNERS



## SCIENTIFIC COMMITTEE

PINK CITY DESIGN CONFLUENCE 2022



**Prof. Lorenzo Imbesi**  
Full Professor, Sapienza University of Rome  
Department of Planning, Design, Technology  
Sapienza Design Research Director, Design PhD Chair,  
Cumulus Executive Board, EAD Executive Committee,  
SID Italian Society of Design Board



**Prof. Ian W. King**  
Co-ordinator, Responsible Fashion Series,  
Former-Professor of Aesthetics  
and Management, University of the  
Arts London, London College of  
Fashion, UK



**Archana Surana**  
Founder & Director,  
ARCH College of Design & Busines,  
Dean & Academic Council Member  
Rajasthan ILD Skills University (RISU),  
Founder & Chairperson Women  
Mentors Forum (WMF), Jaipur,  
Member CII, National Council for Design



**Dr. Lakshmi Murthy**  
Designer, Researcher & Educator  
Founder-Vikalp Design &  
Co-founder Jatan Sansthan  
(NGO)



**Dr Patsy Perry**  
Reader in Fashion Marketing,  
Manchester Fashion Institute,  
Manchester Metropolitan University (UK)



**Dr. Biljana Jovic**  
Department of Landscape  
Architecture and Horticulture,  
University of Belgrade, Serbia



**Benoy Thoompunkal**  
Educator & Product Designer  
Director International,  
Research & Partnership  
ARCH College of Design & Business



**Bhargav Mistry**  
Educator & Product Designer  
Dean-Design Culture,  
Institute for Studies in Advanced Design,  
Research & Innovation, ISADRI  
ARCH College of Design & Business

## ECOSYSTEM PARTNERS



## ECOSYSTEM ADVISORS



**Pradyumna Vyas**  
Senior Advisor- ARCH College of  
Design & Business,  
Senior Advisor- Confederation  
of Indian Industry (CII),  
Board Member- World Design  
Organisation (WDO),  
Immediate Past Director-  
National Institute of Design.



**Sanjoy Roy**  
Managing Director,  
Teamworks & Producer,  
Jaipur Literature Festival,  
Founder Trustee-  
Salaam Balak Trust.



**Eija Salmi**  
Secretary General,  
Cumulus international  
Association of Universities  
and Colleges of Art, Design  
and Media.



**Srini Srinivasan**  
President, World Design  
Organisation. CEO of LUMIUM,  
a creative product design  
company based in Palo Alto,  
California.



**Mahavir Sharma**  
Chair, TIE India Angels,  
Trustee at TIE Global,  
Founder and Chairman of  
Rajasthan Angels (RAIN).

# MEET OUR JURY

## DESIGN CULTURE AWARDS '22

**Pradyumna Vyas**

Sr. Advisor- ARCH College of Design & Business, Sr. Advisor- Confederation of Indian Industry (CII), Board Member- World Design Organisation (WDO), Immediate Past Director- National Institute of Design.

**Ashwini Deshpande**

Communication & Product Designer, Founding Member, Association of Designers of India (ADI) Charter member, TIE Pune Advisory Board, Indian Institute of Management CIE Programme.

**Satish Gokhale**

Industrial & Product Designer Founder Director, Design Directions Pvt. Ltd. Founding Member, Association of Designers of India (ADI).

**Dr. Vishal Rao**

Innovator & Dean, Chief of Head & Neck Surgical Oncology & Robotic Surgery at HCG Cancer Centre.

**Alok Nandi**

Entrepreneur Strategist Author Educator, Narrative + Design Managing Director Partner, Spread Design Architempo, IxDA Past President.

## DESIGN STORY'22

TOUCH • MOVE • INSPIRE

**Prahalad Kakkar**

Indian Ad Film Director, Founder, Genesis Film Production.

**Sandeep Sethi**

Director Education The City Palace, Jaipur. Former ED Officer, CBSE.

**Jinan KB**

Design Educator, Researcher on Cognition, Aesthetics & Values.

**Sudhir Kasliwal**

Vintage Car Collector & Photography Enthusiast Jeweler, CFO & Partner, The Gem Palace.

**Dhwani Swaminarayan**

Learning Strategist & Designer Author, Founder & Director, Kiwings Services Pvt. Ltd.

[www.archedu.org/designculture2022](http://www.archedu.org/designculture2022)

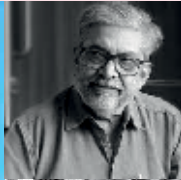
# LEARNING SERIES

## DESIGN CULTURE

PINK CITY DESIGN CONFLUENCE 2022

### CREATIVITY 5.0

In the current scenario, creativity itself needs to go creative! Especially because of the VUCA world we live in. With experts discussions and presentations on subjects like Design inspiration from Art movements; Nurturing the creativity process; What is creation and Hidden Complexities behind successful product design, the series gives a deep insight into the world of creativity.



**21** JUNE<sup>21</sup> MON  
DESIGN INSPIRATION FROM ART MOVEMENTS by Yunus Khimani Art & educator



**22** JUNE<sup>21</sup> TUE  
THE PROCESS OF CREATIVITY by Anuraag S Creative Head, ARCH



**24** JUNE<sup>21</sup> WED  
WHAT IS CREATION by Benoy Thoompunkal Director International, ARCH



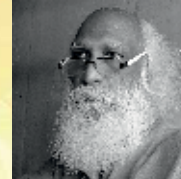
**25** JUNE<sup>21</sup> THU  
HIDDEN COMPLEXITIES BEHIND A SUCCESSFUL PRODUCT by Satish Gokhale Founder, Design Directions

### SOCIETY 5.0

Society 5.0 is defined as human centric society to resolve socio economic issues by integrating the cyberspace and the physical space, involving enormous opportunities and challenges for the 21st century. The series discusses with experts subjects like: Community & Habitat; Re imagining Education; Design for a purpose and Creativity in medical science, giving remarkable insights into the new normal we face today.



**28** JUNE<sup>21</sup> MON  
COMMUNITY AND HABITAT by Vikram Joshi MD, Jaipur Bloc & Founder - Rangotri



**29** JUNE<sup>21</sup> TUE  
RE-IMAGINING EDUCATION by Jinan KB Design Educator & Researcher



**01** JULY<sup>21</sup> WED  
DESIGN FOR A PURPOSE by Lakshmi Murthy Founder - Vikalp Sansthan & Co-founder Jatan Sansthan (NGO)



**02** JULY<sup>21</sup> THU  
CREATIVITY IN MEDICAL SCIENCE by Dr. Vishal Rao Chief of Head & Neck Surgical oncology & Robotic surgery at HCG Cancer Centre

### HARMONIOUS LIVABILITY

This subject delves into the various aspects of an integrated lifestyle of the new normal that we live in today. Discussing subjects like 'DesignAbility'- a culture for effective learning; Empowering individuals with the I CAN mindset; Content of Content; and Designing for Social Welfare, a new insight is manifest for a better tomorrow.

**05** JULY<sup>21</sup> MON

**06** JULY<sup>21</sup> TUE

**08** JULY<sup>21</sup> THU

**09** JULY<sup>21</sup> FRI



DESIGNABILITY: A CULTURE FOR EFFECTIVE LEARNING by

Bhargav Mistry Dean, Design Culture, ARCH



EMPOWERING INDIVIDUALS WITH "I CAN" MINDSET by

Kiran Bir Sethi Designer & Education Reformer Founder-Riverdale School



CONTENT OF CONTENT by

Dinesh Korjan Product Designer Founder- Studio Korjan



DESIGNING FOR SOCIETAL WELFARE by

Vanmala Jain Ceramic designer & Social Entrepreneur

### DESIGN LEADERSHIP

In the final week of the series, the subject of Design Leadership for the future is discussed. Topics highlighted are Design Culture – Power to Transform; Sustainable entrepreneurship and conscious capitalism; Creative Leadership and India Design by experienced experts in the design leadership domain.

**12** JULY<sup>21</sup> MON

**13** JULY<sup>21</sup> TUE

**15** JULY<sup>21</sup> THU

**16** JULY<sup>21</sup> FRI



DESIGN CULTURE- POWER TO TRANSFORM by

Archana Surana Founder & Director, Arch College of Design & Business



SUSTAINABLE ENTREPRENEURSHIP & CONSCIOUS CAPITALISM by

Mahavir Sharma Serial Entrepreneur Former Chairman, TIE Global Board of Trustees



CREATIVE LEADERSHIP: A DESIGNPRENEURSHIP JOURNEY by

Ashish Deshpande Industrial designer Co-founder-Elephant Former President, ADI



INDIA DESIGN by

Pradyumna Vyas Chief Advisor-Academic Affairs & Partnerships, ARCH College, Board Member, WDO

FOLLOW US on YOUTUBE ARCH COLLEGE OF DESIGN & BUSINESS

# AIEED 2022

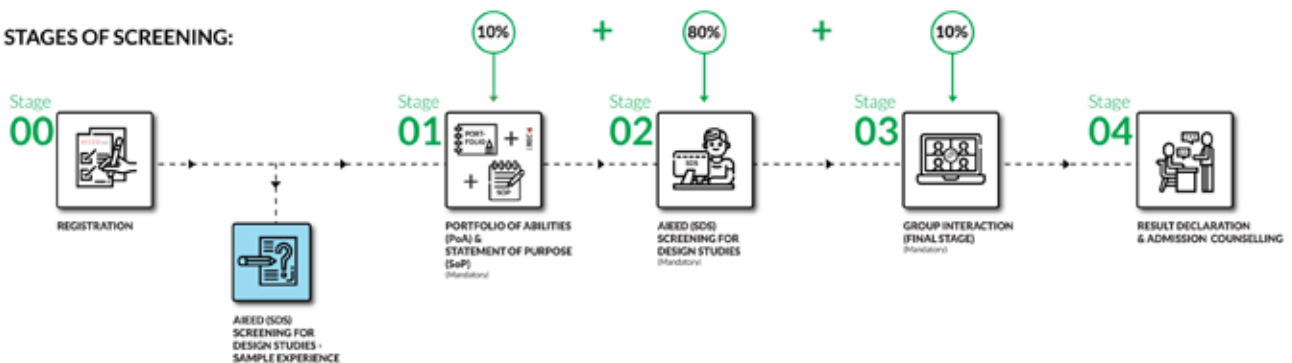
ALL INDIA ENTRANCE EXAMINATION FOR DESIGN

## UG & PG DEGREE COURSES IN DESIGN

FASHION | JEWELLERY | INTERIOR | PRODUCT | GRAPHIC  
PHOTOGRAPHY | DIGITAL DESIGN | DESIGN & ENTREPRENEURSHIP

**YOUR  
MARKS  
DON'T  
DEFINE  
YOU.  
BUT YOUR  
PASSION FOR  
CREATIVITY  
DOES.**

### STAGES OF SCREENING:



### Come & Meet Us

Arch College of Design And Business  
9, Govind Marg, Malviya Nagar  
Malviya Nagar Inst. Area, Jaipur-17

### Contact Us

[www.archedu.org](http://www.archedu.org)  
[www.aieed.com](http://www.aieed.com)  
[admission@archedu.org](mailto:admission@archedu.org)

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