

STUDENT LIFE GUIDE

EXPERIENCE • LIFE • DESIGN

ARCH PERSPECTIVE



Archana Surana

Founder & Director
ARCH College of Design & Business

Founded in Jaipur - the Pink City, in the year 2000, to impart industrially & globally relevant, specialized education in Design, ARCH as an institution, has developed as a Centre of Excellence in learning and innovation. Over the last nineteen years, the institution has trained more than 6000 professionals and entrepreneurs from across the country. ARCH offers Undergraduate & Postgraduate courses in Interior Design, Fashion Design, Jewellery Design, Product Design, Graphic Design, Accessory Design, Design Innovation & Entrepreneurship Courses. Also offered as full time and short term courses. All courses focus on employability, internationality & integrated learning, applicable to current developments in the industry and markets of lifestyle & communication. Through participation in real-life community projects, research projects, competitions and internships, the curriculum enables exposure to state-of-art digital technology as well to the grass root capacities of artisans and craftsmen.



HOW TO REACH ARCH, JAIPUR

AIRPORT

Jaipur International Airport is located at Sanganer. ARCH Jaipur Campus is a 5 minutes drive away.

TRAIN

Jaipur Junction is 10.5 k.m and Gandhi Nagar Railway Station is 4 k.m away from Arch Jaipur Campus



Prof. Benoy Thoompunkal

Director International
Partnership, Research & Innovation

At ARCH, we strongly focus on International partnerships with special emphasis on research, building new curriculum, & the development of progression routes towards higher education learning and training opportunities, for students and staff. ARCH has established collaborations with advanced foreign educational institutions as well as public and private organizations & forums in order to establish, maintain & improve upon globally recognized and accepted benchmarks in the delivery of quality education in Design. As part of its commitment towards enhancing awareness of the infinite possibilities inherent in collaborative exchange, ARCH is a voting Member of the World Design Organization (WDO) and holds full voting membership in the International Foundation of Fashion Technology Institutes (IFFTI) Our presence and participation in extraordinary forums & environments further includes ARCH's full CUMULUS membership, an excellent facilitating partnership for the transfer of knowledge, best practices and research in Art and Design education.

DESIGN EDUCATION

in a UNESCO World Heritage Site

BUS

The college provides bus facility to all its students. Also, the campus is located at Malviya Nagar, a place connected by bus services.

TAXIS

You can easily get taxis/auto for travelling to and from college. You can also book a cab through your mobile apps.

ALUMNI SPEAK



Yamini Vijay, 2015-17 Batch,
Designer, Armani Junior



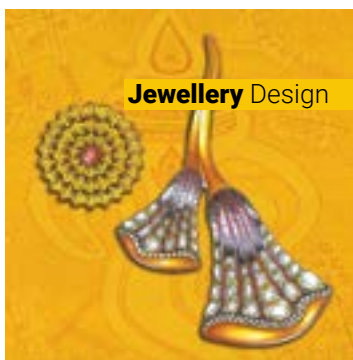
Apoorv Saxena, 2007-10 Batch,
Founder & Designer, Espacio



Komal Khandelwal, 2013 - 16 Batch,
Manager, Voylla



Ashish Mangwani 2010 -13 Batch,
Founder, Studio Ashish Mangwani



Radhika Sharma, Batch 2002-05,
Head, Visual Merchandiser, Shopper Stop



Divya Soni, 2012-16 Batch
Founder & Designer, Divya Soni



Aishwarya Maru, 2014-18 Batch,
Asstt. Designer, Manish Malhotra



Shubham K Raj, 2005-06 Batch,
Design Head, Tribe by Amrapali



Vipin Sharma, 2014-16 Batch,
Design Head, UX / UI Fitso



Akshay Sikhwal, 2009-12 Batch,
Denim Innovation Designer, Jack & Jones



FASHION DESIGN

The Allure of Aura

"Esa kuch bhi nahi,
Chetan ya achetan,
Jo mere bina astitva me reh sakta ho"

- Lord Krishna (Bhagwat Gita)

This saying from Bhagwat Gita by Lord Krishna has been my inspiration for this garment. It is believed that the universe was in him and it appeared blue - the mystical and endless blue. It is also said that the beauty in him was seen by a pure heart, for the rest it was just dark or black. My garments includes dyeing the ruffles into a darker blue and burning their edges to create that mystical blue ruffle to enhance the beauty of it and creating a 3D print on ruffles derived by the block print motif.



BANJARA

A collection from treasure of indian cultural- craft heritage

The garment is developed by taking unique elements from their lifestyle like Ghunghat interpreted as a hoodie in my shirt to add that element of mystery, keeping raw essence of their clothing. It is a fusion of strong and durable leather craft and Kota doriya that is the fabric with sheer elegance. The leather craft of Rajasthan integrated along with the beadwork, knotting, leather on leather patch work with the design elements reflecting "truth to materials" which says the nature of any material should not be hidden rather it should be celebrated for what it is. Embellishments on leather in the costume contemplating the Pushkar fair of Rajasthan and the beauty of it lying in the material being used as raw, which depict the originality of the Banjara tribe of Rajasthan.

SAJAVAT

The garment name "Sajavat" is a synonym of Sanjhi art depicts the glory of Vaishnav temples in form of paper cut craft and art in Mathura (Uttar Pradesh). It narrates the life stories of Lord Krishna through intricate work.



INTERIOR DESIGN



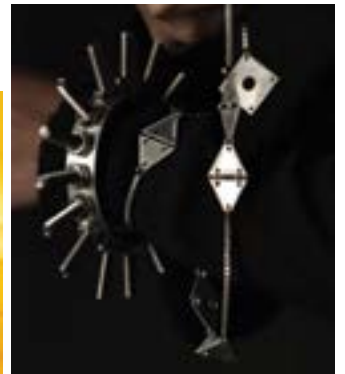
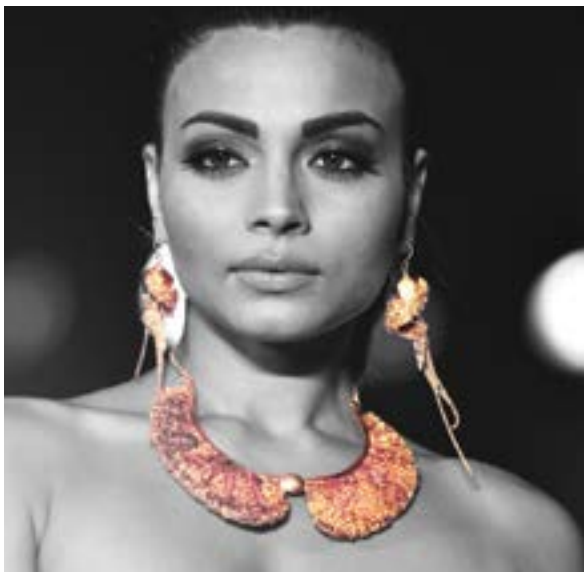
Wood in Art and Design

Interesting wooden products were designed and showcased by Interior design students. The products consisted of furniture and functional objects, sculptural interiors and architectural work, and looks at the use of wood through three lenses; place and identity, sustainability and ecology, craftsmanship and technology.

PRODUCT DESIGN CRAFT & JEWELLERY



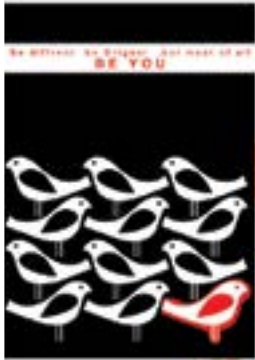
JAS Award Winning Design by Jewellery Designer Khushboo Soni



FOAID-Diamond Award Winner



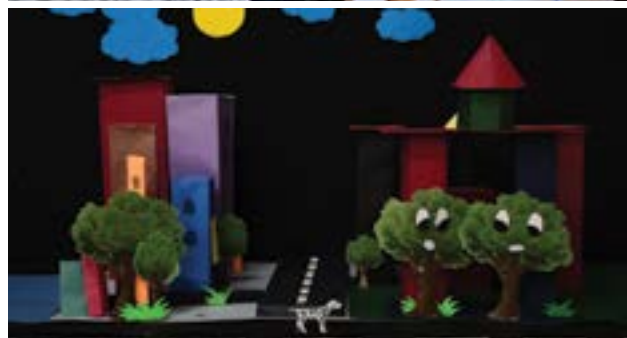
GRAPHIC DESIGN & DESIGN COMMUNICATION



Visual Delight, Branding & Advertising
Design for Print, Digital & Web from different
Media Project at ARCH.

DC Design
Communication

Pencil



STATE OF THE ART FACILITIES

DESIGN BUSINESS INCUBATOR | DESIGN COMMUNICATION RESEARCH PORTAL | MAC LAB & PHOTOGRAPHY STUDIO | **3D PROTOTYPE CAD PRINTERS & SCANNERS WOOD WORKSHOP, FURNITURE STUDIO**
BACKSTITCH (DESIGN MAGAZINE) METAL WORKSHOP, CASTING STUDIO, LASER CUTTER



IDEATION LABS

Labs equipped with machinery & equipments along with digital technology, allows students to get exposed to the techniques and processes of design, prototyping, and production, along with research & fabrication of models

INNOVATION LAB

Research opportunities on community & international joint projects is open to students. A range of services for prototyping with 3d printing technology, 3d scanning & printing and laser cutting & engraving with access to people & resources.

LIBRARY & RESOURCE CENTRE

Our library houses a one of its kind e-library to promote learning online. It offers a large collection of books, international journals, e-books, and films.

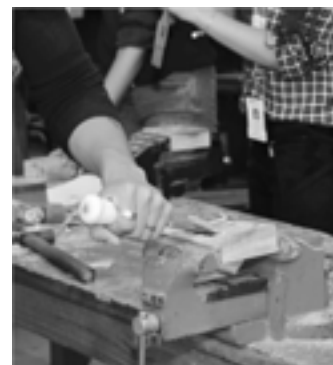


DESIGN BUSINESS INCUBATOR

The Business Incubation Cell helps from the ideation stage to preparing a prototype, & through to the pilot stage to start production.

AUDIO VISUAL TEACHING AIDS

All classrooms & studios are well equipped with audio-visual resources to aid the learning process.



BACKSTITCH MAGAZINE

ARCH publishes a monthly magazine, "Backstitch", which covers events, Industry trends, and the viewpoints of design practitioners & industry experts

STUDENT ASSISTANCE SERVICES

Orientation Programs

These are designed to be fun and helpful, with the goal of making the transition to life at ARCH relatively seamless.

PLACEMENT SERVICES

Placement Cell at ARCH interacts with the reputed organizations & industries for arranging placement interviews for the final year students.

STATIONERY SHOP

The campus also has a well-stocked stationery shop for students enabling the convenient purchase of required material pertinent to course and activities including black and white and colour copying, wire/ comb binding, lamination, digital printing etc.

CAFETERIA

The College has its own cafeteria serving hygienic and nutritional vegetarian food offering packaged food, snacks and drinks.

HOSTEL FACILITY

The College provides the option of secure, comfortable residential hostel facility for female students of full time academic courses.



PARTNERS IN PROGRESS



INTERNATIONAL PARTNERSHIP

ARCH is accredited to deliver Pearson BTEC Level 5 Higher National Diploma (HND) qualifications in the field of Art & Design. ARCH has signed MoUs for collaboration towards Exchange or Progression.

World Institutions include:

- Manchester Metropolitan University, UK
- Teesside University, UK.
- Ecole Boulle, Paris, France
- UHI Perth College, Scotland, UK
- University of Middlesex, London, UK
- University of Northampton
- Edinburgh Napier University
- NSCAD, Canada
- Bahai Dar University, Ethiopia
- UDEM Universidad de Monterrey, Mexico
- Ukrainian Engineering Pedagogics Academy, UKRAINE

All in all, students can complete a Level 6 top up degree in more than 50 universities in the UK, Canada, USA, Australia and worldwide.

INDUSTRY CONNECT

ARCH, is actively involved in knowledge dissemination, design intervention, and training programs for Artisans, Designers and Women for skill development and encouraging entrepreneurship amongst them. ARCH involvement in industry - Official Consultant Uniform Designer for the Jaipur Metro Rail Corporation. Skill upgradation programmes with various Govt. bodies. Micro Small Medium Enterprise (MSME), Govt. of India. Development Commissioner Handicrafts (DCH) : Ministry of Textiles, Govt. of India MSME NID Design Clinic Scheme. Other than these, ARCH has tie ups with important social & professional bodies that include IFFTI, WDO, FDCI, IIID, TIE Rajasthan, CII, ADI, Head Start, FICCI Flo, YUVA Unstoppable, iCreate, Shopaccino and many more.

DESIGN QUOTIENT

ARCH is a well recognised and established name in the design world and has been visited by industry experts & celebrities Ritu Kumar, Anita Dongre, Bibi Russel, & Sabyasachi. International experts Prof. Ian King, Prof. Annick Schramme, Prof. Gerard Moran, Prof. Pradyumna Vyas & Yiani Melas have also been our guests on the campus and have interacted with the students. Film stars Ranveer Singh, Parineeti Chopra, Anushka Sharma, Nawazuddin Siddiqui too have graced ARCH environs.



Jane Ledbury, MFI, Head of Internationalization with ADman Prahlad Kakkar at ARCH Convocation



Congress Leader Sachin Pilot, (Now-Deputy CM, Rajasthan) with Sreenivasan Jain at ARCH Campus for NDTV Townhall



ARCH Design Incubator Inaugurated by Ms. Kiran Maheshwari, Hon. Minister for Higher Education, Govt. of Rajasthan



Archana Surana with Former NID Director Pradyumna Vyas & UK Partner Christiana Margiotti, UHI Scotland at Convocation Ceremony



An International Research Colloquium hosted by
ARCH College of Design & Business, Jaipur, India

26th to 30th Jan'2020

Scientific Committee

Prof. Ian King
University of the Arts London,
England

Prof. Annick Schramme
University of Antwerp, Belgium

Dr. Dirk Reynders
University of Applied
Sciences Amsterdam, Netherlands

Barbara Trebitsch
Accademia Costume & Moda (ACM),
Rome, Italy

Archana Surana
ARCH College of Design & Business
Jaipur, India

Advisory Committee

Faith Singh
Jaipur Virasat Foundation
Co-founder, Anokhi

Sanjoy Roy
Teamworks India
Jaipur Literature Festival

Alok B.Nandi
Architempo,
President IxDA

Commodore Vijay Chaturvedi
Fashion Technology Institutes (IFFTI)

Prof. Pradyumna Vyas
National Institute of Design (NID)

Welcome to Pink City, Jaipur
A World Craft Heritage City
Unesco World Heritage site

Be a part of the world's
largest Literature Fest
as Pre-Colloquium



CALL FOR ABSTRACTS

Research Paper, Poster, Exhibit & Installation
We welcome contributions related to the following sub-themes:

Myth to Meaning -

Narratives Towards Sustainable Futures

Disruption & Innovation -

Academia & Industry

**New Technologies &
New Paradigms -**

Stories of Transformation

Changemakers -

New Fashion Business Models

**Fashion Governance in a
Local Context**

Submission Closes
**15th
Oct 19**

EXHIBIT & INSTALLATION

Students, Educators & Practitioners are invited to submit two or three dimensional, 2ft - 5ft, using natural fibers, yarns and textiles. A panel of experts will judge submitted entries, and the selected work will be curated and exhibited as part of the Fashion Colloquia 2020 Exhibition.

SELECTED ENTRIES WILL BE
DISPLAYED AT JLF

Submission Closes
**15th
Nov'19**

Email: fashioncolloquijaipur@archedu.org

www.archedu.org/fashion-colloquiumjaipur

#Fashioncolloquia2020 #Adesignthinker #Archcollege

FASHION Design COMPETITION

Sustainable Clothing for a Responsible Future

Students & Practitioners are invited to submit one full ensemble (Menswear, Women's wear, Gender Neutral) inspired by the following themes, to be presented at Fashion Colloquia 2020 at Jaipur

**Designs Inspired by
Indian Drapes and Silhouettes**

Made by textiles from natural fibers/fabrics sourced globally in the colours Jaipur Pink / Pantone Colour of the Year 2019: Living Coral, OR Ecru / White.

**Designed in Indigenous Textiles
(Handloom & Handcrafted)**

Global silhouettes made by internationally sourced Handloom & Handcrafted Textiles for fabrication in colours of personal choice.

**Designs in Sustainable
Materials/Processes for Emerging Trends**

Colours, silhouettes & materials of individual choice.

SELECTED BEST DESIGNS WILL BE
SHOWCASED FOR RAMP WALK

Submission Closes
**15th
Nov'19**

Our previous
Colloquium hosts



London College of
Fashion, UAL



Institute Francais
de la Mode, Paris



Domus Academy,
Milan



Parsons - The New School for
Design, School of Fashion, NY



University of São Paulo,
São Paulo



RMIT University, Ho Chi
Minh



ArtEZ University of the Arts,
Antwerp, The Netherlands



Accademia Costume &
Moda, Roma

Eco System
Partners



WORLD

DESIGN
ORGANIZATION

IXDA

JAIPUR
DLOC

morarka
organic

Program

Sunday 26th Jan'2020

Pre Colloquium at
Jaipur Literature Festival
Registration Open, Exhibits at ARCH College Campus &
Cultural Evening at Amber Fort.

Monday 27th Jan'2020

Pre Colloquium at
Jaipur Literature Festival
Fashion Colloquia Panel Discussion by ARCH College
of Design & Business at the **Jaipur Literature Festival.**

Tuesday 28th Jan'2020

Colloquium
Inaugural Ceremony, Keynote Speakers & Panel Discussions,
Organic Lunch , Paper Presentations, Demonstrations & Workshops.
Exhibits, Cultural Evening.

Wednesday 29th Jan'2020

Colloquium
Keynote Speakers & Panel Discussions , Paper Presentations ,
Demonstrations & Workshops. Exhibits, Fashion Show & Dinner.

Thursday 30th Jan'2020

Field Trips & Industry Visits
Pink city Heritage Walk: Museums, Craft Cluster & Industrial Visits.



Submission Dates

Call for Abstracts **15th Oct**

Fashion Design Competition **15th Nov'19**

FASHION COLLOQUIA
JAIPUR, INDIA 2020

Heritage...
Stories of Change...
Our Shared Future!
26th to 30th January 2020

ARCH
Design • Business • Research

DESIGN STORY '19
TOUCH • MOVE • INSPIRE

An Online
Photo-Video Competition
Lit by ARCH

Dig deep with your eyes and record your imagination using a camera or a smartphone of the present world's impact on our future.

Eligibility
16-24 yrs
Submission Closes
15th December '19

Prizes
1st - DSLR Camera
2nd - Vlogging Camera
3rd - Smart Phone

Selected Entries will be displayed in front of International audience during Fashion Colloquia

DC
Design Communication
www.archedu.org/designstory
competition@archedu.org
Call: 93513 37770
www.facebook.com/archedu
www.designcommunication.org

DESIGN STORY '19

TOUCH • MOVE • INSPIRE

An Online Photo Video competition

Let's dig deep through your eyes, record the world of your imagination for our future through a camera or a smartphone.

WHAT YOU NEED TO DO?

Dig deep through our heritage and stories that have shaped our culture, thoughts, beliefs and US! It's time to narrate your version of the story which has Touched, Moved and Inspired You, or the effect it has on people around you.

HOW DOES HERITAGE CONTRIBUTE TO YOUR WORLD?

Heritage and culture can give people a connection to certain social values, beliefs, religions and customs. It allows them to identify with others of similar mind-sets and backgrounds. Cultural heritage can provide an automatic sense of unity and belonging within a group and allows us to better understand previous generations and the history of where we come from.

AIM

We want to increase your awareness of Heritage in our environment and how it will impact our future. We also want to know what you feel about what you seen.

FASHION COLLOQUIA
JAIPUR, INDIA 2020

Heritage...
Stories of Change...
Our Shared Future!
26th to 30th January 2020

ARCH
Design • Business • Research

DESIGN STORY '19
TOUCH • MOVE • INSPIRE

FASHION PUPPET
Making Competition
Lit by ARCH

Create a vision of the future through handmade puppets, made of natural textiles and handloom fabric waste, sourced locally from home, vendors, tailors & factories.

Eligibility
12-18 yrs
Submission Closes
15th December '19

Prizes
1st - Smart Phone
2nd - Vlogging Camera
3rd - Kindle e-Reader

Selected Entries will be displayed in front of International audience during Fashion Colloquia

#DESIGNSTORY19 #FASHIONPUPPET #FASHIONCOLLOQUIA2020
#ADESIGNTHINKER

DC
Design Communication
www.archedu.org/designstory
competition@archedu.org
Call: 93513 37770
www.facebook.com/archedu
www.designcommunication.org

DESIGN STORY '19

TOUCH • MOVE • INSPIRE

Fashion Puppet Making Competition

Create a Fabric Puppet through your vision of the future, handmade in natural textiles and handloom waste fabrics, locally sourced from your nearby vendors and tailors.

JUDGMENT AND JURY CRITERIA

A panel will judge submissions and selected students work will be curated and exhibited as part of the Fashion Colloquia 2020 Exhibition/Installations. Glimpse of the chosen work shall also be available at www.designcommunication.org

LEARNING OUTCOME

To understand and develop appreciation for Heritage and its importance in everyday life, helping build your ability for a substantial future.

WHEN & HOW ENTRIES CAN BE SUBMITTED

Deadline for entries is:

Entry for the Photo-Video Competition: 15th Dec 2019

Entry for the Puppet Making Competition: 15th Dec 2019

Selected Entries will be displayed in front of International Audience during Fashion Colloquia

DEGREES & AFFILIATIONS

Faculty of Design, Business & Research



Affiliated to
University of Rajasthan

UG

Duration: 4 Years
12th or Equivalent with minimum
50% in any stream
Undergraduate Degree Programme
Selection Criteria: AIEED

Courses

Awards

- B.Des Fashion Design
- B.Des Interior Design
- B.Des Jewellery Design
- B.Des Craft & Accessory Design
- B.V.A (Applied Arts)
- B.B.A (Bachelor of Business Administration)

Duration: 4 years
Bachelor of Design

Duration: 4 years
Bachelor of Visual Arts

Duration: 3 years
Selection Criteria: AIEED (GAT)

Faculty of International Studies in Art & Design



Accredited to
PEARSON for BTEC HND Qualifications

UG

Duration: 3+1+1 Years
Eligibility: 12th (any stream)
Degree Programme
International Degree Study Abroad Course
Selection Criteria: AIEED

Courses

Awards

- B.A/M.A Interior Design
- B.A/M.A Fashion Design
- B.A/M.A Product Design
- B.A/M.A Graphic Design

Pearson BTEC HND Level 5
after 3rd Year at ARCH

B.A/M.A Degree Awarded by
International University on Progression
to 4th Year of study abroad and its
completion

M.A Degree
in 5th Year

ARCH Diploma

INTERNATIONAL Collaborations



With Cumulus President Luisa Collina and Prof. Lorenzo Imbesi of Sapienza, University of Rome, at the conference in Paris 2018



Commodore Vijay Chaturvedi (Retd.), Secretary General, IFFTI with ARCH director Archana Surana at IFFTI Conference, Florence



With members from Ecole Bouille, and Ecole Duperre, Paris, at the Cumulus conference in Paris.

Faculty of Skills in Design & Entrepreneurship



Affiliated to Rajasthan ILD Skills University

UG

Duration: 3 Years
Eligibility: 12th (any stream)
Undergraduate Degree
Selection Criteria: Personal Interaction

Courses	Awards
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- B.Voc Fashion Design
- B.Voc Interior Design
- B.Voc Jewellery Design

Duration: 3 years
Bachelor of Vocational Studies

PG

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

Courses	Awards
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- M.Voc Fashion Design & Entrepreneurship
- M.Voc Interior Design & Entrepreneurship
- M.Voc Jewellery Design & Entrepreneurship
- M.Voc Product Design & Entrepreneurship
- M.Voc Design Communication & Entrepreneurship

Duration: 2 years
Masters degree in Design & Entrepreneurship

Faculty of Professional Development in Design



Certificate by ARCH

PD

Duration: 1 Year or Below
Eligibility: 12th (any stream)
Selection Criteria: Personal Interaction

Courses	Awards
---------	--------

- Fashion Design- Women's Wear Non-Western Fashion
- Interior Design- Residential Design
- Jewellery Design- Precious Jewellery & Gemmology
- CAD (Interior, Fashion, Jewellery, Graphics)
- Textile Surface Ornamentation
- Craft Products & Accessories Design
- Pottery and Clay
- Photography

ARCH Certificate

ACADEMIC Memberships



ARCH students and faculty receiving FOAID - Diamond Award



ARCH Director with FDCI President Sunil Sethi



ARCH Team Signing MOU with IIID National President Ar. Pratap Jadhav & Jaipur Chapter Chairperson Ar. Rajendra Puri

AIEED- SAT 2020

Applications are invited for:
Undergraduate (UG) & Postgraduate (PG) Degree programmes in Design

UNDERGRADUATE (UG) DEGREE COURSES (4 years)

Bachelor of Design- B. Des

B.Des Interior Design [Fee: Rs.3,80,000 Per Annum]

B.Des Fashion Design

B.Des Jewellery Design

B..Des Craft & Acc. Design [Fee: Rs.3,30,000 Per Annum]

Bachelor of Visual Arts (B.V.A)

Bachelor of Business Studies (B.B.A) [Fee: Rs.85,000 Per Annum]



Affiliated to University of Rajasthan

INTERNATIONAL STUDY ABROAD DEGREE (3 + 1 + 1 Years)

(Pearson BTEC HND Level 5 + B.A/M.A Degree Awarded by International Universities on Progression abroad)

B.A/M.A Interior Design [Fee: Rs.3,80,000 Per Annum + GST-18%]

B.A/M.A Product Design

B.A/M.A Graphic Design

B.A/M.A Fashion Design



Accredited to Pearson For BTEC HND

POST GRADUATE (PG) DEGREE COURSES (2 years)

Master of Vocational Studies in Design & Entrepreneurship

M.Voc Interior Design [Fee: Rs.3,30,000 Per Annum]

M.Voc Product Design

M.Voc Fashion Design

M.Voc Jewellery Design

M.Voc Design Communication



Affiliated to Rajasthan ILD Skills University

UNDER GRADUATE (UG) DEGREE COURSES (3 years)

Bachelor of Vocational Studies

B.Voc Interior Design [Fee: Rs.1,80,000 Per Annum]

B.Voc Fashion Design

M.Voc Jewellery Design



Affiliated to Rajasthan ILD Skills University

Note: Selection Criteria for B.Voc is Creative Portfolio & Personal Interaction

Application Forms Available

IMPORTANT DATES

AIEED-SAT 2020

Scholarship Aptitude Test

1-15 DEC 2019

MERIT BASED SCHOLARSHIPS

AIEED Exam consists of
Portfolio & Video Submissions
General cum Creative Aptitude Test,
followed by Personal Interaction

ELIGIBILITY CRITERIA:

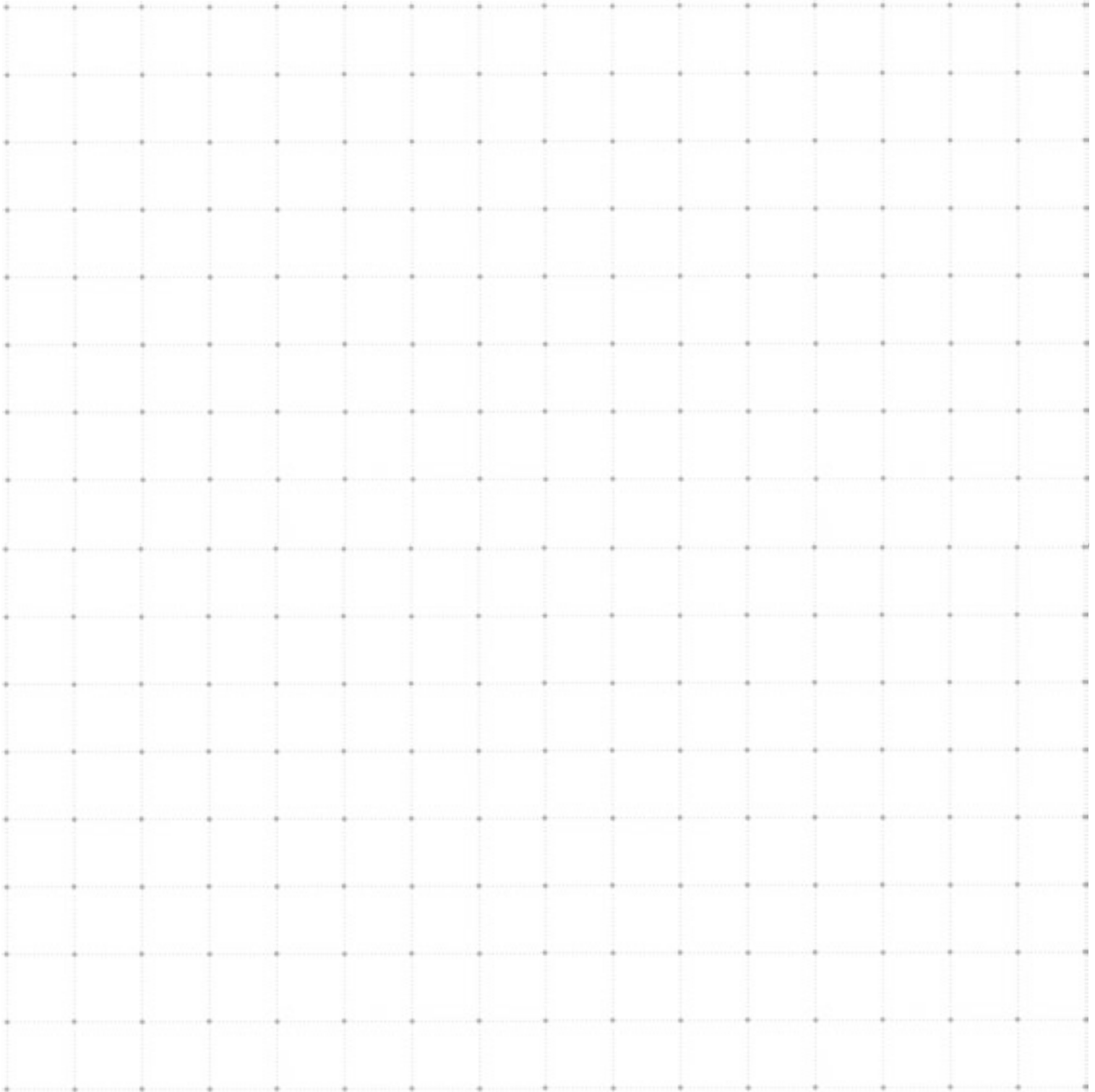
UG: 10+2 in any Stream with Min 50%

PG: Graduation in any Stream

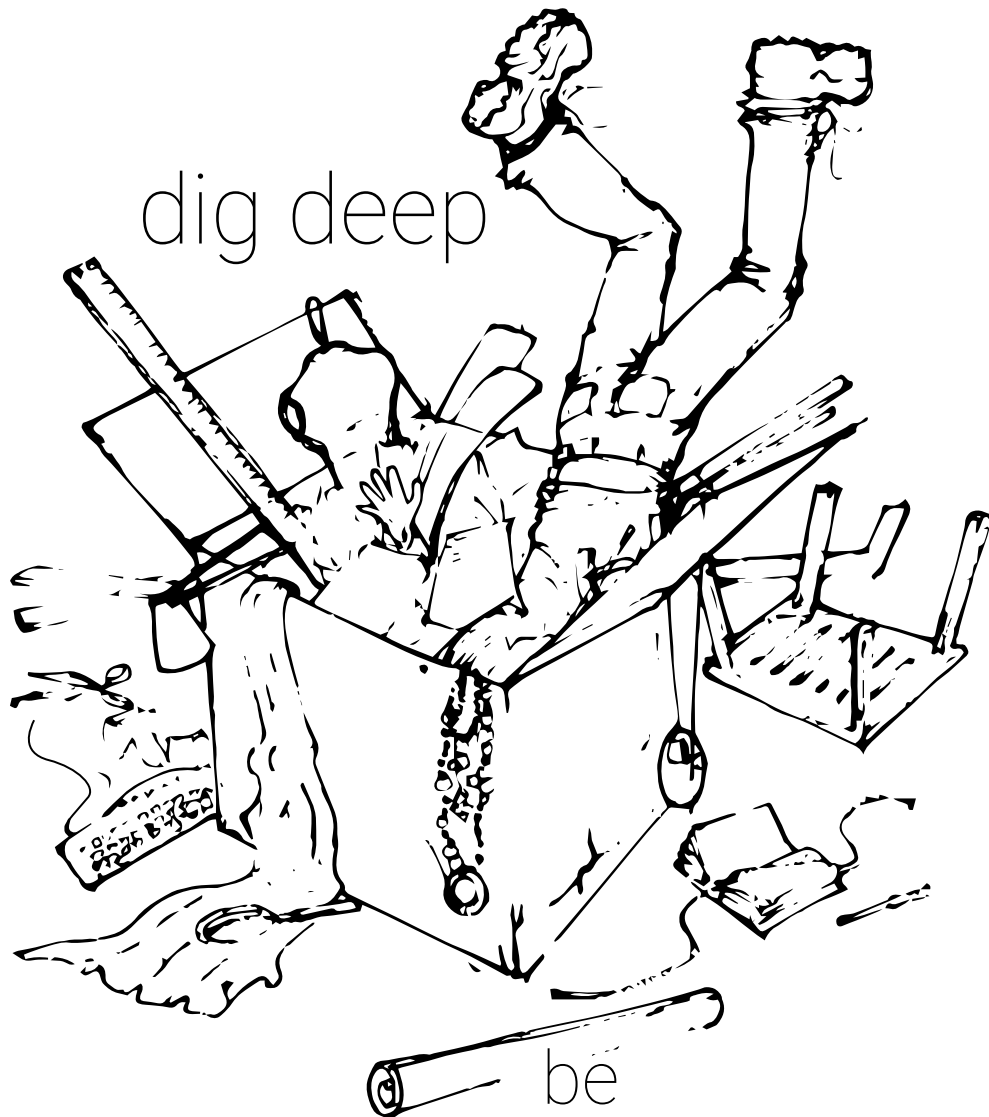


My Thoughts
My Scribbles

#ADESIGNTHINKER



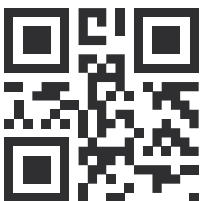
Be in it... around it... to understand it!!!



#ADESIGNTHINKER

Applications Open 1st Oct'19

Undergraduate and Postgraduate Degree Courses in Design
Fashion | Interior | Jewellery | Product | Graphics



AIEED 2020

All India Entrance Examination for Design

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

www.archedu.org



admission@archedu.org

1800 1020 513
+91 94140 70678