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ARCH Academy of Design

Prospectus 2012

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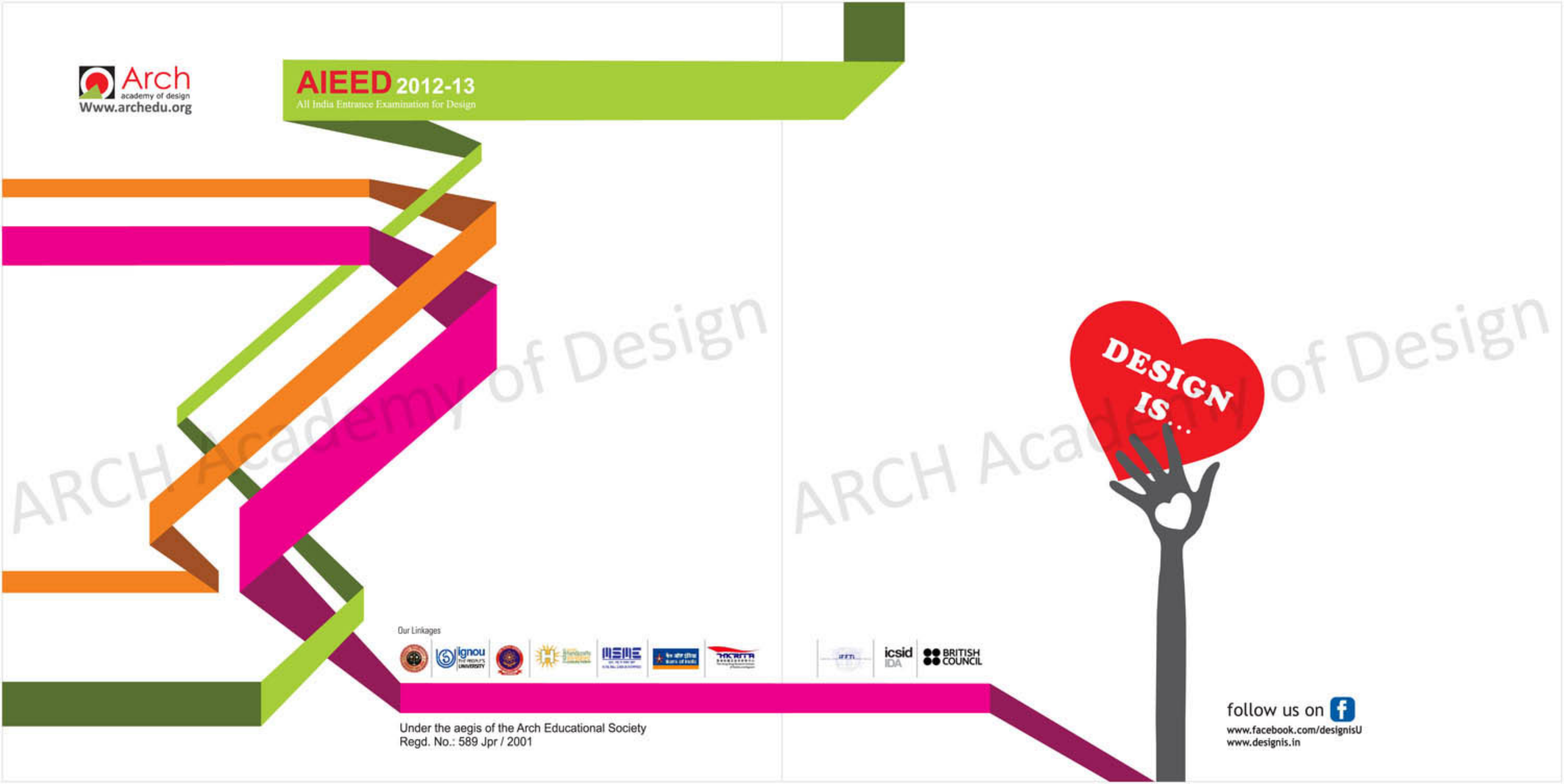
ARCH Academy of Design

PRO

Prospectus 2012

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





Our Linkages



Under the aegis of the Arch Educational Society  
Regd. No.: 589 Jpr / 2001

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[www.facebook.com/designisU](http://www.facebook.com/designisU)  
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## STUDENTS ACTIVITIES

ARCH students can choose from many student **activities** including honor societies, clubs, sports, films, plays, lectures, gallery openings, exhibitions and concerts—all easily accessible to ARCH students and forming an important part of the ARCH experience.

As mentioned earlier, ARCH has its **alliances** with the Rotaract Club, the Red Ribbon Club, NEN (National Entrepreneurship Network), TIE (The Indus Entrepreneurs) and AIESEC (an international youth organization) etc. Students can get associated with any or all of the clubs. While the Rotaract Club and the Red Ribbon Club foster the **development** of Corporate Social Responsibility (CSR) needs, NEN assists in the development of entrepreneurial skills and mentoring, and AIESEC supports global networking and youth exchange programs. TIE supports online mentoring and helps to source and bring together venture capitalists for promising projects. Students have access to a wide range of counseling and training oriented programs at ARCH, to develop their entrepreneurial **skills**.

### THE STUDENT COUNCIL

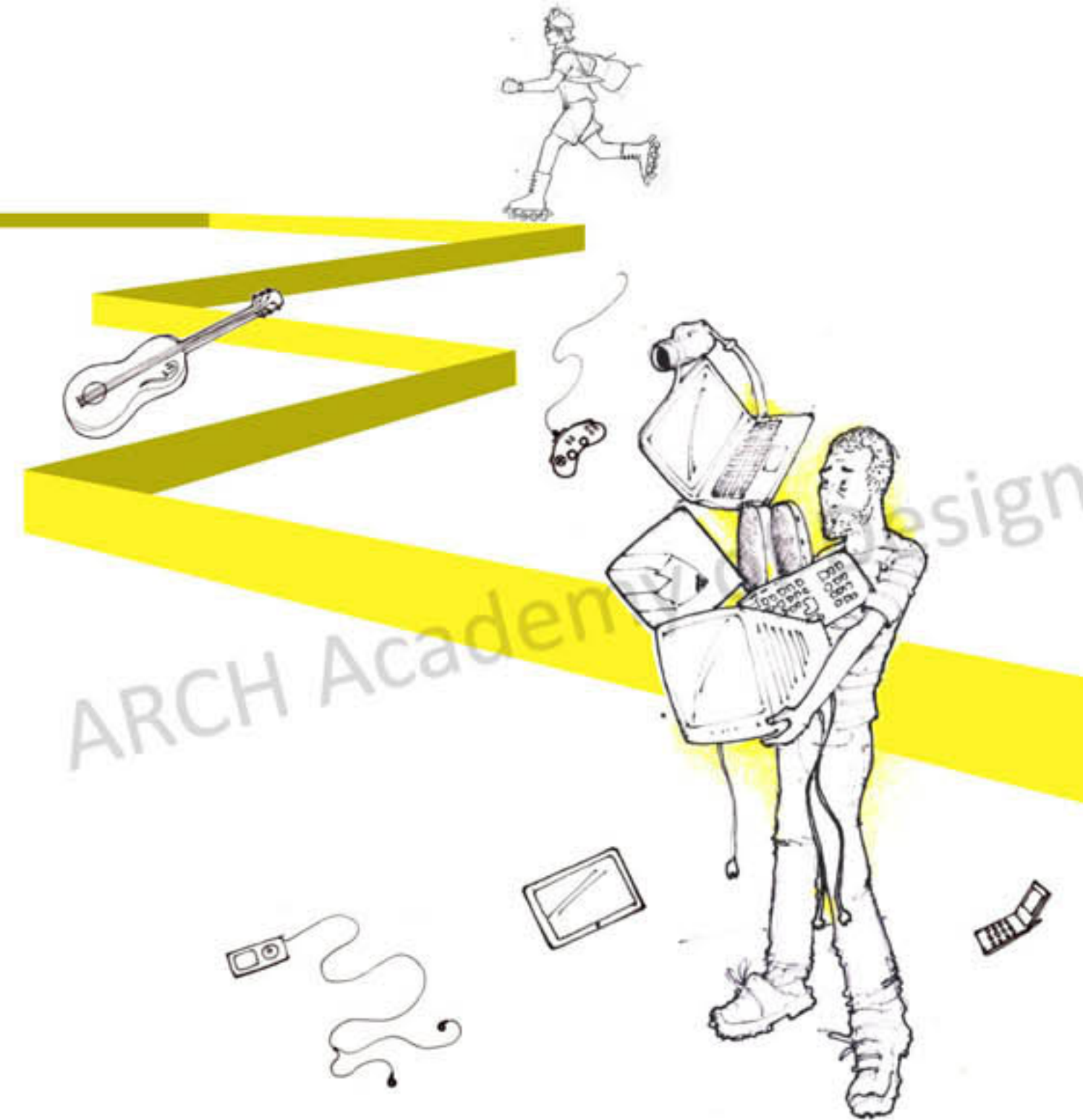
The Student Council is an **independent** student body led by a board elected by and consisting of students. The Council plans events and contributions, and represents student expressions and viewpoints, helping towards the creation of an interesting and socially responsible study environment at the Academy. The Student Council is represented in different committees and clubs at ARCH.

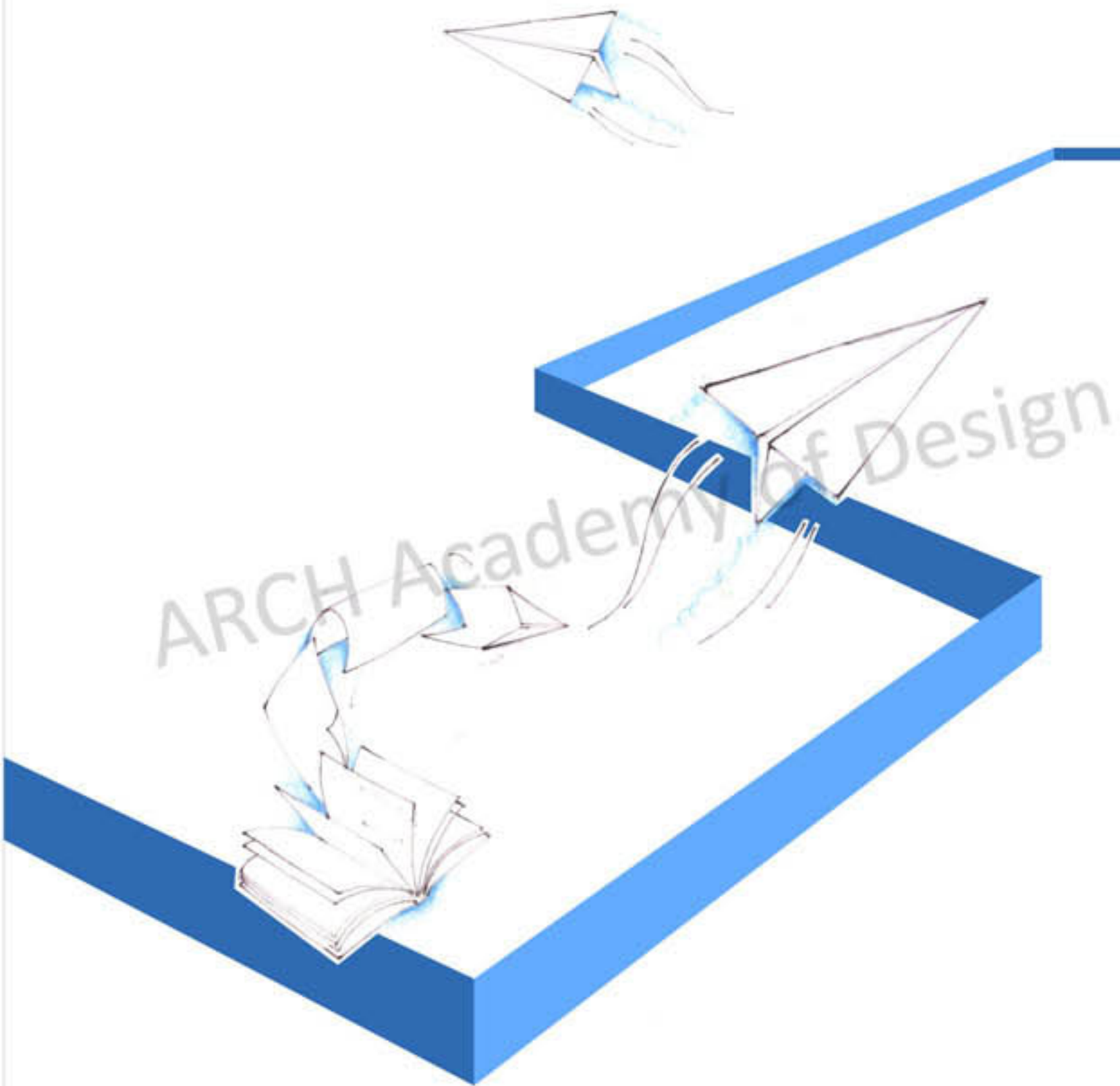
### THE ARCH CLUB

The Cultural Club, Dramatics Club, Movie Club, Sports Club, Literary Club, E-Club (Entrepreneurship Club) and the Alumni Club are the present constituent bodies inside the ARCH CLUB. Students get to initiate and participate in a lot of activities round the year through these clubs which **contribute** wholly or catalytically towards a meaningful development of body and mind.

ARCH has also actively encouraged student participation in various **national** and **international** level competitions. Many prestigious awards have been won in such competitions – a few of them - the Tahitian Pearl Competition, the Pearl Essence Design Competition, the World Gold Council-Auditions, the IIGJ-Visions, and the Society Interiors Awards, etc.

For further details: [network@archedu.org](mailto:network@archedu.org)





## FLEXIBLE LEARNINGS

### LATERAL ENTRY

The lateral entry program gives students the **opportunity** to explore 'learning' in different contexts. Being an authorized study centre for PTU (Punjab Technical University), ARCH allows its students to study partly at ARCH and partly with any of the associated Universities abroad-

- Birmingham City University
- City College, Norwich
- New College Nottingham (NCN)
- University College, Birmingham

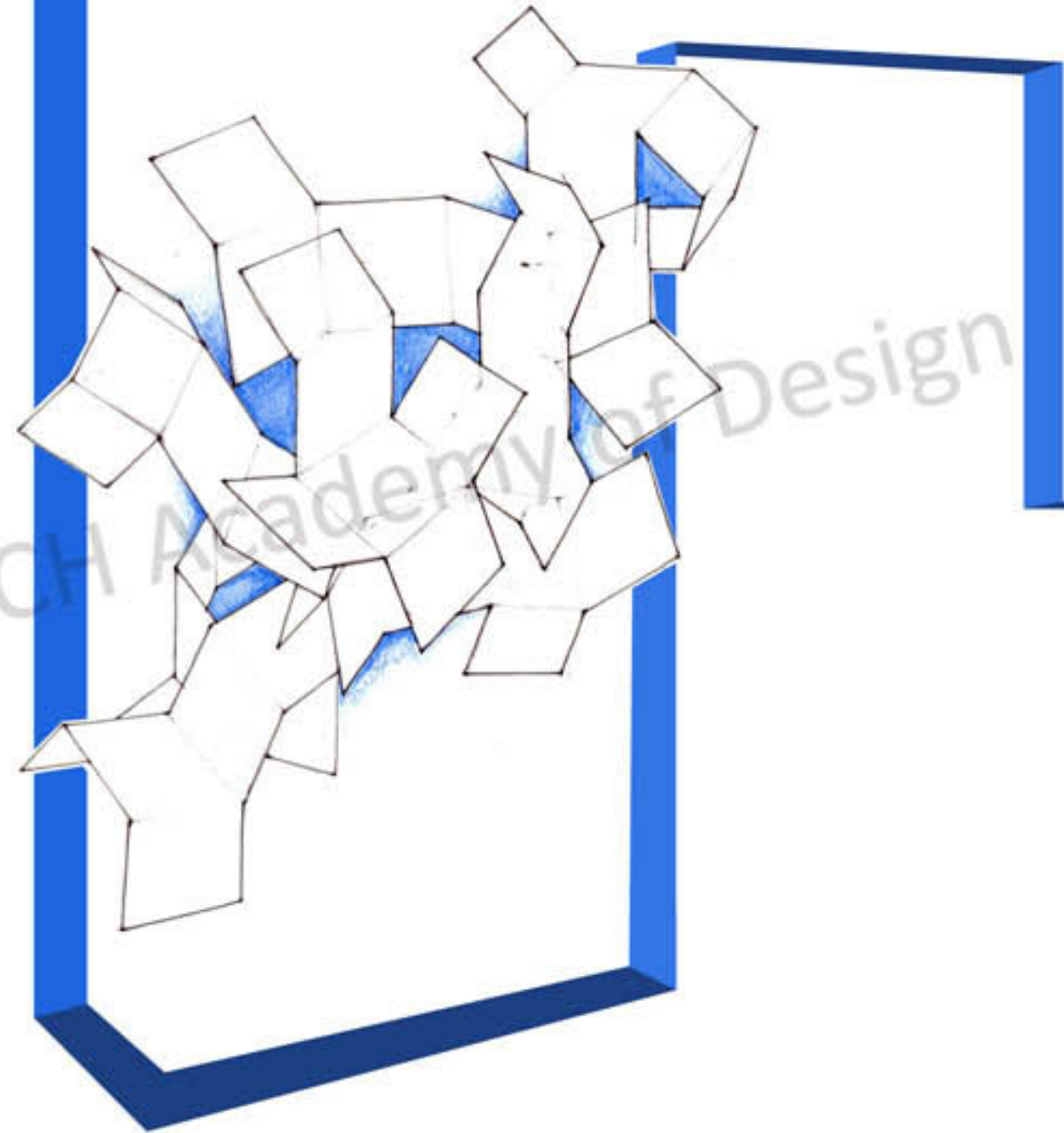
Under the Lateral Entry Provision, students who have completed a Three year Government Polytechnic Diploma can gain entry into the second year of the concerned degree course, and on completion, will be awarded a PTU Degree.

### COURSES FOR INTERNATIONAL STUDENTS

ARCH offers Summer and Winter courses for International students, presently in subjects such as Pattern Making & Garment **Construction** for Indian Clothing, Surface Design, Weaving Technology, Block Printing, Tie & Dye surface embellishment techniques, and **Contemporary** Enameling and Gemology. These module courses last from 5 to 6 weeks and include technical and professional training incorporating exposure trips into the old city to interact with, observe, and learn from expert traditional craftsmen in the field.

### FOR THE WORKING PROFESSIONAL

ARCH offers nationally recognized Undergraduate and Postgraduate Degree courses and a range of short term courses for working individuals, who wish to enhance their existing career prospects. Our programs provide relevant training for people keen to **expand** their skills and capacities and additionally formalize their existing learning and experience through the gain of qualifications which are officially awarded and recognized in the field. The Undergraduate & Postgraduate degrees are also awarded for Part time courses.



**COURSES**

## DESIGN FUTURES

- The future trends in Design reflect the **Sustainable**-Design movement that is now becoming such an integral part of our life.
- It is really about designing by choosing materials and systems that do less harm to the **environment**.
- The process of "**Reduce, Reuse, Recycle**" would further translate to minimizing the take from our planet while we are still consuming.
- The requirement is thus for individuals with a vision **empowering** this trend with Analytical Ability and Design Sensitivity.



~ <http://www.fastcodesign.com/1662807/the-future-of-design-blue-is-the-new-green>

# FOUNDATION COURSE

## Course Intent

To introduce basic Design concepts, inculcating receptive analytical and visualization skills which enable students from varied backgrounds to reach a standard **benchmark** for further progression into the chosen Design fields for specialization. Students are further expected to imbibe and develop values such as discipline, sincerity, patience, open mindedness, precision etc, as initial steps towards becoming a Design **professional**. Students also get to learn the theory and the application of various aspects of management to the design process and its series of activities.

## Teaching Methodology

The course is a combination of Lectures and Demonstrations by internal and visiting faculties introducing basic **concepts** in Art and Design. Students are given practical and written assignments which incorporate material exploration, CAD applications, Communication Skills - visual, written, spoken - and Research and Documentation

## Assessment Methodology

Importance is given to Understanding of objectives, Understanding of assignments, Involvement in course, Classroom participation, Punctuality and Regularity, Receptivity, Creativity, Presentation ability, Quality of final submission, Overall **performance** and the degree of perceived improvement from assessment to assessment

## Facilities

Environment for conceptualization & execution within spacious Studios & Workshops, Library, Audio Visual facilities, Dedicated Leaseline Wireless WI-FI Internet Connections

## Portfolio

After the one year common foundation course, students portfolio would include Drawings, Sketches, images of 3D Geometry models, Human Figure Drawing, Color Exercises, Perspective Drawing, Nature Drawing, and images of Material exploration exercises, and most importantly the Design methodology process documentation.

## Course Contents

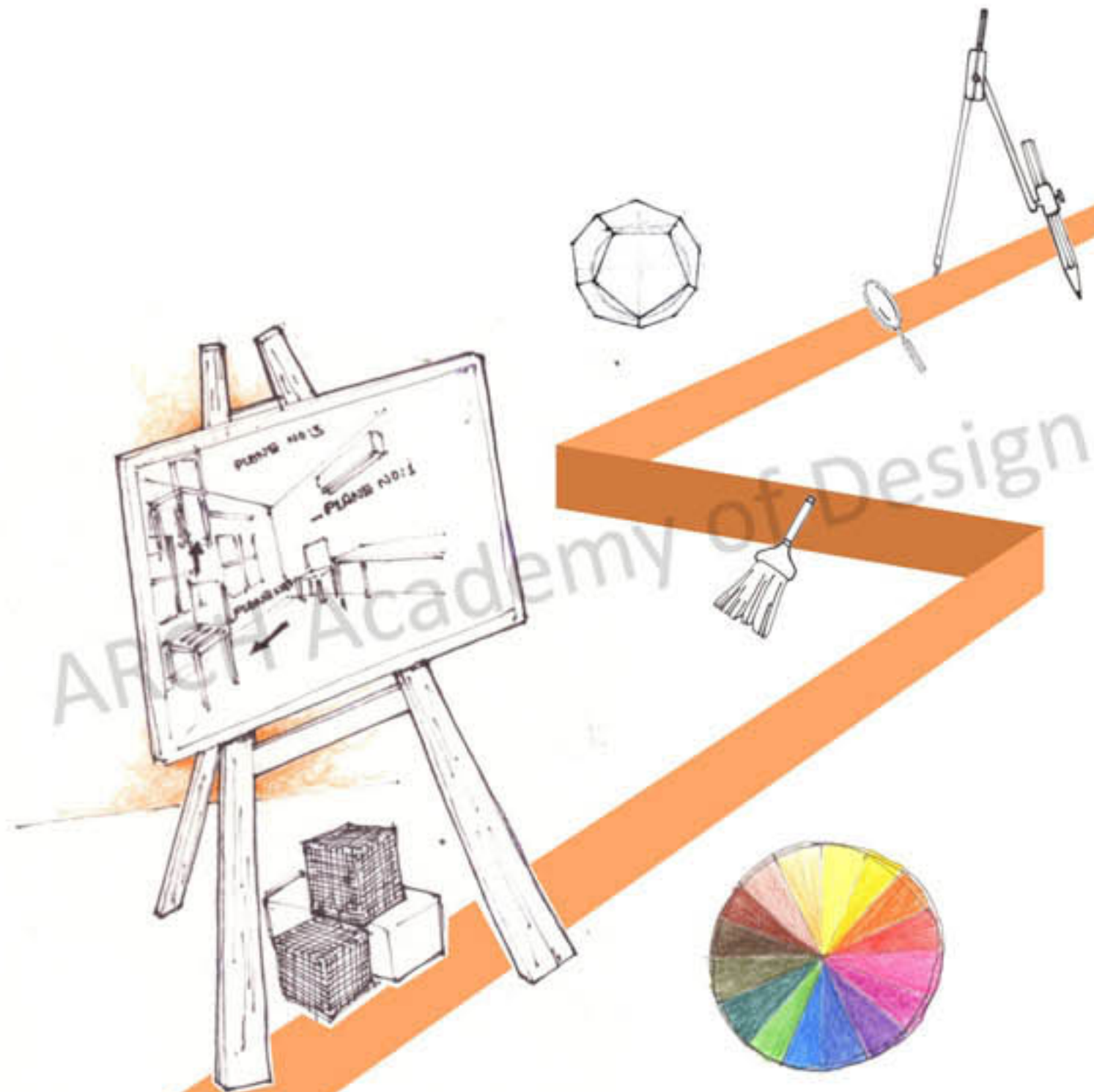
Drawing (Human, Nature, Objects)/ Isometry/ Geometry 2D & 3D/ Color/ Basic Creative Communication/ Environmental Exposure & Field Visit/ Material Exploration (Clay, Metal, Leather, Textile, Wood)/ Introduction to Photography/ Basic Computers/ Art Appreciation/ Technical Drawing (Orthography, Perspective)/ Basic creative writing Skills/ **Elements of Design**/ Design History/ Introduction to Issues & Perspective of the Industry/ Entrepreneur Development/ Design Methodology

## Course

Certificate in Foundation Studies

## Duration

1 Year



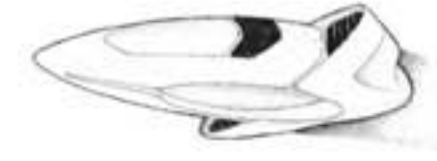
I could explore and create models in materials of all types, after learning the Elements of design, something I could have never have imagined otherwise.  
Aditi Desai, student





## FASHION & TEXTILE FUTURES

- The Indian Textile and Clothing (T&C) industry is currently one of the largest and most important industries in the Indian economy in terms of **output** and foreign exchange earnings, while being second largest in employment generation in the textile sector.
- Majority of the human resource requirement will be for operators who have **adequate** knowledge of sewing machine operations and different types of seams and stitches.
- Designer and **high end fashion** exports would necessitate systems of operations which would require the operators to have the ability to stitch the complete garment.
- The availability of merchandising and designing skills would be crucial for increasing share in export markets and tapping the potential in new markets.



# FASHION DESIGN & MGMT.

## Course Intent

Fashion needs to **evolve** with every Human Being, and it does. This happens when we pass on our experiences to the generations that follow, enabling them to see, think, and further evolve what is to come. The department is dedicated in its focus on a responsible awareness and assessment of the socio-cultural and ecological influences of fashion; an essential in the rediscovery and sustenance of an Indian aesthetic language. This not only helps place India in the larger context of world fashion, but also contributes in the addition of value to the Indian fashion industry.

The skill based course allows students the ability to explore ideas, in both two and three dimensions, using a variety of construction techniques and approaches through exciting and challenging design projects.

Learning the principles and practices of the management of Innovation in the fashion field, is another essential that is addressed in the course of study.

## Teaching Methodology

The well integrated inter-disciplinary curriculum infuses an in-depth **knowledge** and learning of design, liberal arts and its relevance to fashion through research. The course is practice based, the studio being at the core of the teaching and learning. A series throughout, of design projects at appropriate intervals, different approaches are explored to identify design inspiration, contextual links and possibilities of application, in the ultimate creation of a product. The process is geared towards

**nurturing** the student's own statement & working methods.

## Assessment Methodology

The curriculum is designed to assess the continuous progress and development of the student through presentations and discussions at critiques and reviews during the course of class room activities, and via project end or semester end evaluation by a jury comprising of industry experts, academicians and practicing designers. The emphasis is mostly on evaluating **Design understanding**, exploratory approach and effective communication.

## Facilities

Computer Lab, Dedicated Leaseline Wireless Network Connections, Library, **spacious** Design Studios, Sewing Lab with specialist industrial machinery for Apparel **Manufacturing** & Finishing, and the Pattern Drafting Lab consisting of Drafting Tables, Dress Forms etc

## Portfolio

Traditional '**hands-on**' drawings, Visuals and Renderings with Computer-Aided Design (CAD), Trend and Forecast Visuals and Illustrations, Directional Fashion Elements, Details and Accessories, Surface Design Swatches, Industry Standard Specification Sheets, Styled Fashion Images and Final Presentation Plates.

## Career Prospects

Fashion design students are capable of **independently** building and asserting their own identity or by associating with Export Houses, Design Studios and Retail and Fashion Houses. They can also take the role of Fashion Coordinator, Brand Manager, Fashion Merchandiser, Product Development Manager, Fashion Buyer, Quality Control Manager, Design Consultant, Stylist,



Fashion Photographer, Fashion Illustrator, Creative Directors, Fashion Editors and Journalists, Design Critics, Costume Designer, Trend & Forecast analysts, Principal Design Strategists with NGO's engaging in design intervention and sustenance of traditional skills and Academician. A Fashion Designer is usually a versatile & creative personality who can eventually diversify into other design professions following a specific interest or **specialization**.

## Internships and Placements

Abu Jani Sandeep Khosla, Mumbai/ Anita Dongre, AND Designs India Ltd., Mumbai/ Arvind Limited, Denim Lab, Ahmedabad/ Cheersagar Exports, Jaipur/ Dalmia Group, Surat/ EKAA by Tarang and Priyanka, New Delhi/ ELA by Joyjit - Creative Group, New Delhi/ Hoffman Jeans, Kolkata/ Lifestyle International Pvt. Ltd./ Lodha Impex, Jaipur/ Mahima Madaan, Jaipur/ Maison De Dauphine, New Delhi/ NexGen Clothing Company, Mumbai/ Pratap Sons, Jaipur/ R&B International, Kolkata/ Reliance Retail, Bangalore/ Robe - The Lavish Attire, Jaipur/ Shivangi Inc.Export, Jaipur/ Shuchi VC, Jaipur/ Shopper's Stop, Jaipur/ Surreal - Pall Mall Design Lab, New Delhi/ Untitled **Dreams** by Rajat & Lavdeep, New Delhi/ Vasansi, Jaipur/ Weaver's Studio, Kolkata/ Zari, Jaipur

Nitish Rathi, sem 3  
3D Garment Construction  
Inspiration : Tomato



Limesh Kumar  
Street Wear Range  
Patch Work of Barmer



Diksha Srivastava, sem3  
Sunlight  
India inspired fashion



Nisha Varma, Alumni Fashion Design  
Indian Wear  
Technique : Kashida Kari



Evapynilmen, sem 3  
Story of a tree  
India inspired fashion

Anubha Sharma, sem 3  
India inspired fashion



Evapynkmen, sem 4  
3D form  
Advanced draping



# TEXTILE DESIGN & MGMT.

## Course Intent

Designers in today's Textile industries must be highly creative and adaptable. Textile Design is a unique & innovative course which focuses on an exciting contemporary Design environment combining the analysis of the fundamental and theoretical, with historical view points. The course supports modern professional practices where Designs are implemented and realized as entire wearable collections, or as accessories, or as products within interior space. The course also teaches the management of skills and techniques in the Design process covering both the contemporary and the traditional.

## Teaching Methodology

This course combines structured teaching, independent study, theory and practice through a combination of different learning and teaching methods such as project work, lectures, seminars, tutorials, group work, project proposals, student presentations, self managed independent study and exposure visits. Additionally, and as a part of the learning process, specially supervised training is given on weaving equipment to create product samples.

## Assessment Methodology

The assessment process measures performance in completed units and is designed to recognize and credit achievements. A range of assessment strategies are used – formal examinations, individual and group production projects with written critical evaluations, presentations, assessed work placement, evaluation of presentation by jury etc

## Facilities

Library, Computer lab for print designing, Dedicated Leaseline Wireless WI-FI Internet Connections, Studio Space, Textiles Lab with printing and dyeing facilities, Sample and Pedal Looms, Winding and Warping machines etc.

## Portfolio

Final art works / sample pieces of Design projects (Printing, Weaving & Embroidery), 2D & 3D texture libraries, CAD outputs for printing and weaving with all detailed specifications, Fashion project art plates, a collection of coordinated textile samples / products.

## Career Prospects

The program prepares students for a wide range of careers in the organized Textile industry, Export Houses, Established Fashion Labels, Independent and collaborative Design Studios and Trend Agencies, Buying Houses, and Handloom Cooperatives, with NGOs engaging in design intervention and sustenance of traditional skill sectors, with Museums and Exhibits as Textile Curators, and as Independent Fabric Designers etc. There are numerous such prospects in a variety of industries, though the majority of these roles are focused largely towards contributing to the Fashion Industry.

## Internships and placements

BSL Ltd., Bhilwara/ Cotler House, Jaipur/ Mangalam Exports, Jaipur/ S. Kumar's Nationwide Ltd., Mumbai/ Suprint Textiles Pvt. Ltd., Jaipur

## Course contents

### Year 1

Design Foundation & Advanced Design Foundation

### Year 2

Introduction to Textiles / World Textiles / Textile Science [Fiber Science] / Surface Design / Weaving / Computer Applications / Textile Analysis (Different types of fabric - close analysis and studies) / Indian Traditional Textile - Study & Research / Textile Marketing & Merchandising / Fashion & Textile Forecast / Indian Art, Craft, Culture & Aesthetics - Training, Research & Documentation.

### Year 3

Art, Design & Culture Appreciation / Knitting Technology / Dyeing & Finishing Technology / Textile Presentation Techniques / Branding, PR & IPR - Significance in Design / Textile Illustration / Quality Analysis & Assurance / Print Design / Design Project / Industry Internship & Presentation

### Year 4

Fashion Communication & Research / Textile Applications in Fashion and Spaces / Innovative & Future Textiles / CAD for Textile / Design Portfolio & Identity / Textile Testing & Quality Standards / Self-briefed Graduate Collection [OR] Industry-briefed real time Design Project & Dissertation / Entrepreneurship Skills Development

## Courses

### Under Graduate Programs

Textile Design & Management

**Duration**

4 Years

Lateral Entry & Part Time Degree Programs in Textile Design

3 Years

### Diploma & Certificate

Textile Design

**Duration**

2/1 Year

(Diploma & Certificate programs options available both in full time & part time)

### Module Courses

Computer Aided Textile Design

**Duration**

6 Months

Weaving Technology

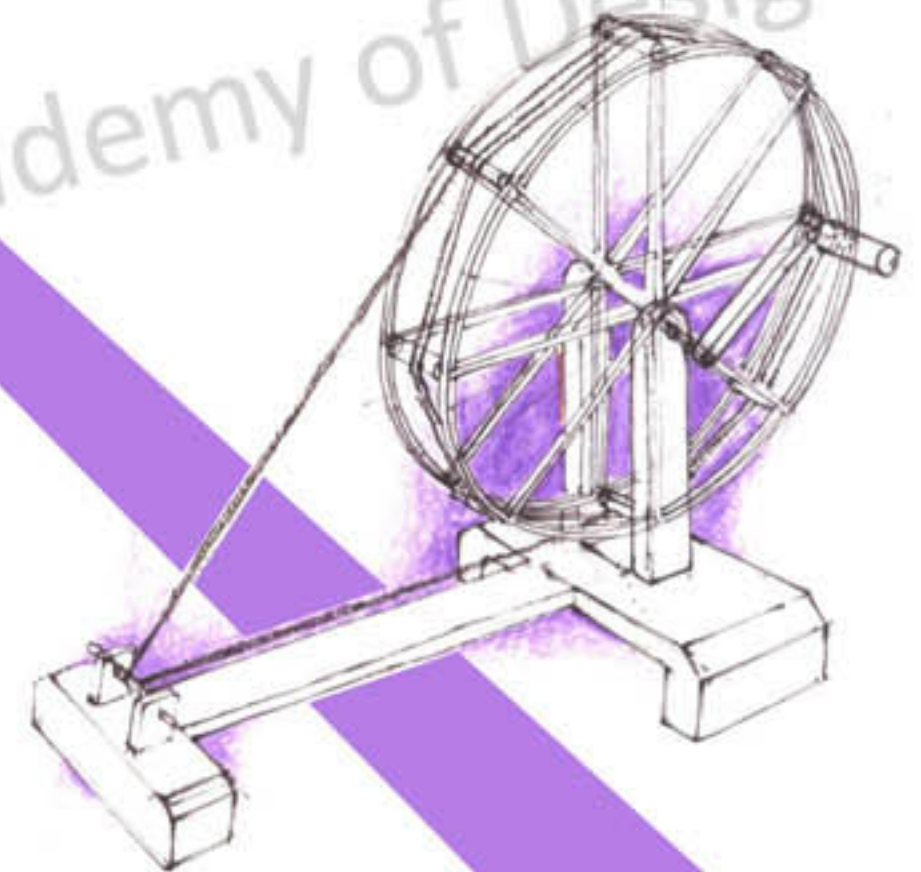
3 Months

Surface Design

3 Months

Block Printing / Tie and Dye

1 Month



"ARCH provided me with a very friendly work environment and technologically advanced labs. Thanks to this, I am able to be effective in the industry."  
Shah Khalid, 2010  
Textile Designer, Mayur Suitings, Bhilwara



Monika Bajpai, sem2  
Surface Design  
Kidswear



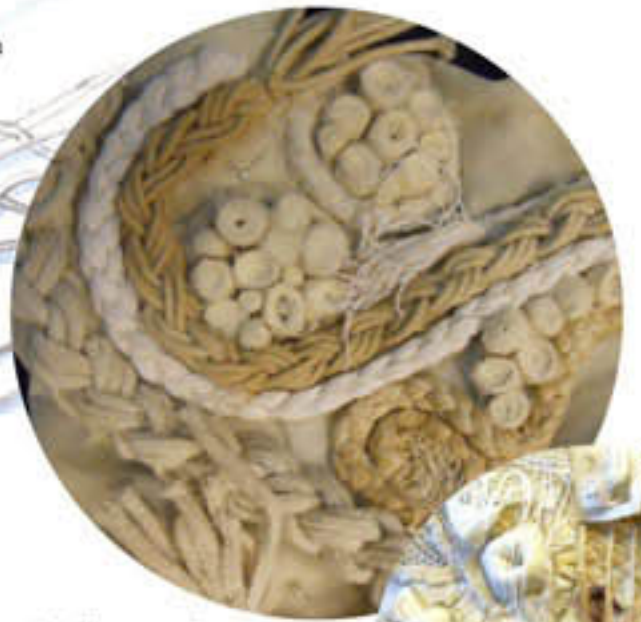
Amrita Gupta, sem 3  
Sample texture  
Surface design



Amrita gupta, sem 3  
Sample texture  
Surface design



Evapynkmen, sem 4  
Surface Design  
Indianwear



Preeti Sharma, sem 5  
Surface Development for  
The Brand "ELA" by Joyojit Talukdar



Preeti Sharma, sem 3  
Sample texture  
Surface design



Amrita Gupta, sem 3  
Sample texture  
Surface design



Lisa Palm,  
Surface Design Terchniques  
Student Exchange Program  
( Textila Gymnasiet )



Amrita Gupta, sem 3  
Sample Texture  
Surface Design

Amrita Gupta, sem 3  
Sample texture  
Surface design



## GEMS AND JEWELRY FUTURES

- Given the rising overall literacy rates in India, this sector is **beginning** to appreciate the need for education and the impact of such inputs on business
- There is an expected **demand** for skilled personnel able to create multiple designs to meet customer needs
- **Requirement** will also be linked with the ability to interact and work with foreign clients
- Demand would be for high-skill designers with good visualization ability and a command over the skills and techniques of various jewelry **manufacturing** processes
- Adequate understanding of safety measures and requirements
- Ability to respond to customer queries

# JEWELRY DESIGN & MGMT.

## Course Intent

Historically, Jewelry has evolved from body **adornment** to an art form. With the creation of Brand India and looking towards a future where craft would meet the high end, our vision extends to evolve as torch bearers in Research, Development and Innovation in Jewelry and Accessory Design, with world class inputs in the design and crafting of such objects of desire along with the identification of trends and the development of forecasts. The course also aims at integrating finer aspects of design, technology, materials and processes with the various levels of **production** from a precision orientation to vendor based manufacturing.

The generation and integration of formats for sustainability is important for any **process** linked with Design, and this understanding is shared in the form of the **theory** and practice of planning and management of viable, and sustainable processes and activities

## Teaching Methodology

To impart the necessary skills the **teaching** method is a combination of Theory, practical exposure in Lab and Field Assignments, Market Identification, Client Identification, Analyzing Trends And Forecast, Theme Selection, **Conceptualization**, Design Development, 3d Visualization both Manual & with CAD, Rendering And Illustration, Orthography, Prototype Development and Documentation.

## Assessment Methodology

Module end submissions in form of documentation and jury **presentations** to industry professionals and academicians for evaluation at the end of each semester.

## Facilities

Jewelry Design Studios, Jewelry **Manufacturing** Lab, Investment Casting Lab, Enameling Facilities, Gem Identification Lab, Gem Stone Lapidary, Computer Lab, Dedicated Leaseline Wireless WI-FI Internet Connections, and Library.

## Portfolio

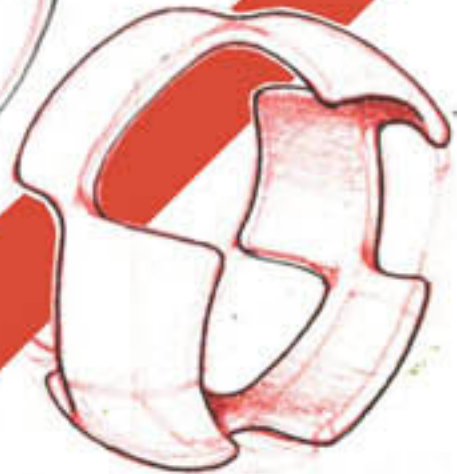
Conceptual Sketches, Computer-Aided Design (CAD) Drawings, Sketches from classroom Design Projects and **Specifications**, Prototype Images, And Industry Internship Work Images.

## Career Prospects

Required exposure in this course would enable students to take up roles as Jewelry Designers, Product Development Managers, Design Managers, Trend Analysts, Sourcing Managers, Accessory Designers, Merchandisers, Merchants, Brand Managers, Bench Jewelers, **Entrepreneurs**, Women Entrepreneurs interested in starting their own business, etc. Craft Persons, Jewelers and their family members can also benefit immensely from this course.

## Internships and Placements

Amrapali, Jaipur/ Clarity Gold, Jaipur/ Derewala Jewelry Industry, Jaipur/ Gitanjali Group Ltd, Jaipur/ Gemco, Jaipur/ Gossils Exports, Jaipur/ Gossil Gems, Jaipur/ Haritsons, Jaipur/ Indioro, Dubai/ Jaipur Silver, Jaipur/ Jewels Emporium, Jaipur/ Motisons, Jaipur/ Nigam Jewelers, Jaipur/ Oriental gems, Jaipur/ Pink City Gold, Jaipur/ P. Mangatram, Hyderabad/ Ratan International, Jaipur/ Sambhav Gems, Jaipur/ Shine Jewelry, Jaipur/ Silvex Images, Jaipur/ Vaibhav Gems, Jaipur/ Vinayak Jewels, Jaipur





## Course Contents

### Year 1

Design Foundation & Advanced Design Foundation

### Year 2

Introduction to Jewelry Design - (Metallurgy, Gemology, Stone settings/ Basic Drawing & Orthographic/ Illustration & Rendering Techniques/ History of Jewelry/ Costing/ Design project 1- Body Adornment/ Basic Computers and Marketing/ Design project 2- Costume Jewelry/ Corel Draw

### Year 3

Design project 3- Diamond Jewelry/ Basic Jewel CAD/ Design project 4- Traditional Jewelry (Kundan Meena)/ Enameling/ Design project 5- Couture Jewelry

### Year 4

Design project 6- International Range Development/Advanced jewel CAD/ Design project 7- Lifestyle Accessories/ Packaging Design/ Portfolio Development/ Industrial Internship

## Courses

### Under Graduate Programs

Jewelry Design & Management

#### Duration

4 Years

Lateral Entry & Part Time Degree Programs in Jewelry Design

3 Years

### Diploma & Certificate

Jewelry Design

#### Duration

2/1 Year

(Diploma & Certificate programs options available both in full time & part time)

### Module Courses

Jewelry Design IGNOU

#### Duration

6 Months

Jewelry Illustration and Design

6 Months

Jewelry for International Market

3 Months

Contemporary Enameling

3 Months

Kundan Meena Jewelry Design

3 Months

Diamond Jewelry Design

3 Months

Craft Based Jewelry Design

3 Months

2-D Designing (Corel Draw & Photoshop)

3 Months

3-D Designing (Jewel Cad Basic/ Advanced)

3 Months

Jewelry Manufacturing

2 Months

Investment Casting

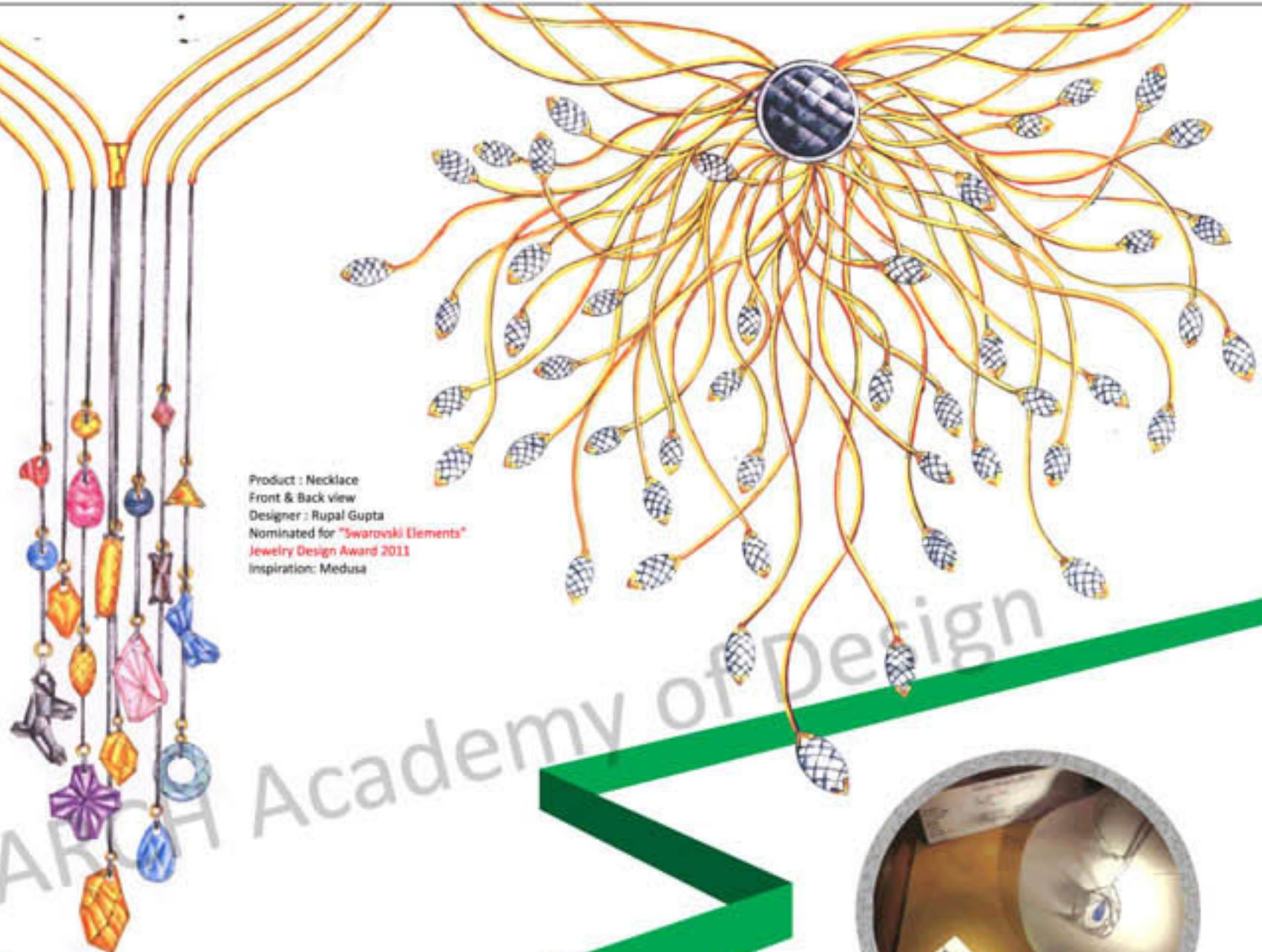
6 Week



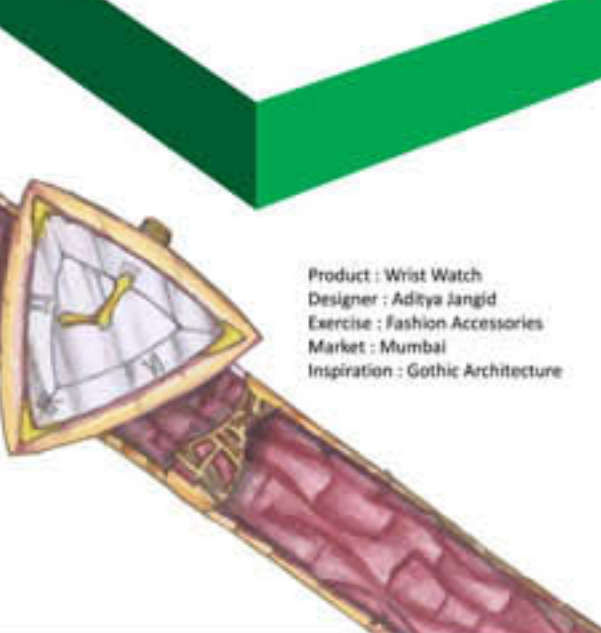
"Guidance that I received from my faculty at ARCH benefited me in getting a prestigious internship and placement at Amrapali Jewels, Jaipur"

**Vishnu Soni**, 2011-Senior Designer, Amrapali, Jaipur

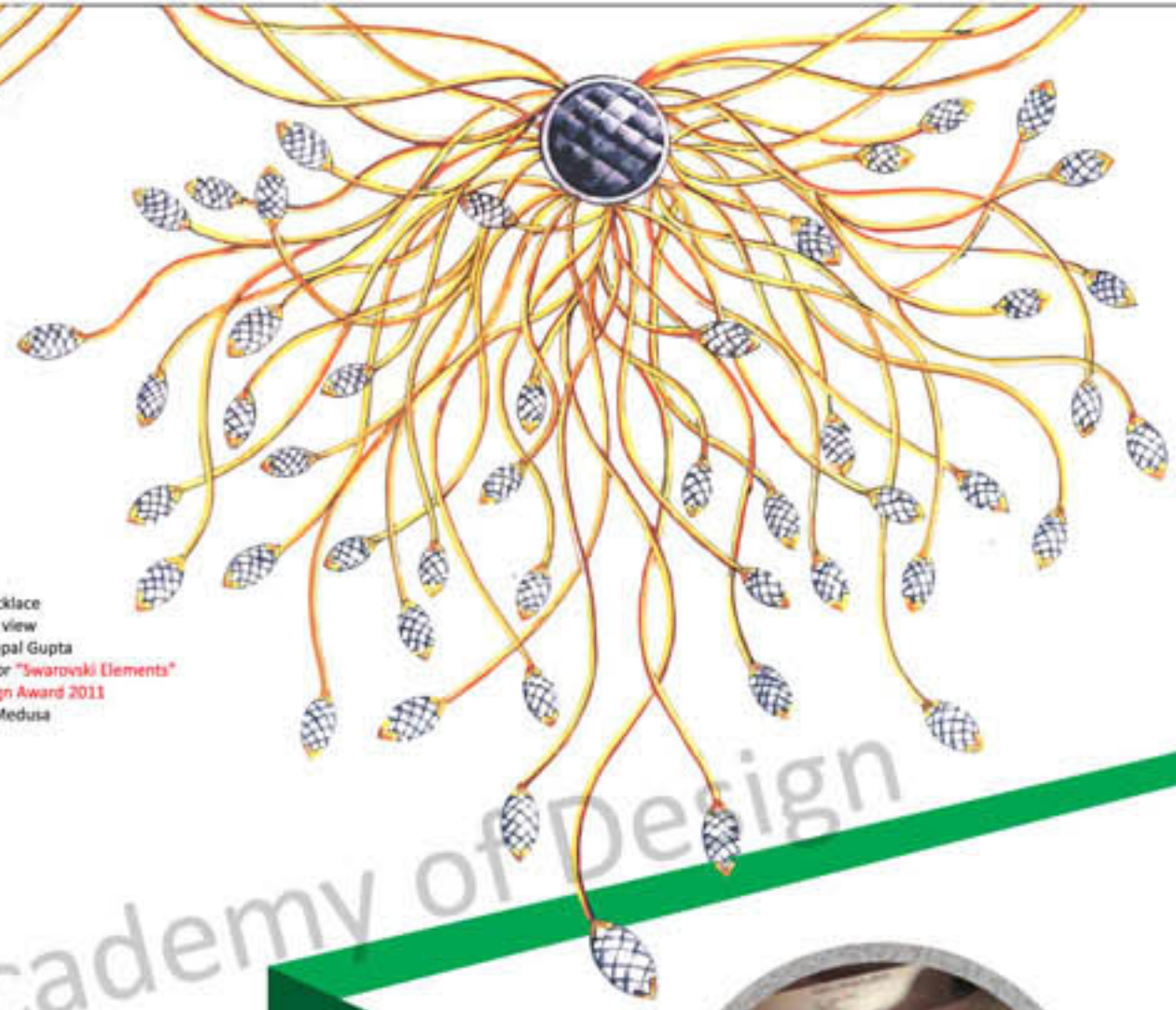
Winner of first prize in JAS Men's Wear Collection



Product : Necklace  
 Front & Back view  
 Designer : Rupal Gupta  
 Nominated for "Swarovski Elements"  
 Jewelry Design Award 2011  
 Inspiration: Medusa



Product : Wrist Watch  
 Designer : Aditya Jangid  
 Exercise : Fashion Accessories  
 Market : Mumbai  
 Inspiration : Gothic Architecture



Product : Pendant Set  
 Designer : Alpa Gupta  
 1st Prize Casual Category,  
 "Jewels of Rajasthan" 2008 Award  
 Inspiration: Orbit



Product : Cufflinks  
 Designer : Vishnu Soni  
 ( currently employed with Amrapali, Jaipur )  
 1st prize menswear category,  
 JAS Jewelry Design Competition 2011  
 Inspiration : Rolling Mill



Product : Earrings  
 Designer : Akshay Agarwal  
 Inspiration: Lotus Leaves  
 Exercise: Kundan Meena Jewelry  
 Market : Kolkata

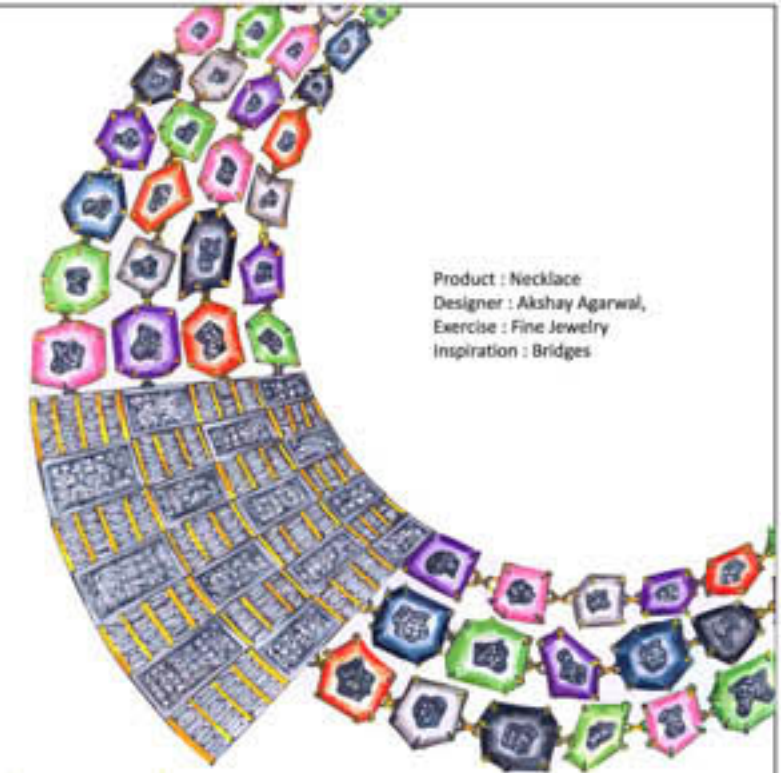


Product : Earrings  
 Designer : Rupal Gupta  
 Inspiration: Peacock  
 Exercise: Traditional Jewelry  
 Market : Delhi

Product : Necklace  
 Designer : Nikita Agarwal,  
 Exercise : Fine Jewelry  
 Inspiration : Egypt



Product : Earrings  
 Designer : Madhuri E. Speake  
 Inspiration: Warli Painting  
 Exercise: Body Adornment  
 Market : Maharashtra



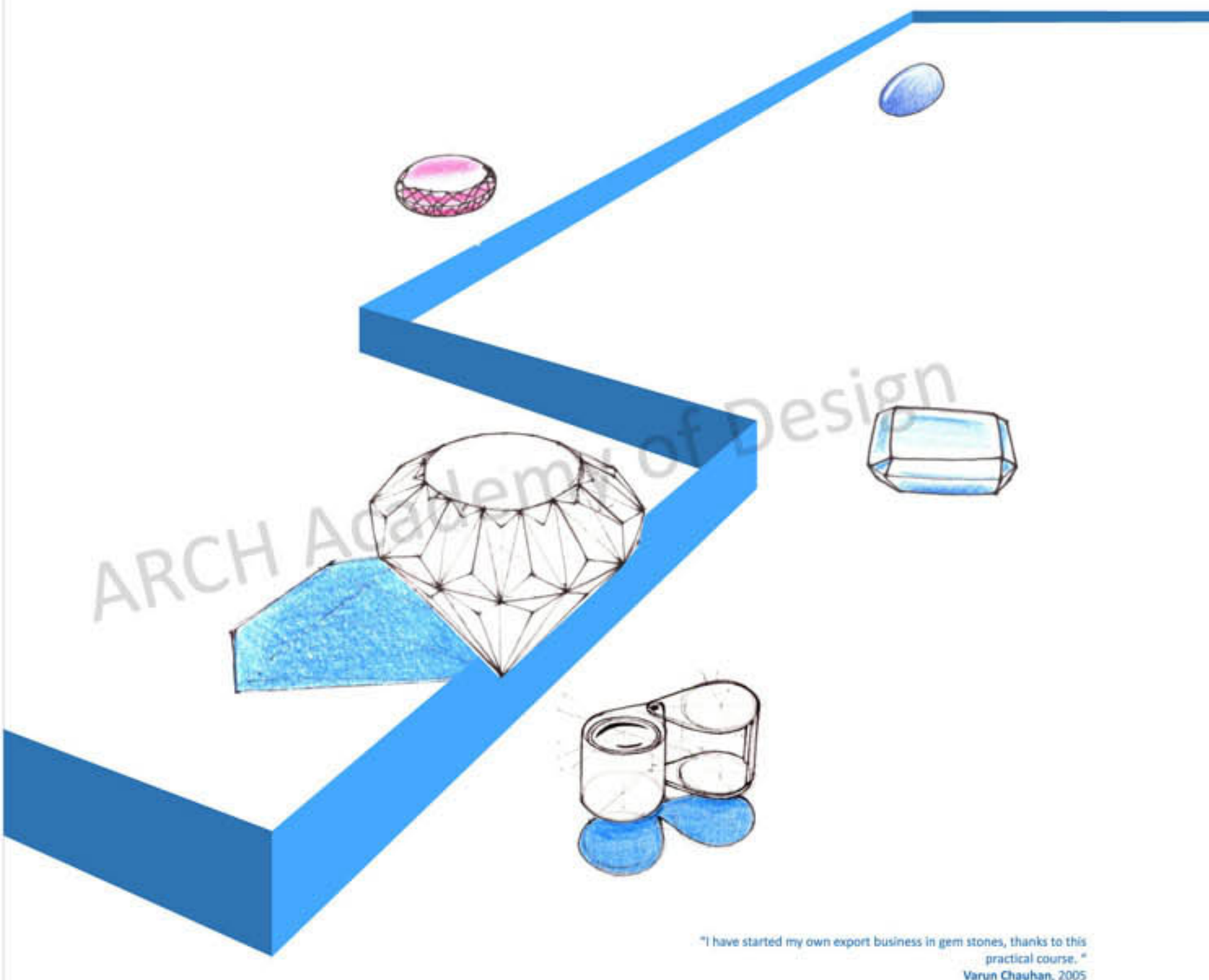
Product : Necklace  
 Designer : Akshay Agarwal,  
 Exercise : Fine Jewelry  
 Inspiration : Bridges



Product : Pendant  
 Designer : Priya Mehta  
 currently employed with Motisons, Jaipur  
 Exercise : International Range Development  
 Market: USA  
 Inspiration : Islamic Decorative Motives



Product : Earrings  
 Designer : Rita Burman  
 Inspiration: Flora & Fauna  
 Award Winning Design of  
 World Gold Council (WGC)



"I have started my own export business in gem stones, thanks to this practical course."  
Varun Chauhan, 2005

### Course Intent

Jaipur is recognized the world over for the magnificent variety of exquisite gems available. Exporters and jewelry manufacturers **recognize** Jaipur as a benchmark for Gemstones. Not surprisingly, colored stones jewelry has created an identity for itself in the global market. Gemology has immense scope for study, research and innovation, and this course is thus designed to impart the necessary skills to work with Gemstones and its **global** market.

### Teaching Methodology

The methodology is oriented towards industry related Theory, Practical Exposure to the Gem Stone Manufacturing Industry, Market Research, Gemstone Testing, Documentation, Feedback Sessions with experts etc.

### Assessment Methodology

Program end evaluation through **jury** presentation to industry experts and academicians

### Facilities

Gemology Studio, Gem Identification Lab, Gem Testing **Instruments**, Gemstone Lapidary Machines, Library, Computer Labs, Dedicated Leaseline Wireless WI-FI Internet Connections, and Display Spaces

### Portfolio

**Compilation** of Market research work and gemstone processing, Images of researched stones etc

### Career Prospects

After a successful completion of the course students can engage as Gemologist, Gemstone Trader, Buyers, Appraisers, Wholesalers Supervisors, Quality **Control** Managers, Assorters and Graders, Bench Jewelers and Stone Setters, Entrepreneurs in Gem Stone selling

### Internships and Placements

Carve Creations, Jaipur/ Divinity Empex, Jaipur/ Eros, Jaipur/ Gemco Jewels, Jaipur/ Kalaji Gems, Jaipur/ Kothari Jewels, Jaipur/ Sambhav Gems, Jaipur/ Saraf Jewels, Jaipur/ Vaibhav Gems, Jaipur

### Course Content

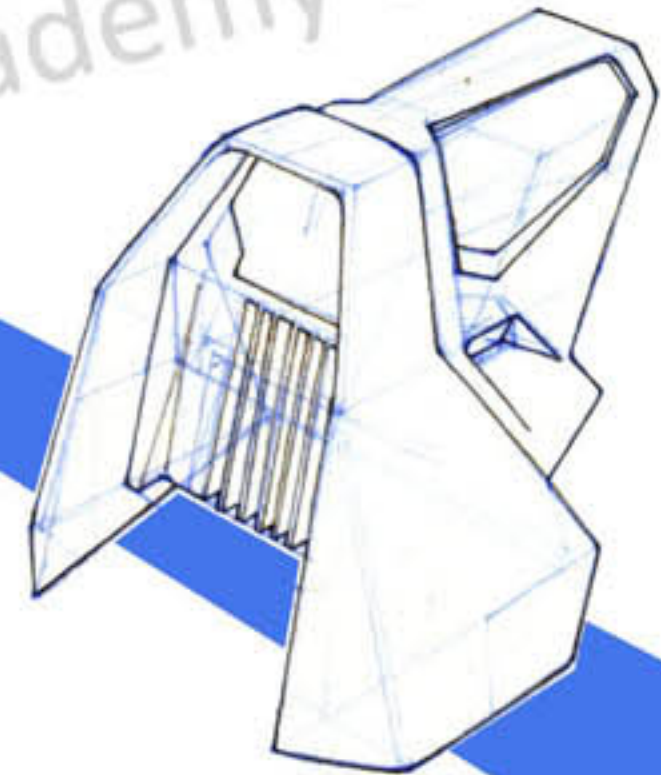
The course covers all aspects of Gemstones, from Mining to Final piece/ History of Gemstones/ Identification of precious, semi **precious**, Treated Gemstones/ Crystallography/ Gemstone properties/ Gemstone Lapidary and the use of Gem Testing instruments.

### Courses

Module Courses	Certification	Duration
Certificate in Gem Identification	ARCH	2 Months
Certificate in Gem Stone Processing	ARCH	2 Months
Fundamentals of Rashi Ratan / Navratan	ARCH	2 Weeks
Diamond Studies	ARCH	2 Weeks

## INTERIOR FUTURES

- The Indian Tourism Industry has **expanded** rapidly over the past few years and is poised to grow at a **faster** pace in the coming years.
- **Heritage** properties and other hospitality properties have begun demanding a **great** amount of inputs in the creation of dreams.
- The key factor driving the demand for Interior Design would be the **expansion** of Housing in both the major and smaller cities in India
- **Growth** in both, Housing and commercial development will have a positive effect on Furniture and Furnishings demand
- Increase in **demand** predicted for Interior space visualizers to showcase modern blend with traditional space
- Rising income level will lead to a demand for **creative** individuals to support the vision of the Incredible India Campaign.



# INTERIOR DESIGN & MGMT.

## Course Intent

Interior Design in contemporary times reflect the **impressive** progress made in the field of perception and psychology and the crafting of preferred ambiances as integral to generated spatial solutions. Our courses address all aspects of Design, from the understanding of space and structures to the manipulation of colors, texture, light, form etc. as well as providing the requisite technical knowledge and skills to realize visualized intent. A part of the course also **contributes** meaningfully to an understanding of all aspects of project management in the field of Interior Design.

## Teaching Methodology

Teaching by internal and expert visiting faculties is supported through presentations, and handouts, films of **construction** worksites, assignments, case study planning and presentation, educational workshops, problem solving through group exercises, data research through internet, books & periodicals

## Assessment Methodology

The assessment process measures performance in completed units and is designed to recognize and credit achievements. A range of assessment strategies are used –individual and group production projects with written critical evaluations, **presentations**, assessed work placement, formal examinations and internal and external evaluations at the end of each semester by a jury consisting of industry professionals and academicians to gauge Understanding of objectives, performance, involvement in the course, classroom participation, regular **attendance**

## Facilities

While inducted in the course, students can access Computer lab, **Library**, Dedicated Leaseline Wireless WI-FI Internet Connections, Softwares such as: AutoCAD -2D and 3D, 3DsMax, spacious Drafting Lab, Well Equipped Carpentry and metal **Workshop**, Large Classrooms, etc

## Portfolio

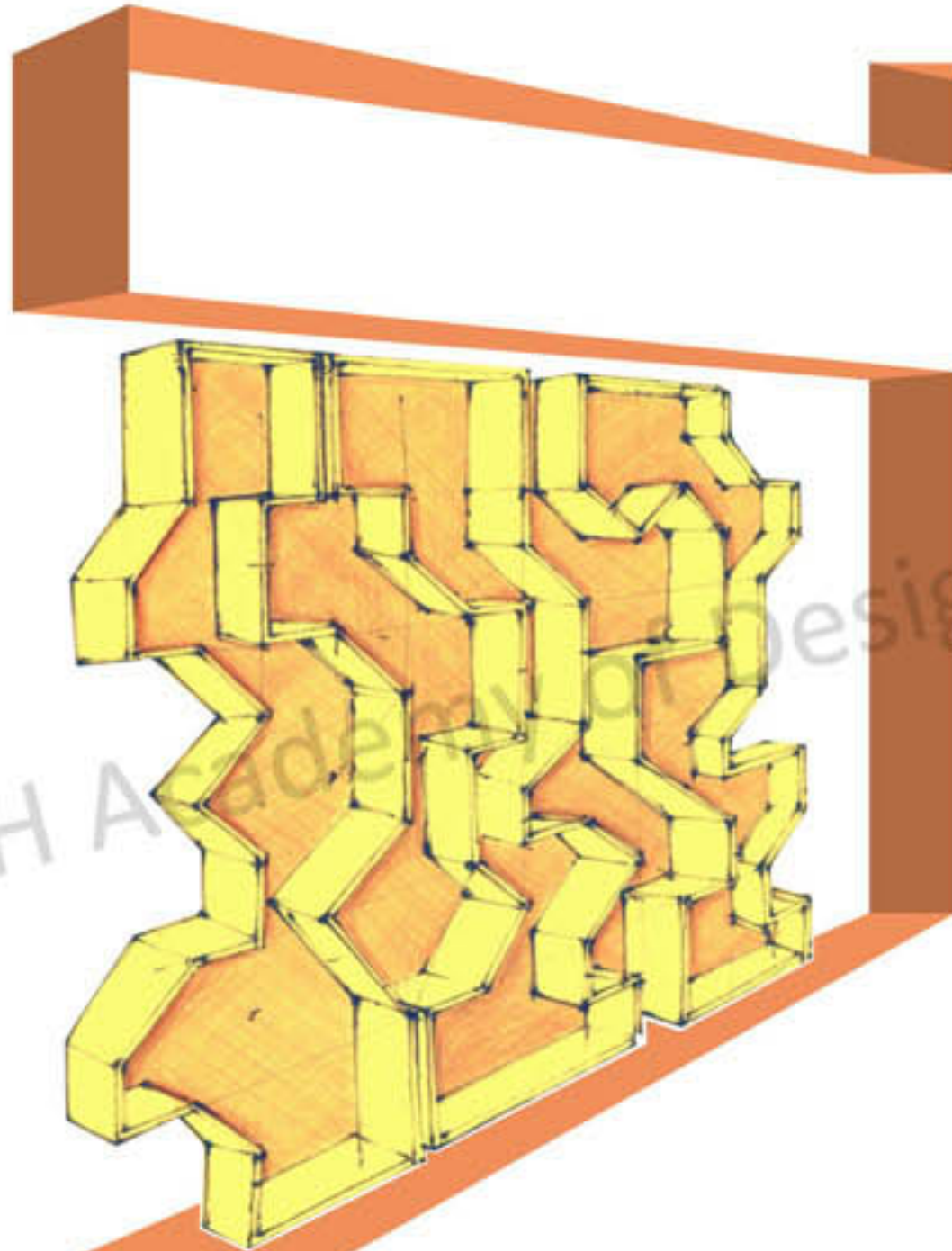
Drawings, Project Presentations, Images and 3d **Views** and renderings etc

## Career Prospects

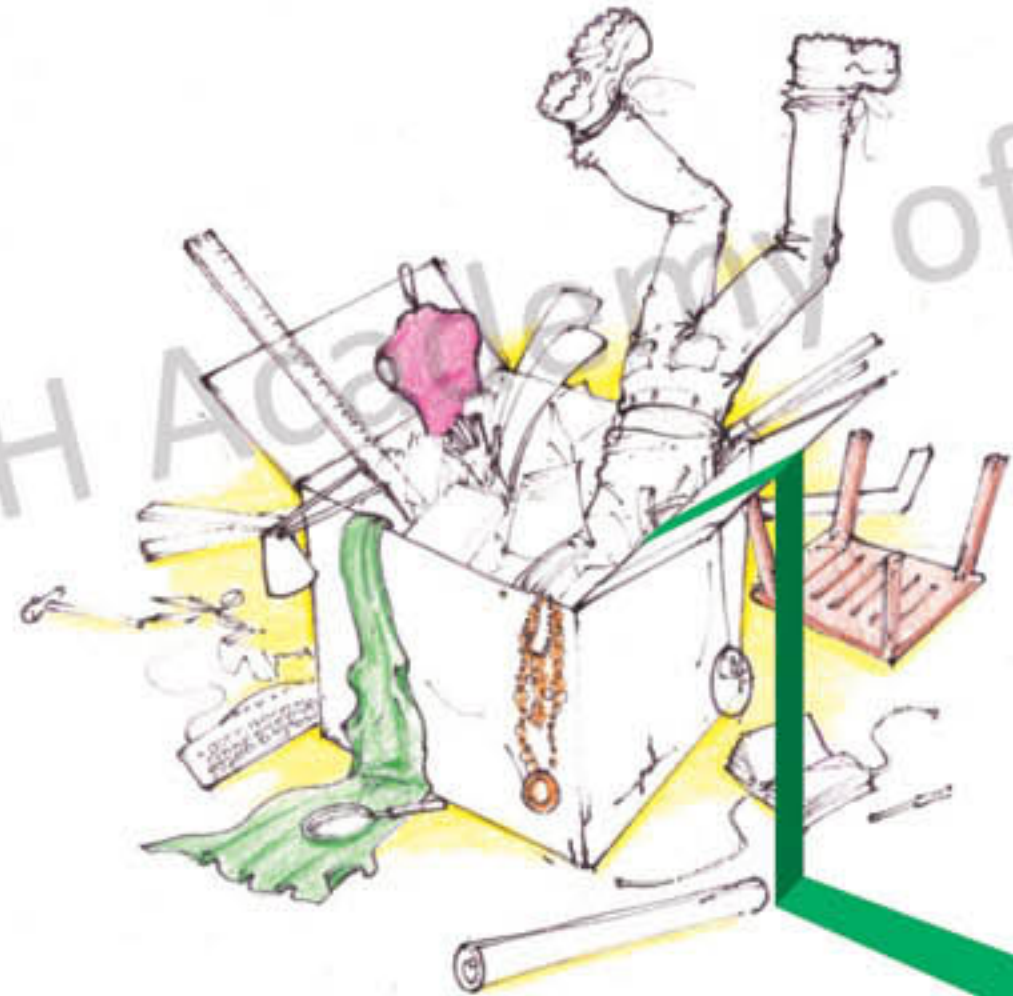
There are innumerable career **opportunities** of working with established Interior Designers and Architects. One can also work as Specialists or Consultants for Exhibitions, Museums and Graphic Designers. Visual Merchandising is another viable stream. One can work as a Freelance Designer, and those with an entrepreneurial streak may set up their own Interior Design Firm or even an Event Management company or **Production Design House**.

## Internships and Placements

Architect Sanjay Kothari, Jaipur/ Benzel Design and **Communication**, Gurgaon/ 3D Designs, Jaipur/ Espacio, Jaipur/ Goyal Arts, Jaipur/ Manic Structures, Delhi/ Muse Interiors, Delhi/ Sthapatya, Jaipur/ Sunrays Contracting, Jaipur/ UDB, Jaipur/ Velocity Institute of Design, West Bengal



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## Course Contents

### Year 1

Design Foundation & Advanced Design Foundation

### Year 2

Basics of Drawing/ Elementary Construction/ History and Contextual Studies/ Basic Material Studies/ Visualization and Presentation Techniques/ Material and Application/ Building Services/ Design Project- a) (Residential), Studio Apartment (Manual), and b) 3BHK through Autocad Software

### Year 3

Construction Techniques/ Interior Furnishing/ Advance Material studies/ Building services/ AutoCAD 2D and 3D/ Design Project-a) Commercial Space (manual) and b) Institutional Space

### Year 4

Furniture Design/ Professional Practice & Office/ Management/ Dissertation and Electives/ Internship/ Estimation and Costing/ Design Project – Industrial/ 3DsMax software

## Courses

**Post Graduate Programs**  
Interior Design

**Duration**  
2 Years

**Under Graduate Programs**  
Interior Design & Management  
Lateral Entry & Part Time Degree Programs in Interior Design

**Duration**  
4 Years  
3 Years

**Diploma & Certificate**  
Interior Design

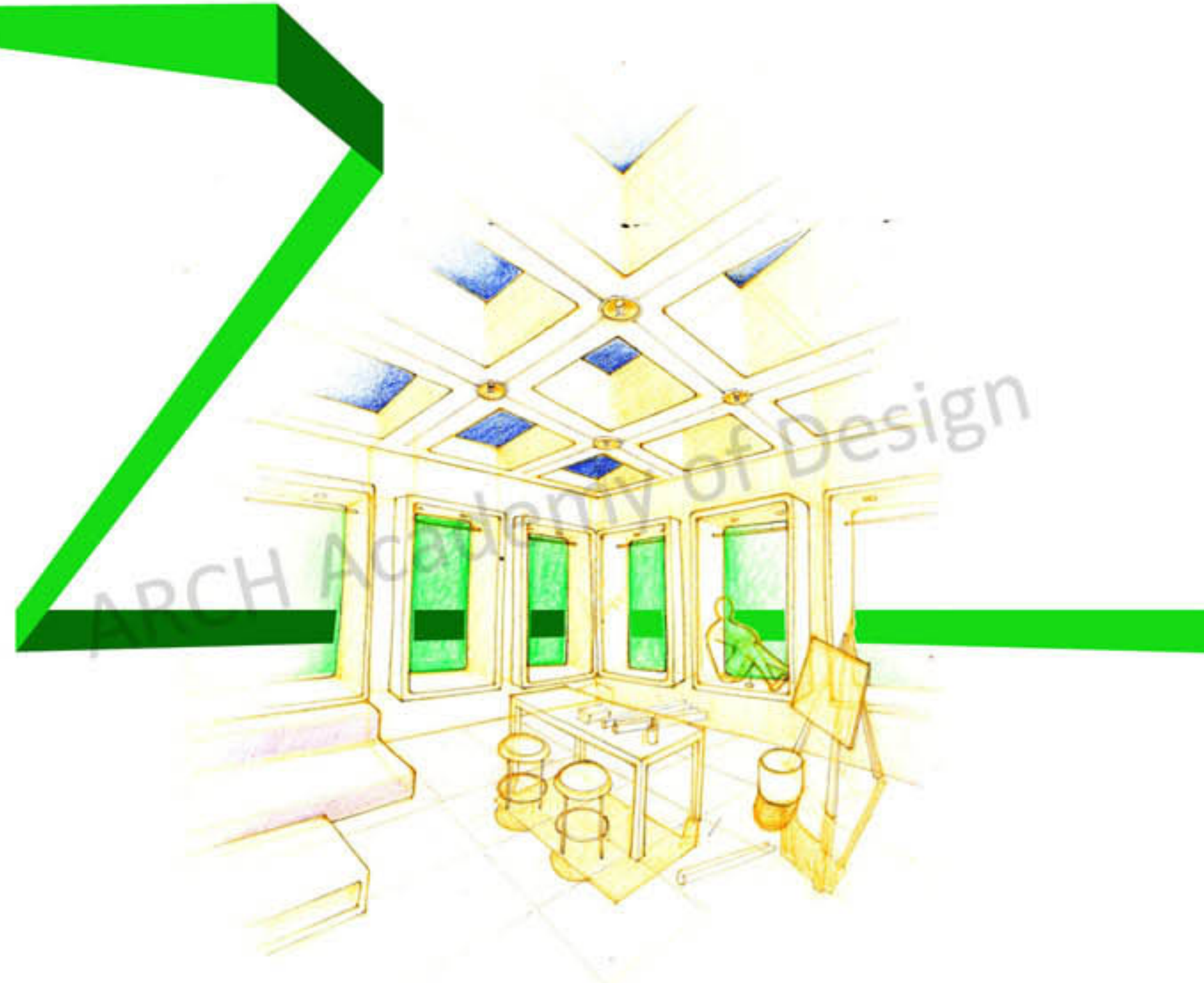
(Diploma & Certificate programs options available both in full time & part time)

**Duration**  
2/1 Year

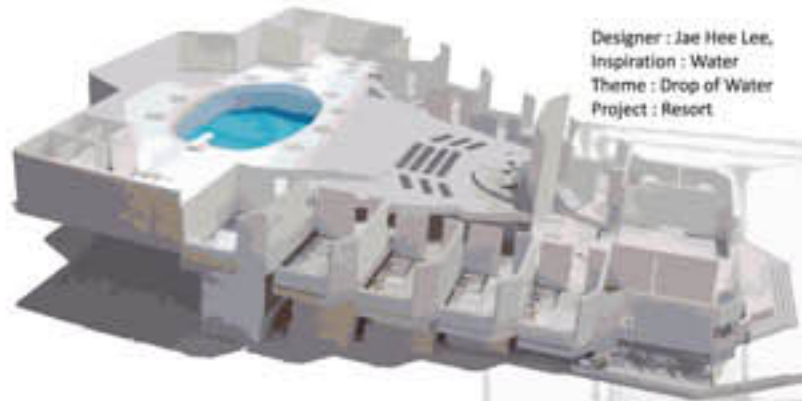
### Module Courses

Exhibition Design  
Computer Aided Interior Design  
3DsMax  
Furniture Design  
AutoCAD, 2 D & 3D

**Duration**  
6 Months  
6 Months  
4 Months  
3 Months  
2 Months



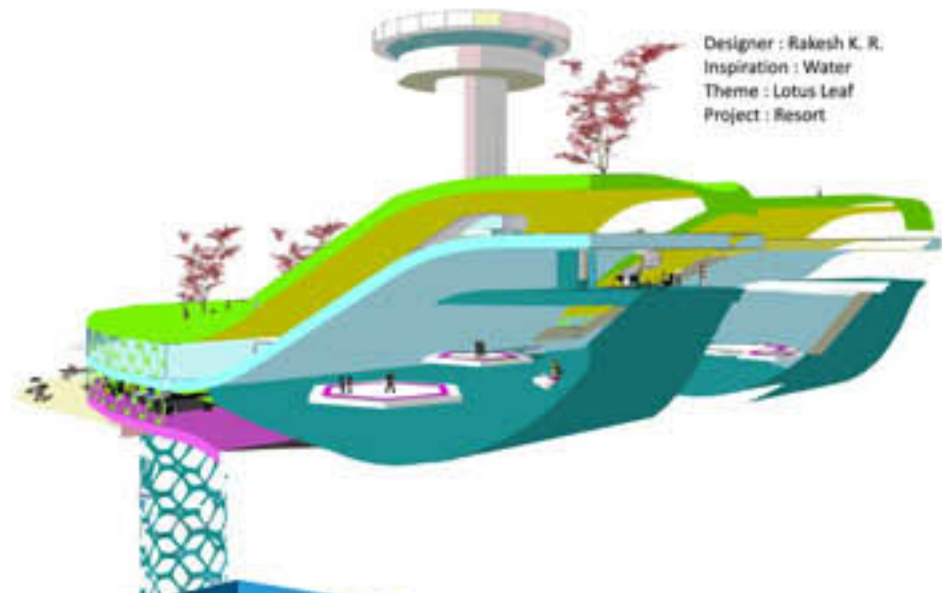
"The course allows you to combine your genuine concern, with innovative thinking and precise design"  
Chandani Sharma, 2009  
Interior Designer, Muse, Bangalore



Designer : Jae Hee Lee,  
Inspiration : Water  
Theme : Drop of Water  
Project : Resort

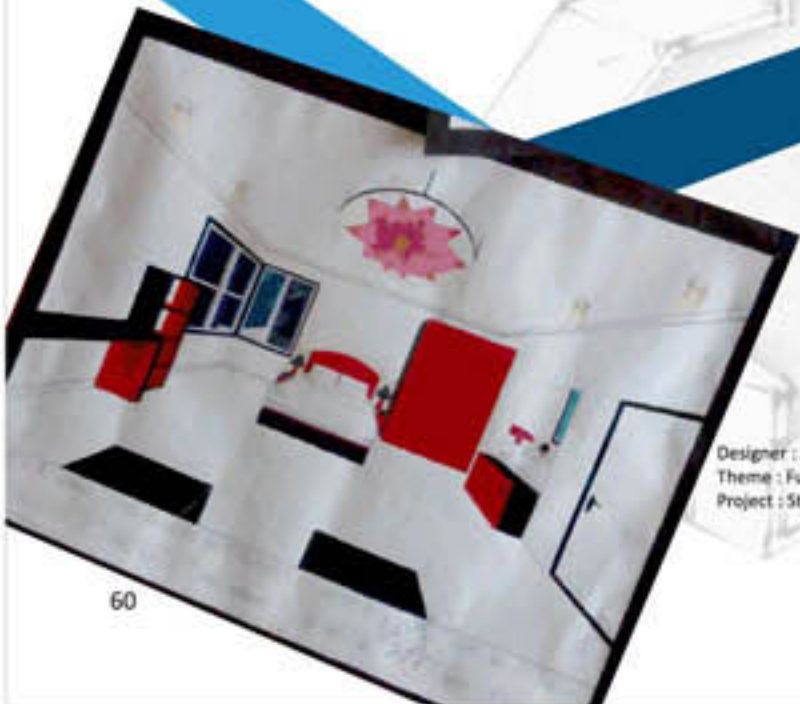
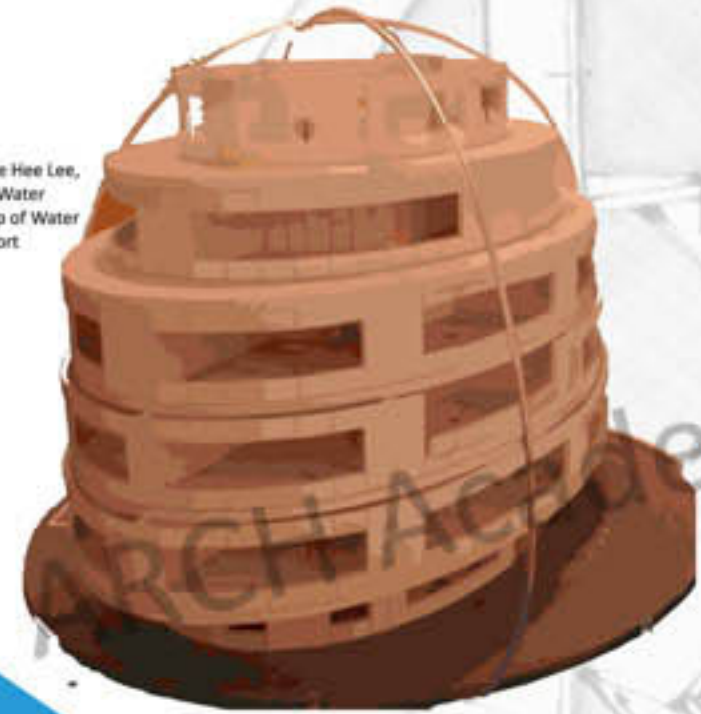


Designers :  
Ram Dangi  
Apurva Saxena  
Deepika Kumawat  
Project : Residential Spaces



Designer : Rakesh K. R.  
Inspiration : Water  
Theme : Lotus Leaf  
Project : Resort

Designer : Jae Hee Lee,  
Inspiration : Water  
Theme : Drop of Water  
Project : Resort



Designer : Jae Hee Lee,  
Theme : Future  
Project : Studio Apartment



Designer : Rakesh K. R.  
Inspiration : Water  
Theme : Lotus Leaf  
Project : Office Interior

Designer : Aradhana Sharma  
Inspiration : Betel Leaf  
Theme : Theme  
Project : Chair



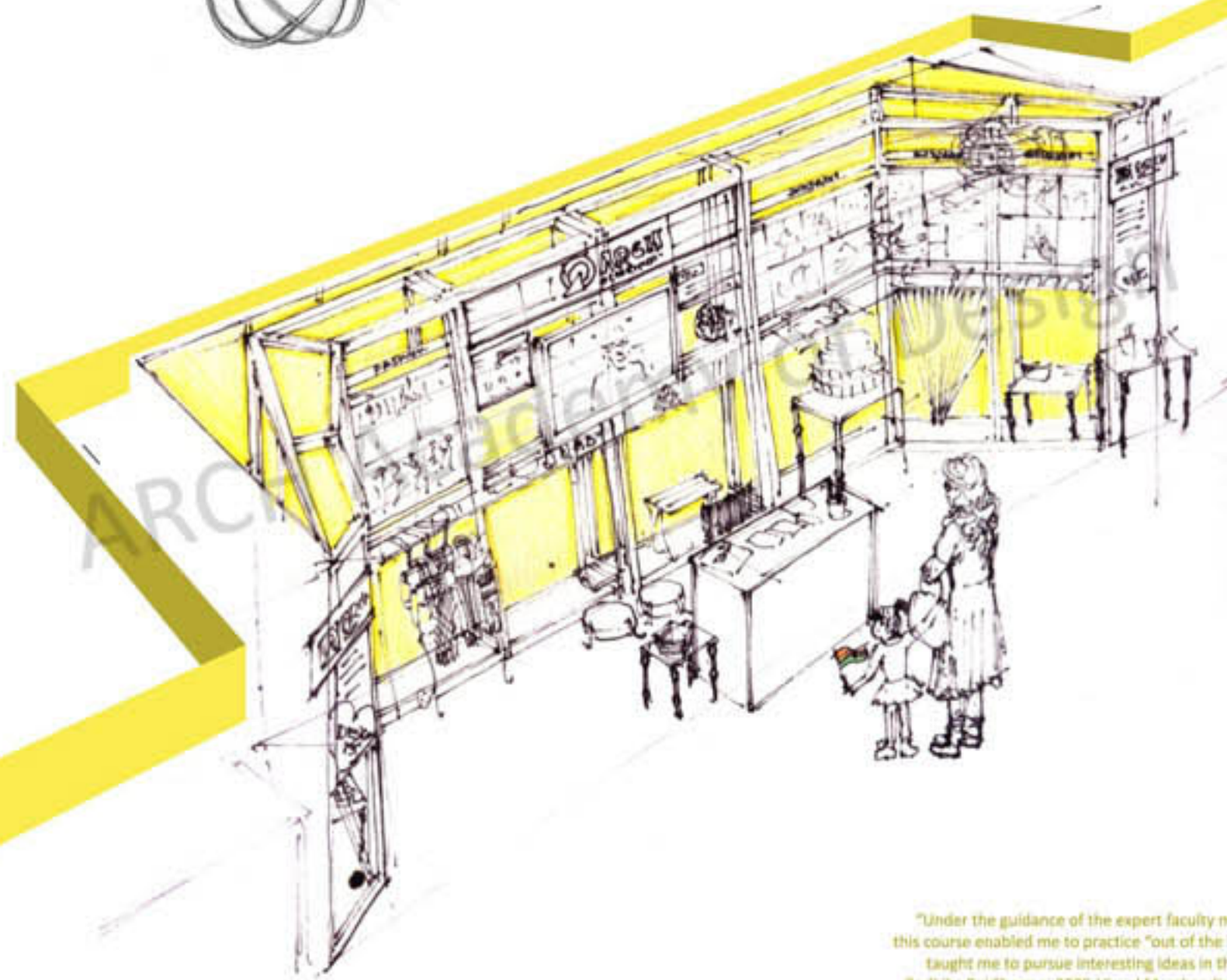
Exhibition Design &  
Visual Merchandising  
at the Forhex Fair  
by the Interior Design Students



Designer : Deepika Kumawat  
Inspiration : Nature  
Project : Craft



# VISUAL MERCHANDISING



"Under the guidance of the expert faculty members of ARCH, this course enabled me to practice "out of the box" thinking and taught me to pursue interesting ideas in the retail industry."  
Radhika Raj Sharma, 2005-Visual Merchandiser, Shoppers Stop Award -All India Shoppers Stop Chain- Best Performance in Visual Merchandising

## Course Intent

With the introduction of self service in retail stores in recent years and the numerous changes taking place in super market merchandising methods, there has been **increased** emphasis on the Store Layout, Store Building, Fixtures and Equipments, Ambience, Color Displays, Silent **Communication** Tools, Window Displays and finally Opinion Building through in-store displays which has taken the art of retailing to higher application frames. This course intends to teach the students the **mechanism** of applying art to commercial use, and seeing the direct impact on the bottom line of companies.

## Teaching Methodology

This course is a combination of practical assignments and lectures with regular visits by industry experts to give insights on the latest trends and developments. The course is designed to give the students competence in three areas- creative arts, scientific applications to retail, **techno commercial** planning and execution. Field visits are an integral part of the course.

## Assessment Methodology

End of project presentations and evaluation of work by a jury of industry professionals and **academicians**

## Facilities

Spacious studios and well demarcated institutional **spaces** to practice visual merchandising and display, Computer lab, Library, Dedicated Leaseline Wireless WI-FI Internet Connections etc.

## Portfolio

Documentation and images of Projects and Process, Drawings, CAD layouts etc

## Internships and Placements

Central-Future group, Jaipur/ Lifestyle International Pvt. Ltd, Jaipur/ MGF Metropolitan, Jaipur/ Pyramid Retail, Jaipur/ India Bulls, Jaipur/ Shoppers Stop, Jaipur

## Career Prospects

Students seeking employment can find themselves working for Retailers, **Super** Markets, Emporiums, Advertising Agencies, Visual Merchandisers, Exhibition designers, Museum designers etc while those with an Entrepreneurial streak can become Event Managers, Interior Decorators and consultant Visual Merchandisers.

## Course contents

Store Building/ Fixture and Equipments/ Store Layout/ Merchandise Presentation/ Display Windows and In Store Display/ Event Displays/ In Store Communication/ CAD/ Budgeting/ Planning/ Execution and Reports

## Module Courses

Certificate in Retail and Visual Merchandising  
Basic Certificate in Visual Merchandising

## Certification

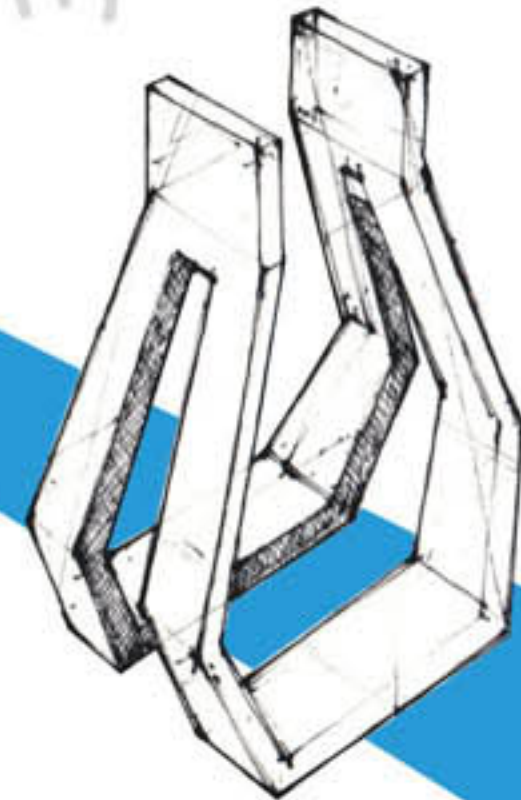
ARCH  
ARCH

## Duration

6 Months  
1 Month

## HANDICRAFTS FUTURES

- Handicrafts have emerged as a major **export** of India since the mid 1990's
- 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
- Globally the demand for ethnic goods, and products that make a cultural statement will continue to expand as a result of growth in Tourism, and as a reaction to the **homogenization** of mass produced goods
- India has a global market segment in handicrafts worth \$100 billion which is expected to **grow** by leaps and bounds





# CRAFT AND ACCESSORY DESIGN

## Course Intent

The course intent includes the development of core competence in the basic **skills** and understanding of the **process** and principals governing the design and manufacturing of Lifestyle Accessories. Further, the course is intended to promote the crafts of India as uniquely placed for innovative integration into contemporary design practice. This course also envisages inputs in relation to design collections and range development in Fashion Accessories to support fashion trends. The generation and integration of formats for sustainability is important for the management of any process linked with Design, and this **understanding** is shared in the form of theory and practice.

## Teaching Methodology

Through a wide range of Workshops, Internships and Projects, the course **helps** develop competence in handling marketing and retail environments, product merchandising, and consumer interface issues within the design context. The course also aims at **integrating** finer aspects of design, **technology**, materials and processes with the various levels of production from a precision orientation to vendor based manufacturing.

## Assessment Methodology

Assessment is done through Module end submissions in form of Documentation and through end of semester **presentations** to a Jury consisting of Industry **professionals** and academicians

## Facilities

Students avail facilities in form of **Accessory Design Studios**, Craft and Accessories Manufacturing Lab, Investment Casting Lab, Enameling Furnace, Terracotta Lab, Stitching Lab, Drafting Lab, Pattern Making Lab, Wood Lab, Textile Lab, **Leather** Lab, Computer lab, Library, Dedicated Leaseline Wireless WI-FI Internet Connections etc.

## Portfolio

Conceptual Sketches, Computer-Aided Design (**Auto CAD**) Sketches from Classroom Design Projects, Specifications, Prototype Images, and Industry Internship Work Images.

## Career Prospects

One can gain employment as Product Designers, Brand Managers, Design Managers, Product Development Managers, Toy Designers, Stylists, Visual Merchandisers; Designers of Costume Jewelry, Leather Goods, Giftware, Tableware, Watches, Bags, Footwear and Handicrafts; Craft Researchers for Government Projects, Boutiques, Entrepreneurs etc. One can also choose to **Freelance**.

## Internships and Placements

Access Development Services, Jaipur/ AKFD, Jaipur/ Amrapali, Jaipur/ Dileep Industries, Jaipur/ Hastkala Exports, Jaipur/ Vistaar Interiors, Jaipur/ Inside Projects from various **Government** departments like DCH, MSME, RUDA etc.

## Course Contents

### Year 1

Design Foundation & Advanced Design Foundation

### Year 2

Terracotta Craft/ Ceramics/ Lifestyle Products/ Desk Top Accessories/ Gift Ware/ Jewelry

### Year 3

Textile Craft/ Leather Crafts/ Fashion Accessories/ Bags/ Belts/ Footwear/ Jewelry/ Head Gear

### Year 4

Wood Craft and Metal Craft/ Lifestyle Products/ Utility Ware/ Silver Ware/ Gift Ware/ Jewelry

## Courses

### Under Graduate Programs

Craft & Accessory Design & Management

**Duration**

4 Years

### Diploma & Certificate

Craft & Accessory Design

(Diploma & Certificate programs options available both in full time & part time)

**Duration**

2/1 Year

### Module Courses

Textile Craft

**Duration**

6 Weeks/ 16 Weeks

Leather Craft

6 Weeks/ 16 Weeks

Wood Craft

6 Weeks/ 16 Weeks

Metal Craft

6 Weeks/ 16 Weeks

Terracotta Craft

6 Weeks/ 16 Weeks

Life Style Product Design

12 Weeks

"Crafts have always fascinated me as an individual and with "Brand India" selling across the globe I got more inclined towards the sector. My course in craft and accessory design gave me an insight and understanding about different materials and techniques used in product making and towards its commercialization."

**Noopur Khatodia,**  
Entrepreneur, Craft Designer, Maharashtra





Gadla Lohar, Hazari Lal  
teaching iron craft to the students



Product : Pendant & Cuff  
Project : Leather Craft Accessories  
for DCH



Product : Fashion Accessory  
Project : ARCH Annual Fashion Show, GABA



Product : Table Top Accessory  
Project : Gadla Lohar, Craft from Rajasthan



Product : Table Top Accessory  
Project : Gadla Lohar, Craft from Rajasthan



Product : Bags  
Project : Fashion Accessories



Product : Fashion Accessories  
Project : Talchappat, RUDA

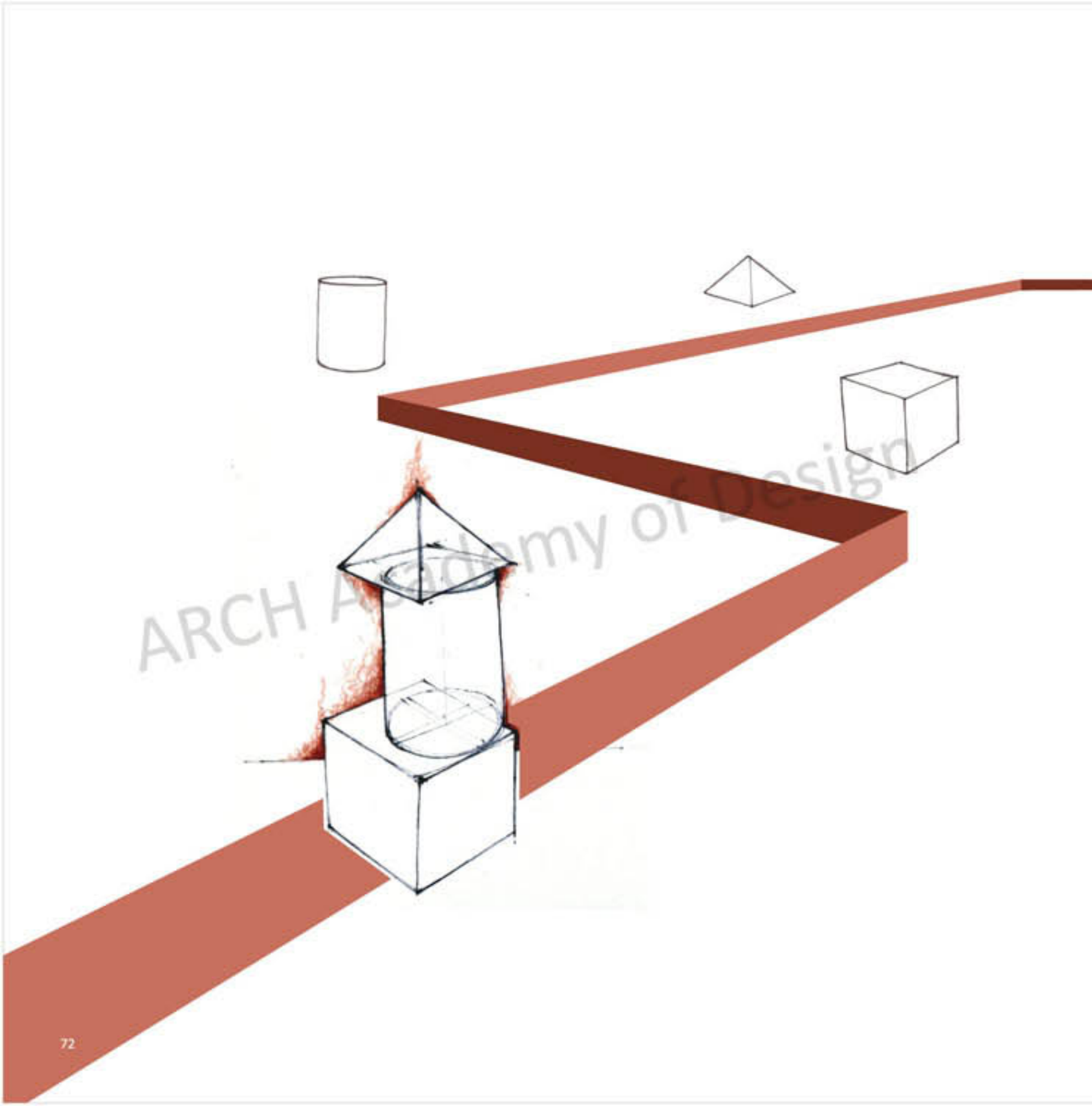


Project : Terracotta Craft workshop in ARCH lab



Product : Bags  
Project : Fashion Accessories





## DESIGN MANAGEMENT FUTURES

- Traditionally, design management was seen as limited to the management of Design Projects, but in recent times more and more organizations are applying design management to improve design relevant activities and to better **connect** design with corporate processes.
- With new management concepts being defined in the ever **evolving** field of design management it opens doors beyond management of design to management by design and encourages a future possibility of creating what is termed as a new science of design.
- Keeping future possibilities in perspective, the need is for **individuals** with education beyond business management, catering to the special needs of the creative industries

The Matter is Sourced from various Design websites

# DESIGN MANAGEMENT

## Course Intent

The course includes distinctive approaches to Design application and leadership by combining current Business Management theory with best Design practices. It integrates the knowledge of Fundamental Business activities such as Research, Communication and Marketing etc. with the process of Design, Product Development and Production.

## Teaching Methodology

The focus is on interdisciplinary collaboration and the integration of design thinking at all levels of strategy, planning and management.

Coursework, real time inter-disciplinary projects, internships and diploma projects- to enhance students' knowledge and practice of theory, visualization, financial practices and marketing

## Assessment Methodology

Understanding of objectives, involvement in the course, classroom participation, regular attendance, creativity, internal and external tests and evaluations at the end of each semester by a jury consisting of industry professionals and academicians

## Facilities

Students have access to Spacious design studios, Computer lab, Library, Dedicated Leaseline Wireless WI-FI Internet Connections etc.

## Portfolio

Images and Documentation of Projects and various stages of the PROCESS

## Career Prospects

One can find work as Accounts/ Project Manager, Art Director, Exhibition Design Manager, Brand Design Director, Corporate Brand Manager, Creative Director, Design Center Manager, Design Director, Design Manager, Director of Design Strategy, Graphic Design Manager, Packaging Design Manager, Product Development Manager for reputed brand names or set up one's own venture, in any of these areas.

## Course Contents

### Year 1

Business and Management/ Business and Communication/ Legal Aspects of Indian Business/ Accounting/ Marketing/ Human Resource Management/ Organizational Behavior/ Research Methodology/ Introduction to Trends and Forecast/ Design Communication/ Advertising/ Managing Innovation and Creativity/ Project Study

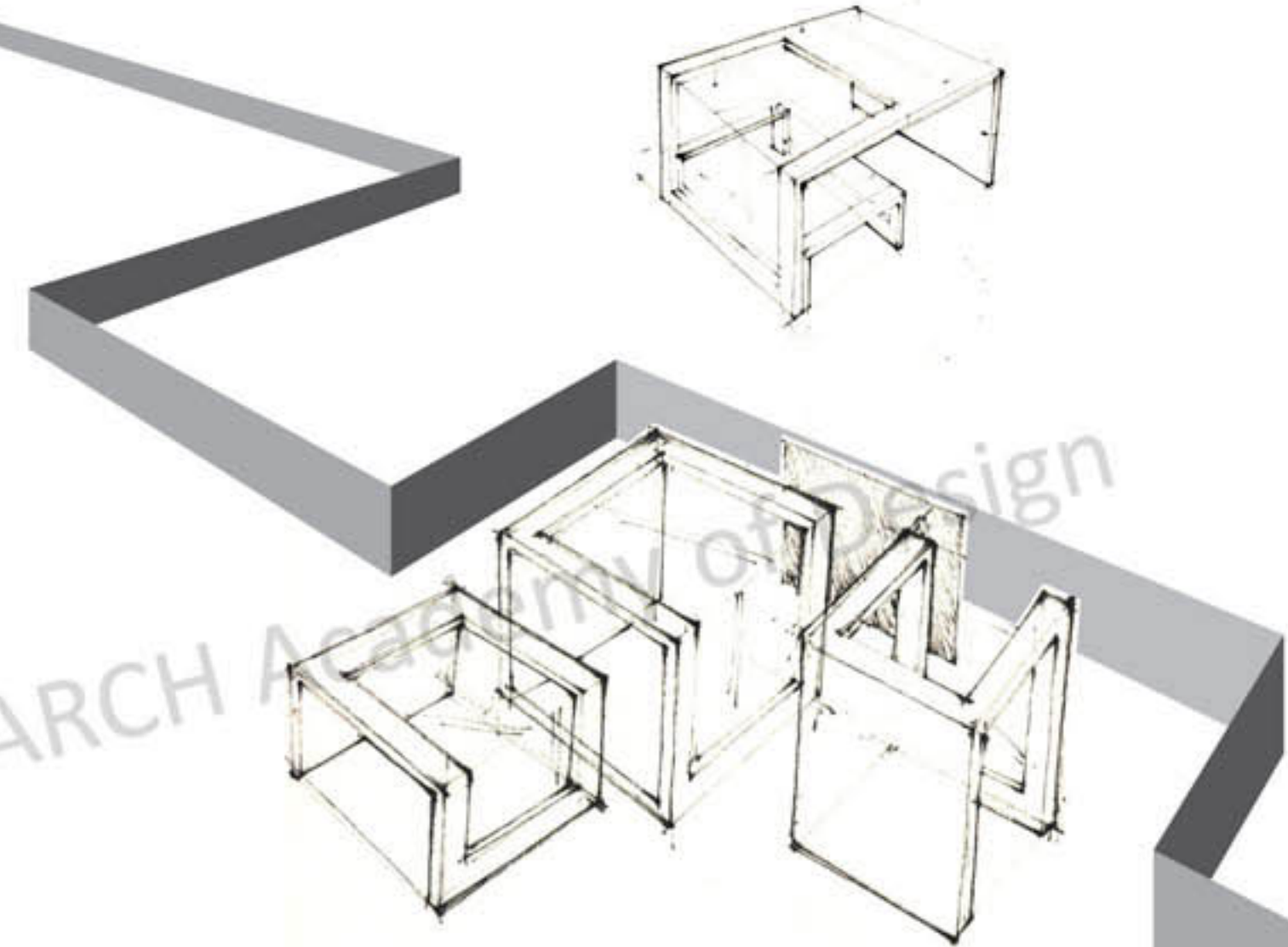
### Year 2

Strategic Management/ Consumer Behavior/ Marketing Research/ Information System/ Quantitative Techniques/ Design Process/ Research Methodology/ Managing Innovation and Creativity/ Retail Management/ Corporate Social Responsibility/ Portfolio Management/ Entrepreneurship/ Internship

## Course

Post Graduate Program  
Design Management

Duration  
2 Years



ARCH Academy of Design

"I highly appreciate the professional and technical approach of ARCH in its intervention in various sectors of Design. I have witnessed the work of the students and I feel it has got global essence."

Liza Verma (Industry expert)

Choreographer, Member, FDCI Consultant, Shoot Talent Management  
(Times Internet Ltd. a subsidiary of Time group)

Backstich Vol : II  
Research & Communication

Student Exchange Program  
with Textila Gymnasiet, Sweden



Wood work Exploration

Installation-  
FORHEX Fair 2011  
Jaipur



3D Geometry structure  
with ARCH staff members



Conceptual Drawing & Installation for  
FORHEX Fair 2010.



Ramp Designed during  
Graduate Fashion Show 2011 at ARCH Campus.

Workshop on materials by  
American Designer - Janice Grzyb





ARCH Academy of Design



## DIRECTOR'S MESSAGE

After an eventful, exciting and remarkable ten years, the ARCH Academy of Design steps into the next decade with an awareness of its strengths and successes. Affirmed by the caliber and exemplary performances of its students and the versatility of the faculty it has attracted since its very inception. Acknowledged and reflected in the **achievements** of its alumni.

Supported graciously by well wishers, Arch has always welcomed and faced the fresh challenges that seem to go hand in hand with all pioneering and trailblazing **endeavors**.

The ARCH **family** believes that to be responsible contributors to **society**, individuals must have a larger understanding of design. Further, ARCH seeks to instill collaborative skills in its students, through an interdisciplinary learning process which further unifies cultural values and knowledge systems with theoretical modern concepts.

In the process, ARCH aims to create design professionals and entrepreneurs with the appropriate sensitivity and sensibility to address societal **needs**.

ARCH awards national and international certification & validation for its design programs. A broad range of degree, diploma and certificate courses are offered and have been structured to integrate possible career pathways and the **exploration** of potential for further study both in India as well as anywhere overseas.

Various live projects ensure gainful **opportunities** for the growth of knowledge and the application of the skills learnt and absorbed by the student during their period of training with us. Further, in the larger arena, our collaborative alliances with global partners, international universities and the industry are translated into internships and placements and exchange programs.

The Prospectus provides comprehensive **information** on all under graduate and post graduate programs at ARCH. I encourage the readers to explore its contents to find educational and research opportunities most suited to their needs.

**Archana Surana**  
Director

## DESIGN COMMUNICATION FUTURES

- As the design industry moves towards the future there is a need for professionals who are able to **communicate** ideas and theories effectively.
- The essential requirement will be for highly articulate and Design aware observers, analysts, commentators and recorders
- Requirement will also be for individuals with well-grounded research abilities and strong written communication skills to achieve the desired **results**

The Matter is Sourced from various Design websites

# DESIGN COMMUNICATION

## Course Intent

This is an interdisciplinary course structured towards understanding and communicating various design connections, contexts and processes. The course emphasizes critical **thinking** including Description, Analysis, Interpretation and Judgment. The course aspires to identify and train creative communicators towards addressing design possibilities for the future. Students also get to learn the theory and the application of various aspects of management to the design process and its series of **activities**.

## Teaching Methodology

This course is project based learning with practical application to theory; **Knowledge** mapping- the use of, Drawing, Graphic **Language**, Model Making, CAD Application, and Presentation- is an integral part of the course for information access and communication. Internships are involved in the last semesters.

## Assessment Methodology

Semester end Work presentation Evaluation by a jury of industry **professionals** and academicians

## Facilities

Students have **access** to Spacious Design Studios, Computer lab, Library, Dedicated Leaseline Wireless WI-FI Internet Connections etc.

## Portfolio

Process sheets of **various stages** of the project. Examples of writing and images and documentation of models etc

## Career Prospects

Students can engage with the industry in roles of Content developer for various Design Firms, Freelance Writer, Journalists, Reporter, Researchers, Trend Analysts, Curators; Copywriter, Columnist; Author etc for Book Publishers, Newspapers, Lifestyle Magazines, Research Firms or Public Relations Firms

## Course Contents

### Year 1

Design Foundation & Advanced Design Foundation

### Year 2

Introduction to Visual Culture/ Creative Communication Skills/ CAD for Journalism/ Media Research/ Introduction to Fashion Studies/ Introduction to Interior Design/ Introduction to Jewelry Design/ Ergonomics/ Anthropometry/ Aspects of Journalism/ Print Media and Photo Journalism/ History of Art and Design/ Design Project and Internship/ Principals of Communication-1/ Global Comparative Media/ Information Technology/ History and Industry of Mass Communication/ Communication Soft Skills/ Mass Communication: Concepts and Process/ Practical

### Year 3

Advertising – Concept, Principle/ Copy Writing/ Consumer Behavior/ Media Planning and Buying/ Brand Building/ Market Research/ Direct Marketing/ Typography/CAD/ Radio Programming/ Television Production: Idea to Screen/ TV Journalism and Program Formats/ Visual Merchandising/ Media Industry and Programming/ Reporting Techniques and Skills/ Design Concepts and Process/ Reporting and Editing Lab/ Basics Of Camera/ Basics of Light/ Basics of Sound/ Advertising Through Print/ Radio and Television/ Press Laws and Media Ethics/ Operation and Handling of Video Equipment/ Practical Design Project

### Year 4

Storyboard/ Script/ Production Design/ Direction and Screenplay/ Editing/ History of Cinema/ CAD/ Design Process/ Event Management: Principals and Methods/ Organization and Management/ Research Methodologies for Media/ Cyber Journalism/ Public Relations/ World Media Scenario/ Contemporary Media Technology/ Radio/ Government Information System/Design Project Report and Practical

## Courses

### Post Graduate Programs

Design Communication

### Duration

2 Years

### Under Graduate Programs

Design Communication

### Duration

4 Years

"It delights me to acknowledge ARCH as one of the premier design institutions in the nation. The creative, stimulating, innovative, knowledge generating learning environment at ARCH has made the institution a favorite destination for learning design."

Anurag Singhal (Industry Expert)

Store Planner & Visual Merchandiser, Future Axiom Telecom Ltd., Gurgaon

Workshop on "DEFINE DESIGN" by Kunal Dutta & Mangesh Afre



Open house of Jewelry Department students with Dean



Chhavi Sharma Design Collection, Mood Board



Colour Exercise Akshaya, Adhya, Astha, Ashish, Bharti, Debaroti, Pooja, Riddhi, Sagarika



Desiree Varinia Colour story board Indian wear sem-3

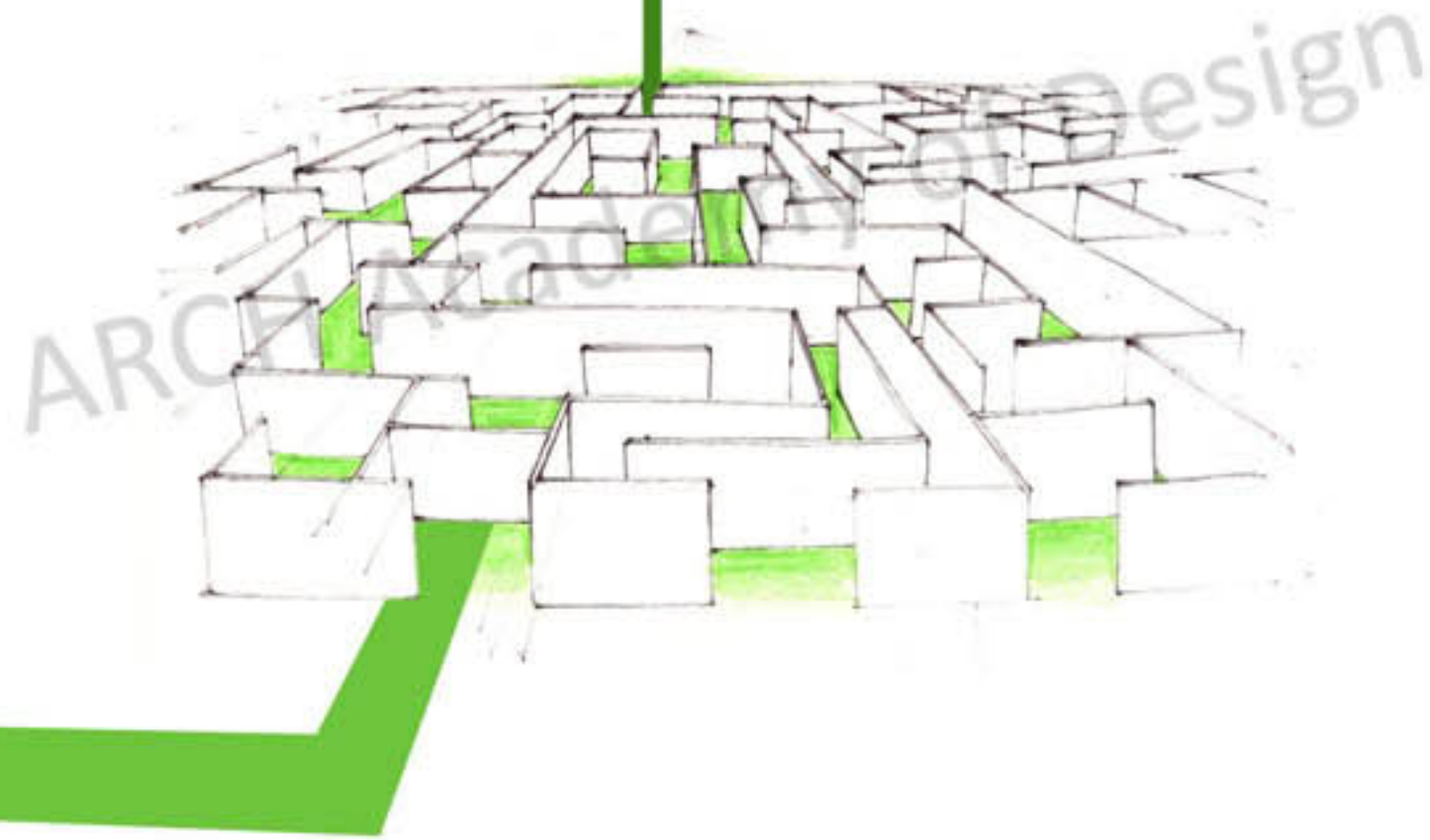


## RESEARCH & DEVELOPMENT

The ARCH Academy of Design values research and researchers for the important **contributions** they make to society, the culture and the world through quality research. The academy supports an interdisciplinary approach to research. The projects are completed for a **wide** range of Funders, Clients and Government Bodies.

The institute offers Research Fellowships of varying durations, from one month to one year in the field of Fashion, Textiles, Interiors, Accessories, Jewelry and Gemology. Based at Jaipur, research fellows can move about Rajasthan, a State of India, which has a variety of age old traditions of adornment and decoration, applied to products ranging from Clothing to Life Style. The **Traditional** Techniques of Fabric Ornamentation like Block Printing, Tie and Dye, Mandana, Khadi, Barmeri Appliqué Work etc. and the International Gem and Jewelry Industry and the Rich Architectural **Heritage** are some of the key fields that attract students from across the globe to do various research based projects here. Students are encouraged to consult their academic coordinator and avail of these fellowships at ARCH.

For further details: [admission@archedu.org](mailto:admission@archedu.org)



# DESIGN ENTERPRISE

Enterprise can be defined as a utilization of **innovations** which may result in the formation of new organizations or the creation of new opportunities within an existing organization. However, in recent years, the term has been extended to include social and political forms of enterprising activities which give importance towards instilling and **nurturing** leadership qualities within an individual or groups of individuals.

In keeping with the VISION OF ARCH, the Design Enterprise Cell is dedicated to develop Entrepreneurs and inculcate enterprising **qualities** in its students, faculty, staff members and artisans.

To promote and nurture this Enterprising quality ARCH has alliances with, NEN (National Entrepreneurship Network), TIE (The Indus Entrepreneurs), AIESEC (an international youth organization) and MSME (Micro Small and Medium Enterprises) DST (Department of Science & Technology Govt. of India), YUVA Unstoppable (an international youth organization) etc.

## NEN

The NEN programs focus on fostering creativity, innovation, team building etc., while helping students in the evaluation of Design opportunities, leading sessions on finance, fund raising etc. NEN inputs also assist and facilitate teachers in evolving various levels of course outcome clarity while designing courses to be offered.

## AIESEC

AIESEC supports global networking and youth exchange programs.

## TIE

TIE supports online mentoring and helps source venture capitalists for promising projects.

## MSME

ARCH is associated with MSME for Entrepreneurship **Development** Programs that presently cater to the fields of Jewelry, Fashion Design, Visual Merchandising, Interior Design, Artificial Jewelry Making; Industrial Motivational Camps etc. All these programs become self sustainable with support through various workshops conducted towards identifying and fulfilling the needs of Industry, Design and the Craft Sector and help artisans through skill upgradation. As part of this association, ARCH, is empanelled with MSME as a conductor of such programs with NID acting as the nodal agency on behalf of the MSME and under the 'Design Clinic Scheme', ARCH provides Need Assessment and Design Consultancy

Services to the Jewelry Cluster of Jaipur. This Design Clinic Scheme also provides an **opportunity** for ARCH students to undertake **Design Projects** through the scheme, where 75% of the project cost is **provided** by the MSME and the remaining 25% could be either generated by the student or raised through industry sponsorship. The exposure provided by such undertakings would enable and build the capacity of students to identify design prospects and eventually set up their own enterprise.



## DST

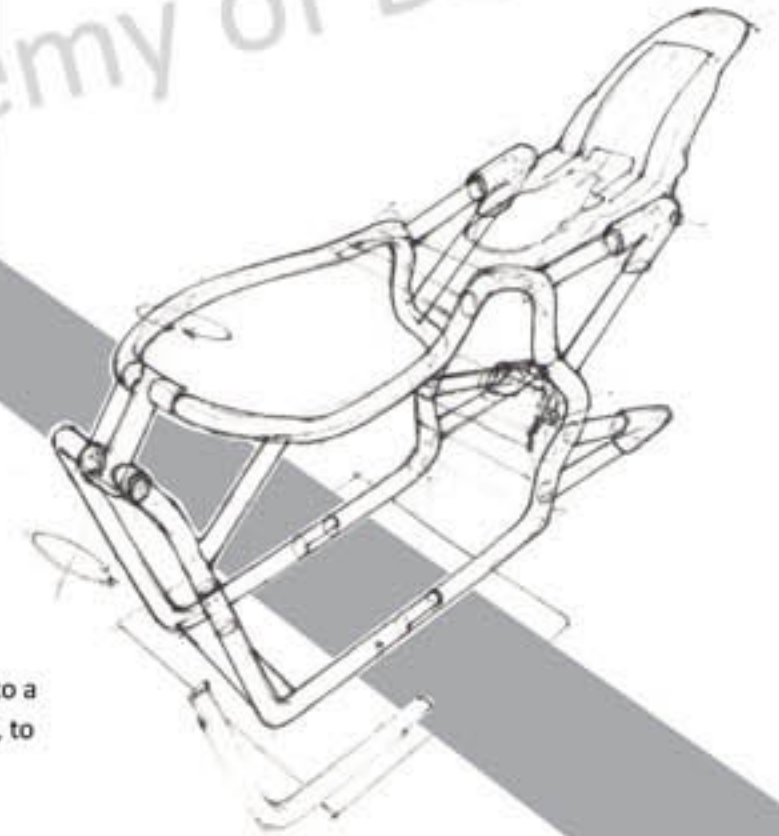
The Academy has conducted various Technology based

## Entrepreneurship

## Development Programs

sponsored by the Department of Science and Technology, Govt. of India, in collaboration with the NGO R.K.Sansthan. The objective of these programs was to develop entrepreneurial skill among women and students in the field of Jewelry Design, Gem Identification & Processing, Interior Design, Pattern Making and Garment Construction etc.

Through all these associations, students thus have **access** to a wide range of counseling/training oriented programs at ARCH, to develop their enterprising skills



## UNIVERSITY OF RAJASTHAN

The University of Rajasthan is the oldest institution of higher **learning** in Rajasthan. Founded on 8th January, 1947, as the University of Rajputana, the University aspires to create, preserve and disseminate knowledge and impart higher education with **attention** to quality and social relevance. The university has 37 Ph.D. Programs, 20 M.Phil courses, 48 Master **degree** courses, and 14 Bachelor degree courses, and the emphasis has always been on **interdisciplinary** and collaborative research.

ARCH, as an affiliated institution with Rajasthan University, conducts the Post Graduate Degree in Garment Production and Export Management and Bachelors in Business Administration (BBA) (Affiliation in process ).

## PUNJAB TECHNICAL UNIVERSITY (PTU)

The Punjab Technical University was constituted by the Punjab **Government** in 1997 in response to finding solutions to shortages in technically qualified manpower and to usher in an era of industrial development comparable to international standards. The ideology of PTU has been to disseminate education, not only on its campus, but also to spread the light to the masses, who cannot afford to learn in schools and colleges. The University, through its Distance Education Programs, has filled the void for **specialized** and vocational courses in many inaccessible places.

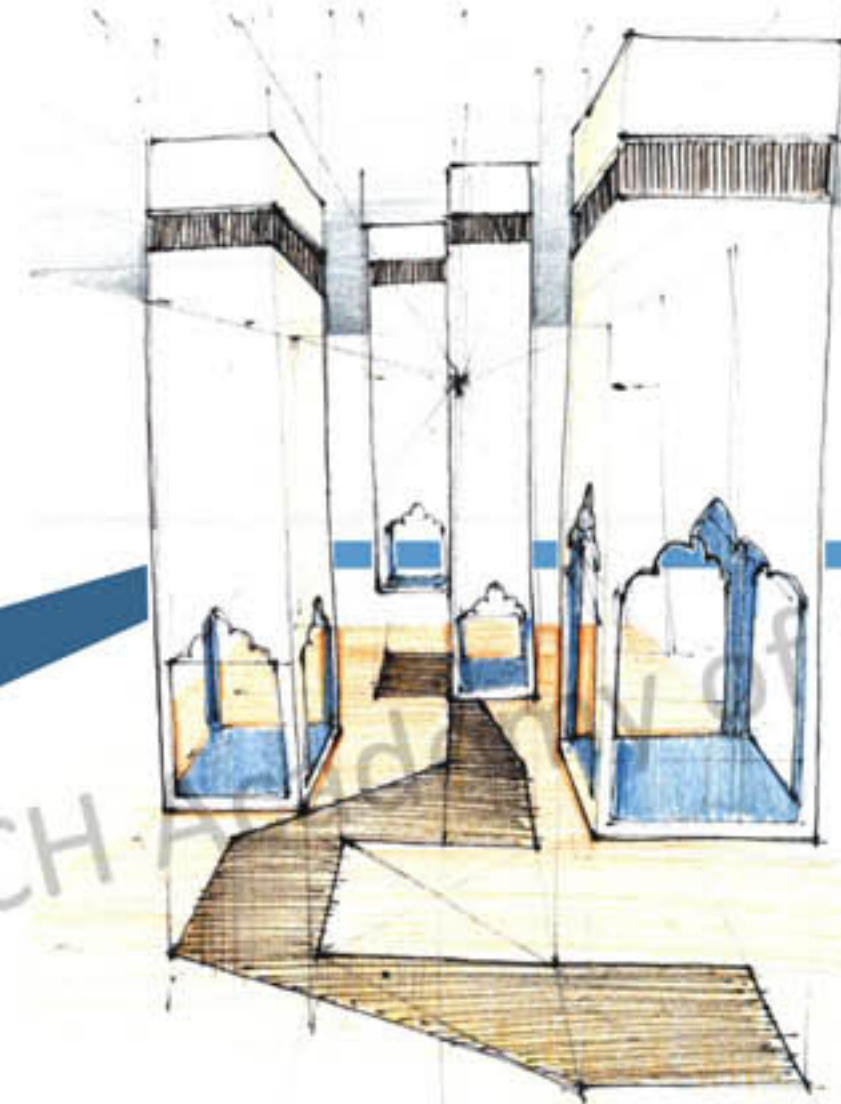
Today, PTU affiliates more than 350 Engineering, **Management**, Pharmacy, Hotel Management and Architecture colleges that are approved the by All India Council for Technical Education (AICTE). Its international affiliations include Birmingham City University, City College, Norwich, New College Nottingham (NCN) and University College, Birmingham. PTU Degrees are recognized by NARIC (UK). NARIC (National Agency Responsible for Information and Advice) is an organization that provides information about academic, vocational and professional skills and **qualifications** from all over the world and is **involved** in research, consultancy and training.

ARCH is an authorized learning center of PTU offering degree courses in Jewelry Design, Fashion Technology, Textile Design and Interior Design and Mass Communication Advertisement and Journalism (B.Sc. MCAJ). ARCH allows its students to undertake a course at ARCH, study partly at ARCH and partly with any of the associated Universities abroad.

## INDIRA GANDHI NATIONAL OPEN UNIVERSITY (IGNOU)

Since its establishment in 1985, IGNOU has contributed significantly to the development of higher education in the country through the **Open** and **Distance** Learning (ODL) mode. The '**People's University**' follows a learner-centric approach and has **successfully** adopted a policy of openness and flexibility in entry qualifications, time taken for completion of a program, and place of study. The University, at present, offers 338 programs of study through more than 3,500 courses to cumulative student strength of over 30 lakh students.

**ARCH Academy of Design** has signed an MOU with the Indira Gandhi National Open University (IGNOU) to serve as a study centre for the Certificate Course in Jewelry Design (CJD). ARCH is the only study **centre** in Northern and Central



India offering this course. The course duration is of six months with 16 credits **focusing** on Jewelry Design, emphasizing practical training and industry mentoring. The contents for this course include Fundamental Theory of Design and its Context, Jewelry Sketching and Retailing, Jewelry Design and Practice, Jewelry Design **Marketing** etc. The course is aimed at enrolling workers from the Jewelry industry who have no official qualification certificates and College students who have interest in learning Jewelry Design but cannot attend regular classes, and individuals who are keen to learn Jewelry Design but are engaged with other assignments. Thus this course **provides** an opportunity for people to do a Design course in **distance** learning mode and gain an extra certificate in Jewelry Design without overly hindering their daily work.

# INTERNATIONAL LINKAGES

## IFFTI

The **International Foundation of Fashion Technology Institutes** (IFFTI) was registered as a Society on 14th October, 1999 at New Delhi, India. Since then IFFTI has grown into the most comprehensive and prestigious international organisation representing leading institutions offering higher education in the area of design, technology and business in the field of fashion. IFFTI has set the standard for fashion education throughout the world. The foundation presently comprises **35 members** from 19 countries. IFFTI Member Institutions participate in International Annual Conferences and collaborate with each other in bilateral agreements and many professional development activities.

IFFTI aims -

- To advance education and research in fashion **design, technology, and business** and related industries.
- To serve as an international forum for the exchange of ideas and collaborative research and development in fashion design, technology and business and related industries.
- To promote the interests of students of members institutions by involving them in the activities of the Foundation
- To foster the development of fashion and related industries **internationally**.

As an Associate Member of IFFTI, the ARCH Academy of Design will benefit as an observer to all the activities of IFFTI while providing worthwhile educational and related facilities for the student community in one or more areas of design, technology and business for the fashion related industry.

## ICSID

As part of its ambition to progress in Industry Oriented Design Education, ARCH has acquired membership of **The International Council of Societies of Industrial Design** (ICSID)

ICSID is a non-profit organization promoting the profession of industrial design. Founded in 1957, ICSID is an international platform for over 50 nations as member- body to **express** and share views related with Design. Since its inception, the organization has continued to develop its wide-reaching network of students and professionals devoted to the recognition, success and growth of the industrial design **community**.

Together, professional associations, promotional societies, **educational** institutions, government bodies and corporations create a comprehensive and diverse system of industrial design education to **advance** the discipline at an international level.

This ICSID membership provides ARCH with the benefits of:-

1. Exchange of ideas and **connectivity** with other members of the council.
2. **Access** to the resources available with the ICSID council in order to enable research & collaborative explorations.
3. Understanding new methodology in pedagogy for creation of course **structure** towards sustainable design development.
4. Gain assistance for various projects undertaken by the Academy

## HKRITA

The **Hong Kong Research Institute of Textiles and Apparel** (HKRITA) was established in April 2006 receiving the funding support from Innovation and Technology Commission, HKSAR Government. HKRITA is also supported by institutes, companies

and associations in the textile and clothing industry in Hong Kong, mainland China and other countries.

The key role of The Hong Kong Research Institute of Textiles and Apparel is to foster **research, development and technology** transfer in the textile and clothing industry.

Association with HKRITA benefits ARCH by providing-

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

## Student Exchange Program

In May 2010 the ARCH Academy of Design, India and **Textila Gymnasiet, Sweden** signed an MOU, to promote **partnership** between the two institutions. The partnership primarily focused on Research, Development of New Curriculum, Progression routes towards Higher Education and Staff Development programs in the area of **Fashion and Design**. Under the exchange Program, students from Textila came to ARCH in November 2010 for a 5 week program to learn Surface Ornamentation, while the students from ARCH made a visit to Textila in May 2011 to learn Creative Pattern Making with Digital Inputs and also to study a Garment Technology Module. ARCH is engaged with Textila Gymnasiet for such student **Exchange** Programs for the next **three years**.

## Collaborative Development Programs

Scotland- Jaipur Partnership Development Fund

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

## Staff Exchange Programs

Prime Ministers Initiative for International Education (PMI2)

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



# INDUSTRY AND GOVT. LINKAGES

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

## Micro, Small and Medium Enterprises (MSME), Government of India

Since its inception in the year 2000, ARCH has been associated with MSME programs. These Entrepreneurship Development Programs have **focussed** on the fields of Jewelry, Fashion Design, Visual Merchandising, Interior Design, Artificial Jewelry Making, Industrial Motivational Camps etc.

Recently, ARCH empanelled with MSME and NID (National Institute of Design) to conduct the Design Clinic Scheme for the Jewelry cluster in Jaipur. The first stage involved a design sensitization seminar which assisted a review of the existing infrastructure and the potential of the Jewellers to develop their **business** through design led intervention. In the second stage a need assessment survey was conducted and **feedback** and advisory assistance and design led inputs were given to the participating Jewelers. The next stage of the scheme will be concluded with a design workshop.

## Development Commissioner Handicrafts (DCH), Ministry of Textile, Govt. of India

In the year 2009, ARCH was sanctioned a five year long Artisans Training Program, by the Development Commissioner of Handicrafts, Govt. of India, under the Human Resource Development through **Established** Institutions scheme. The objective of this program is to train 100 Artisans every year in the development of Fashion Accessories in Textile, Leather, Metal, Wood & Terracotta Craft. ARCH has **successfully** completed 2 years of this ongoing training program till now.

## Department of Science & Technology, DST, Govt. of India

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

## Rural Non Farm Development Agency (RUDA), Govt. of Rajasthan

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

## Rajasthan Mission On Livelihood (RMOL), Entrepreneurship Management Institute (EMI), Govt. of Rajasthan

With an aim towards accelerating industrial **growth** in the State through entrepreneurship development and the upgradation of

managerial and technical skills, ARCH has conducted various Skill Development Programs in Career Grooming, Screen Printing, Garment Checking Packing etc.

## Jaipur Jeweler Artisan Development (JJADE) Project

ARCH In joint collaboration with Access Development Services, Jaipur and Jan Kala Sahitya Manch Sanstha (JKSMS), is implementing the JJADE Project, funded by SEEP Network, USA. The

interventions under the project would **percolate** down to 20,000

artisans involved in Gems, Metalwork and Lac. ARCH is **actively** associated with Other Industry bodies which include the Confederation of Indian Industry (CII), The Indus

Entrepreneurs (TIE), FICCI Ladies Organization (FLO) and FORHEX. These **bodies** have assisted the ARCH faculty and students in areas of mentoring and networking. And, ARCH has assisted these esteemed **institutions** to organize their events and projects in accordance with the fulfillment of their **missions** and objectives.

The scope of activities for ARCH extends to the domain of social responsibility as well. The students clubs at ARCH, in joint collaboration with international agencies like AIESEC and Rotary

**International Youth** Wing and Red Ribbon Club, contribute **effectively** to the same realm.



# FACULTY, MANAGEMENT & ADMINISTRATION

## Benoy Thoompunkal Dean

An alumnus of the prestigious National Institute of Design (NID) Ahmedabad, he holds a specialization in Industrial Design.

With over 27 years of work experience in the design field he has established his identity as a design consultant and academician providing his expertise towards conceptualization and execution of various national and international projects.

As the Dean at the ARCH Academy of Design his role extends as a Mentor, equally involved in the various academic & strategic procedures of the institution.

## Kunal Dutta

### HOD Fashion and Textile Design

An alumnus of the National Institute of Fashion Technology, Gandhinagar with Fashion Design as specialization, his professional career extends into the areas of visual merchandising, apparel / textile design and communication design including his own body of works in the areas of image making & photography.

His experience is of various hierarchic levels in the creative industries, from absolute hands-on execution of design to contributing towards key strategic planning & management, building of new pedagogy and establishment of more flexible delivery methods for design teaching. He has continually shared his time & experiences with Design Schools that include NIFT, and the Indian Institute of Crafts & Design (IICD), Jaipur etc.

## Sunita Yadav

### Senior Faculty Fashion Design

An alumnus of the University of Rajasthan with a specialization in Garment Production and Export Management, she also has a specialization in Apparel Manufacturing Technology (AMT) and CAD Pattern Making. She has been a part of the Faculty Exchange Program on Creative Pattern Making under the Prime Minister's Initiative for International Education (PMI2) with the Doncaster College, UK.

She has worked as a Sampling Coordinator and designer with the industry and her expertise lies in the areas of Pattern, Garment Construction, Apparel Technology, Pattern Drafting & Draping.

## Prachi Tyagi

### Faculty Textile Design

An alumnus of the National Institute of Fashion Technology (NIFT), Kolkata with a Post Graduation in Textile Design & Development, her studies include Computer Application & Information Technology. Her years of experience include working with the textile industries where she was involved in developing new & innovative product ranges following the latest trends and forecast, and introducing new techniques in surface embellishments for Home Furnishing collections. She has developed ranges for buyers like TARGET, J. C. PENNEY, LAURA ASHLEY, KOHL'S, TESCO, ZARA HOME, TCS, ITR, WALMART etc. for markets like the USA, U.K., Australia, Austria, Italy, France and Germany etc. She has an expertise in the use of software's like Ned Graphics & Adobe Photoshop, Corel Draw etc.

## Indrajit Das

### HOD Jewelry Design, Craft and Accessory Design

An alumnus of National Institute of Fashion Technology, Gandhinagar, he has studied Accessory Design with a specialization in Jewelry Design. He has also studied Fine Arts & Painting from the Rabindra Bharati University, Kolkata. He has served in various capacities including that of Chief Design Coordinator & Design Manager with various high profile companies. His specialty includes skills in Orthographic and Isometric Drawing of Jewelry and Lifestyle Accessories, Gemstone and Jewelry Rendering, Conceptualization and 3-D Visualization.

## Shivani Kaushik

### Senior Faculty Jewelry Design, Academic Co-ordinator

An alumnus of University of Rajasthan she has studied Jewelry Design and has expertise in manual designing techniques and the Orthographic and Isometric Drawing of Jewelry. She has more than 10 years of teaching experience and has served as an Examiner & Board of Study Member dealing with the subject of Jewelry in various other Colleges.

## Yashpal Dagur

### HOD IT Senior Faculty Jewelry Design

An alumnus of the University of Rajasthan with a Post Graduation in Computer application and Internet Programming his area of expertise lies in extending training in the use of Graphic software's that include Auto-CAD, Reach CAD, JCAD, Jewel CAD, Corel Draw, Adobe Photoshop, Front Page, etc. He has command over various programming languages like HTML 4.0, JavaScript, VBScript, C, C++, COBOL, Assembly, Foxpro 2.6, ASP, Java, Visual Basics, Corba, Database handling with Ms-Access and packages like WS, LOTUS, dBASE, Tally etc.

## V. Rajasekaran

### Faculty Crafts and Accessory Design

He is a Mechanical Engineer with 40 years of work experience in Product Design & Development as head designer in various industries, Machine Shops and Tool Rooms. His varied interests extend to invention, and the development of working models, Prototypes, as well as Product Development in Craft.

## Robin Makwana

### Creative Director

### Faculty Crafts and Accessory Design

An alumnus of the National Institute of Fashion Technology (NIFT), Gandhinagar, with a specialization in Fashion & Lifestyle Accessory design, he has worked in different areas that include- Product Design, Graphics & communication, etc. His strengths lie in Material Exploration, Visualization and Presentation. Heading the creative team, his involvement extends towards development of the 'Brand Identity' for the Academy.

## Leela Bhargava

### HOD Interior Design

An alumnus of J.L.N Technology University, Hyderabad with a specialization in Architecture, She retired as a Deputy Architect from the Public Works Department, Government of Rajasthan. She looks after all the technical inputs required in the Interior Design course and additionally also coordinates University affairs for the ARCH Academy.

## Bhoomika Hemnani

### Faculty Interior Design

An alumnus of the University of Rajasthan, she has a specialization in Architecture and Interior Design. Her expertise lies in the teaching and practice of AutoCAD, 3dsmax & other graphic software. Having worked with architects and designers for various commercial projects she brings her experience into the classroom and puts it to good use through the projects & assignments she gives to her students.

## Mangesh Afre

### HOD Design Foundation Course

An alumnus of the Sir. J.J. School of Art, Mumbai, he holds a specialization in Ceramics and Pottery.

A hands-on worker with usable organizational skills, he has contributed to the industry in Mumbai with his range of ceramics products, developing them through packaging & marketing.

Firm in his belief in the importance of technical understanding and process-driven development of products, he has contributed his experiences to Academics and has taught the Foundation Course at the Indian Institute of Crafts & Design, (IICD), Jaipur.

## Dr. Ved Prakash

### Senior Faculty Design Communication

A Professor of English & Business Communication, he has 34 years of teaching experience. He is an Educationist, Administrator, Institutional Builder, Writer, Editor, Mentor and an Advisor. He has been a UGC Teacher Research Fellow.

## Dr. Sudhir Soni

### Senior Faculty Design Communication

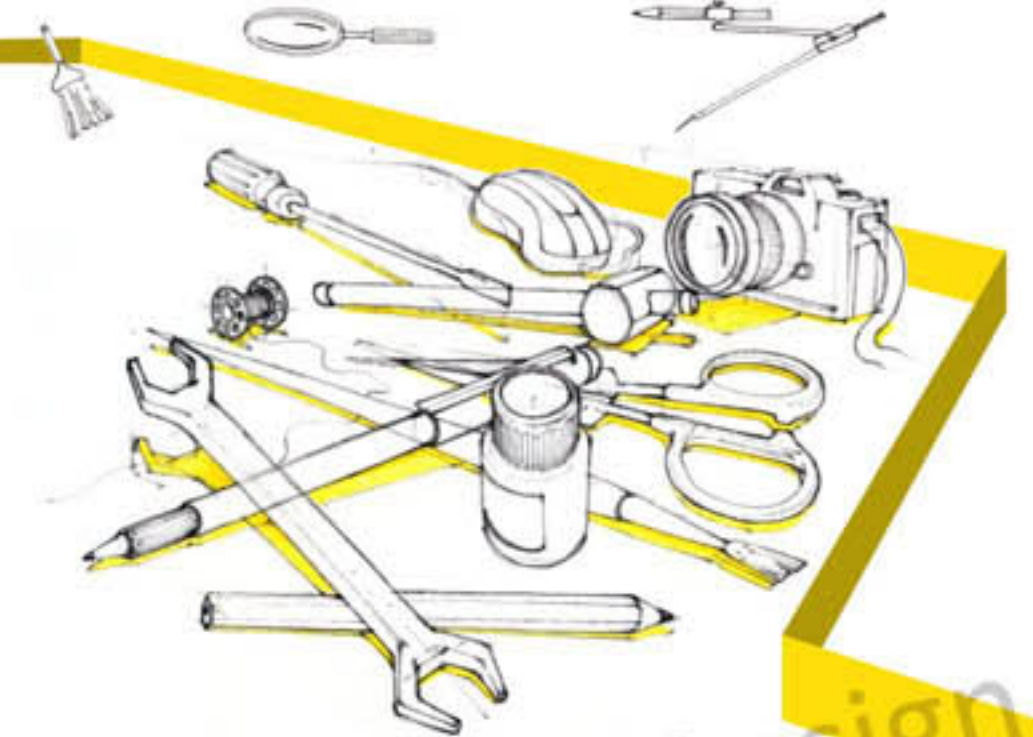
He holds a Doctorate in Languages and Degrees in Journalism and Mass Communication. With vast teaching experience at Under Graduate & Post Graduate levels he has been a research guide for Ph.D., M.Phil & M.A students. He has a number of publications in the form of academic papers, journals and books to his credit and has attended many National & International Seminars & Forums. His interests extend to Creative writing for Media, Photography and Visualization for films.

## Khushboo Bharti

### Research and Development Head

### Faculty Design Communication

An alumnus of the Maharaja Sayajirao University (MSU), Baroda, she holds a post graduate specialization in Art History. Her involvement in



Visual Arts continues as a Ceramic Artist, Art Critic and Academician, having taught as a visiting faculty in various Design Institutes.

Her academic strength lies in subjects like Culture Studies, Self and Environment, Art & Craft, History of Design and Mentoring students towards Idea and Concept Development during Design Process.

## Dr. Hari Narayan Agrawal

### Senior Faculty Design Management

Holding a Doctorate in management, he has served in many Colleges and Universities across the nation in various capacities including the Head of Department. He has many Research Papers and publications in his name and has supervised PhDs. and M.Phils. Research projects besides being involved in training and conducting workshops.

## Dr. Ritu Toshniwal

### Senior Faculty Design Management

An alumnus of the University Of Rajasthan, she holds a Doctorate in Management. Her expertise lies in Financial Management, Quantitative Techniques, Tax Planning, Fundamentals of Accounting etc. She has been a project guide for M.Phil & MBA students and has worked in various capacities in Management Schools. Her engagement with the ARCH Academy of Design involves coordinating the overall management program

## Management

**Sheetal Karamchandani**, Centre Manager

**Megha Jain**, Manager, Marcomm

**Alok Mathur**- Projects & Academic Affairs Co-ordinator

**Charu Saxena**, Manager, Industrial Relations

**Shivli Kela**, Manager, Estate Operations

**Muzahid Hussain**, Graphic Designer

**Kusumlata Aggarwal**, Librarian

**Vineeta Sinha**, Counselor

**Suniti Choudhary**, Counselor

## Accounts and Administration

Vinod Sharma

Vijayta Jaswani

Kamal Sain

Suresh Meena

Vikas Gupta

Abid Azmi

Mahesh Tailor

## Technicians

Ramratan

Kanhalyalal Jangid

Ganesh Sasmal

## VISITING FACULTY

**Mr. Agat Sharma**

Alumnus NIFT, Gandhinagar  
Fashion & Lifestyle Accessories

**Mr. Anish Puri**

Apparel Export Consultant,  
New Delhi

**Mr. Anurag Singhal**

Store Planner &  
Visual Merchandiser  
Future Axiom Telecom Ltd.,  
Gurgaon

**Mr. Badshah Miyan**

National Awardee,  
Tie-N-Dye, Jaipur

**Mr. Chandra Vijai Singh**

Alumnus NID, Ahmedabad  
Ex-Dean IICD, Jaipur

**Mr. Deepak Sanket**

National Awardee  
Enameled Jewelry, Jaipur

**Mr. Deepak Pathak**

FGA, Graduate Diploma in  
Diamond Technology, Jaipur

**Mr. Dharmendra Singh**

Faculty,  
Investment Casting, Jaipur

**Mr. Dinesh Korjan**

Alumnus NID, Ahmedabad  
Studio Korjan, Ahmedabad

**Ms. Divya Batra**

Alumnus NIFT, Mumbai  
Jewelry Designer

**Ms. Mekhla Chauhan**

Alumnus University of Lincoln  
M.Arch (Building Conservation)

**Mr. Mayank Varshney**

B.Tech Civil Engineering  
PG in Housing Planning, Delhi

**Mr. Nandan Ghiya**

Alumnus NIFT, New Delhi  
Artist and Fashion Designer

**Ms. Nidhi Gupta**

Alumnus Pearl Academy of Fashion  
Fashion Designer,

**Mr. Pramod Yadav**

Principal, ATDC, Jaipur

**Mr. Rajesh Jain**

Alumnus IIT, Roorkee  
Rajasthan Head  
Access Development Service,  
Jaipur

**Mr. Rahul Tak**

Faculty,  
Interiors, Jaipur

**Ms. Rekha Bharadwaj**

DELTA A1, French Language, Jaipur

**Ms. Rosalba**

Textile Designer, Italy

**Ms. Sang-Lan KIM**

Lecturer, National Museum of  
Asian Art Paris, France

**Ms. Skye Morrison**

Educator Researcher, Canada  
Fashion and Kite Designer

**Mr. Tarang Maheshwari**

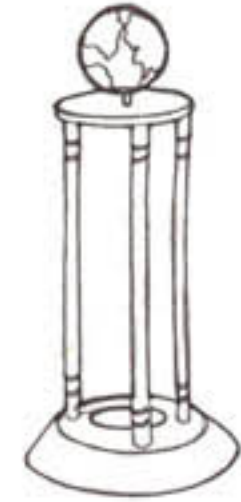
NIFT Alumnus, New Delhi  
Co Founder EKAA Design Studio

**Mr. Yunus Khimani**

Ex-Dean IICD,  
Director, Sawai Mansingh City  
Palace Museum, Jaipur

**Ms. Yasra Daud**

American University of Sharjah  
Interior Designer



# DEAN'S MESSAGE

A designer is, or should be, a widely aware and **sensitive** individual capable of drawing on experience, knowledge and specialized inputs from diverse fields, and consolidating and applying them in the most relevant, effective and creative manner for the generation of outcomes appropriate as feasible solutions to problems at hand.

In this era of rapid and radical change, various complex and overwhelming issues face the world. It is evident that the role of **creative** individuals is more important than ever.

Our nation values ingenuity. It is this practice of ingenuity against all odds that helps us to re-examine, experience, and understand '**design potential**' and 'creation' in new and tangible ways.

The word '**Design**' needs to be seen in the most holistic manner 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....

Each of these activities by itself could **potentially** qualify as an area for specialization, and usually they do, in the existing scheme of things; on the other hand, a designer even if reasonably **skilled** in all, need not be a specialist in any. Design thinking entails the training and sensitizing of individuals and groups, to perceive available opportunities for **improvement**, and genuinely act upon the possibilities that emerge to take the process through to satisfactory culmination in the form of original and comprehensive outcomes; and effectively, make coherent and meaningful contributions to the quality of life and **environment** in general.

A harmoniously and lucidly internalized design process or '**approach**', equips anybody with the requisite think skill sets to solve any problem and the sub problems within.

But alongside intellectual and creative freedom and flexibility of expression, there is and always will be, an acceptance of the ultimate responsibility for all initiated actions and results and resultant actions!

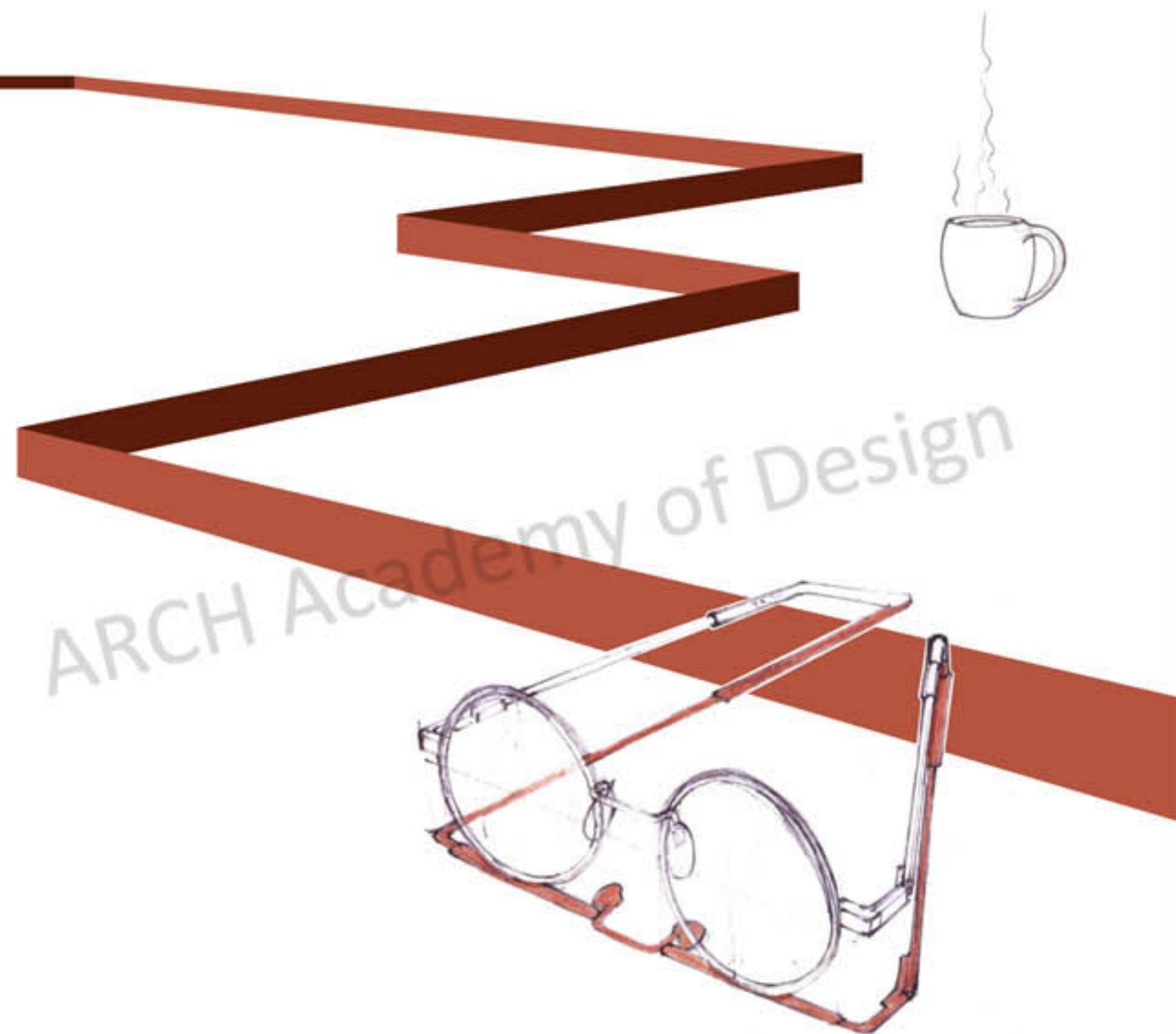
This is articulated with the **greatest** clarity possible at all times and is the basis of our teaching philosophy at the ARCH Academy of Design.

We believe that the designer's way of thinking, will play an important role in influencing the attitudes and functioning of leaders, policy makers and opinion makers not just in design related fields but in all walks of life. After all, Design is....

We should meet. And **build**.

**Benoy Thoompunkal**

Dean



# ADVISORY BOARD MEMBERS

## Abhay Godha

Jeweler and Managing Director EROS Jewelry  
The company was established by Abhay Godha in the year 1986 and has gradually evolved into a leading manufacturing unit of colored stones, having a prominent client base in the USA

## Abhishek Dutta

Fashion Designer, FDCI Member, Kolkata  
Abhishek Dutta has created a niche for affordable, stylish and chic wear for the modern woman. Class, style and the allure of mystery is what his designer label offers.

## Akshay Tholia

Director - Training & Consultancy, SARV International  
Trained in Textile Engineering, he has served as HOD, NIFT, Navi Mumbai. He has gained a reputation as an international trainer while working at SGS Consultancy. He has successfully trained more than 10000 Industry professionals and faculty members in India & abroad through his industry friendly workshops & trainings.

## Anita Dongre

Fashion Designer, FDCI Member,  
Creative Director, AND Designs Pvt. Ltd., Mumbai  
Designer, par excellence, Anita Dongre has been at the forefront of the Indian Fashion scene for a number of years. She is widely known and respected in the Indian Fashion fraternity for her unrelenting passion and inexhaustible creativity

## Anurag Singhal

Store Planner & Visual Merchandiser  
Future Axiom Telecom Ltd.  
He began his career with Shoppers' Stop as a Visual Merchandiser and later worked with Lifestyle Pvt. Ltd, Dubai. He is the founder of thinktankonline.com, and his creativity workshops are one of a kind. He is the first author in India to write on Visual Merchandising. That apart, he is an avid art collector and one of his collections boasts of 30,000 unique matchboxes.

## Arun Kumar H G

Artist, Sculptor and Toy Designer, Gurgaon  
A Masters in Fine Arts, from M S University, Baroda, he is one of the renowned names in the art fraternity. His skill lie in the manipulation of ready-made objects such as Toys, Plastic, Ceramics, Cow Dung, Hay and TV monitors in varied contextual settings giving a glimpse of his leanings towards the Neo-Pop Movement.

## Dhirendra Jain

Senior Journalist, Jaipur  
Mr. Dhirendra Jain is a renowned journalist with an experience of more than 45 years. He has been associated with PTI and leading newspapers like Nav Bharat Times, Nyaya & Samachar Bharti. He served as a Bureau Chief at various places like Kolkata and Chandigarh and is currently serving as Bureau Chief, Rajasthan for the Lokmat Group of Newspapers.

## J. C. Toshniwal

Director, Bestronix, Jaipur  
A multi faceted industrialist and a senior Rotarian, he is deeply involved in spiritualism and is the co-editor of a spiritual monthly magazine "Vanprasthi", published from Jaipur. He has published a book called "Atmasandhan" very recently.

## Dr. K.L.Jain

Honorary Secretary General, Rajasthan Chamber of Commerce & Industry (RCCI), Jaipur  
He has 40 years of industrial experience in all types of industries and is a member of various advisory committees of the Central and State Government. He is also President of the Jaipur Management Association and is a Senior Active Member of Rotary Club of Jaipur East.  
At present, he is the chairman of JSEL Ltd.

## Lipika Sud

Principal Interior Designer- Dimension Designers Pvt. Ltd. (DDPL) and CP Kukreja Associates (CPKA)  
A very well known name in the Interior Design field, her works reflect aesthetic sensibilities, sensitivity and style. She is the chairperson - Institute of Indian Interior Designers, Delhi Regional Chapter (IIID-DRC).

## Mukesh Sharma

Mukul Arts, Noida  
Although trained in fine arts, he has created a niche of his own in Indian Fashion. His saris and fabrics lengths are inspired by Mughal motifs in Block Print. His high profile clientele includes Sheila Dixit, Sharmila Tagore etc.

## Miriam Ilg

Contour Designer, Hugo Boss, Germany  
A trained Fashion Designer and a specialist Contour Designer; she is a known name in the European Fashion Industry and a specialist in Swimwear Design.

## Piyush Suri

Textile Designer, London  
London based designer Piyush Suri creates luxury Fashion Accessories and Home Products. With a graduation degree from Central Saint Martins College of Art and Design, London, and post graduate degree in Design for Textiles Futures, he launched his own label 'SURI' in October 2005.

## Pramod Yadav

Principal, ATDC, Jaipur  
With 20 years experience in the Textile Industry and education, he has written 3 important books in Textile Design, "Apparel Production Technology", "Apparel Quality Control", "Apparel Merchandising". His next book is on "Apparel Design". He is also currently the coordinator of Northern India for skill development workshops.

## Rahul Rajmuthaiya

Chief- Merchandising,  
Pantaloon Retail India Ltd., Mumbai  
With 15 years of work experience in Retail, he has worked in all the critical functions of Retailing like store operations, merchandising and Logistics. He has also been involved in critical organizational functions like ERP implementation, store design and project management. He is also a certified trainer and has been involved in teaching at management institutes.

## Reena Lath

Director, Akar Prakar Art Gallery, Kolkata  
Reena Lath, director of the well-known art gallery Akar Prakar, hails from a leading art collector family. She and her gallery are committed to promoting young and upcoming artists.

## Rajeev Arora

Jeweler, FDCI Member, Amrapali, Jaipur  
Co-founder and designer at Amrapali, he has showcased India's rich jewelry heritage to the world. His showrooms extend all over the Middle East, Europe and America. He has an active political record and has held many significant posts across a spectrum of organizations. He is a member of the Censor Board of India.

## Rajeev Surana

Rajeev Surana & Associates  
Advocate, Rajasthan High Court  
A lawyer by profession and with 15 years experience at the Bar Council of Rajasthan, he presently runs his own firm. He has led more than 300 matters annually, including service writs, miscellaneous writs, constitutional matters, civil & criminal cases in the Rajasthan High Court, Jaipur Bench, Jaipur.

## Sakshi Broota

Disability consultant,  
Director, DEOC, New Delhi  
With a Masters in Disability Studies from University of Leeds, UK, she has 15 years of experience in the field of Disability. She has worked with the Spastics Society of Northern India, Deepalaya, and the National Centre for Promotion of Employment for Disabled People.

## Uma Swamy

Joint Director, Head Web Initiatives  
FICCI, New Delhi  
She heads a large number of Government of India website projects, across various sectors like technology, innovation, FDI, trade, education etc. She is also a part of the Corporate Communications Department, where she closely liaises with the PR and Media Department of FICCI.

## Yunus Khimani

Director,  
Sawai Mansingh City Palace Museum, Jaipur  
He has 11 years experience as a professional artist and 8 years as a Graphic Designer. A prominent name in the field of design academics, he has served as a Dean at the IICD, Jaipur and has also taught at the NID and other esteemed educational institutions.

# INDUSTRY SPEAKS

## Dr. Satoshi Onuma

President, Bunka Fashion College, Japan  
Chairperson, IFFTI (International Foundation of Fashion Technology Institutes)

Thanks for the wonderful presentation done by the staff of Arch Academy of Design to showcase the work progress in the amazing 10 years spent.

## Bibi Russell

International Fashion Designer

"The ARCH Academy of Design is one of the most promising fashion institutions in India. The faculty is very dedicated and this helps in the facilitation of a good interactive learning atmosphere in the college."

## Lily Stockman

Artist, USA

Harvard University & New York University

Many thanks for a beautiful tour of your incredible campus and also the opportunity to see the impressive work that students are doing at the Arch Academy of Design, Jaipur.

## Rajeev Arora

Amrapali Jewellery Pvt. Ltd. FDCI Member, Jaipur

"I think that the alumni of ARCH are a wealth to the Gems and Jewelry industry. They have performed excellently in the field and have made a niche for themselves."

## Abhishek Dutta

International Fashion Designer FDCI Member, Jaipur

"I appreciate the attitude of ARCH- that of openness to change, and keeping pace with the emerging, global market. This is a very positive approach. The courses at ARCH are the demands of the new emerging needs of urban lifestyle."

## Arvind Agarwal

Jewelry Designer, ARVINO Designer Jewelry, Jaipur

"I was highly impressed by the creativity, skills and enthusiasm of ARCH students. ARCH is indeed doing a great job of developing designers as responsible citizens of the country. The students of ARCH are fortunate in getting such a learning environment at the academy."

## Anita Dongre

International Fashion Designer, FDCI Member,  
AND designs Pvt. Ltd., Mumbai

"I know about ARCH and its activities for almost a decade now, and I am happy to know that the students are getting good placements and are contributing to the Fashion industry in India and overseas. I wish the management, faculties and students good luck in their efforts."h

## Liz Speake

Ex- consultant, Education UK Scotland  
British Council Scotland

I look forward to a productive partnership between ARCH and Scotland and wish all the best for future prospects.

## G.M Ambhore

Director MSME Jaipur

At Arch, i have found the market need incorporated clearly into its course content and the efficient use of its impressive infrastructure. I wish the very best to the Arch Academy for all future developments.

## Jacqueline Farrell

Head of school

Fashion, Textile and Jewelry, Cardonald College, Glasgow  
I congratulate the institute for its talented, enthusiastic and polite students - a credit to the Academy and a clear indication of the nurturing capacity of the institute.

## Sanjay Kothari

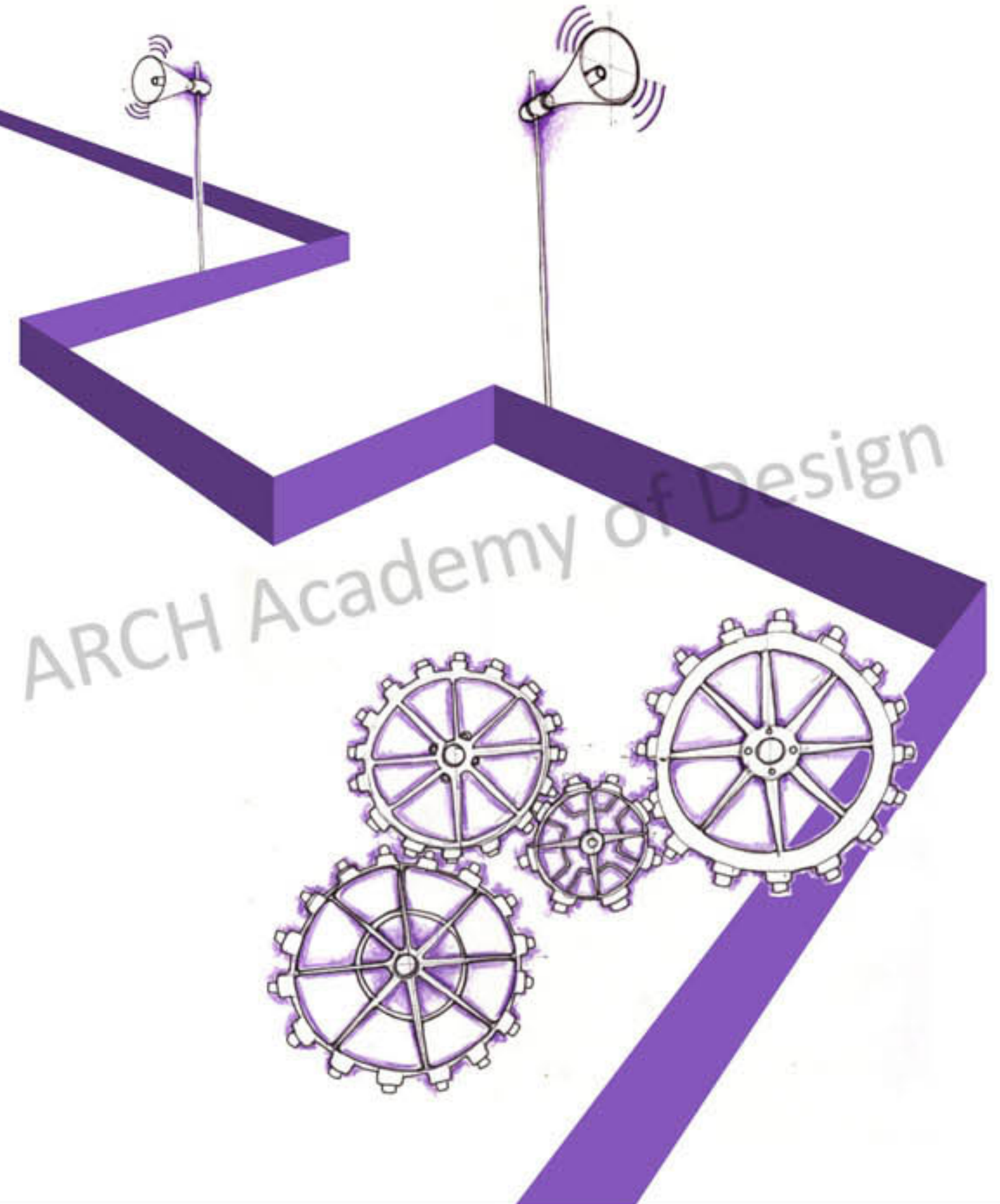
Architect , Chairperson, IIID- Jaipur

As a design institute ARCH Academy is playing an important role towards creating an awareness in society and towards the development of the industry.

## Rajesh Jain

Rajasthan, Head  
Access Development (NGO)

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



# ACADEMY ACTIVITY CALENDAR (2012-13)

## JULY 2012 Orientation Month

Date	Day	Events	Proposed Events
6	Friday	Fashion Department Open House	Orientation of new students,
7	Saturday	Industry Visit / Guest Lecturer / Workshop	Graduate Week, Exhibition
13	Friday	Jewellery Department Open House	Fashion Show.
14	Saturday	2nd Saturday Holiday for Students	Convocation
20	Friday	Interior Design Department Open House	Farewell Party,
21	Saturday	Industry Visit / Guest Lecturer / Workshop	Open Days
27	Friday	Design Foundation Course Open House	Industry Exhibitions & Fairs

## August 2012 Fellowship Month

Date	Day	Events	Proposed Events
2	Thursday	Raksha Bandhan	New Admission forms PTU to be filled of students
3	Friday	Fashion Department Open House	Re-admission forms PTU to be filled of students
4	Saturday	Industry Visit / Guest Lectures / Workshop	Industry Exhibitions & Fairs
10	Friday	Jewelry Accessory Department Open House	Rotract Installation Ceremony
11	Saturday		
15	Wednesday	Independence Day Celebration	
17	Friday	Interior Design Department Open House	
18	Saturday	Industry Visit / Guest Lecturer / Workshop	
10	Friday	Janmashtmi (Holiday)	
19	Sunday	ID (Holiday)	
24	Friday	Design Foundation Course Open House	

## SEPTEMBER 2012 Research & Development Month

Date	Day	Events	Proposed Events
7	Friday	Fashion Department Open House	Teachers Day
8	Saturday	Industry Visit / Guest Lecturer / Workshop	Fresher's Party
14	Friday	Jewellery Department Open House	Dandia Night
15	Saturday	Holiday - 2nd Saturday	PTU Examinations
21	Friday	Interior Design Department Open House	Lokrang Exhibition of Crafts
22	Saturday	Industry Visit / Guest Lecturer / Workshop	Rotary Youth Leadership Award (RYLA)
28	Friday	Design Foundation Course Open House	

## OCTOBER 2012 Resource Month

Date	Day	Events	Proposed Events
5	Friday	Fashion Department Open House	
6	Saturday	Industry Visit / Guest Lecturer / Workshop	Lagan Mandap Exhibition
12	Friday	Jewelry Accessory Department Open House	Fashion Exhibition - Ada, Aspiration
13	Saturday	Holiday - 2nd Saturday	Wills India Fashion Week
15	Monday	Diwali vacations begins	

## NOVEMBER 2012 AIEED Admission Month

Date	Day	Events	Proposed Events
16	Friday	Diwali vacations Ends	Social Affirmation Activity
17	Saturday	Reporting for students	
19	Monday	Regular Classes	
23	Friday	Design Foundation Course Open House	

## DECEMBER 2012 Social Responsibility Month

Date	Day	Events	Proposed Events
1	Saturday	World Aids Day	Inside outside Exhibition
7	Friday	Fashion Department Open House	Cerra Glass Exhibition
8	Saturday	Industry Visit / Guest Lecturer / Workshop	Jaipur Jewelry Show
14	Friday	Jewelry Accessory Department Open House	Lokrang Exhibition of Crafts
15	Saturday	Holiday - 2nd Saturday	India International Trade Fair
21	Friday	Interior Design Department Open House	
22	Saturday	Industry Visit / Guest Lecturer / Workshop	
28	Friday	Design Foundation Course Open House	
25	Tuesday	X-mas Day	X Mas & New Year Party

## JANUARY 2013 Placement & Internship Month

Date	Day	Events	Proposed Events
1	Tuesday	New Year	Echo Life Style Design Week, Exhibition, Jury, Guest Speakers.
4	Friday	Fashion Department Open House	
5	Saturday	Industry Visit / Guest Lecturer / Workshop	
11	Friday	Jewelry Accessory Department Open House	
12	Saturday	National Youth Day	
14	Monday	Makar Sankranti	India International Garment Fair
18	Friday	Interior Design Department Open House	Rotract District Conference
19	Saturday	Industry Visit / Guest Lecturer / Workshop	Rotasia Event
25	Friday	Design Foundation Course Open House	
26	Saturday	Republic Day	

## FEBRUARY 2013 Entrepreneurs Month

Date	Day	Events	Proposed Events
1	Friday	Fashion Department Open House	Entrepreneurship week
2	Saturday	Industry Visit / Guest Lecturer / Workshop	New Admission forms PTU to be filled of students
8	Friday	Jewelry Accessory Department Open House	Re-admission forms PTU to be filled of students
9	Saturday	Holiday - 2nd Saturday	
15	Friday	Interior Design Department Open House	
16	Saturday	Industry Visit / Guest Lecturer / Workshop	
22	Friday	Design Foundation Course Open House	

## MARCH 2013 Planning Month

Date	Day	Events	Proposed Events
1	Friday	Fashion Department Open House	PTU Examinations
2	Saturday	Industry Visit / Guest Lecturer / Workshop	Lagan Mandap Exhibition
8	Friday	Women's Day & Dhulandi	Source India Fashion Exhibition
8	Friday	Jewelry Accessory Department Open House	Wills India Fashion Week
9	Saturday	Holiday - 2nd Saturday	
10	Sunday	Maha Shivratri	
15	Friday	Interior Design Department Open House	
16	Saturday	Industry Visit / Guest Lecturer / Workshop	
22	Friday	Design Foundation Course Open House	
26	Tuesday	Holi	
27	Wednesday	Dhulandi	

## APRIL 2013 Foundation Month

Date	Day	Events	Proposed Events
3	Wednesday	ARCH Foundatin Day	World Heritage Day
5	Friday	Fashion Department Open House	
6	Saturday	Industry Visit / Guest Lecturer / Workshop & World Health Day	
12	Friday	Jewelry Accessory Department Open House	
13	Saturday	Holiday - 2nd Saturday	
19	Friday	Interior Design Department Open House	
20	Saturday	Industry Visit / Guest Lecturer / Workshop	
23	Tuesday	Mahaveer Jayanti	
26	Friday	Design Foundation Course Open House	

## MAY 2013 Outreach Month

Date	Day	Events	Proposed Events
3	Friday	Fashion Department Open House	
4	Saturday	Industry Visit / Guest Lecturer / Workshop	
10	Friday	Jewelry Accessory Department Open House	
11	Saturday	Holiday - 2nd Saturday	
17	Friday	Interior Design Department Open House	
18	Saturday	Industry Visit / Guest Lecturer / Workshop	
24	Friday	Design Foundation Course Open House	

## JUNE 2013 Admission Month

Date	Day	Events	Proposed Events
7	Friday	Fashion Department Open House	Summer vacations
8	Saturday	Industry Visit / Guest Lecturer / Workshop	
14	Friday	Jewelry Accessory Department Open House	
15	Saturday	Holiday - 2nd Saturday	
21	Friday	Interior Design Department Open House	
22	Saturday	Industry Visit / Guest Lecturer / Workshop	
28	Friday	Design Foundation Course Open House	



ARCH invites applications for the All India **Entrance Examination (AIEED)** towards its various Under Graduate & Post Graduate programs, for the academic year 2012-13.

The Prospectus, along with the **Application Form**, can be downloaded from the Websites [www.aieed.com](http://www.aieed.com) and [www.archedu.org](http://www.archedu.org). The duly filled form can be submitted online or by can be posted to the:

The Admission Cell, ARCH Academy of Design, 9, Govind Marg, Malviya Nagar Institutional Area, Malviya Nagar, Jaipur - 302017

Please make sure to use our **Online Payment Gateway** or enclose a Demand Draft (DD) of Rs 1250/- in favor of 'Arch Educational Society', payable at Jaipur.

Prospectus & Application Form can also be obtained from select Bank of India branches by paying an amount of Rs. 1250/-. Candidates not satisfying the eligibility criteria will not be accepted. Incomplete application forms will also not be accepted. No intimation will be sent to the candidates.

### IMPORTANT DATES

Application Form Available: **5<sup>th</sup> October'** 11 Onwards

**Online Entrance Exam Series: 1**

Form Submission: **30<sup>th</sup> November'** 11

Entrance Exam: **3<sup>rd</sup> December'** 11 - **7<sup>th</sup> January** 2012

**Online Entrance Exam Series: 2**

Form Submission: **28<sup>th</sup> March'** 12

Entrance Exam: **3<sup>rd</sup> April -27<sup>th</sup> May'** 12

Form Submission: **30<sup>th</sup> April'** 12

Centre Based Entrance Exam: **20<sup>th</sup> May'** 12

Declaration of Written Examination Result: **4<sup>th</sup> June'** 12

Situation Test & Interview: **18<sup>th</sup> -21<sup>st</sup> June'** 12

### ELIGIBILITY

#### Eligibility for Under Graduate level programs in Design

Candidates who have appeared for or cleared 10 + 2 (CBSE / ICSE / IB / State Board / NIOS or equivalent as per UGC guidelines)

#### 10+1 students can also apply\*

\*Students qualifying in AIEED 2012-13 this year are directly eligible for next year's AIEED 2013-14's Situation Test/ Interview (the last stage of the admission process)

#### Eligibility for Post Graduate level programs in Design

Candidates who have appeared for the final year Exam of their Bachelor's Degree or have completed Graduation in any stream.

### NOTE

The final admission of a student is granted provisionally and shall be held valid only after the completion of scrutiny for **fulfillment** of all the eligibility criteria, to the satisfaction of the management, and will be subject to approval by affiliate authority. Non fulfillment of the above conditions will automatically result in the cancellation of the provisional admission. Proof of the candidates having **successfully** passed the Qualifying Examination (10 +2) will have to be produced at the time of joining the program. In case, candidates do not produce the required documents by 30th June, 2012, their admission will be cancelled.

### STEPS TOWARDS FILING THE APPLICATION FORM

1. Fill in all required information in the Application Form.
2. Take a **print-out** of the filled application form and sign the application Form in blue ink with date.
3. Affix a recent photograph of good quality in the space provided.
4. Retain a **photocopy** of the filled in Application Form.
5. Send attested copy of certificates in support of your educational qualifications.
6. Send attested copy of relevant **document** indicating date of birth.
7. Send attested copy of relevant **certificate** issued by

competent authority for SC/ST / Other (Physically challenged, Defense, Artisans, NRI) candidates wherever required.

8. Send copies of applicable experience certificate, wherever required.
9. Send attested copy of **school leaving** certificate.
10. Do not staple any other document/certificate with the filled Application Form.
11. Send a **DD of Rs 1250/-** in favor of ARCH Educational Society, Jaipur.  
To, The Admission Cell, 9, Govind Marg, Malviya Nagar Institutional Area, Malviya Nagar, Jaipur - 302017, or use our Online Payment Gateway.

### POINTS TO REMEMBER

#### Online Entrance Exam

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

1. Computer/ Peripherals: the minimum **specifications**
  - Desktop- PC/ Laptop: with Processor 733 MHZ or higher
  - 100 MB hard disk space
  - 256 MB RAM
  - Monitor Resolution (1024 X 768) PIXELS
  - Webcam (This is essential for online identification purposes)
  - Any digital input media (Digital camera/Scanner/Mobile Camera) Any one of these would be of use.
2. Internet Connection:
  - Minimum Requirement: 256 KBPS Broadband connection
  - Recommended: 512 KBPS Broadband Connection or higher
  - (Please avoid USB/Data Card based Connections)
3. **Software/Plug in** requirements:
  - Microsoft Windows XP Professional or any other upgraded Operating System
  - Internet explorer 6 (or above) or any other similar browser
  - (Other plug-in requirements, if any, will be available as updated on the examination website/or provided online)
4. Power Connection:

Please make sure your desktop computer is connected to an Uninterrupted Power Supply (UPS) System during the examination. In case you use a laptop, please keep it fully charged & connected to a power supply.

In case of any technical faults like power cuts, internet connectivity failure, server problems, etc., the candidate is advised to contact the technical support team immediately on a specific helpline number which will be made available on the exam website, during the examination. Only technical queries will be entertained; no content based questions will be encouraged.

### Centre Based Entrance Exam

Any candidate who is unable to appear for the written examination on health grounds or any other unavoidable reason should submit an application **explaining** the same on the mail address: [admission@archedu.org](mailto:admission@archedu.org). The details of the candidate's case will be taken into consideration and the candidate will be informed accordingly. This Application must be sent by speed post / courier: The Admission Cell, ARCH Academy of Design, 9, Govind Marg, Malviya Nagar Institutional Area, Malviya Nagar, Jaipur – 302017

### PROCEDURE FOR APPLYING UNDER FOREIGN NATIONALS / NRI CATEGORY

Candidates seeking admission under this category should include the following documents along with application form:

- 1) An attested copy of the relevant pages of the **Passport**.
- 2) Equivalence certificate from the concerned Embassy acknowledging the educational qualifications of the candidate.
- 3) An attested copy of proof of status of NRI / foreign national.
- 4) A Demand Draft of US\$ 75 in favor of ARCH Educational Society, Jaipur, at 9, Govind Marg, Malviya Nagar Institutional Area, Malviya Nagar, Jaipur.

### CANCELLATION AND REFUND

The fee deposited along with the application form is not refundable under any circumstances.

### RESCHEDULING THE TEST SLOT/DATE

The candidate can request the reschedule of a previously scheduled test date and time 3 full working days in **advance** before the previously scheduled log in; otherwise the test fee will be forfeited.

The rescheduling fee is Rs. 350 per instance, payable through online payment gateway/ Internet banking, 2 full working days before the preferred test date and time. The dispensation for the rescheduling of the Online Exam shall be at the sole discretion of the ARCH **Management**.



## ADMISSION GUIDELINES

### ADMIT CARD

#### Online Entrance Exam

Admit Card of eligible candidates will be emailed to them within 3 days of submission of Online Application Form, to the **email** ID provided in their application form.

The Admit Card would contain candidate's ID, Log in ID and Password. The **Log in ID** and **Password** are used by the candidate to log in at the time of the examination. Please keep these details ready and available with you before logging in.

Candidates are required to affix their attested photograph (same as that affixed on the Application Form) on the downloaded Admit Card. The Admit Card is required to be produced during the online exam and also at the time of **situation test**.

ID **Verification** may include photographing, videotaping or other forms of electronic ID confirmations. If the candidate refuses to comply with given instructions, they will not be permitted to appear for the test and the candidate will forfeit the test fee. They will also be required to produce a valid identification, for e.g.: School Leaving Certificate, 10 +2 Mark sheet, Driving License, Passport, Photo ATM/ Debit Card, or any other valid photo identity proof.

#### Centre Based Entrance Exam

Admit Card of eligible candidates will be available online by **May 1st** week 2012. Candidates are required to affix their photograph (same as that affixed on the Application Form) on the downloaded Admit Card and get it attested by a Gazetted Officer / School or College Principal / Notary / Oath Commissioner. The admit card is required to be produced at the Examination Center.

### ADMISSION TEST

#### Online Entrance Exam

The candidates, whose forms have been accepted, will have to appear for the online entrance exam at the allotted time and date. The online entrance exam is designed to test the knowledge, skill and **aptitude** of the candidates towards taking up a career in the field of Design.

#### Centre Based Entrance Exam

The candidates whose forms have been accepted will have to appear for a written entrance examination at the **Examination** Centers opted for by them. The written entrance examination is designed to test the knowledge, skill and aptitude of the candidates towards taking up a career in the field of Design.

The written entrance examination will be conducted in the cities mentioned below. The candidate can optionally select three cities (only 3), in order of their preference for examination centre. If the First / Second choice of centre is not available or dropped for any reason, then they will be allotted the centre of their Second / Third choice respectively.

ARCH reserves the right to cancel any of the Examination Centers mentioned. In such cases, administratively suitable and convenient alternate examination centers will be allotted. Request for change of Examination Centre will not be entertained once the form is **submitted**.

#### ONLINE ENTRANCE EXAM TIMES SLOTS

Option 1: 10: 00 am to 1:00 pm  
Option 2: 2: 00 pm to 5:00 pm  
Option 3: 6: 00 pm to 9:00 pm

#### EXAMINATION CENTRE CITY & CODE

Name of the City	City Code
Ahmedabad	01
Chennai	02
Delhi	03
Jaipur	04
Kolkatta	05
Lucknow	06
Mumbai	07

#### SEATS

Seats are reserved for SC / ST / Physically Handicapped Candidates / Foreign Nationals / NRI in each program.

#### Under Graduate Programs

Discipline	General	SC/ ST/ OBC /Defense/Artisans	Physically Challenged	NRI
Fashion Design & Mgmt.	15	5	5	5
Textile Design & Mgmt.	15	5	5	5
Jewelry Design & Mgmt.	15	5	5	5
Accessory Design & Mgmt.	15	5	5	5
Interior Design & Mgmt.	15	5	5	5
Design Communication	15	5	5	5

#### Post Graduate Programs

Msc. Fashion Technology	15	5	5	5
PG in GPEM	15	5	5	5
Msc. Interior Design	15	5	5	5
Masters in Design Mgmt.	15	5	5	5

Total seats available are inclusive for both kinds of candidates (appearing for center based exam or online entrance exam) (All Degrees are awarded by UGC recognized National University)

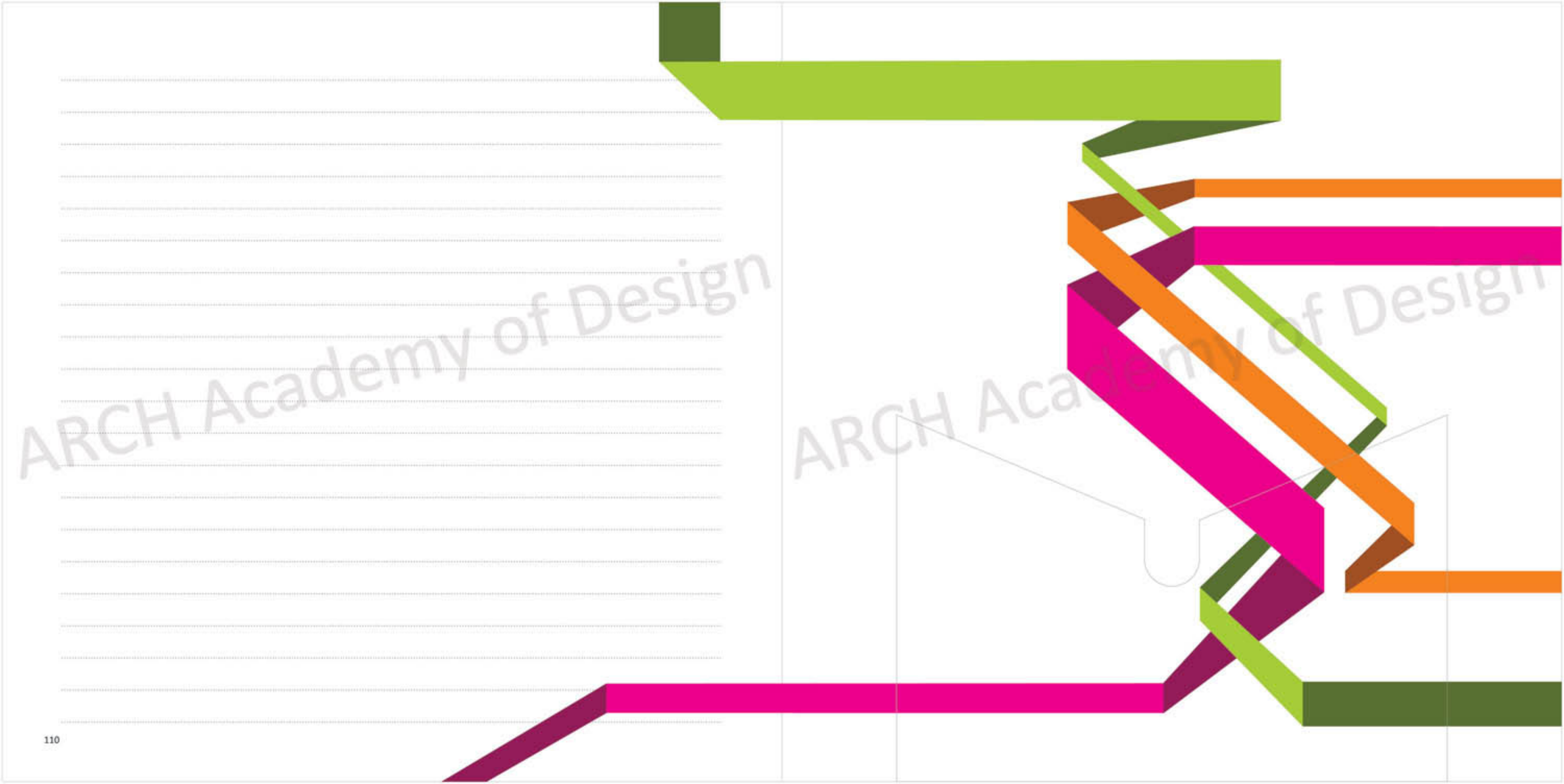
### TERMS & CONDITIONS

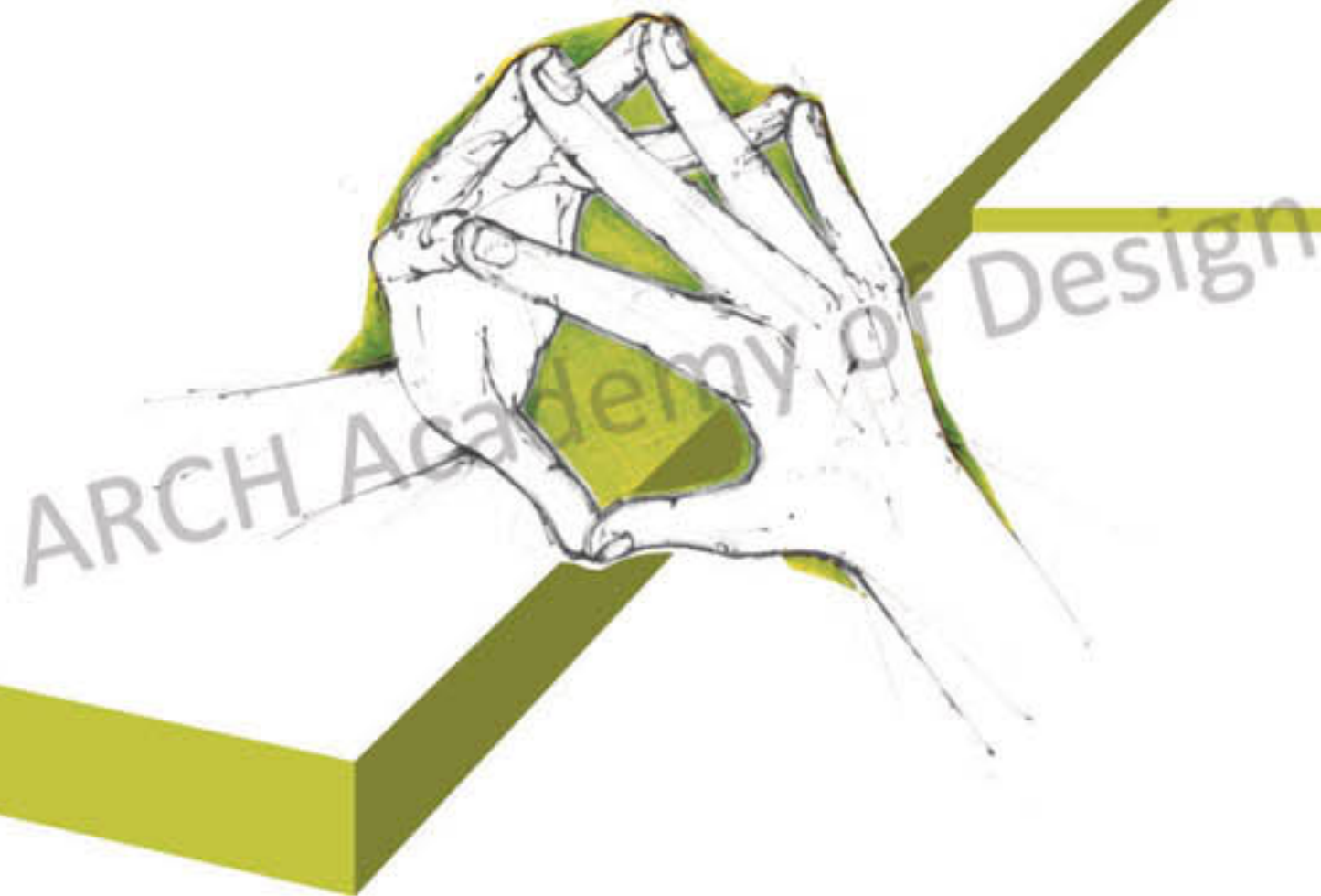
- Successful candidates eligible for admission will be required to attend the counseling session at their own expense, on a specified and given date and time at the ARCH Campus Jaipur. The schedule for counseling for the final allotment of seats for the course will be displayed on the ARCH website.
- The admission to any program is based strictly on the merit as obtained in the entrance examination and during the counseling, the seats in the programs would be offered as per this merit. The merit list and wait list will be displayed on the website.
- A candidate must have attempted at least 50 % of the paper, to be considered for evaluation.
- If the candidate is absent on the date and time specified for the counseling session or does not deposit the fee through Demand Draft, their candidature may be cancelled and the next candidate in the final merit list will be considered.
- The selected candidates have to bring the Admit Card issued by ARCH, in print form, along with a Photo Identity Proof and valid migration & transfer certificate at the time of counseling. All these documents need to be attested by a Grade 1 Gazetted Officer.
- All remaining vacant seats shall be offered to the wait listed candidates in the order of merit.
- The medium of instruction of the entrance examination is English.
- Any attempt to influence the admission process by way of recommendation will invite immediate disqualification of the candidates.
- Any dispute arising out of the admission process & procedures would be admitted under the jurisdiction of Jaipur courts only.
- ARCH reserves the right to add to, modify, or discontinue any of the aforesaid points.

#### ATTENTION

The provisions of the **admission guidelines** and prospectus can be changed without advance notice by the management of the ARCH Educational Society, and shall be notified at the website [www.archedu.org](http://www.archedu.org). For any Representation/ clarification/ dispute, the decision of the management of ARCH shall be final and binding.







## VISION

To **empower individuals** throughout their learning pathway to unleash their natural potential so that they grow intellectually through life, engaging themselves in the processes of trans-disciplinary reflection, dialogue, experimentation and vision building with a larger **understanding** of, and respect for, human potential and dignity.

## MISSION

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

Enrolling students of pluralistic identities & cultural contexts and providing a learning experience that inspires and prepares them for leadership roles, characterized by creative thinking, **innovation** and the ability to transform the future Building on an impeccable foundation of research & learning based on a wide spectrum of disciplines to develop & impart learning in an interactive process as per the emerging **needs** of society

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

Channelize the **creative** energies of the rising youth population of the country into well researched and realistically viable development streams to effectively help bridge the huge gap between the demand for and the supply of trained professionals with a genuinely high level of usable skill sets

To revive and renew time-honored **indigenous** skills and practices and bring beneficial developments and changes to rural livelihood through thought and action, and create an environment that nurtures the 'empowering' of the poor, often the inheritors of these time-honored skills

Enable endeavors towards establishing a '**self-definition** for women' by encouraging, empowering and educating potential women entrepreneurs to create their own business or social enterprise

Reinforcement of a sound financial investment strategy for **sustainable growth** of the institution

# ARCH PERSPECTIVE

The ARCH Academy of Design was set up in the year 2000 under the management of the Arch Educational Society to impart **specialized** and industrially relevant **global education** in Design.

The institution has developed as a center of **excellence** in learning and innovation, and over the last decade, has trained more than 3000 professionals and entrepreneurs from across the country. The ARCH Academy of Design also has a strong international representation, with students from several countries like Sweden, Spain, Kuwait, the United Kingdom, the USA, Nepal, Iran, Canada Korea, Japan, and Dubai etc. who have, at one time or the other, chosen to study here.

The Academy offers **Undergraduate & Postgraduate** courses in Fashion Design, Textile Design, Jewelry Design, Interior Design, Design Management and Design Communication as well as Diploma & Certificate programs in Craft & Accessory Design, Visual Merchandising & Gemology.

Affiliated to the University of Rajasthan, ARCH is an authorized study centre of the Punjab Technical University and is the only authorized Program Study Centre in North & Central India of the Indira Gandhi National Open University (IGNOU) for a Certificate Course in Jewelry Design.

Experienced faculties are actively involved in course **development** which ensures that students are in touch with current thinking and the latest developments in Design and relevant technologies. The regular visits of National & International faculties and Industry professionals ensure that students are kept abreast of the changing dynamics of industry demands and requirements.

ARCH conducts an **All India Entrance Examination** for Design (AIEED), for admission to its various Undergraduate and Post Graduate courses.

In January 2011 the ARCH team constructed & conducted the first **Online Entrance Examination** for Design in India successfully. With interactive components at its core & a deliberate random selection of questions from a specially formed question bank, this Online Exam was designed to facilitate students across the globe to appear for the exam using their personal computers or laptops with a choice of time slots on any of many given exam dates.

As a socially responsible Design academy ARCH offers Skills Upgradation Programs for artisans and the underprivileged under the HRD Scheme of the Development Commissioner Handicrafts (DCH), Ministry of Textiles (Govt. of India) in Fashion Accessories. ARCH also conducts several skill based Entrepreneurship development programs sponsored by a number of Central and State Government institutions like Micro Small Medium Enterprises (MSME), Govt. of India, Department of Science and Technology (DST) Govt. of India, Rural Non-Farm Development Agency (RUDA), Rajasthan Mission on Livelihood (RMOL) etc.

This engagement of ARCH in design projects has **progressed** towards consultancy and concept development for industry through its Design and Development Project Consultancy cell which extends to the turn key implementation of projects in the areas of Visual Merchandising, Exhibition Design, Interior Design, Lighting Design, Design and Development of products and prototypes in Apparel, Textiles, Crafts and Accessories, Furniture etc.

ARCH is **empanelled** with the National Institute of Design (NID), Ahmedabad and Micro Small & Medium Enterprises (MSME) to conduct the DESIGN CLINIC SCHEME for the Jewelry Cluster in Jaipur. Through the JJADE project funded by the Bill & Melinda Gates Foundation, ARCH is also contributing to the development of Fair Trade Practices and Value Chain addition in the Jewelry Industry with important contributions to the upgradation of skills of jewelry artisans.



ARCH has received several International Grants for **research** towards curriculum development including Faculty exchange programs supporting knowledge dissemination and evolution of innovative industry relevant pedagogy.

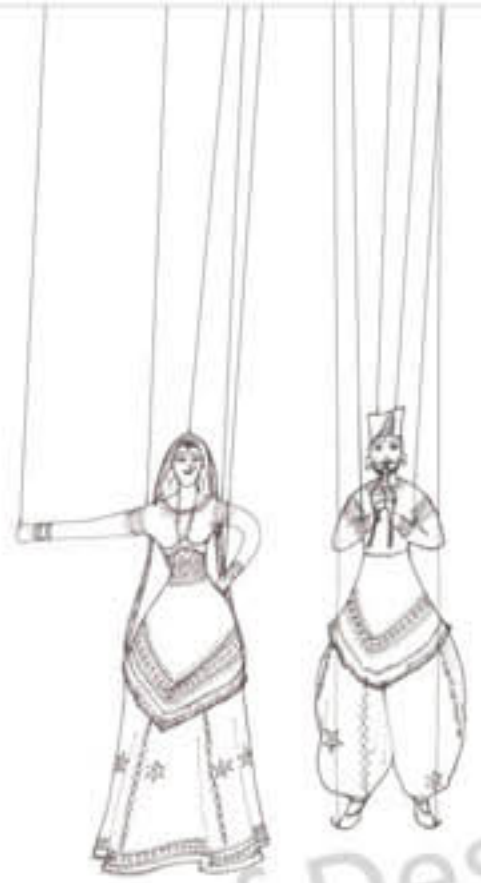
The Cardonald College, Glasgow and the ARCH Academy of Design have received funding from the British Council, Scotland to initiate new self-sustainable partnerships under the Scotland- Jaipur Partnership Development Fund under the head of "Creative Industries". Presently, both colleges are actively involved in the development of links in knowledge sharing and the development of common curriculum areas and course content within Fashion, Textile & Jewelry Design.

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

With one **successful** bi- directional exchange already completed, and a second round under way, ARCH is actively engaged with the Textila Gymnasiet in Stockholm, Sweden for student Exchange Programs over the next three years.

The Academy has memberships and/or alliances with the Rotaract Club, Red Ribbon Club, YUVA Unstoppable, CII, TIE, FICCI-FLO and AIESEC. Several business essentials required for a successful career, including communication and soft skills management are incorporated within the many programs and forums facilitated through such collaborations.

Supported by the vitality of the vocational and professional training programs in the field of design and the consequent high success ratio in the gainful employment of ARCH alumni, the Academy continually endeavors to build and develop more and more design **sensitized** collaborations with industry and other educational institutions.



## THE CITY OF JAIPUR

Known the world over as the 'Pink City', Jaipur is the capital of Rajasthan. Glimpses of the glorious **history** of Jaipur are visible in its crafts, city planning, royal artifacts, **colorful** culture, and splendid forts. Jaipur today, is a hub for industries connected with Craft Export, Jewelry, block printing etc.

Jaipur is one of the most active jewel markets of the world and is famous for the Jaipur glass enamel work or Meenakari. It specializes in precious and semi precious stones, ornaments, jewelry cutting, and the polishing and the setting of stones, particularly diamonds, topaz and emeralds. Also famous and renowned **worldwide** are the textiles and its embellishment techniques, especially those involving the use of natural dyes for Sangneri and Bagru block prints. The Bandhej (tie and dye) print is very peculiar to Jaipur. The city is also famous for its lightweight yet warm, Jaipuri quilts.

Jaipur was planned by Vidhyadhar Bhattacharya, a Bengali architect, in a grid system with wide straight avenues, roads, streets, lanes and uniform rows of shops on either side of the main bazaars. The medieval walled city and its markets continue to be abuzz with activity even today. The **architectural splendors** of the city include various palaces, forts and temples. Alongside the historical city exists the modern capital with shopping malls and multiplexes, the World Trade Park, beautiful gardens and theaters for **cultural evenings**.

Since Jaipur is a thriving student city, the college experience at ARCH is about more than just classes. It's about **discovering**, and developing an understanding of the culture while getting exposed to the art, craft and talent of the local creators; understanding and contributing in real ways to the evolution of sensibilities through the study and practice of Design.

## INSIDE THE CAMPUS

### Lab spaces and Facilities

The Library, the Gemology Lab, the Terracotta Lab, Weaving and Printing Lab, Pattern Making and Drafting Lab, Leather Workshops, Wood Workshop, Metal and Enameling Workshop and other **resources** are available to conduct original research or create design artifacts and prototypes. Projects are showcased via the Graduate Week, through a series of exhibitions and presentations. The best of work is put on view all year round in the **'ARCHIVES'** the Arch showroom for all project work.

### Internet connection

The wireless internet connection (Wi-Fi) is also a real boon for students. ARCH provides high speed Dedicated Lease Line services to enable students and faculty conduct their research and **communication** efficiently.

### Computers

Computer Labs include Computer Workstations; Colour Scanners; Colour Printers; Multimedia Video Projection and multiple servers & features with the **latest software**. ARCH continuously upgrades lab equipment as per and in keeping with industry requirements.

### Hostel facility for girls

The hostel block within the campus, for outstation girl students, includes a mess hall and a clean kitchen facility, serving hygienic and **nutritional** vegetarian food.

### Canteen facility

The canteen offers students a **comfortable** place to take a break from studying and get into discussion mode over tea or coffee and snacks.