Arch
academy of design
EMPOWERING INDIVIDUALS

PROSPECTUS

PROSPECTUS NAVIGATION

VISION

To empower individuals to
unleash their natural potential
for holistic creation through
positive thought and action.

DIRECTOR'S MESSAGE

In the larger arena, our collaborative alliances with global partners, international universities and the industry are translated into classroom projects, internships and placements.

FOURTEEN YEARS - Eventful, remarkable, pioneering, trailblazing, an enumeration of endeavours & achievements, challenges welcomed and faced with belief & great energy, a revelation of exemplary versatility, inspiring, strengthening, successful....

The world is getting smaller day by day, with technology playing a great part in the perceptual change. High speed communication, cultural exchanges, exchange of information, ease of travel, the raising of awareness of Gen Next to collaborative possibilities that were not possible or even visible only a few years ago - the challenge seems to be in keeping up to the speed at which we are progressing. And... Knowing when and how much to slow down. We are a wise and ancient civilization which has contributed immensely to the growth of humankind. The world continues to look towards us for sanity and direction. We

have much to do.

Great education in design and art is made possible through the fusion of a great environment and the ethos and contributions of a dedicated, innovative and energetic academic community; empathetic experienced faculty and technical staff interacting and working hand in hand with students who are responsive to encouragement and ask questions, and are keen on exploration & discovery.

The Arch Academy of Design is just such an environment, fully encouraging, supporting and nurturing, and aimed at creating design professionals and entrepreneurs with the sensitivity, and the ability to eventually contribute to societal needs in a fully aware and insightful manner. ARCH further seeks to instil collaborative skills in its students, through an interdisciplinary and interactive learning process incorporating and unifying some of the contextual values and contents of local knowledge systems within emerging modern concepts.

In the larger arena, our collaborative alliances with global partners, international universities and the industry are being translated into student and faculty exchanges, classroom projects, internships, placements and progression. This Prospectus provides comprehensive information on all under graduate, post graduate as well as research and employability oriented short programs offered at ARCH for national and international students and professionals. I look forward to welcoming you to our Campus, and wish you all success in your chosen program of study.

Archana Surana
Founder & Director
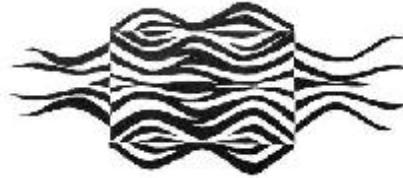
MISSION

• Be an internationally recognized design institution nurturing individuals, especially Indian youth, to develop as innovative professionals and entrepreneurs employing indigenous knowledge and resources that reach out to global markets with new age design sensibilities.

• Create an environment that nurtures the 'empowerment' of the individual and society for inclusive growth, including the establishment of a "self definition" for women to emerge as entrepreneurs for social change.

• Build on an impeccable foundation of collaborative research and learning based on a wide spectrum of disciplines to develop and impart learning in the best way possible.

• Enrol students of diverse identities and cultural contexts and provide a learning experience that inspires and prepares them for leadership roles, characterized by creative thinking, innovation and the ability to transform the future.

DIRECTOR ACADEMICS

We just have to learn to be more aware and SEE the GREATER SCHEME at all times. And see & Understand the RESPONSIBILI TIES that go with creation!

We are in the midst of a sea of change. We are also fortunately in the process of reflection and meditation on many things beyond just the refining of teaching methods.

Some recurring questions that crop up in an irritatingly regular way are – What is this all about - What are we doing – Are we Designers, & if so what are we designing – Is it of any use - Are we teachers - Am I of any use - What is it that keeps us going – Do we need to do it - Would it be better if I did this alone - Do I need to tell you about it – Would it make a difference – How should I share my incredible discoveries/ disillusionments – Is there any way we can make sure this lasts! – When will it end….!!

The phenomenon of periodic upheaval is not uncommon in the Creative field. Only the extent & power of the upheaval may vary, with visible resultant effects ranging from the mild topographical rearrangement expected from the fierce burp of an earthworm, to continental cracks & compressions leading to mountains, atmospheric haze or just…disappearances!

Expansion, Divides! Space, New Creation! Visible. Invisible. Splendid!

So, upheavals are needed for progress. Breakdowns are needed for true growth.

And Collaborative upheavals are excellent for starting off independent thought processes which, surprisingly, come right back to contribute further to more effective collaboration and creation.

At the centre of it all is the belief born of affirmations & realizations gained in the journey through the tunnel of doubt, disorder, disjunctions, discord, disintegration, disillusionment…….., determination & finally – Discovery - the inevitable and destined light at the end of the proverbial tunnel, however long. Discovery of a little more about self, a little more of the world; Discovery of precious clarity, strength, and Belief, the very foundations for real creation, of real contribution to existence.

Bring on the Doubts and Questions, disturb the smooth terrain with furrows and explosions, create ripples & waves in the pool, use these precious ingredients for progress, discoveries, evolution, Meaning, creation.

We don't have to be Designers when we could be CREATORS in the greater scheme of things.

We just have to learn to be more aware and SEE the GREATER SCHEME at all times. And see & Understand the RESPONSI-BILITIES that go with creation!

Go out on to your roof one night. Look up and see where you are. Feel small?

Then look down at the thing you hold in the palm of your hand, and zoom into yourself from the stars above, see yourself magnified in the midst of the vastness.

Still feel small?

Do you know who you are now? It's all in your hands.

The affirmation and the power.

Think like a Designer if you must…. But don't forget… You are a Creator. Loving….Limitless…..Responsible….

Benoy Thoompunkal
Director Academics
Partnerships, Research & Innovation

ARCH **PEDAGOGY**

W here Arch is different from any other Design institute is that we take the best that the world has to offer in terms of design concepts and blend it in with the rich local thought, ideation steeped in philosophy, culture and tradition and produce change-makers who can be so, anywhere, in any situation. Flexibility and adaptability to changing norms in industry which get reflected with immediacy is the norm of our approach to pedagogy, in a future where the world will once again look towards India for fresh ideas backed with timeless historicity. We combine the zeal of emphatic leadership with social sensitivity into these thought leaders we groom, as individuals who with their awakened self belief will create a better world.

The Creative Environment

Our facilities and study spaces are filled with the warm light of creativity from within and without. We have the latest Mac-Lab, a cynosure of all minds and in every field of design we have the essential yet latest tools, software and hardware that could fuel any creative spark into a flame of ideological change.

The Approach to Creativity

The courses and our methodology is sensitive to the needs of every individual from whatever background they may hail from, and every voice of creativity is heard and is nurtured into bright forever energized talents that are balls of creative energy unleashed. Our teachers & mentors are flexible, emphatic, and adaptable and forever enhancing their own skill-sets so that our students may leave the campus forever empowered.

Training for the Real World

Our systems of assessing our students through our monthly cycle in-class open houses and our semester jury systems that are rigorous to the point that's ahead of real world situations strengthen the mettle of our students so that after finishing their programme with us, they can take in their stride any challenge thrown at them, an attitude that makes them the pride of any industry they may choose to join. A lot of our students go beyond and become sensitive social change entrepreneurs of their own calling. Our assessment approach adds polish and finish to the roughest stone, converting mere students to leaders of the future.

ACADEMICS @ ARCH ACADEMY

Building up the NextGen 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 of design projects at appropriate intervals, along with 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 and working methods.

Tools & Methods to Assist Creation

The continuous progress and development of the student is assessed through presentations and discussions at critiques and reviews during the course of class room activities and via semester end evaluation by a jury comprising industry experts and academicians. The emphasis is mostly on evaluating design understanding, exploratory approaches and effective communication.

Ideation Labs and Hands-on Experiences

The ARCH Academy of Design presently has a total of 24,000 sq.ft. built-up area accommodating its programmes in Design, as well as its administration and student support

services. It also has a sufficient parking area.

ARCH has in place all the resources required to support the creative processes of design, research & the fabrication of models, sample artefacts & prototypes. There is free access to all available resources for all students, faculty and support staff during designated working hours. The well equipped lab spaces and facilities include the Library, Gemmology Lab, Terracotta Lab, Weaving & Printing Lab, Pattern Making & Drafting Lab, Sewing Lab, Leather Workshop, Wood Working Workshop, Jewellery Manufacturing & Metal Working Lab, and Casting & Enamelling workshop.

Some of the equipment on Campus are in fact, production machines like the Investment Casting Machine in the Casting & Enamelling workshop. ARCH maintains the latest state of the art Apple Mac Lab. The Computer Lab contains multiple computer workstations, colour scanners and printers, multimedia projectors and LCD screens, multiple servers, etc., and is supported by the latest professional software. ARCH as a matter of policy continually upgrades its lab equipment in keeping with industry requirements. Spacious large classrooms are fully

ACADEMICS @ ARCH ACADEMY

air-cooled, and are equipped with white board and A/V aids like multi-media facilities and LCD screens. A great feature of this well planned building is that it has natural light coming into all its rooms all year round, thus drastically cutting down on energy costs and the need for artificial light most of the day.

The campus is also Wi-Fi enabled with a high speed Dedicated Leased Line providing highly efficient Internet services for all the research and communication work of faculty and students.

A well-stocked Stationery shop is available for students, and facilitates quick and convenient purchase of required materials for courses and exercises.

There is a Hostel block on Campus for girl students and it includes a mess hall with a clean kitchen facility serving hygienic and nutritional vegetarian food. In addition, a canteen space gives the students a meeting place for comfortable breaks over tea, coffee & snacks.

"ARCHIVES", the ARCH showroom for visitors, has on view an all year round display of all the best work of students from class & projects.
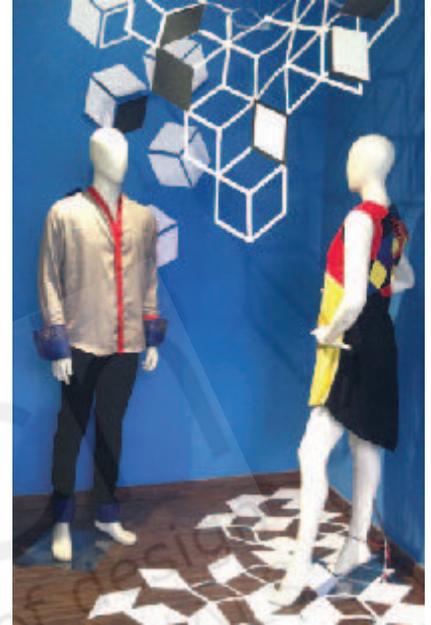
Designer - Nagendra Gupta, won 2nd prize for his Collection - "Rhombiguity" at GABA 2013, Graduate Fashion Show of ARCH. Inspired by Op Art, this collection is based on optical illusion fused in cubes with patch work of bright colours of Rajasthan.

FLEXIBLE LEARNING

ARCH Academy of Design is implementing nine EDEXCEL programmes alongside its offered programmes of study.

The BTEC Level 5 Higher National Diploma (HND) qualification is internationally recognised and valued and is equivalent to the 2nd year of a graduation programme and therefore enables the holder to progress directly into the 3rd year of a graduation programme and gain a degree in any college or like educational institution overseas or in the UK.
The BTEC Level 7 is equivalent to the 1st year of post Graduation and can culminate in an MBA Degree in four months at any University in the UK, or abroad. Both Level 5 & Level 7 Progression is now also possible to select Universities in India, with whom, Pearson Edexcel have tie ups. For further details please log on to our website: www.archedu.org
The lateral entry program gives students the opportunity to explore 'learning' in different contexts & cultures.

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 Enamelling and Gemmology. These module courses last from 5 to 6 weeks and also include technical and professional training incorporating exposure trips into the old city quarters of Jaipur to interact with, observe, and learn from expert traditional craftsmen in the field. The Edexcel HND programmes are open for all international students as well.

Research Fellowships
ARCH offers Research Fellowships in Fashion, Textile, Jewellery, Gemmology, Interior and Accessory, for durations varying from a month to a year. While based in Jaipur, these research fellows can choose to work anywhere in Rajasthan, known for its age old traditions of adornment and decoration, across clothing, architecture, jewellery, et al. Students are encouraged to consult their academic coordinator and avail of these fellowships at ARCH.
For further details please log on to our website: www.archedu.org

For the Working Professional
ARCH offers a range of short term courses for working individuals, who wish to enhance their existing career prospects. Our programs provide relevant training for people ranging from students and housewives to professionals keen on expanding their skills and capacities and additionally formalising their existing learning and experience through the gain of qualifications which are officially awarded and recognized in the field. Short term courses range from two weeks to a year or more, with flexible timing and focus on entrepreneurship. All our courses will be Edexcel Assured. The Edexcel Assured status ensures that ARCH quality processes achieve the Edexcel standard - an independent international quality benchmark recognized all over the world. It ensures that each learner on each programme receives the same standard of education and training provision, whoever they are, and wherever they take the course. On completion of any course, Edexcel Assured & ARCH will jointly issue an Internationally recognized certificate to the student.

STUDENT ACTIVITIES

ARCH students can choose from many student activities including 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.

ARCH has its alliances with the Rotaract Club, the Red Ribbon Club, NEN (National Entrepreneurship Network), TIE (The Indus Entrepreneurs) AIESEC (an international youth organization) and YUVA Unstoppable an ongoing revolution of a hundred thousand dynamic youth across 30 cities of India spreading the seeds of caring. 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. ARCH is in fact supporting a couple of Colombian designers who have chosen to work in ARCH as Interns through the AIESEC network, and are presently contributing to various academic processes in the institution. TIE supports online mentoring and helps to source and bring together venture capitalists for promising projects. Students have access to a wide range of counselling 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 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.

For further details log on to:
www.archedu.org

AWARDS & RECOGNITION

Pendant and Earrings set inspired from Orbit designed by Alpa Gupta of Jewellery Design received 1st Prize at 'Jewels of Rajasthan' 2008 Jewellery Design Award

ARCH has also actively encouraged student participation in various national and international level competitions. Many prestigious awards have been won in such competitions – to mention a few - the Tahitian Pearl Competition, the Pearl Essence Design Competition, the World Gold Council-Auditions, the IIGJ-Visions, the Society Interiors Awards etc.
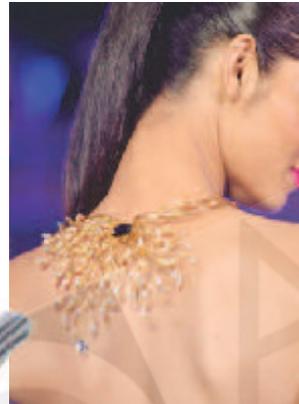
'Medusa' by Rupal Gupta.The back view showcased at GABA 2012; Finalist Swarovski Elements Jewellery Design Award 2012; batch of 2009-2012 Jewellery Design
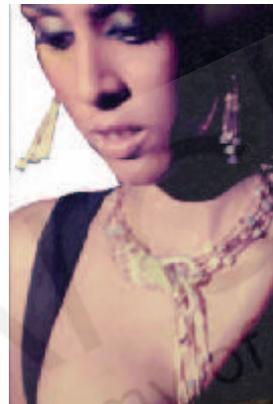
Necklace and Earrings designed by Rita Burman from Jewellery Design won the World Gold Council Jewellery Design Award

Deepa Bhati
Won the Fashion Design Awards India (FDAI), held recently at Hotel Clarks Amer, Jaipur
The theme: 'Life is beautiful'

Cufflinks inspired by a rolling mill. First Prize in Menswear category at JAS Jewellery Design Competition 2011. By Vishnu Soni of Jewellery Design batch of 2008-11.

Akshay Agarwal
Won a Nano Car as first prize in the 'Imagination 2012'
Jewellery Design Award.

'Society Interiors' Design Award winning Cycle inspired tea set holder by Deepika Kumawat of Interior Design, batch of 2008-2011.
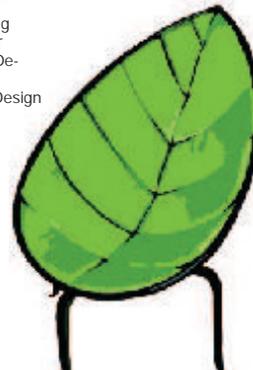
'Inside Outside' Design Award winning betel leaf inspired chair by Aradhana Sharma of Interior Design batch of 2008-2011.

Award winner Quaid Bala of Interior Design for his photographic entry at the International Photography Competition 2013

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ARCH PERSPECTIVE

The ARCH Academy of Design was set up in the year 2000 under the management of the Arch Educational Society to impart industrially & globally relevant, specialized education in design. The institution has developed as a centre of excellence in learning and innovation, and over the last fourteen years, has trained more than 4000 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, Interior Design, Textile Product Design, Craft Product Design, Jewellery Design, Graphic Design, Design Communication, Lifestyle Accessory Design, Design Management, Strategic Management & Leadership, as well as Diploma & Certificate programmes in Visual Merchandising & Gemmology.

ARCH is an affiliated institution of the Rajasthan University for undergraduate courses in B.Com., B.V.A., B.B.A. & conducts the Post Graduate Degree course in Garment Production and Export Management (GPEM).
ARCH is the only authorized Program Study Centre in North & Central India of the Indira Gandhi National Open University (IGNOU) for a Certificate Course in Jewellery Design.

The ARCH Academy of Design is also a premier Edexcel centre, and in strategic partnership with Pearson Edexcel is implementing nine Edexcel programmes alongside its other programmes of study. ARCH is offering the internationally recognised and valued Edexcel BTEC Level 5 Higher National Diploma (HND) & the Edexcel BTEC Level 7 Extended Diploma in Strategic Management & Leadership. Experienced faculty members are actively involved in course development and the regular visits of National and International faculties and Industry professionals ensure that students are kept abreast of the changing dynamics of industry demands and requirements.
ARCH will also be having all of its courses 'Edexcel Assured'. The Edexcel Assured status ensures that ARCH quality processes achieve the Edexcel standard - an independent international quality benchmark recognized all over the world. This is an important reassurance to current and prospective learners on each programme that they receive the same standard of education and training provision, whoever they are, and wherever they take the course. On completion of

Affiliation & Authorisation

edexcel
Approved Centre

BTEC
PEARSON

University of Rajasthan

Skill Knowledge Provider AICTE

ignou
THE PEOPLE'S UNIVERSITY

LCCI
International Qualifications
REGISTERED CENTRE
London Chamber of Commerce & Industry

Memberships

icsid
IDA
International Council of Societies of Industrial Design

IFFTI
INTERNATIONAL FEDERATION OF FASHION TECHNOLOGY INSTITUTES

HKRITA
The Hong Kong Research Institute of Textiles and Apparel

ARCH PERSPECTIVE

any course, Edexcel Assured & ARCH will issue an Internationally recognized joint certificate to the student.

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 and is to date, the only design institution in the country doing so. With interactive components at its core and a deliberate random selection of questions from a specially formed question bank, this Online Exam is 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 Programmes 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 and programmes has progressed towards consultancy and concept development for industry through its Design Development and Project Consultancy Cell which extends to the turnkey implementation of projects in the areas of Visual Merchandising, Exhibition Design, Interior Design, Lighting Design, Product Design and Development of prototypes in Apparel, Textiles, Crafts and Accessories, Furniture etc. ARCH is the official Consultant Designer for the entire range of Uniforms for the Jaipur Metro Rail Corporation.

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 Jewellery Cluster in Jaipur. Through the JJADE project funded by the Bill & Melinda Gates Foundation, and the UPLIFT project of the DELL Foundation through Access Development Services, ARCH is contributing to the development of Fair Trade Practices and Value Chain addition in the Jewellery Industry with important contributions to the upgradation of skills of Jewellery artisans.

Our Linkages

BRITISH COUNCIL

UKIERI
UK-India Education and Research Initiative

University of the Highlands and Islands Perth College

DE MONTFORT UNIVERSITY
LEICESTER

university of Salford
MANCHESTER

Cardonald
College Glasgow Scotland

textila gymnasiet

MSME

Handicrafts

Bank of India

Sify i way

ARCH PERSPECTIVE

Arch is a Member of IFFTI (The International Foundation of Fashion Technology Institutes) and benefits from the activities of IFFTI towards providing worthwhile educational and related facilities for the student community in one or more areas of Design, Technology and Business for Fashion related Industry.

ARCH is a member of The International Council of Societies of Industrial Design (ICSID), a non-profit organization promoting the profession of industrial design. ARCH is also a member of The Hong Kong Research Institute of Textiles and Apparel (HKRITA). The key role of (HKRITA) is to foster research, development and technology transfer in the textile and clothing industry.

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 & Jewellery Design.

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

ARCH in partnership with Perth College, UHI, Scotland, has received the prestigious 45,000 GBP UKIERI Institutional Capacity Building Grant (UK India Educational & Research Initiative) from the British Council, for an exciting and mutually beneficial project based on Communication & Use of Design for the Creative Industries. The 2 year project has started with implementation planning visits to Scotland & Jaipur by each others teams.

Progression agreements are being worked out between ARCH and a number of UK universities. ARCH has already signed an LOC with the DeMontfort University, UK and is in the process of signing MOUs with other top rung UK based universities, institutions and colleges like Goldsmith's, University of Salford, University of Creative Arts etc. This kind of collaborative activity includes progression, Staff & Student Exchange programmes, skill transfer programmes and development of Curriculum and pedagogy in Design Education. Details are available on pages further on in this prospectus, as well as on the ARCH website.

ARCH has completed three successful bi- directional student exchanges with the Textila Gymnasiet in Stockholm, Sweden and both institutions have renewed the MOU for a further three years.

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 endeavours to build and develop more and more design sensitized collaborations with industry and other educational institutions.

CAMPUS ACCOMMODATION

There is a Hostel block on Campus for girl students and it includes a mess hall with a clean kitchen facility serving hygienic and nutritional vegetarian food. There are well furnished AC rooms with Wi-Fi facility and a common room where the students can relax after a hard day's work. For the safety of the students there is a 24 hour guard facility. There are many PG accommodation available close to campus. But it is recommended that new girl students use the hostel facility for at least an year in order to acclimatize themselves with the city and its surrounds. Boys can accommodate themselves in the PGs available on reasonable rent close to campus.

OUR CAMPUS - INSIDE AND OUTSIDE

The vibrant environment at Arch Academy of Design offers quality learning resources and opportunities for social and intellectual engagement. The flow of energy is easily visible among the creative students at work, in the act of creation and having some fun chats during their breaks. When you aren't busy with classes and assignments (which are quite rigorous!) there are activities and events that make the campus experience more meaningful. It is a place where lifelong learnings and relationships are created, encouraging a spirit of collaboration, respect and responsibility. Be it taking the lead in organising Industry connect events, participating in Design and Management workshops and seminars or participating in Chr-cha our monthly forum for the design community to discuss the latest over cups of chai – the sheer variety of opportunities go a long way in preparing you for the professional roles you choose for yourself. Imagine! Students of different diversity participating in a Unity which is not limited to any region or category but is open to all humans; delivering the best outcomes supported by our Holistic Learning Methodology.

Welcome aboard !

AFFILIATION & AUTHORISATION

Edexcel UK

In its strategic partnership with Pearson Edexcel, ARCH as a premier EDEXCEL learning centre, offers eight BTEC Level 5 HND Qualifications in Art & Design & one BTEC Level 7 Qualification in Strategic Management alongside its other programmes of study. It is the only design institution in India offering such a wide range of BTEC (Business and Technical Educational Council) programmes.

EDEXCEL, formerly known as London Examinations, is the largest awarding body in the UK of Academic and Vocational qualifications. It is part of the Pearson Group, the world's largest education company, comprising the Financial Times, Penguin Publishing, Pearson Education and Pearson VUE among other group companies.

All EDEXCEL qualifications are accredited by the Qualifications and Curriculum Authority (QCA), a body of the UK Government, and offer the most evolved routes for progression for further studies in India, overseas or into employment. The inbuilt flexibility of the programme allows ARCH students to study partly at ARCH and partly at an international university.

The BTEC Level 5 Higher National Diploma (HND) qualification is valued and recognised internationally. It is equivalent to the 2nd year of a graduation programme, and therefore enables the holder to progress directly into the final year of the programme and gain an International degree in any college or like educational institution overseas or in the UK. The good news is that Pearson Edexcel has also set up partnerships with Universities within India itself to provide the same progression routes towards Graduation, providing in essence a cost advantage & convenience as compared to a period of study abroad.

The BTEC Level 7 is equivalent to the 1st year of post Graduation and can progress to an MBA in 4 months at any University in the UK, or in any of the many Indian Universities partnering with Pearson Edexcel in India.

Both Level 5 & Level 7 can also progress directly into employment.

Some of the universities in the UK offering progression to ARCH students are De Montfort University; Goldsmiths, University of London; University of the Creative Arts UCA; Perth College UHI, Scotland; Cardonald College Glasgow, Scotland; University of Salford; University of Huddersfield. ARCH has already signed an LOC with De Montfort University, Leicester, UK, to enable progression for our students and is in the process of signing MOUs for the same with the other institutions.

The Faculty of International Studies in Art, Design & Management contain Programmes for Fashion & Textiles, 3D Design, Graphic Design and Strategic Management with further Programme Pathways.

The Pearson Edexcel BTEC Level 5 HND Programme in "Fashion & Textiles" offered by ARCH covers TWO separate Programme pathways:
• Fashion Design
• Textile Product Design

The Pearson Edexcel BTEC Level 5 HND Programme in "3D Design" offered by ARCH covers FOUR separate Programme Pathways:
• Interior Design
• Jewellery Design

AFFILIATION & AUTHORIZATION

- Craft Product Design
- Lifestyle Accessory Design

The Pearson Edexcel BTEC Level 5 HND Programme in "Graphic Design" offered by ARCH covers TWO separate Programme pathways:
- Graphic Design
- Design Communication

The Pearson Edexcel BTEC Level 7 Extended Diploma Programme in Strategic Management and Leadership offered by ARCH covers:
- Design Management
- Strategic Management and Leadership

ARCH will additionally offer BTEC Level 2 & Level 3 qualifications in Art and Design for students at the school level to develop a strong foundation in Design Thinking.

ARCH will also be having all of its Professional and part time courses 'Edexcel Assured'.

The Edexcel Assured status ensures that ARCH quality processes achieve the Edexcel standard - an independent international quality benchmark recognised all over the world. This is an important reassurance to current and prospective learners on each programme that they receive the same standard of education and training provision, whoever they are, and wherever they take the course. On completion of any course, Edexcel Assured & ARCH will jointly issue an Internationally recognised certificate to the student.
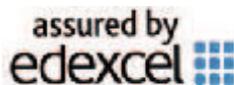
assured by edexcel

Edexcel Assured is an independent benchmark for third-party organisations that have training or learning programmes they have designed to deliver and assess in-house. With a strong track record in developing qualifications and carrying out regular quality assurance on their own learning programmes, Pearson is ideally placed to ensure that all systems and processes are thoroughly developed and properly executed.

Attainment of Edexcel Assured status shows that an organisation's quality processes meet an independent, international quality benchmark.

London Chamber of Commerce & Industry

LCCI International Qualifications REGISTERED CENTRE

Arch Academy has linked itself with the most sought after LCCI International Qualifications from Pearson. These are among the best and most highly regarded business related qualifications in the world. The qualifications include vocationally related qualifications that cover the key areas of business, as well as language and teaching qualifications.

The subjects include
I. Travel and Tourism
II. Advertising
III. International Retail Operations
IV. Principles and Practice of Management

AFFILIATION & AUTHORIZATION

University of Rajasthan

ARCH, is an affiliated College of the University of Rajasthan for Undergraduate courses in B.B.A, B. Com & B.V.A. and offers Post Graduate Degree in Garment Production and Export Management (GPEM).

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 Masters degree courses, and 14 Bachelors degree courses, and the emphasis has always been on interdisciplinary and collaborative research.

All India Council for Technical Education

The Arch Academy of Design has been approved as an SKP (Skills Knowledge Provider) institution under the NVEQF scheme of AICTE in the applied arts sector for Jewellery Design. Recognizing the high demand for skill in the country, the Central Advisory Board of Education emphasized the need for a National Vocational Education Qualification Framework (NVEQF) that provides a common reference framework for linking vocational qualifications and setting common principles and guidelines for nationally recognized qualifications and standards.

Indira Gandhi National Open University

The ARCH Academy of Design is affiliated with the Indira Gandhi National Open University (IGNOU) to serve as a study centre for the Certificate Course in Jewellery 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 Jewellery Design, emphasizing practical training and industry mentoring.

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 caters to a student strength of over 30 lakh students, offering 338 programs of study through more than 3,500 courses.

JAIPUR - THE PINKCITY

Known the world over as the 'Pink City', Jaipur is the capital of Rajasthan, and was founded by Maharaja Sawai Jai Singh II on 18th November 1727. Glimpses of the glorious history of Jaipur are visible in its crafts, city planning, royal artefacts, colourful culture, and splendid forts. Jaipur today is a hub for industries connected with craft export, jewellery, 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, Jewellery cutting, and the polishing and the setting of stones, particularly diamonds, topaz and emeralds. It is the biggest gemstone cutting and polishing centre in the world. Also fa-

Alongside the historical city there is this modern capital with shopping malls and multiplexes, the World Trade Park, beautiful gardens and theatres for cultural evenings, & the upcoming Jaipur Metro Rail public transport system.

mous and renowned worldwide are the textiles and its embellishment techniques, especially those involving the use of natural dyes for Sanganeri 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. In a more contemporary perspective, Jaipur holds the world's largest literary festival – the Jaipur Literature Festival – which annually hosts some of the most famous writers and authors in the world, including Nobel laureates.

Jaipur was planned by Vidhyadhar Bhattacharya, a Bengali architect, in a grid system with wide straight av-

JAIPUR - THE PINKCITY

enues, roads, streets, lanes and uniform rows of shops on either side of the main bazaars.

The architecture & planning of the town was the best in the Indian sub-continent and certainly was very advanced for those times. In 1853, when the Prince of Wales visited Jaipur, the whole city was painted in Pink colour to welcome him and after that Jaipur was titled 'Pink City'. The neat and broadly laid-out avenues, painted in pink still provide a magical charm to the city. The rich cultural & architectural splendours of the city can be traced to the historical and aesthetic places that reside in

the city which include various palaces, forts and temples. This city of victory really wins the hearts of the people with its splendid charisma. The medieval walled city and its markets continue to be abuzz with activity even today. Alongside the historical city exists the modern capital with shopping malls and multiplexes, the World Trade Park, beautiful gardens and theatres for cultural evenings.

Jaipur has also emerged as a modern metro city of India, with advancements through the Metro Rail Project and well connected flyovers, and is now in the array of Tier I Cities mak-

ing economic activities more viable. Business & Employment opportunities have increased many-fold in the last 3 years. Various public and private projects have created tremendous demand for talented and skilled manpower.

Since Jaipur is a thriving student city, the college experience at ARCH is about more than just classes. It is 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

FACULTY OF INTERNATIONAL PROGRAMMES
IN ART, DESIGN & MANAGEMENT

In this department at the Arch Academy we ensure that our students experience pedagogy and infrastructure that is at par with institutions across the UK and the Commonwealth that are subscribers to the Pearson Edexcel Education system. Arch in a strategic partnership with Pearson Edexcel runs eight Level 5 HND BTEC programmes in Art & Design and a Level 7 BTEC programme in Strategic Management & Leadership. Students who enrol on these programmes can finish with a graduate or post graduate degree in the UK towards the end of their course with us. Our faculty are trained on a regular basis to stay abreast with the international training methodology and with the teaching approaches and in-class impartation of curriculum in the UK.

We have faculty and student exchanges inherent in these courses and visiting faculty from abroad also facilitate up- to-date dissemination of knowledge to our students here. These courses are more ideation and concept oriented and create thought leaders, emphatic Entrepreneurs and change-makers.

Note: The contents and sequence of delivery are subject to change as per industry needs.

The Foundation Studies programme at Arch is an optimally paced curriculum, taught within a highly motivated atmosphere by supportive teachers. It lays emphasis on the introductory conceptual and practical skills required for the communication of ideas, & helps you in the development of the knowledge and understanding of Design as a process.

FOUNDATION STUDIES IN ART & DESIGN

Course Intent - Why Foundation is right for you…

Across the world in the field of Design education a good and well aspected Foundation ensures the strong base and discipline to support any designers creative back. It is the essential space & source of their basic learning to delve back into, to build on, to fuel ALL Future creative fires and design challenges.

In the Foundation Design course at the Arch Academy we ensure that every student learns all the basic skill-sets of articulating, recording, experimenting and thinking, the concepts in their portfolios showing every endeavour of theirs bearing fruit from the seeds sown. Here indeed is where their quest to become those change makers of the future is nurtured.

The Foundation Course is an integral part of the teaching and learning at ARCH, forms the basis or foundation leading to eventual specialism in subsequent years. The Foundation Course is mandatory for all full-time 4-year programmes, and is designed to introduce the students to basic concepts and skills before they embark on the pathway to advanced learning and applications in their re-spective design specialisms. The successful completion of the Foundation Course leads to the award of the Foundation Certificate, which is an independent and additional qualification. 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 related activities.

Portfolio - Student's Pride

After the one year common foundation course, the student's portfolio would include Drawings, Sketches, images of 3D Geometry models, Human Figure Drawings, Colour Exercises, Perspective Drawings, Nature Drawings, images of Material exploration exercises, and most importantly the Design Methodology process documentation. Portfolio escalates a student to apply for the courses within the creative Industry both Nationally and Internationally.

Course Contents - Tools for Thought

Visualization and Representation / Colour -1/ Geometry -1/ Photography/ Nature Drawing/ Human Drawing/ Geometry -2 (3D Geometry)/ Colour -2/ Perspective Drawing/ Isometric Drawing/ Orthographic Drawing/ Visual Communication in Art and Design/ Ideas Generation and Development in Art and Design/ Contextual and Cultural Referencing in Art and Design/ Design Method/ Design Principles/ Principles of Communication/ History & Contextual Studies/ Material Studies/ Business Management/ Computer Fundamentals

Towards a vision of developing a global learning environment and encouraging its students to introduce meaningful aspirations into world fashion, the Arch Fashion Design programme aims to motivate students to explore individual aesthetics and to conceptualise ethical fashion.

Programme - BTEC Level 5 HND in Fashion & Textiles
Programme Pathways - Under Graduate Level Courses

Courses	Duration	Eligibility	Award	Admission Criteria	Page No.
Fashion Design	4 years	12 th	Foundation studies in Art and Design Pearson Edexcel BTEC HND Level 5 (Fashion & Textiles) ARCH Advanced Diploma	AIEED + PORTFOLIO	27
Textile Product Design	4 years	12 th	Foundation studies in Art and Design Pearson Edexcel BTEC HND Level 5 (Fashion & Textiles) ARCH Advanced Diploma	AIEED + PORTFOLIO	32

Programme - EDEXCEL Assured Courses in Fashion & Textiles
Programme Pathways - EDEXCEL Assured Courses

Courses	Duration	Eligibility	Award	Admission Criteria	Page No.
Fashion Design	2 years	12 th / Graduation	ARCH Edexcel Assured Certificate	INTERVIEW + PORTFOLIO	29
Textile Design	2 years	12 th / Graduation	ARCH Edexcel Assured Certificate	INTERVIEW + PORTFOLIO	33

FASHION DESIGN

Course Intent - Why Fashion Design is right for you...

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 country. It contributes more than 13% to industrial output, 17% to export revenues and 6% to the nation's GDP. The industry proudly supports 35 million jobs, with an estimated export value of around US$ 35 billion and domestic consumption of close to US$ 60 billion. India is today recognized as one of the best sourcing destinations for garments, textiles, accessories and finish: it provides a perfect blend of fashion, designs, quality, patterns, textures, colours and finish. Manufacturers here are ready to innovate, be flexible on quantities, have a hands-on approach to quality control and keep the integrity on deadlines. According to the National Skill Development Corporation, the availability of
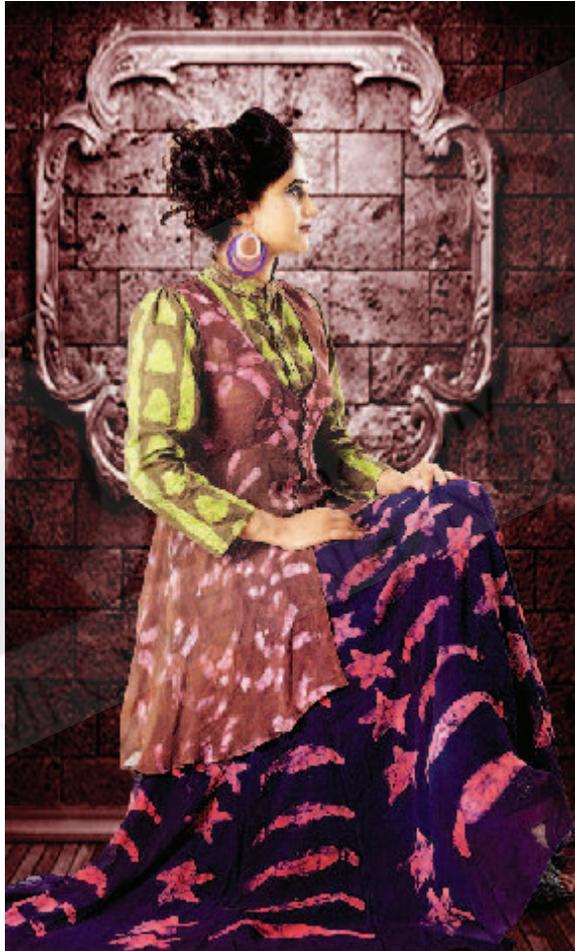
Vimal Sharma: My inspiration is taken from Art Nouveau where artists drew inspiration from both organic and geometrical forms, evolving elegant designs that united flowing, natural forms with more angular contours.

designing and merchandising skills would be crucial for increasing share in export markets and tapping the potential in new markets.

The Course is dedicated in its focus on creating a responsible awareness and assessment of the socio-cultural and ecological influences on fashion; an essential in the rediscovery and sustenance of an Indian aesthetic signature. This not only helps place aspirants in the larger context of world fashion, but also contributes to the addition of unique value to the Indian fashion industry.

This concept-based course instils in the 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. In addition to design sensibilities, learning the principles and practices of the management of innovation relevant to fashion is another key learning area that is addressed in the course of study.

FASHION DESIGN

Portfolio - Students' Pride

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 - Future Enterprise

Fashion design students are capable of independently building and asserting their own identity or associate with Export Houses, Design Studios and Retail and Fashion Houses. They can also fit into the role of a Fashion Coordinator, Brand Manager, Fashion Merchandiser, Product Development Manager, Fashion Buyer, Quality Control Manager, Design Consultant, Stylist, Fashion Photographer, Fashion Illustrator, Creative Director, Fashion Editor/ Journalist, Design Critic, Costume Designer, Trend & Forecast Analyst, Principal Design Strategist with NGOs (engaging in design intervention and sustenance of traditional skills) and Academician. A Fashion Designer is a versatile and creative professional who can eventually diversify into other design professions based on a specific interest or specialization.

Nitish Rathi: My collection explores the various elements, surfaces and colours of the wall frescos of Shekawati in Rajasthan

ALUMNI SPEAK

Neha Ranjan
Working with Mano Viraj Khosla, Bangalore
"I had a great learning experience at ARCH Academy of Design. I loved everything that the institution offered me. I got the guidance from the best of teachers and I made great friends"

Nagendra Gupta
Working with Rana's Legacy, Jaipur
"There are no rules to design. Rules are formed by the way you use elements. Let others follow it."

FASHION DESIGN

Placements / Internships - The Big Step forward

Abu Jani Sandeep Khosla, Mumbai • Anita Dongre, AND Designs India Ltd., Mumbai • Monapali, • Arvind Limited, Denim Lab, Ahmedabad, • Dalmia Group, Surat • EKAA by Tarang and Priyanka, New Delhi • ELA by Joyjit - Creative Group, New Delhi • Hoffman Jeans, Kolkata, • Lifestyle International Pvt. Ltd., • Maison De Dauphine, New Delhi • NexGen Clothing Company, Mumbai • R&B International, Kolkata • Reliance Retail, Bangalore, • Surreal - Pall Mall Design Lab, New Delhi • Untitled Dreams by Rajat & Lavdeep, New Delhi , • Weaver's Studio, Kolkata • Manoviraj Khosla, Bangalore

Course Contents - Tools for Thought

Year 1 Foundation Modules
See Foundation Studies in Art & Design
Year 2
Fashion and Textiles Materials Understanding / Garment Construction techniques / Pattern Drafting in Fashion (Kids & Women) / Advance Illustration / Computer Application – II / Critical Study in Art and Design (Western wear) / Fashion and Textiles Materials Understanding / Research and Development for Fashion Design (Project Indian women's wear) + Creative Textile / Merchandising / Internship / Creative Pattern Making

Year 3
Pattern Construction in Fashion / Computer Application-III (Cad Cam) / Project Design, Implementation and Evaluation (Men's wear) / Fashion Promotion and Marketing / Cultural Understanding in Fashion (Design Project : evening Wear + Fashion Styling) / Research Project / Garment Manufacture (Final collection) / Professional Practice in Art & Design (Design Portfolio & Identity) / Entrepreneurship

Year 4
Project-1 - Sustainable Design (Eco Design, Social Cause, Green Marketing) Mentored by Industry / Project-2 - Brand Development + IPR + Ethical Business / Project-3 - Luxury Brand (Study - Brands - Collection) / Project-4 - Professional Practice (Internship & Industry Mentored)

Course Contents - Advance Diploma

The Technology of Fashion focuses on Production, Product Development, Marketing & Export Strategy for the Fashion & Apparel Industries and is a dynamic course that is a combination of fashion awareness and technical knowledge that gives a comprehensive and highly valuable set of skills.
Year 1
Design Foundation/ Elements of Fashion/ Fashion Illustration/ Entrepreneurship Skills Development/ Textile Appreciation/ Garment Production Technology/ Business Environment and Practical Accounting/ Clothing Manufacture/ Production Operations/ Pattern Construction in Fashion/ Pattern Drafting in Fashion (Women/ Kids Design Project)/ Indian Textiles & Costumes (Indian Wear Design Project)
Year 2
World Textiles & Costumes/ Knitwear & Consumer Textiles/ Advanced Fashion Illustration & Art/ Production Techniques in Fashion (including Draping)/ CAD CAM for Fashion and Textiles/ Garment Manufacture (Menswear)/ Textile Testing & Quality Control/ Functional Management/ Business Communication Technology/ Research Project/ Accounting/ Fashion Promotion and Marketing

Note : The contents and sequence of delivery are subject to change as per industry needs.

Neha Ranjan's collection "I see humans but not humanity" is inspired by the Dada Art movement in Zurich. The issue of violence against women in India is addressed through this collection.

INDUSTRY SPEAK

Bibi Russell
International Fashion Designer,
"I have worked with the young designers of Arch Academy of Design and have found them very promising. The International course curriculum at the institution empowers individuals to make a mark in world fashion,"

CREATIVE ILLUSTRATION

CREATIVE ILLUSTRATION

NEHA RANJAN

Textile Product Design is the creative field which connects Fashion Design, Interior Design, Craft Product Design, Lifestyle Accessory Design, and Jewellery Design.

TEXTILE PRODUCT DESIGN

Course Intent - Why Textile Product Design is right for you...

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 country. It contributes more than 13% to industrial output, 17% to export revenues and 6% to the nation's GDP. The industry proudly supports 35 million jobs, with an estimated export value of around US$ 35 billion and domestic consumption of close to US$ 60 billion. India is today recognized as one of the best sourcing destinations for garments, textiles, accessories and finish: it provides a perfect blend of fashion, designs, quality, patterns, textures, colors and finish. According to the National Skill Development Corporation, the availability of designing and merchandising skills would be crucial for increasing share in export markets and tapping the potential in new markets.

Competent designers in today's textile industry are required to be highly creative and adaptable. Today the textile industry in India is evolving from the handloom, power loom and craft sectors to newer areas, like the paper and automobile industries. Catering to these needs Textile Product Design is a unique course inculcating professional practices where designs are implemented and realized holistically as entire wearable collections, or as accessories, or even as products within interior space. This course offers an exciting range of learning opportunities across innovative textile design and product design, focusing on core specialist textile techniques of weaves, prints, surface ornamentation and knits. In addition to design sensibilities, learning the principles and practices of the management of innovation relevant to textile industry is another key learning area that is addressed in the course of study.

Portfolio - Student's Pride

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, hard materials explorations and developments, a collection of coordinated textile samples / products.

Career Prospects – Future Enterprise

The program prepares students for a wide range of careers in the Textile industry in Export Houses, Fashion Labels, independent and collaborative Design Studios and Trend Agencies, Buying Houses, Handloom Cooperatives, the Handicrafts sector, Automobile industry and in NGOs engaging in design intervention and sustenance of traditional skill sectors. They can also work as Fabric Designers, Brand Managers, Product Development Managers, Quality Control Managers, Design Consultants, Stylists, Interior product designers, Creative Directors, Design Critics, Trend & Forecast Analysts and in Museums and Exhibits as Textile Curators.

Placements / Internships - The Big Step forward

BSL Ltd., Bhilwara • Mangalam Exports, Jaipur • S. Kumar's Nationwide Ltd., Mumbai • Suprint Textiles Pvt. Ltd, Jaipur • Jaipur Rugs, Jaipur

TEXTILE PRODUCT DESIGN

Course Contents - Tools for Thought

Year 1 Foundation Modules
See Foundation Studies in Art & Design

Year 2

Fashion and Textiles Materials Understanding/ Design Method/ CAD/CAM for Fashion and Textiles/ Techniques and Processes in Textiles/ Design Application in Textiles/ Textile Manufacture Production Operations/ Specialist Textiles Techniques and Processes/ Cultural Understanding in Fashion/ Experimental Printed Textiles

Year 3

Cultural Understanding in Fashion/ Critical Study in Art and Design/ CAD/CAM for Fashion and Textiles/ Professional Practice in Art and Design/ Experimental Constructed Textiles/ Research Project/ Project Design/ Implementation and Evaluation/ Experimental Embroidered Textiles/ Design Collection

Year 4

Dissertation/ Cluster Based Design Project/ Socio Economic Design/ Graphic Design for Branding/ Packaging Design/ Industry Exposure

Course Contents - Advance Diploma

Textiles being the back bone of fashion industry and also serving its applications to the interiors, automobile, medical and many other arenas is today a highly competitive and fast evolving industry. Textile Design is a professional course inculcating technical skills and professional practices being implemented, materialized and marketed effectively. This course at Arch Academy of Design offers a broad spectrum across vocational textile design skills, merchandising skills, marketing skills and professional skills making one competent to fit into a competitive market as a strong pillar.

Year 1

Design Foundation/ Elements of Textile Design/ Idea generation and development in textile Design/ World and Indian Textiles/ CAD/CAM for fashion and textiles – I/ Techniques and processes for textiles/ Fashion & Textiles Materials & Illustrations/ Woven Design- I/ Professional Practices.

Year 2

Communication Graphics/ Craft Documentation/ Organizational Behavior/ Experimental Textiles/ Woven Design- II/ CAD/CAM- II/ Print Design for specific market/ Diploma Project.

Note: The contents and sequence of delivery are subject to change as per industry needs

TEXTILE PRODUCT DESIGN

INDUSTRY SPEAK

Vikram Joshi
Entrepreneur

"As a Textile Technologist & a promoter of natural dyed Hand-block printing textiles, I feel that the project conceptualised by Arch will give a new energy and direction to continue the heritage craft in an eco-friendly manner."

Brij Ballabh Udaiwal
Master Craft Person and National Awardee, Block Printing

"Natural dyeing & Hand-block printing which still holds uniqueness, ethnicity & charm worldwide is at the brink of collapse, and offers great scope for revival as a significant resource for Eco-textiles meant for niche global markets."
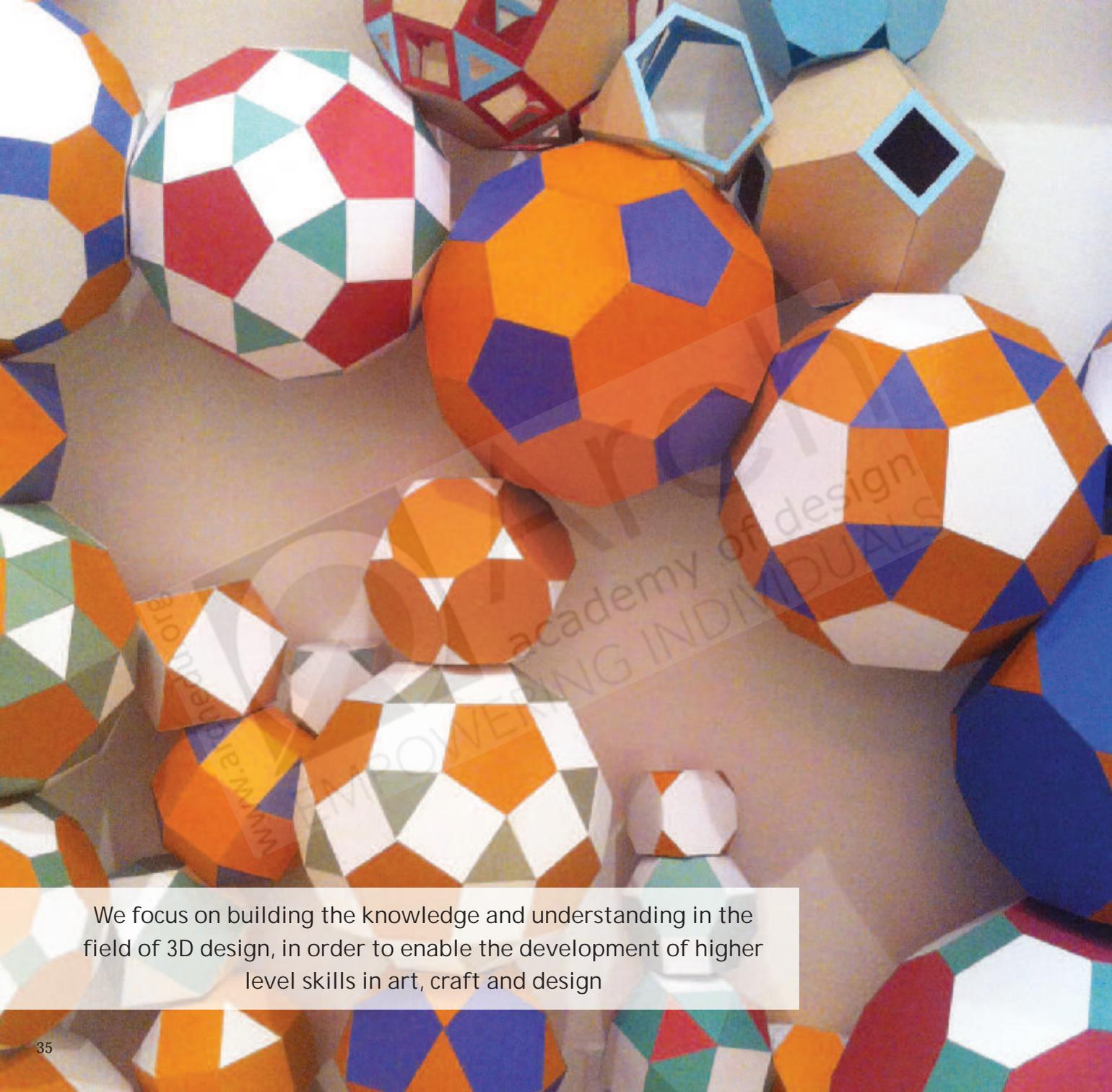
We focus on building the knowledge and understanding in the field of 3D design, in order to enable the development of higher level skills in art, craft and design

Programme - BTEC Level 5 HND in 3D Design
Programme Pathways - Under Graduate Level Courses

Courses	Duration	Eligibility	Award	Admission Criteria	Page No.
Interior Design	4 years	12 th	Foundation studies in Art and Design Pearson Edexcel BTEC HND Level 5 (3D Design) ARCH Advanced Diploma	AIEED + PORTFOLIO	37
Jewellery Design	4 years	12 th	Foundation studies in Art and Design Pearson Edexcel BTEC HND Level 5 (3D Design) ARCH Advanced Diploma	AIEED + PORTFOLIO	42
Craft Product Design	4 years	12 th	Foundation studies in Art and Design Pearson Edexcel BTEC HND Level 5 (3D Design) ARCH Advanced Diploma	AIEED + PORTFOLIO	45
Lifestyle Accessory Design	4 years	12 th	Foundation studies in Art and Design Pearson Edexcel BTEC HND Level 5 (3D Design) ARCH Advanced Diploma	AIEED + PORTFOLIO	47

Programme - EDEXCEL Assured Courses in 3D Design
Programme Pathways - EDEXCEL Assured Courses

Courses	Duration	Eligibility	Award	Admission Criteria	Page No.
Interior Design	2 years	12th / Graduation	ARCH Edexcel Assured Certificate	INTERVIEW + PORTFOLIO	39
Jewellery Design	2 years	12th / Graduation	ARCH Edexcel Assured Certificate	INTERVIEW + PORTFOLIO	44
Lifestyle Accessory Design	2 years	12th / Graduation	ARCH Edexcel Assured Certificate	INTERVIEW + PORTFOLIO	48

INTERIOR DESIGN

Course Intent - Why Interior Design is right for you...

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

The construction industry, which accounts for approximately 11% of the GDP, has an estimated investment of US $500 billion, and is growing at around 34 % annually. The Indian retail industry is the fifth largest in the world, and contributes about 22% of the GDP and generates 8 % of employment in the country today. It is expected to grow 25 per cent annually, to be worth US$ 175- 200 billion by 2016.

Heritage properties and other hospitality properties have begun demanding great amounts of input 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 lead to increase in demand for interior space visualisers to showcase modern blend with traditional space. Rising income levels will lead to a demand for creative individuals to support the vision of India being a major global commercial force to reckon with.

The Interior Design programme at the Academy is dedicated towards nurturing & building Interior Design professionals and imbuing them with the creativity and holistic understanding of the subject from materials and structure to the creation of exciting, sustainable human centric environments.

INTERIOR DESIGN

Portfolio - Students' Pride

Drawings, Project Presentations, Sketches, Illustrations, Visuals and Renderings with Computer-Aided Design (CAD), Photographic images and 3d Views and renderings, Estimation and creating EODs, DVDs of site progress, films, walkthroughs, Power-Point presentation etc.

Career Prospects - Future Enterprise

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.

INSTITUTE OF INDIAN INTERIOR DESIGNERS
JAIPUR REGIONAL CHAPTER

Associated with IIID

ALUMNI SPEAK

Akshaya Gupta
Currently with Kaleido, Jaipur
(Ar. Sanjay Kothari)
"I would like to take this opportunity to thank all my professors for passing down their knowledge and enthusiasm throughout the course. It was their support and encouraging words that provided me with the strength to see it through to the end and get a placement in the firm I had always dreamed of."

Astha Agarwal
Currently with Anumaya Interiors Pvt Ltd. New Delhi
"The best thing ARCH has taught me is — whatever discipline you are in, whether you are an interior designer, a fashion designer, or jewellery designer, whatever you do, you have one thing that's unique. You have the ability to DESIGN."

INTERIOR DESIGN

Placements / Internships - The Big Step forward

Central-Future Group   Lifestyle International, Pvt. Ltd, Jaipur   MGF Metropolitan, Jaipur   Pyramid Retail, Jaipur   Kothari & Associates P Ltd., Delhi   ARG Group   Ar. Tushar Sogani   Shoppers Stop   Ar. Sanjay Kothari   Ar. Anoop Bhartaria Muse Interiors, Bangalore   Benzel Design & Communication, Gurgaon   Manikchand Buliders, Dehli   Velocity Institute of Design, West Benga   Sthapatya Architects, Jaipur

Course Contents - Tools for Thought

Year 1
Foundation Modules
See Foundation Studies in Art & Design

Year 2
Building Services I/ Professional Practice in Art and Design/ AutoCAD 2D & 3D/ Project Design, Implementation and Evaluation (Residential Project)/ Furniture Design/ Light Metals in Art and Design/ Wood in Art and Design/ Glass in Art and Design/ Interior Design.

Year 3
2D, 3D and Time-based Digital Applications/ Interior Furnishing/ Critical Study in Art and Design/ Research Project (Industrial Design)/ Commercial Model Making/ Specialist 3D Materials/ Specialist 3D Technology and Processes/ Exhibition and Retail Design.

Year 4
Advanced Construction Techniques/ Building Services II/ Estimation & Costing/ 3Ds Max Software/ Landscape Design/ Design Project (Industrial)/ Entrepreneurship Skills Development/ Industry Internship

Course Contents

Advance Diploma

Year 1
Design Foundation/ Interior Landscaping/ Building Construction for Interior Designers/ Furnishing of Interiors/ History of Furniture/ Design Studio – I/ Communication and Soft Skills/ Construction Techniques/ Light & Colours in Interior Design/ Interior Estimation/ Design Studio – II/ Auto CAD 2D - 3D/ Sculpture and Modelling

Year 2
Advanced Building Services/ History of Art & Architecture/ Materials & Construction Techniques/ Design Studio III/ Design Visualization & Presentation/ Project Management/ Ethics & Legal Practices/ Vaastu in Interiors/ Thesis Preparation Seminar/ 3Ds Max/ Thesis / Project

Note : The contents and sequence of delivery are subject to change as per industry needs.
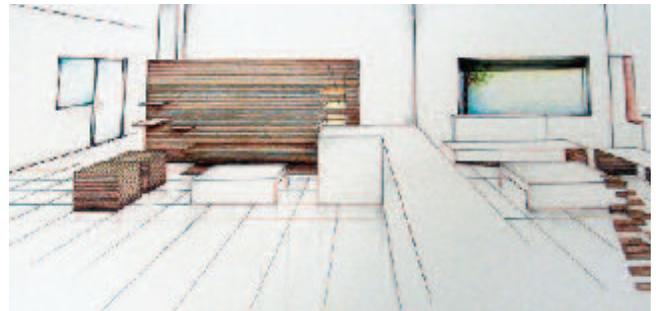
INTERIOR DESIGN

Interior Projects: Akshaya Gupta

The design department of Jewellery and accessories at Arch is the epitome of excellence, engaging technology & the traditional crafts of India to create luxurious objects of desire

JEWELLERY DESIGN

Course Intent - Why Jewellery Design is right for you...

India is the largest consumer of gold Jewellery in the world. It accounts for about 20% of world consumption. It also dominates the diamond processing trade with 11 out of 12 diamonds being cut and polished in India. India also dominates the gold and silver consumption globally, with consumption of approximately 700 tonnes (gold) per annum. India shares 4% of the global Gems and Jewellery market, and is expected to touch a turnover of close to US$ 35 billion by 2015. 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. According to the National Skill Development Corporation, there is an expected demand for skilled personnel able to create multi-

ple designs to meet customer needs. Requirements will also be linked with the ability to interact and work with foreign clients Historically, jewellery 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 Jewellery 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.

JEWELLERY DESIGN

Portfolio - Students' Pride

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

Course Contents - Tools for Thought

Year 1 Foundation Modules
See Foundation Studies in Art & Design

Year 2
Fundamentals of Jewellery Design/ History of Jewellery/ Computer Fundamentals/ Gemmology & Metallurgy/ Product Design/ Properties of 3D Materials/ CAD Applications for Jewellery/ Professional Practice in Art and Design/ Design Project - Traditional Indian Jewellery/ Jewellery, Accessories and Body Adornment (Gold)/ Light Metals in Art and Design/ Wood in Art and Design/ Glass in Art and Design

Year 3
Ceramic Design/ Lens-based Recording Techniques in Art and Design/ CAD Applications for Jewellery/ Project Design, Implementation and Evaluation (Diamond)/ Critical Study in Art and Design/ Research Project (Fashion Jewellery)/ Packaging in Graphic Design/ Specialist 3D Technology and Processes.

Year 4
CAD Applications for Jewellery/ Enamelling Techniques/ Professional Portfolio Development & Presentation/ Design Project - Couture Jewellery/ Design Project - International Range Development/ Entrepreneurship Skills Development/ Industry Internship

Career Prospects - Future Enterprise

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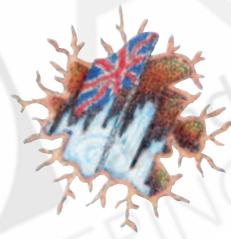
Hand Rendered Sketch

Final Jewellery Product

Brooch Designed by Ridhi Chaudhary inspired from 3D Street Art for UK market

Vidhi Sanghani
Currently working with Dwarka Gems LTD. Jaipur
"By providing me with the right knowledge, guidance and exposure in the field of Gems and Jewellery ARCH has given me the platform to make my life exactly the way I wanted".

Rupal Gupta
Currently working with Amrapali, Jaipur
"It is an amazing feeling to know that my developments presently define the taste and products of Amrapali."

JEWELLERY DESIGN

Course Contents

Advance Diploma

Year 1
Design Foundation/ Fundamental Theory of Jewellery Design and Context/ Gemmology I Metallurgy I/ Corel Draw / Jewellery Sketching and Rendering/Jewellery Design and Practice / Jewellery Manufacturing

Year 2
Gemmology II/ Metallurgy II/ Jewellery Design Marketing/ Jewel CAD/ Design Project- Gold Jewellery/ Diamond Studies/ Design Project- Diamond Jewellery/ Jewellery Manufacturing/ Professional Practice in Jewellery Design/ Industrial Internship/ Portfolio

Placements / Internships - The Big Step forward

Amrapali Jewels • ORRA Diamond Jewellery • Gitanjali Group Ltd • S. M. Global Ltd. Hong Kong • Indioro, Dubai • Vaibhav Gems Ltd. • Derewala Jewellery Industries • SYMETREE by Haritsons Group • Dwarka Gems Ltd. • Jewels Emporium • Motisons Jewellery Ltd. • Oriental Gems Ltd. • P. Mangatram, Hyderabad • Sambhav Gems Ltd. • Silvex Images Pvt. Ltd • Raniwala Jewellers • Savio Jewellery • RHEA Gems

Rajeev Arora

Co-Founder, Amrapali Jewellery Pvt Ltd/ FDCI Member, Jaipur.

"I think that the alumni of Arch are a wealth to the Gems and Jewellery Industry. They have performed excellently and have made a niche for themselves"

LAVA Diamond and Ruby Necklace and Earrings set on celebrated Model and Actor Aanchal Kumar designed by Akshay Agarwal, a student of 2009-12 Jewellery Design batch for Savio Jewellery as part of his Graduation project with the industry. Akshay won a NANO car as first prize in the 'Imagination' Jewellery Design Award 2012.

CRAFT PRODUCT DESIGN

Why Craft Product Design is right for you...

Craft in India has been kept alive and productive despite the increasing industrialization of the country. The Craft Industry is a fine balance between the application of mechanization and hand based skills, the latter giving each produced artefact uniqueness. The industry now thrives in the export arena and designers who are articulate and aware of world tastes and trends are in great demand to understand the buyer & his needs and be able to deliver appropriate design concepts & solutions.

The course intent includes the development of core competence in the basic skills and understanding of the process and principles governing the design and manufacturing of craft-based products. 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 craft products to support fashion and lifestyle 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.

The programme is dedicated to developing & implementing design interventions for our craft sector. The collaborative learning process gives the students an opportunity to work with craftsmen and learn the techniques and the artisans get to learn how to generate new design ideas & to explore new materials & markets.

CRAFT PRODUCT DESIGN

Career Prospects - Future Enterprise

One can gain employment or practice as craft-based Product Designers, Design Managers, Product Development Managers, Sourcing Consultants, Toy designers, Stylists, Visual Merchandisers; Designers of Costume Jewellery, Leather Goods, Giftware, Tableware, Watches, Bags, Footwear and Handicraft. One can also work as Craft Researchers for Government Projects, or go into entrepreneurial activity such as running Boutiques etc.

Placements / Internships - The Big Step forward

Access Development Services • AKFD •Amrapali • Dileep Industries • Hastkala Exports • Vistaar Interiors •Ninety One Degrees

Also in Projects from various Government departments like DCH (Development Commissioner Handicrafts), MSME (Micro, Small & Medium Enterprises), RUDA (Rural Non-Farm Development Agency) etc and various NGOs (Non Governmental Organizations) working in the field of Craft development.

Course Contents - Tools for Thought

Year 1 Foundation Modules
See Foundation Studies in Art & Design

Year 2
History of Indian Crafts/ Terracotta Craft (Lifestyle Products & Fashion Accessories)Fashion and Textiles Materials Understanding/ Product Design/ Fine Art Sculpture/ Professional Practice in Art and Design/ Research Project (Textile Product & Accessories)/ Specialist 3D Materials/ Leather Crafts (Lifestyle Products & Fashion Accessories)/ Using CAD for Crafts

Year 3
Ceramic Design/ Project Design, Implementation and Evaluation/ Critical Study in Art and Design/ Using CAD for Crafts/ Specialist 3D Technology and Processes/ Light Metals in Art and Design/ Wood in Art and Design/ Glass in Art and Design/ Marketing Research & Marketing

Year 4
Furniture Design/ Professional Portfolio Development & Presentation)/ Final Project - Creative Product Development/ Entrepreneurship Skills Development/ Industry Internship

Note : The contents and sequence of delivery are subject to change as per industry needs.

LIFESTYLE ACCESSORY DESIGN

Course Intent - Why Lifestyle Accessory Design is right for you...

The course intent includes the development of core competence in the basic skills and understanding of the process and principles 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.

Course Contents - Tools for Thought

Year 1 Foundation Modules
See Foundation Studies in Art & Design

Year 2
Professional Practice in Art and Design/ Project Design, Implementation and Evaluation/ Critical Study in Art and Design/ Fashion Promotion and Marketing/ Product Design / Jewellery, Accessories and Body Adornment/ Light Metals in Art and Design/ Cultural Understanding in Fashion/ Fashion and Textiles Materials Understanding/ Properties of 3D Materials

Year 3
Ceramic Design/ Lens-based Recording Techniques in Art and Design/ CAD Applications for Jewellery/ Project Design, Implementation and Evaluation (Diamond)/ Critical Study in Art and Design/ Research Project (Fashion Jewellery)/ Packaging in Graphic Design/ Specialist 3D Technology and Processes.

Year 4
CAD Applications for Jewellery/ Enamelling Techniques/ Professional Portfolio Development & Presentation/ Design Project - Couture Jewellery/ Design Project - International Range Development/ Entrepreneurship Skills Development/ Industry Internship

LIFESTYLE ACCESSORY DESIGN

Course Contents

Advance Diploma

Year 1
Design Foundation /Fundamental of Fashion and Lifestyle Accessories Design and Context/ Terracotta Craft Accessories Design / Lacquer Craft Accessories Design / Textile Craft Accessories Design / Auto CAD 1/ Packaging

Year 2
Auto CAD 2/ Wood Craft Accessories Design/ Metal Craft Accessories Design/ Leather Craft Accessories Design/ Professional Practice in Lifestyle Accessories Design/ Entrepreneurship/ Portfolio

Portfolio - Student's Pride

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

Career Prospects - Future Enterprise

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

Placements/ Internships - The Big Step forward

• Access Development Services • AKFD • Amrapali • Dileep Industries • Hastkala Exports • Vistaar Interiors • Mangalam Arts • SYMETREE by Haritsons Group • Dwarka's
Also in Projects from various Government departments like DCH, MSME, RUDA etc.

Rajesh Jain
Rajasthan Head, Access Development
"I am proud to say that Arch Academy has evolved into a full fledged institute known not only in Jaipur but in many parts of the country and the world. The way it has been contributing to the industry is enormous."

Graphic Design at ARCH infuses that imaginative world with tangibles accessible in today's technological world without losing out on the vast heritage & ethos of our rich Indian culture

Programme - EDEXCEL Assured Courses in Graphic Design
Programme Pathways - EDEXCEL Assured Courses

Courses	Duration	Eligibility	Award	Admission Criteria	Page No.
Graphic Design	4 years	12 th	Foundation studies in Art and Design Pearson Edexcel BTEC HND Level 5 (Graphic Design) ARCH Advanced Diploma	AIEED + PORTFOLIO	51
Design Communi-cation	4 years	12 th	Foundation studies in Art and Design Pearson Edexcel BTEC HND Level 5 (Graphic Design) ARCH Advanced Diploma	AIEED + PORTFOLIO	53

Programme - Graphic Design
Programme Pathways - EDEXCEL Assured Courses

Courses	Duration	Eligibility	Award	Admission Criteria	Page No.
Design Communication	2 years	Graduation	ARCH Edexcel Assured Certificate	INTERVIEW + PORTFOLIO	54

GRAPHIC DESIGN

Course Intent - Why Graphic Design is right for you...

As the design industry moves towards the future there is a need for professionals who are able to communicate ideas and concepts effectively.

Graphic design seeks to attract, inspire, create desires and motivate the people to respond to messages, with a view to making a favourable impact to the bottom line of the commissioning body, which can be either to build a brand, move sales, or for humanitarian purposes.

The essential requirement will be for highly articulate 'Design & Context aware' observers, analysts, commentators and creators.

Portfolio - Students' Pride

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

STUDENT SPEAK

Surbhi Verma

"A core thing about being a graphic designer is passion. At a very young age I wanted to be a part of this field and make this my career goal on the road to self expression. Being able to draw, capture the world and looking at amazing poster design inspires me. I always examine various things and think how much better I could make it."

GRAPHIC DESIGN

Course Contents - Tools for Thought

Year 1 Foundation Modules
See Foundation Studies in Art & Design

Year 2

History & Development of Graphic Design/
Principles of Communication/ Typographic
Skills/ Visual Communication in Graphic
Design/ CAD Applications for Graphic Design/ Print Processes & Outputs/ Advance
Colour/ Basic graphic Design/ Poster Design/ Brochure Design/ Communication with
Images in Art and Design/ Advanced Typographic Design/ Cultural Interpretation in
Graphic Design/ Basic Photography, Photoshop training/ Packaging in Graphic Design.

Year 3

Lens-based Recording Techniques in Art
and Design/ Project Design, Implementation
and Evaluation (Industry Based)/ Critical
Study in Art and Design/ Editorial Design/
Corporate Identity in Graphic Design/ Introduction to film and video/ 1 Ad film on selling of service and product/ Magazine
Design Project/ Art, Design and Media Practice within the Digital Environment/ Market
Trend Analysis/ Advertising Photography

Year 4

Professional Portfolio Development & Presentation/ Web Design/ Final Design Project/
Entrepreneurship Skills Development/
Industry Internship

Right: How a Graphic Designer uses a photograph to communicate an idea.

Far right: A sample of a newspaper page showing how great Graphics can change the look of a newspaper and tell the story effectively.
Design by Sabyasachi Kundu,
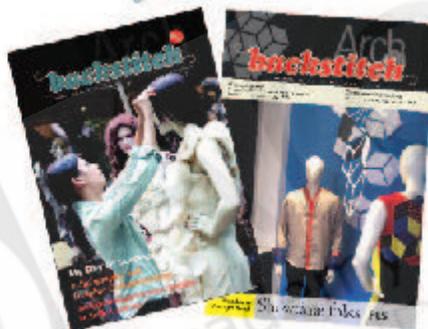
Career Prospects - Future Enterprise

Students can engage with the industry in roles of Graphic & written 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; Graphic Artist, Visualiser, Art Director, Illustrator. Graphic Communicator; Media & Communication
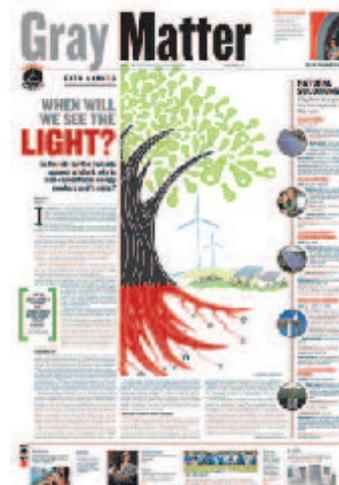
DESIGN COMMUNICATION

Course Intent - Why Design Communication is right for you...

Design communication promotes communication about Design and its processes among educators, researchers in various design disciplines and through the various media, the general public. It involves developing effective and appropriate forms of communication through the study and practice of design principles, theories, skills and textual & visual research progressed through logical stages to a finished outcome. It stresses on cultural and historical awareness and/or contextual framework of your work. Highly articulate and aware design commentators have sound research ability and strong written and visual communication skills and can articulate and communicate inten-

tions clearly. The term Design Communication is often used interchangeably with visual communication, but has an alternate broader meaning that includes auditory, vocal, touch and smell. Design Communication studies thus include knowledge of information architecture, editing, typography, illustration, web design, animation, CAD, internet, multimedia, advertising, ambient media, visual identity design, performing arts, copywriting and professional verbal and written communication skills applied in the creative industries.

Career Prospects - Future Enterprise

Design Communicators have tremendous scope for employment in the advertising industry as copywriters, communicators, film makers etc; in PR firms, Design studios, in the publishing industry, as book and magazine illustrators & writers and so on. They can find placement in the packaging industry, in designing motifs for use in hotels, airlines, firms equipment from cutlery to napkins to delivery van, liveries, uniform, letterheads, etc. Prospects in design are exceptionally bright for talented professionals who have the necessary drive. There is also a lot of scope for freelancing and entrepreneurship.

DESIGN COMMUNICATION

Course Contents - Tools for Thought

Year 1 Foundation Modules
See Foundation Studies in Art & Design

Year 2
Introduction to Mass Media/ Media and Culture/ Print Media and Photography/ Portfolio Construction/ Advance Colour/ Letter Design/ Basic Graphic Design, Advanced Typography/ Human Form Drawing/ Photoshop usages/ Poster Design, Brochure Design/ Basics of Camera, Lights and Sound/ Operation and Handling of Video Equipments/ Editing

Year 3
Advertising: Concepts and Principles/ Advertising through Print, Radio and Television/ Advertising in Contemporary Society/ Copywriting, storyboarding/ Advertising Design/ Consumer Behaviour/ Computer Drawing & Typography/ Symbol and logo Design/ Newspaper and magazine Design/ Internship with the Media Industry(6 weeks)/ Visual Merchandising/ Popular Cultures: Symbols and Metaphors/ Indian Crafts as means of communication/ Digital Media: Introduction and Issues/ Internship with the Media Industry (6 weeks).

Year 4
Media Planning and Buying Brand Building/ Advertising and Marketing Research/ Legal Environment and Advertising Ethics/ Agency Management/ The Principles and Practice of Direct Marketing/ Storyboard Script/ Production Design/ Direction and Screenplay/ Editing/ Film Studies/ 3D Animation/ Industry interface (6 months).

Course Contents

Advance Diploma

Year 1
Design Foundation/ Advanced Typography/ Advance Photography/ Advance Colour/ Ideas Generation and Development in Art and Design-Advance/ Design Method -Advance/ Business Management-Advance (Internship with the Industry)/ Mass Media and its Culture/ Advertising in Contemporary Society/ Advertising Design/ Consumer Behaviour/ Advertising through Print, Radio and Television, Mobile application, internet, Facebook, blog/ Internship with the Media Industry (6 weeks).

Year 2
Brochure design/ Poster design of all design discipline/ Small film on three design discipline/ Corporate identity design/ Retail design/ Newspaper and magazine Design/ Design Magazine layout for 1 issue/ Application in mobile, tablet/ Visual Merchandising/ Digital Media: Its wide application and Internship with the Media Industry (6 weeks)/ Media Planning and Buying Brand Building/ Advertising and Marketing Research/ Legal Environment and Advertising Ethics/ 3D Animation/ Industry interface (6 months)

Examples of Good Photography.
Photographs by Benoy Thoompunkal, Director Academics

Christiana Margiotti
Subject & Programme Leader - Creative Arts & Technologies and Visual Design & Communications,
Perth College UHI, Scotland
"We are working together on UKIERI Institutional Capacity Building Grant. This partnership will result in a mutually beneficial project based on Communication & Use of Design for the Creative Industries."

Jessica Mayberry
Founding Director, Video Volunteers
"I have been working in India with a lot of young students and being here at the ARCH Academy and interacting with young designers opens new windows for discussions and ideas to be carried forward. I am positive I will be working with these young brains in future."

The role of design management is to understand and 'bridge' the gap between the designer and the 'others' in the process. This course develops individuals who understand Design, Aesthetics as well as business management, marketing and strategic planning.

Programme - BTEC Level 7 Extended Diploma Strategic Management & Leadership

Programme Pathways - Strategic Management & Leadership

Courses	Duration	Eligibility	Award	Admission Criteria	Page No.
Design Management	4 years	12	Foundation studies in Art and Design Pearson Edexcel BTEC HND Level 7 (Design Management) ARCH Advanced Diploma	AIEED + PORTFOLIO	57
Design Management	2 years	Graduation	Pearson Edexcel BTEC Level 7 Extended Diploma in Strategic Management and Leadership Progression to Univ. in UK/ India for completion of MBA ARCH PG Diploma	INTERVIEW	57
Strategic Management and Leadership	1 years	19 years of age	Pearson Edexcel BTEC Level 7 Extended Diploma in Strategic Management and Leadership Progression to Univ. in UK/ India for completion of MBA	INTERVIEW	58

DESIGN MANAGEMENT

Course Intent-Why Design Management is right for you...

Design Management professionals are being sought by Industry as their scope ranges from the tactical management of corporate design functions and design agencies, including design operations, staff, methods and processes—to the strategic advocacy of design across the organization as a key differentiator and driver of organizational success. It includes the use of design thinking—or using design processes to solve general business problems.

The Design Management course seeks to link the study of design, innovation, technology, management and customers in order to provide competitive advantage across the triple bottom line: economic, social/ cultural, and environmental factors. It is the art and science of empowering design to enhance collaboration and synergy between "design" and "business" to improve design effectiveness.

Career Prospects - Future Enterprise

Some examples of professionals practicing design management include design department managers, brand managers, creative directors, design directors, heads of design, design strategists, and design researchers, as well as managers and executives responsible for making decisions about how design is used in the organization.

Course Contents - Tools for Thought

Year 1 Foundation Modules
See Foundation Studies in Art & Design

Year 2
Introduction to Economics/ Introduction to Basic Accounting/ Merchandising/ Introduction to marketing/ Professional development for Managers/ Retail Buying and Category Management/ Management Accounting/ Business conomics(Micro)/ Introduction to Trends and Forecasts in the Design Industry/ Operations Research/ Marketing/ Advertising & Brand Planning/ Introduction to Research Methodology

Year 3
Developing Strategic Management and Leadership Skills / Strategic Change Management / Creative and Innovative Management / Managing Financial Principles & Techniques / Developing Successful Business Teams / Strategic Planning / Strategic Supply Chain Management and Logistics / Project Development and Implementation for Strategic Managers

Year 4
International Marketing, Entrepreneurship Business Laws & Legal Documentation, Retail Management, Management Information Systems, Organizational Behaviour, Visual merchandising, Business Ethics & Ethos, Macro Economics, Internship & Report submission-(6weeks)

Course Contents

Advance Diploma

Year 1
Design Foundation/ Developing Strategic Management and Leadership Skills/ Professional Development for Strategic Managers/ Strategic Change Management/ Creative and Innovative Management/ Managing Corporate Responsibility in the Wider Business Environment/ Overview of Design Concepts & The Design Process/ Contemporary Influences on Design/ Importance of Communication in the Design Process/ Management of Resources/ Research Methods for Strategic Managers

Year 2
Customer & Production Interface for Managing Design/ Information and Planning Systems for the Design Process/ Strategic Quality and Systems Management/ Strategic Planning/ Strategic Supply Chain Management and Logistics/ Project Development and Implementation for Strategic Managers/ Final Dissertation/ Industry Internship.

Note : The contents and sequence of delivery are subject to change as per industry needs.

STRATEGIC MANAGEMENT & LEADERSHIP

Pearson Education Limited is one of the UK's largest awarding organisations, offering academic and vocational qualifications and testing to schools, colleges, employers and other places of learning, both in the UK and internationally.

Extended Diploma in Strategic Management and Leadership

Course Intent

This qualification provides an excellent introduction to advanced study in Business and Management and provides additional skills for professionals wishing to develop their careers in areas such as Business and Finance, Hospitality, Health and Social Care, IT & Computing, Public Service and related areas where high class management and leadership capabilities are required. There is a strong emphasis on practical skills development alongside the development of requisite knowledge and understanding in the sector. The qualification is suitable for learners who wish to follow a short programme of study that is directly related to their work experience or to an aspect of employment that they wish to move to in due course.

Key facts
- A globally recognised postgraduate level qualification
- Introduction to advanced research methods applicable to management challenges
- Stimulating range of modules
- Expert tuition from lecturers with academic and business backgrounds
- Progression to a Master's qualification available on successful completion of the course

Enrol now if you wish to gain the knowledge, understanding, critical thinking and skills required to become successful leaders or managers in a time of immense change which presents both new challenges and opportunities.

Arch's policy regarding access to this qualification is that:
- it should be available to everyone who is capable of reaching the required standards
- it should be free from any barriers that restrict access and progression
- there should be equal opportunities for all wishing to access the qualification
The Edexcel BTEC Level 7 Professional qualification in Strategic Management and Leadership is accredited on the QCF for learners aged 19 and above.

Assessment
Combination of course works, presentations, assignments or projects. All assessments are externally validated and all units must be passed to gain this qualification.

Course content

Year 1
Developing Strategic Management and Leadership Skills / Professional Development for Strategic Managers / Strategic Change Management / Creative and Innovative Management / Managing Financial Principles & Techniques / Developing Successful Business Teams / Strategic Planning / Strategic Supply Chain Management and Logistics / Research Methods for Strategic Managers / Project Development and Implementation for Strategic Managers

Note : The contents and sequence of delivery are subject to change as per industry needs.
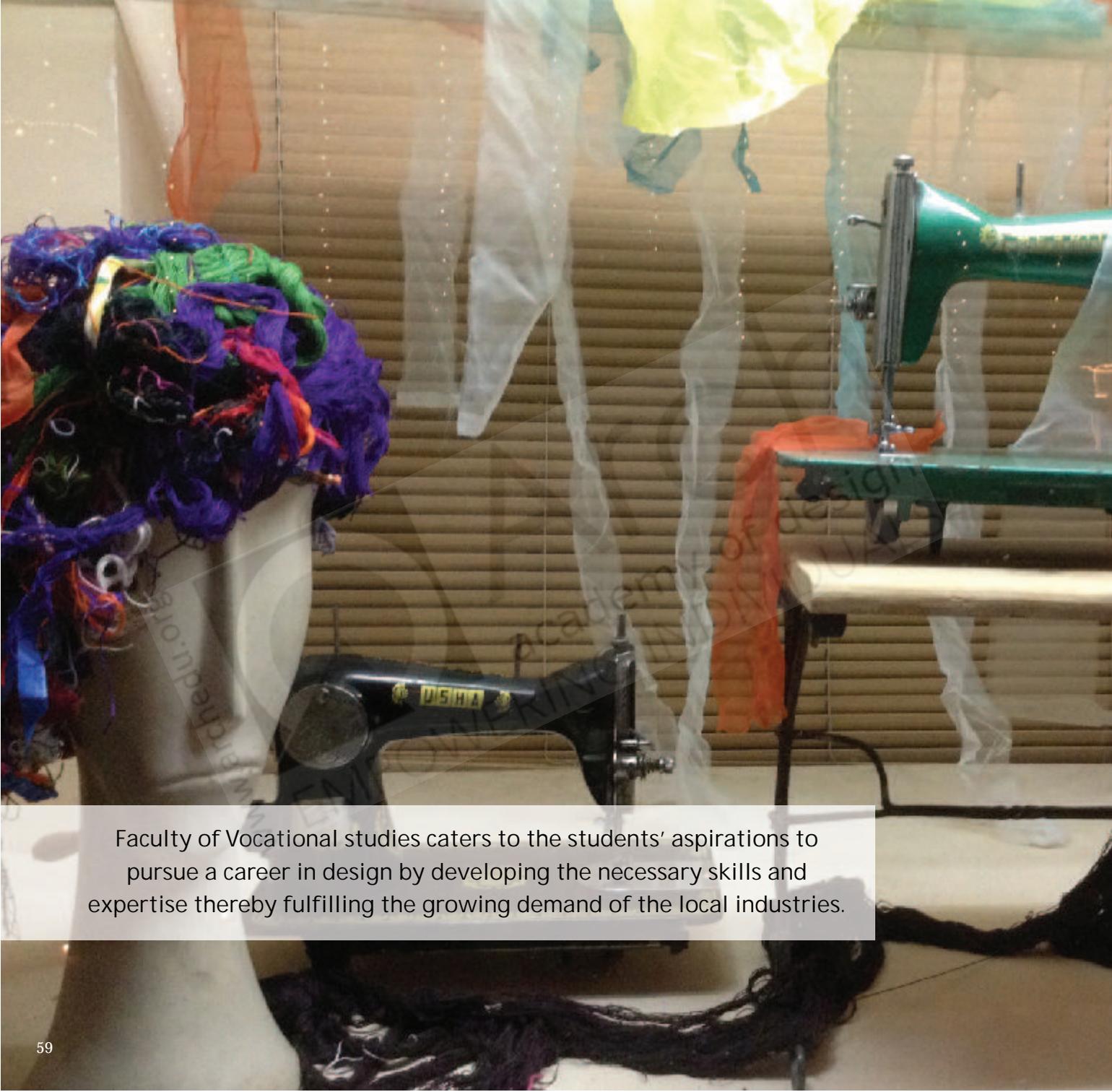
Faculty of Vocational studies caters to the students' aspirations to pursue a career in design by developing the necessary skills and expertise thereby fulfilling the growing demand of the local industries.

FACULTY OF VOCATIONAL STUDIES
IN DESIGN

Vocational Studies at Arch Academy cater to students who want to make a career yet want to initially work as apprentices under various industry leaders and will want employment in their chosen career streams. These courses have an orientation & emphasis towards more practical & usable skills. The courses are crafted in a way that the practical aspect of each domain supports local market needs, with local techniques, traditional art and culture, and hand work. This is inculcated in the student alongside modern inputs, thus enabling them to start their career with capabilities needed for small and edium industries.

Teaching Methodology

We integrate a variety of learning and teaching methods. Lectures provide the main form of knowledge input. Teaching includes Structured Learning (Lectures – Theory & Demonstration), unseen examinations or class tests, Classroom Interaction, Peer to Peer Learning, Verbal and Visual Presentations, Research & practical explorations, Self managed Independent Study, Work Display & Exhibits, Classroom Hands-on.

Assessment Methodology

Assessment is covered through daily classroom performance and attendance, homebound Practical Exercises & Assignments, Interim and Final presentation of work/ portfolio, Faculty/Mentor Feedback & Reviews; work on Display and evaluation critiques throughout the year with the emphasis given to evaluating technical understanding, exploratory approaches and effective communication.

Note : The contents and sequence of delivery are subject to change as per industry needs.

All the 3 Year courses detailed are vocational in nature and are designed to be delivered over a period of 3 hours only in the first half of the day. Students are expected to vacate the campus by 1 pm. Campus resources and facilities are available to these students only up to the said time.

FASHION

Course Intent

The programme is tailormade for garment industry professionals from the areas of apparel design, construction and technology. The curriculum of the programme has been structured to meet the requirements of the industry and has been specially designed with a view to help aspirants who would like to join the fashion industry as well as for those who are already working in the garment industry, whose skills would be upgraded. The course prepares candidates for absorption into the industry in the areas of sample coordination, merchandising and production.

Portfolio

Drawings, sketches, Illustrations, Visuals and Renderings with Computer-Aided Design (CAD), Trend and Forecast Visuals and Illustrations, Industry Standard Specification Sheets

Career Prospects

Fashion design students are capable of associating with Export Houses. They can also fit into the role of a Fashion Coordinator, Fashion Merchandiser, Product Development Assistant, Quality Control Assistant, and Teachers of technique.

FASHION

Course content

Year 1

Skills Foundation/ Computer Applications-I / Sewing Production & Machinery Equipments / Sewing techniques - machine & hand / Pattern Making – I / Introduction to Textiles / Basic design & design ideas/ History of Fashion / Fabric Studies / Pattern Making-II / Garment Construction-I / Fashion Illustration – I / Style Reading Pattern Making

Year 2

Fashion Illustration – II / Traditional Indian Textiles Pattern Making-III / Garment Construction-II / Textile Dyeing & Printing / Style Reading Pattern Making / Costing of Apparel Products / Computer Applications -II/ Pattern Making-IV/ Garment Construction-III / Style Reading Pattern Making/ Fashion Merchandising – I / Computer Applications -III / Internship

Year 3

Basic Design (Textile Print)/ Apparel Production Planning and Control / Fashion Marketing – II / Grading / Pattern making (Kids wear) / Garment Construction-III / Style Reading Pattern Making / Case study of Designer's / Professional Practice/ Market Study (Industry based) / Entrepreneurship / Computer Applications IV/ Portfolio

For Internships and Placements

Cheersagar Exports, Jaipur • Dalmia Group, Surat • Hoffman Jeans, Kolkata • Lifestyle International Pvt. Ltd. • Lodha Impex, Jaipur • Mahima Madaan, Jaipur • 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 • Vasansi, Jaipur • Weaver's Studio, Kolkata • Zari, Jaipur

Pramod Yadav
Principal, ATDC, Jaipur
"I know about Arch and its activities for 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."

TEXTILE

Course Intent

Textile is the back bone of the fashion industry. It is today a highly competitive and fast evolving industry and also serves through its application & use in the fields of interiors, automobile, medical and many others, Textile Design is a vocational course inculcating a broad spectrum of technical skills across vocational textile design, professional practices, merchandising, and marketing, making one competent to fit into teams in industry.

Career Prospects

The program prepares students for a wide range of careers as a key team player in the Textile industry in Export Houses, Fashion Labels, independent and collaborative Design Studios, Buying Houses, Handloom Cooperatives, the Handicrafts sector, NGOs engaged in design intervention and sustenance of traditional skill sectors, as coordinators and assistants to Textile Curators in Museums and Exhibits, Fabric Developers, Brand Managers, Merchandisers and Production Managers.

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

TEXTILE

Course content

Year 1
Skills Foundation/ Communication Skills/ Computer Fundamentals/ Basic Design Concepts/ Material Study/ Visualization and Representation/ Introduction to textiles/ Visual Studies/ Textile science – I/ Fabric Studies/ Textile Ornamentation/ Traditional Indian Textiles/ Pattern Making and Stitching for Home Products/ Introduction to Computer Graphics – I

Year 2
Textile Dyeing/ Textile Printing/ Knitting Technology/ Introduction to Computer Graphics – II/ Structured Textiles/ Computer Aided Print Design/ Textile Science – II/ Textile Merchandising/ Textile Costing/ Industry Internship

Year 3
Computer Aided Woven Design/ Visual Merchandising/ International Marketing/ Advanced Computer Graphics/ Textile Quality Standards/ Craft Study/ Development and Documentation/ Graduation Project

Portfolio

Final art works / sample pieces of Design and technical projects (Printing, Dyeing, Weaving & Embroidery), 2D & 3D texture libraries, CAD outputs for printing and weaving with all detailed specifications, hard materials explorations and developments, illustrations, technical specification sheets, a collection of coordinated textile samples, research and project documentation.

For Internships and Placements

A.L. Papers, Jaipur • Cotler House, Jaipur • Jaipur Rugs, Jaipur • Mangalam Exports, Jaipur • Manish Textiles, Jaipur • Suprint Textiles Pvt. Ltd, Jaipur

INTERIOR

Course Intent

In the past, Interior Design was put together instinctively as a part of the process of building. The profession of interior design has been a consequence of the development of society that has resulted from the development of industrial processes. The pursuit of effective use of space and functional design has contributed to the development of the contemporary interior design profession. The course addresses all aspects of design, structure, light ventilation & color with an ability to become part of an environment, responsible for creating them.

Portfolio

Drawings, Project Presentations, sketches, Illustrations, Visuals and Renderings with Computer-Aided Design (CAD), Photographic images and 3D Views and renderings, Estimation and creating EODs, DVDs of Power Point presentation etc.

Career Prospects

We have a growing reputation for developing our students with creative & interdisciplinary skills who are able to adapt to diverse professional situations, they can work with established Interior Designers & Architects. They can be Interior design Supervisors for implementation of projects, creators of plan drawing, and contribute in a practical way to important aspects of executing the elements of interior.

For Internships and Placements

Architect Sanjay Kothari, Jaipur
• Benzel Design & communication
• 3D Designs Jaipur • Espacio Jaipur • Goyal Arts Jaipur
• Stapthya Jaipur • UDB, Jaipur
• Mangalam arts • Innovative Architects • Interare World

INTERIOR

Course content

Year 1
Skills Foundation/ Drawing basics/ Orthography/ Isometric/ Textures and rendering/ Building Materials/ Construction materials and technique for interior design/ Soft furnishings/ Furniture drawing/ Floor and floor finishes/ brick and stone masonry/ Doors and Windows

Year 2
Elements of services in interiors like lighting acoustics sanitation etc./ Interior furnishings/ Painting Interiors/ Planning and drafting Residential layouts/ Partitions / Panelling / Staircase construction/ False ceiling/ Auto CAD

Year 3
Advanced services/ commercial planning and retail planning/ Landscaping / Estimation and Costing / National building code basic/ PERT/ CPM

Radhika Raj Sharma
Visual Merchandiser, Shoppers Stop
"Under the guidance of expert faculties & the excellent setup at ARCH, my course allowed me "out of the box" thinking and taught me to pursue interesting ideas in the retail industry."

JEWELLERY

Course Intent

The course aims at integrating the finer aspects of technology and the industrial aspects of jewellery product development including material sourcing & processes with the various levels of production from drafting and precision orientation to final sampling and vendor based manufacturing at various levels of production. Demand would be for people with a command over the skills and techniques of various jewellery manufacturing techniques; with adequate understanding of safety measures and requirements; and an ability to respond to customer queries.

Portfolio

Conceptual Sketches, Computer-Aided Design (CAD) Drawings, Sketches from Industrial Design Projects and Specifications, Prototype Images, and documentation.

Career Prospects

Required exposure in this course would enable students to take up roles as assistants to Jewellery Designers, Corel Draw draftsmen, CAD Designers, Product Development Executives, Sampling Manager, Production Managers, Merchandisers, Entrepreneurs interested in starting their own business etc. Craft Persons, Jewellers and their family members can benefit immensely from this course.
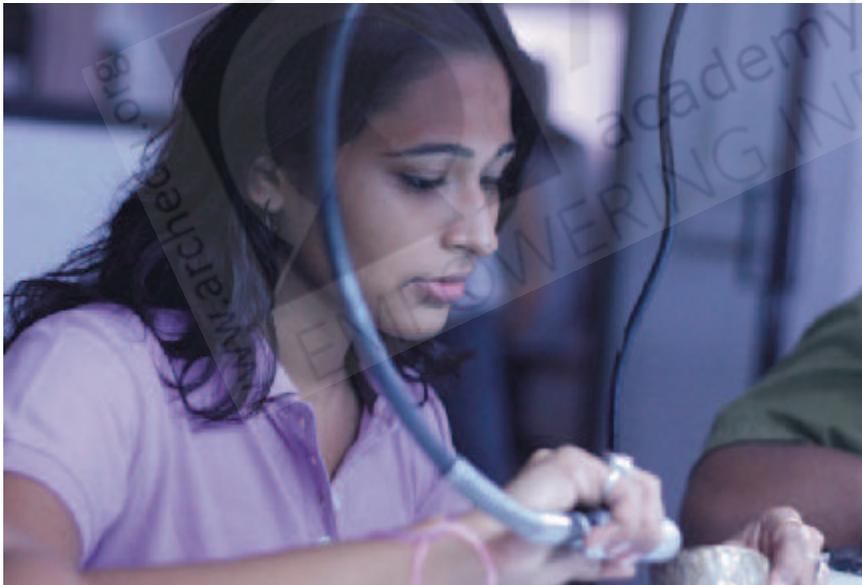
Jewellery Design student working in the Manufacturing Lab at ARCH

Earrings inspired by Surrealism. Designed by Swati Bhardwaj and developed in Jewel CAD

JEWELLERY

Course content

Year 1

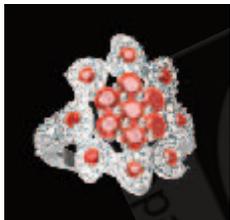Design Foundation/ Fundamental Theory of Jewellery Design and Context/ Gemmology-I/ Metallurgy-I/ Computer Basics/ Jewellery Sketching and Rendering/ Jewellery Design and Practice- Gold Jewellery/ Jewellery Manufacturing
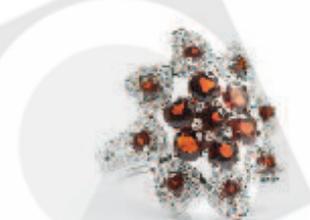
Year 2

Gemmology-II/ Metallurgy-II/ Jewellery Design Marketing/ Corel Draw/ Diamond Studies/ Jewellery Design and Practice- Diamond Jewellery/ Jewellery Manufacturing/ Industrial Internship

Year 3

Jewel CAD/ Jewellery Design and Practice - Kundan Meena Jewellery/ Jewellery Manufacturing/ Professional Practice in Jewellery/ Entrepreneurship/ Portfolio

For Internships and Placements

• Derewala Jewellery Industry, Jaipur • Vaibhav Gems Ltd., Jaipur • Gemco, Jaipur • Gossils Exports, Jaipur • Mine Jewellery, Jaipur • Toshniwal Exports, Jaipur • Vinayak Jewels, Jaipur • Oriental Gems, Jaipur • Pink City Gold, Jaipur • Sambhav Gems, Jaipur • Shine Jewellery, Jaipur • Silvex Images, Jaipur • Clarity Gold, Jaipur

Cluster Ring Rendered in Jewel CAD software by a student at ARCH

Cluster Ring produced through CAMMing by a student

Cocktail Ring Designed by student in Jewel CAD software

Students working in the Jewellery manufacturing lab

Ring Designed by student in Jewel CAD software

ALUMNI SPEAK

Shubham K Raj

Marketing Head, Amrapali Jewellers Ltd.

"I loved the challenges posed for me during the course which developed my ability to perform in the demanding conditions of industry."

Deepak Sharma

Jewel CAD Designer, Amrapali Jewellers Ltd.

"The Faculty had been great. They taught us skills that have proved to be invaluable in our career."

FACULTY OF
COMMERCE AND MANAGEMENT STUDIES

These courses at Arch are affiliated and duly recognized by the University of Rajasthan and are offered as add-on courses to the Design course streams, an added incentive to get a recognized degree along with their Design diplomas and degrees. The courses augment the learning of students in the field of Business Administration, being the precursors to the Commerce & Management fields. On the successful completion of these courses, a student also gets an internationally recognized graduation degree, thereby enabling one to stand out in the crowd of designers, with an added feather in their cap.

This graduation further paves the way for Post graduation and also opens the doors to various competitive examinations including that of Civil Services, Banking and Insurance etc.

A student is exposed to a number of useful subjects inside the courses that equip them with the knowledge of operational aspects of a business and hence enable them to solve business problems towards becoming a better entrepreneur or more effective manager.

BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.) DEGREE COURSE

The BBA course aims at developing a student's intellectual ability, executive personality and managerial skills through an appropriate blend of business and general education. The BBA course assists the student in understanding and developing the unique leadership qualities required for successfully managing business functions, an organizational unit or an enterprise. The course aims at equipping the students with the knowledge and skill sets required to evolve as a successful manager. Motivated by the positive response for the course, Arch is happy to also offer the BBA degree course as a standalone course to its beneficiaries (without Design education) to hone their business skills and provide an insight into the world of management.

Course duration: 3 years (minimum) comprising of 6 Semesters
Eligibility: Candidates must have passed 10+2 or equivalent in any stream from any recognized Board and having secured at least 48% * marks in aggregate or equivalent CGPA in the qualifying exam.

* Conditions apply for Non-Rajasthan applicants

• Overseas students are required to submit an Equivalence Certificate issued by COBSE, Delhi or the Association of Indian Universities (AIU), New Delhi.

Affiliation: The full time B.B.A. course offered by Arch is duly affiliated to the University of Rajasthan, meaning thereby that the student enrolled for the course gets a B.B.A. degree from the University of Rajasthan only upon successful completion of the course.

Exam pattern: Semester based examination pattern. Exam is conducted by the University of Rajasthan twice in an Academic year for the Odd & Even semesters respectively.

Pedagogy:
• Classroom lecture sessions
• Case study discussions
• Group discussions
• Team building activities
• Role plays
• PowerPoint presentation based learning
• Video clips based learning
• Research project based learning
• Field activities based learning

Course Contents

Year 1
Fundamentals of Business Organization/ Business Communication skills/ Legal aspects of Business/ Fundamentals of Accounting/ Managerial Economics/ Fundamentals of Computer/ Principles and Practices of Management/ Entrepreneurship and Small Business Management/ Fundamentals of Co. Law,/ Strategic Management/ Financial Management/ HR Management

Year 2
Marketing Management/ Risk & Insurance Management/ Personality Development and Human Skills/ Tourism Marketing/ Industrial Management/ Business Statistics/ Human Resource Development/ Practical Aspects of Risk & Insurance Management/ Advertising and Sales Promotion/ Consumer Behavior and marketing Research/ International Business/ Project Report & Viva Voce

Year 3
Services Marketing/ Quantitative Techniques for Management/ Research Methods in Business Management/ Production and Materials Management/ Organizational Behaviour/ / Business Budgeting/ Compensation Management/ Management Information Systems/ Fundamentals of Banking/ Export Marketing/ Leadership Skills & Change Management/ Group Discussion & Presentation

Programme Pathways - UNDER GRADUATE LEVEL COURSES				
Courses	Duration	Eligibility	Award	Admission criteria
B.B.A.	3 years	12 th (in any stream with at least 48% marks)	Graduation degree (BBA)	Personal Interview

BACHELOR OF COMMERCE (B.COM.)-PASS COURSE

Commerce & business is the lifeline of the economy of any nation. Beginning 2013-14 Arch introduced the full time 3-years course of Bachelor of Commerce (B.Com.) for its design course students as an add-on along with the Design Diploma/ Certificate etc. Motivated by the positive response for the course, Arch is happy to also offer the B.Com. degree course as a stand-alone course to its beneficiaries (without Design education) to hone their business skills and gain an in-depth insight into the world of commerce. The course aims at providing a strong foundation and an expert, industry oriented guidance in the core areas of

- Accountancy & Business Statistics (ABSt)
- Business Administration (B.Ad.)
- Economic Administration & Financial Management (EAFM)

The curriculum is all geared up to take care of even those who, educationally, are not from a Commerce background.

Course duration: 3 years (minimum)

Eligibility: Candidates must have passed 10+2 or equivalent in any stream from any recognized Board and having secured at least 45%« marks or equivalent CGPA in the qualifying exam.

« Conditions apply for Non-Rajasthan applicants

- Overseas students are required to submit an Equivalence Certificate issued by the Association of Indian Universities, New Delhi.

Affiliation: The B.Com. course offered by Arch is duly affiliated to the University of Rajasthan, meaning thereby that the student enrolled for the course gets a B.Com. degree from the University of Rajasthan only upon successful completion of the course.

Exam pattern: Annual examination pattern. Examinations conducted by University of Rajasthan, which tentatively commence in the month of Feb/ Mar

Pedagogy:
- Classroom lecture sessions
- Citation based learning
- Group discussions
- Team building activities
- Role plays
- PowerPoint presentation based learning
- Video clips based learning
- Problem based teaching

Course Contents

Year 1

Corporate accounting/ Business Statistics/ Commercial Law/ Business Organization/ Business Economics/ Banking & Finance/ General Hindi/ General English/ Environmental Studies/ Elementary Computer Applications

Year 2

Direct Taxes/ Cost Accounting/ Company Law and Secretarial Practice/ Management/ Economic Environment in India/ Elements of Financial Management

Year 3

Theory & Practice of Auditing/ Management Accounting/ Functional Management/ Sales Promotion and Sales Management/ Rural Development and Cooperation/ Business Budgeting

Programme Pathways - UNDER GRADUATE LEVEL				
Courses	Duration	Eligibility	Award	Admission criteria
B.Com.	3 years	12 th (in any stream with at least 45% marks)	Graduation degree (B.Com.)	Personal Interview

M.A/ M.Sc/ M.Com. (GPEM) Garment Production and Export Management

The direction and focused approach of the Garment Production and Export Management course inculcates the ability to develop and channelize creativity towards constructive ideas. The Post Graduate course is open to student graduates from any stream – Science, Arts, Commerce, and the PG degree awarded will be in accordance with their previous academic background. The curriculum is structured to keep the students abreast with international trends in garment design and build their capacity to understand, articulate and execute a design brief. The curriculum enables the students to make patterns and garments of impeccable quality. The programme focuses on change and innovation management, IT, Integrated marketing and export supply chain management. The course is designed to develop elementary technical and designs skills. The course equips the students with the knowledge related to the type and properties of fibre/ yarn, dyeing, printing and finishing, terminology used in the apparel industry; merchandising and aspects of production such as cutting, sewing, spreading and marker making etc. Students are introduced to the technical process of garment construction; which include pattern cutting and drafting, covering the global nature of fashion trends and market surveys. The students get an opportunity to develop an analytical approach to export management and expose themselves to the basic product / manufacturing knowledge laying emphasis on export merchandising, its principles and techniques, knowledge of accounting and documentation in foreign trade. The candidate gets an opportunity of a hands-on industrial experience during internship. The final assessment culminates in a thesis project.

Affiliation: The full time GPEM course offered by Arch is duly affiliated to the University of Rajasthan, meaning thereby that the student enrolled for the course gets a M.A/ M.Sc/ M.Com. degree from the University of Rajasthan only upon successful completion of the course.

Career Prospects

Student can find placement in Apparel Export Industry. They can become Production Managers, Production Supervisors, Quality Control, Quality Control Executives, Fashion Merchandiser, Buying Agents or establish themselves as Entrepreneurs.

Course Contents

Year 1
Fashion Studies / Garment Production Technology / Pattern Making & Draping (Women's Wear Project)/ Clothing construction / Apparel Dress Designing & Workshop / Business Environment & Practical Accounting / Business Entrepreneurship & Sales Promotion / Internship.

Year 2
Textile Designing / Dyeing & Printing (Indian wear project) / Testing and Quality control / Export Marketing and Documentation / Business Communication Technology /Computer Aided Designing / Business Communication & Accounting / Function Management/ Research Project

Programme Pathways - POST GRADUATE LEVEL COURSES				
Courses	Duration	Eligibility	Award	Admission criteria
Post Graduate Degree in GPEM	2 years	Graduation (in any stream with at least 48% marks)	Post Graduation Degree (GPEM)	Personal Interview

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The Visual Arts department offers a program in Applied Arts.
Students get a supportive learning environment to research and
explore different media and originate and communicate contents
using various tools & techniques.

FACULTY OF VISUAL ARTS

Bachelor of Visual Art (B.V.A.)

The course of B.V.A. is aimed at those who have a passion for Visual arts and want to carve out their niche in the area of Visual communication. The course provides an opportunity to the students to specialize in
• Applied arts.
The course would enable a student to become a successful visual arts professional.
Course duration:
4 years (minimum):
• Foundation course: 1 year
• Specialization course : 3 years
Eligibility:
Candidates must have passed 10+2 or equivalent in any stream from any recognized Board and having secured at least 48% marks or equivalent CGPA in the qualifying exam.
• Overseas students are required to submit an Equivalence Certificate issued by the Association of Indian Universities, New Delhi.
• Maximum age limit for getting admission in BVA Foundation

course is 20 years.
Affiliation:
The full time B.V.A. course offered by Arch is duly affiliated to the University of Rajasthan, meaning thereby that the student enrolled for the course gets a B.V.A. degree from the University of Rajasthan only upon successful completion of the course.
Exam pattern:
Annual examination pattern. Exam is conducted by University of Rajasthan only at the end of every academic year.
Pedagogy:
• Classroom lecture sessions
• Power Point presentation based learning
• Video based learning
• Project based learning
• Field activities based learning
• Demonstrations by visiting artists

Course content

Specialization in Applied Arts

Year 1 (Foundation)
Fundamentals of Visual Arts/ Study/ Composition/ Design in Applied Art/ 3D Design/ Print Making

Year 2
Advertising Art and Ideas -1/ History of Art and Design (Aesthetics)-1/ Graphic Design-1/ Drawing/ Photography and Reproduction Technique -1/ Computer Graphic-1

Year 3
Advertising Art and Ideas -2/ History of Art and Design (Photography and Reproduction Technique)/ Graphic Design-2/ Drawing-3/ Photography and Reproduction Technique -2/ Computer Graphic-2

Year 4
Advertising Art and Ideas -3/ History of Art and Design (Postmodern Advertising)/ Graphic Design-3/ Drawing-3/ Photography and Reproduction Technique -3/ Computer Graphic-3

Programme Pathways - UNDER GRADUATE LEVEL COURSES				
Courses	Duration	Eligibility	Award	Admission criteria
B.V.A.	4 years	12 th (in any stream with at least 48% marks)	Graduation Degree (BVA)	Written aptitude test followed by a Personal Interview

Short Term Courses are professionally designed as per the needs of different individuals. Modules are crafted in a way that enables people to learn in a flexible manner.

FACULTY OF SHORT TERM
PROFESSIONAL COURSES

Edexcel Assured Courses

The short-term courses at ARCH are the simplest and quickest way of learning specialised modules as per the needs of different individuals. Arch has created programmes designed for home-makers, working professionals, executives, international students etc. ARCH uses simple, unique and innovative tools and methods to get you started, and the programmes are crafted to suit the maximum utilization of time and participation enabling people to learn skills effectively and use them as required.

The Edexcel Assured status ensures that ARCH quality processes achieve the Edexcel standard - an independent international quality benchmark recognized all over the world. This is an important reassurance to learners on each programme that they get universal standards. Edexcel Assured & ARCH will jointly issue an Internationally recognized certificate to the student.
All of these courses are 'Edexcel Assured'.

LCCI Certified Courses

LCCI (The London Chamber of Commerce & Industry) International Qualifications from Pearson are among the best recognized and most highly regarded business-related qualifications in the world. The qualifications include vocationally-related qualifications that cover the key areas of business, as well as language and teaching qualifications.

Arch Academy of Design offers 9 selected courses on different domains of LCCI Certifications implementing each course as per the standards set by LCCI. Arch Academy is the first & only Approved LCCI Centre in India at present.

SHORT TERM COURSES

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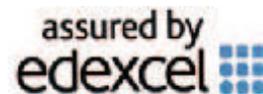
FASHION & TEXTILES

Title	Duration	Title	Duration
Fashion Illustration Covers fashion figure and garment interpretation, Students will learn draping and surface texture of the fabric together with technical drawing.	100 Hours	**Pattern Making & Garment Construction** Student will learn basics of pattern making and how to interpret a fashion sketch, working drawing, specification sheet and manipulate blocks to create a range of different styles.	100 Hours
Fashion Draping Learners will explore the two- and three-dimensional parameters of pattern cutting and garment production	100 Hours	**Pattern Making & Garment Construction – Indian wear** Students would learn basics of Indian wear pattern making and direct drafting method	100 Hours
Fashion Styling The course will teach students to become fashion stylist who selects each item appropriately so that they compliment and harmonize with all the other components successfully.	100 Hours	**Pattern Making & Garment Construction – Western wear** Student will learn basics of pattern making and how to interpret a fashion sketch, working drawing, specification sheet and manipulate blocks to create a range of different styles and produce sample patterns	100 Hours
Fashion Merchandising Fashion merchandisers study and interpret forecasts and trends to decide colours, textures, fabrics, silhouettes, embellishments, and accessorisation.	100 Hours	**Print Design & Development** This module imparts the basic knowledge of print development among learners.	100 Hours
Fashion Boutique Management The course has been designed to provide entrepreneurial guidelines and design inputs for boutique management.	100 Hours	**Weaving** Students will be taught the basic concepts and theory of weaving and introduced to the different types of looms and weaving techniques.	100 Hours

SHORT TERM COURSES

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Title	Duration		Title	Duration
Textile Surface Design Students will learn how they can add value to an already existing fabric covering basic embroidery stitches, fabric manipulation and adornment techniques.	100 Hours		**Fashion Design** The course covers in-depth understanding of apparel industry, fibre to fabric knowledge, pattern making, fundamentals of technology for garment industry, garment machinery and equipment, spreading and cutting of garments and garment construction and fashion illustration, surface ornamentation, draping, quality control and assurance in garment industry and costing.	300 Hours
Computer Aided Fashion Design The course lays emphasis on Fashion CAD software such as Corel Draw & Photoshop and enables the participants to pursue professional careers in Illustration & Fashion Design Development	150 Hours			
Computer Aided Textile Design The course lays emphasis on Fashion CAD software such as Corel Draw & Photoshop	150 Hours		**Textile Design** The students will learn about the technical processes and properties of textile materials and techniques that could be put to use in a practical scenario.	300 Hours

SHORT TERM COURSES

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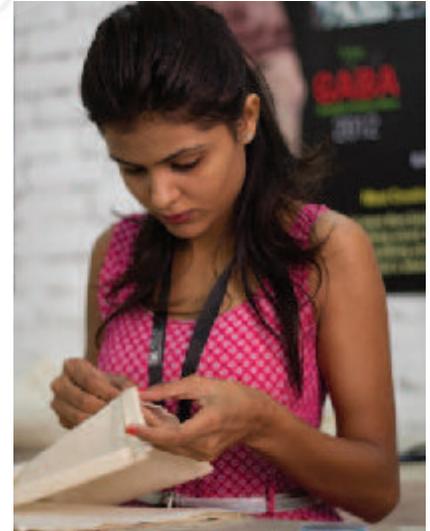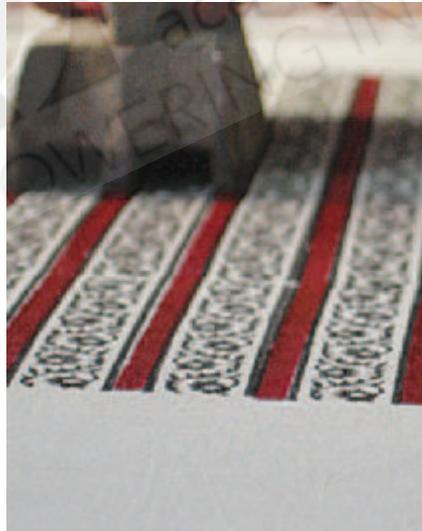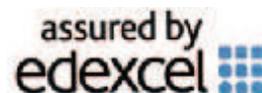
JEWELLERY & GEMMOLOGY

Title	Duration	Title	Duration
Craft Based Jewellery Design Understanding of Traditional Jewellery crafts of India and come up with a contemporary range of Fashion jewellery	100 Hours	**Jewellery Manufacturing** To understand basic techniques of jewellery manufacturing such as surface finishes on metal, stone setting techniques, to develop skills to work with tools and machines used in jewellery manufacturing	100 Hours
Traditional Jewellery (Kundan Meena & Enameling) Understanding of Traditional Kundan Meena Jewellery Craft technique of India and Contemporary Enamel techniques	100 Hours	**2-D Designing (Corel Draw)** Understanding and Digital knowledge up gradation of students to industrial and contemporary requirement of jewellery, the Corel DRAW 2D software used for drafting	100 Hours
Jewellery for International Market To expose the students to International brands of jewelry, Origin and evolution of the Brand, Design language and style evolution, product Development, Influence of Fashion, Collections and Techniques, Market presence of the brand and its Clients, Promotion, Visual Merchandising, Packaging,	100 Hours	**Gem Identification & Processing** Acquire a thorough knowledge and identification of all precious and semi precious gem stone cutting and faceting techniques of precious and semi precious gem stones, rough to finish, lapidary process, different cuts & shapes of stones.	100 Hours
Contemporary Enamelling Understanding of Contemporary Enamelling techniques of Italy and France	100 Hours	**3-D Design Jewel CAD** Understanding and Digital knowledge up gradation of students to industrial and contemporary requirement of jewellery.	150 Hours
Diamond Jewellery Design Understanding of Diamond and different market of Diamond jewellery.	100 Hours		

SHORT TERM COURSES

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edexcel

Title	Duration	Title	Duration

Computer Aided Jewellery Design
Digital knowledge up gradation of students to industrial and contemporary requirement of jewellery — 150 Hours

Couture Jewellery - Jewellery Range Development for International Luxury Brands
To expose the students to International Luxury brands of jewelry, Origin and evolution of the Brand, Design language and style evolution, product Development, Influence of Fashion, Collections and Techniques, Market presence of the brand and its Clients, Promotion, Visual Merchandising, Packaging, Price points. — 150 Hours

Jewellery Illustration & Design
To bring out a new generation of effective jewellery professionals with enterprising and conceptualizing skills towards creating benchmark in jewellery engaging references like heritage culture and crafts. — 150 Hours

Jewellery Design
To bring out a new generation of effective jewellery professionals with enterprising and conceptualizing skills towards creating benchmark in jewellery. — 300 Hours

SHORT TERM COURSES

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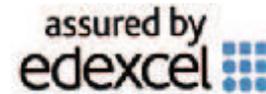
INTERIOR DESIGN

Title	Duration
Interior Design This is a course that will give a design based orientation to the students along with practical aspect.	300 Hours
Landscape Design A specialized course to impart the education on landscaping the interior as well as the exterior environments	150 Hours
Computer Aided Design for Interior & Exterior Study of the software needed for the Interior, Architectural as well as the landscape design.	150 Hours
Home Styling It's a course that would focus on the basics of home styling.	100 Hours

Title	Duration
Furniture Design This module caters to the details of furniture designing.	100/150 Hours
Visual Merchandising This module aims to train the learner to go into the field of visual merchandising	100 Hours
Retail & Exhibition Design This course caters to designing the retail outlets as well as the exhibitions	150 Hours
Architectural Heritage Restoration This will focus on the restoration of the old or heritage buildings with the details the architecture needed for the same	150 Hours

SHORT TERM COURSES

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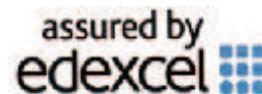
CRAFT & ACCESSORY DESIGN

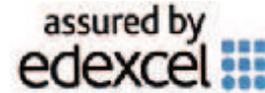| Title	Duration	Title	Duration
Wood Craft Accessory Design To understand and explore different kinds of Wood and its resources, Wood craft techniques of India and its processes	100 Hours	**Terracotta Craft Accessory Design** Understanding of Terracotta craft techniques of India and its processes	100 Hours
Leather Craft Accessory Design To understand and explore different kinds of leather and its resources, different Leather craft techniques of India and its processes	100 Hours	**Metal Craft Accessory Design** To understand and explore different kinds of metal and its behaviour, Metal craft techniques of India such as goldsmithing, silversmithing, enamel craft etc. and its processes	100 Hours
Textile Craft Accessory Design To understand and explore different kinds of Textile fibres, Different Textile craft techniques of India such as Tie and Dye, Shibori, Dhaboo, Block Printing, Weaving, Zardosi etc. and its processes.	100 Hours	**Fashion & Life Style Accessory Design** To bring out a new generation of effective design professionals with enterprising, conceptualizing and managerial skills towards creating benchmark by establishing individual style in the global arena of Fashion and Lifestyle Accessories engaging Indian references like heritage culture and craft.	300 Hours

SHORT TERM COURSES

assured by
edexcel

GRAPHIC DESIGN

Title	Duration	Title	Duration
Graphic Design for Beginners This basic course looks at how you can build a brand identity and the basic collateral publicity material one needs to build and spread awareness of that brand	300 Hours	**Photoshop and Graphic Manipulation** This course gives basic Introduction to the digital darkroom and how to enhance Images captured by a digital camera of phone camera to make it ready for print communication	100 Hours
Basic Photography Basics of Digital camera Handling and how to compose and take good photos, the basic formats and compositional credos	100 Hours	**Drawing, Sketching & Rendering Techniques for Design** This course enhances observation, quick sketching and comprise on the spot exercises and time rendered techniques to make a product, architecture, nature in different situational conditions	100 Hours
Graphic Design for Advertising This will cover everything from Typography to Titling Films, Animation to Audio Visual aids, Corporate Identity to Brand and Advertising Communication.	300 Hours	**Simple Animation for Communication** Simple Gif and Flash animation techniques using Adobe Photoshop and Flash to create effective web scrollers and animations.	100 Hours

SHORT TERM COURSES

LCCI International Qualifications REGISTERED CENTRE
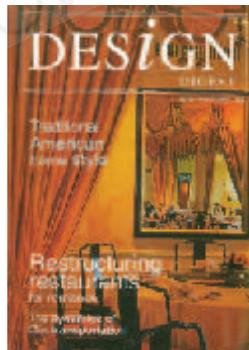
SHORT TERM COURSES FROM LCCI

Title	Duration	Title	Duration
Level 1 Certificate in Travel and Tourism This qualification provides a first introduction to the study of the travel and tourism industry. It is intended to provide a basic understanding of how the tourism system works and how its individual components are linked and interdependent.	150 Hours	**Level 3 Certificate in Contact Centre Supervisory Skills** This qualification is suitable for those who already have the knowledge, understanding and skills needed to work competently in a Contact Centre call handling role, and now wish to progress to a supervisory or senior role where they will be expected to lead a team and handle non-routine and complex customer calls autonomously.	150 Hours
Level 3 Certificate in Principles and Practices of Management This qualification is intended for candidates who are intending to begin, or have recently commenced a career in management.	150 Hours	**Level 2 Certificate in International Retail Operations** The aim of this qualification is to allow candidates to develop a broad understanding of how a retail outlet operates and functions & develop a clear understanding of the individual's role in providing customer service in the retail industry.	150 Hours
Level 4 Certificate in English for Business The aim of this syllabus is to enable candidates to develop the ability to understand authentic business texts, write English in a wide variety of ways within an extensive range of business contexts & express themselves orally in a clear and appropriate business style.	150 Hours	**Level 3 Certificate in Advertising** This qualification is intended for those beginning their careers in advertising either in a commercial or industrial company or in a non-profit organisation (such as a charity, trade association or government department) that undertakes advertising on an extensive scale.	150 Hours
Level 3 Certificate in Selling and Sales Management This qualification is intended for those who are working, or are preparing to work, in sales and require a knowledge and understanding of selling techniques and how to manage the sales process.	150 Hours	**JETSET Levels 1 7** ESOL International qualifications are intended for candidates who are not native speakers of English and who wish to achieve a high quality, internationally recognised qualification in English that is available and recognised world-wide.	150 Hours
Level 1 Certificate in Written English for Tourism The qualification is for candidates who wish to communicate effectively, in written English, at a customer liaison level within the hospitality, travel and tourism industry.	150 Hours		

The Project Consultancy Cell delivers responsible design & business services that drive business values, raises social benefits and helps support the communities we work for.

PROJECT CELL
DESIGN DEVELOPMENT & CONSULTANCY

PROJECT CONSULTANCY CELL

The Project Consultancy Cell offers a comprehensive range of well designed support services to its partners including Govt. agencies, Not-for-profit / Corporate institutions & grassroots Micro Enterprises and provides dedicated business solutions to suit the growing aspirations of its clients

MISSION

- To be a preferred global partner disseminating pragmatic Design & Entrepreneurial skill oriented programmes and livelihood solutions to develop craft based micro-enterprises as viable avenues for sustainable employment

- To facilitate transformation of budding design students into socially responsible Design Entrepreneurs with ethical business sense to create change agents on the forefronts of social transition, worldwide

- To provide Design & Product development, Branding and Design sensitized business services to the industry

- To implement innovative, sustainable & replicable models (pilot interventions) and undertake Research & Development projects, to strengthen heritage craft value chains in India for inclusive growth

JAIPUR METRO

JAIPUR METRO-ARCH Joint Initiative (JMRC Uniform Design Collection) Being one of the leading Design Institutes of Rajasthan, Arch was selected by Jaipur Metro Rail Corporation (JMRC) for 'Metro Uniform Design Contest' and it won the competition by successfully designing the official uniforms for Jaipur Metro employees under six staff categories – Corporate, Customer Relation Assistant, Station Controller, Junior Engineers, Maintenance & Outsourcing Staff.

Corporate Staff-
Summer Wear: Female

Corporate Staff-
Summer Wear: Male

Maintenance Staff-
Summer: Male & Female

Corporate Staff-
Winter Wear: Female

Corporate Staff-
Winter Wear: Male

Maintenance Staff-
Winter: Male & Female

ACCESSORIES

Belt

Tie Pin & a pair of Cufflinks

Handkerchief

Socks

Shoes

Customer Relation
Assistant- Winter Wear:
Female

Customer Relation
Assistant - Summer Wear:
Male

Junior Engineer - Summer
Wear: Female

Junior Engineer -
Summer Wear: Male

Station Controller -
Summer Wear: Female

Station Controller -Summer
Wear: Male

Outsourcing Staff- Female
Winter: Other Staff

Outsourcing Staff -Male
Summer Wear: Other Staff

"I would take this opportunity to say that the quality of service offered by Arch Academy of Design under 'Jaipur Metro Uniform Design' project has been highly impressive. Congratulations to Arch for successfully completing the designing of Jaipur Metro Staff Uniform in a true professional sense. I appreciate the excellent work done by the Arch team and wish great success for its future endeavours."

Nihal Chand Goel,
CMD, Jaipur Metro

"M/s. Arch Educational Society have done an excellent job of designing Jaipur Metro's uniforms. I congratulate the Academy and the Design team on a professional job executed with flair and dedication and I wish them all success in their future endeavours."

Susmeeta Srivastava
Director (Corporate Affairs)
JMRCL

PROJECT EXECUTION

FASHION SHOW

ARCH GABA Fashion Show 2012 at ARCH
Show conceived and designed by Archana Surana

APPAREL DESIGN

PROJECT FROM KHADI BOARD
Arch collaborated with Khadi Board & International designer Bibi Russel to develop a complete sample set for her men's & women's wear collection & making a complete set of design illustrations, specification sheets & production patterns.
Designer: Sunita Yadav, ARCH Academy of Design

"Fashion is architecture:
it is a matter of proportions."
Coco Chanel
Designer:
Richa Lakwal,
Arch Academy
of Design

PROJECT EXECUTION

JEWELLERY DESIGN

Project: Cocktail Rings
Company: Vaibhav Gems Ltd.
Client : ShopNBC, USA (Year 2006)
Stone used: marque sugarloaf cut blue chalcedony, honeycomb cut rose quartz, sugarloaf cut citrine, blue topaz, teal diamonds, champagne diamond
Designer: Indrajit Das,
ARCH Academy of Design

Designer:
Indrajit Das,
Arch Academy
of Design

CRAFTS & ACCESSORY DESIGN

Hand Wrought Iron Craft
Designer: Benoy Thoompunkal,
Arch Academy of Design.

Appliqué Hand-crafted 'Cushion Cover' & 'Placemat' made by the skilled rural women artisans of Barmer district, Rajasthan.
Designer: Sanjay Joshi, Arch Academy of Design.

Product : Wrist Watch,
male - female
Exercise: Fashion Accessories, Market : India
Inspiration: Gothic Architecture,
Designer: Aditya Jangid, alumnus
Arch Academy of Design

DEVELOPMENT OF CRAFT SOUVENIRS

Arch Academy in collaboration with Access Development Services Livelihoods promotion organisation] successfully executed the Design initiative under the technical guidance of Ms. Iris Strill (Textile Designer from France) to design and develop dedicated Craft Souvenirs for local & foreign tourists visiting Ranthambhore tiger reserve, benefitting both the marginalised rural Craft Artisans and the Design Students.

92

PROJECT EXECUTION

EXHIBITION DESIGN

Design of Theme Pavilions - exhibition space structures, display and lighting. Complete supervision of construction. For the Hand-loom and Handicraft Export Corporation of India (HHEC of India) 1994-97 Designer: Benoy Thoompunkal, Arch Academy of Design.

TEXTILE DESIGN

Prints for Home Fashion: This print coordinate collection represents home fashion and showcases a specific theme as per the brief & international color forecast provided by the customer

Jivan Sandhya: A Project with an Old Age Home: Upgradation of two shaft hand woven fabrics of an Old Age Home where inmates were developing fabrics for napkins and dusters. Extra warp and extra weft introduced as value addition for better marketing.

Designer: Sumita Choudhury, Arch Academy of Design

VISUAL MERCHANDISING

ARCH Space
Forhex Handicraft Fair, Jaipur

Crafts Museum Shop, National Handicrafts & Handlooms Museum, Delhi Interiors, display & Lighting Designer: Benoy Thoompunkal, Arch Academy of Design.

PROJECT EXECUTION

INTERIOR DESIGN
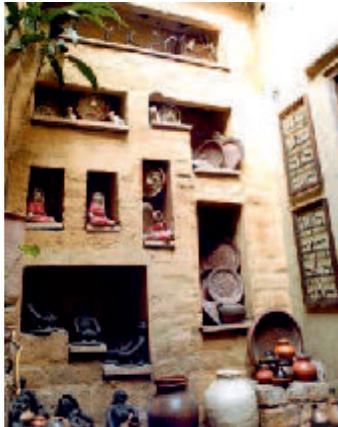
Crafts Museum Shop
National Handicrafts &
Handlooms Museum,
New Delhi
Complete design of the
interior, the shop exten-
sion, display & Lighting,
façade & fenestration.
Design & production of
shelving & display sys-
tems in construction
'balli'. Complete supervi-
sion through all imple-
mentation stages.
Designer:
Benoy Thoompunkal,
Arch Academy of Design

Vaibhav Multiplex was one of the first
mall's in Jaipur and we designed the
mall with 2 INOX halls, Restaurants,
Showrooms kiosk's etc. This project was
done with Ar. Anoop Bartaria.
Designer: Shikha Singh,
Arch Academy of Design.
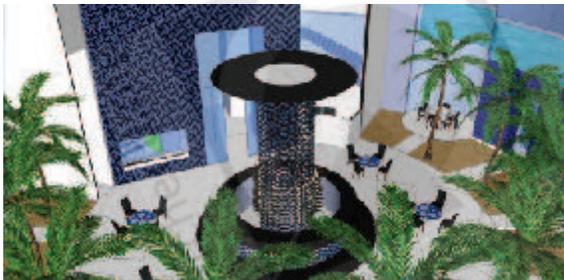
Project: Resort
Inspiration: Drop
of Water, Theme:
Water;
Designer:
Rakesh Shirswa,
Alumnus, Interior
Design at ARCH

Designer: Apoorv Saxena,
Alumnus, Interior Design at ARCH

GRAPHIC DESIGN
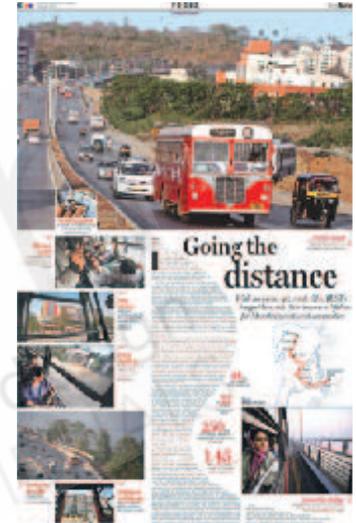
Newspaper Design
Hindustan Times
Designer: Sabyasachi Kundu
Arch Academy of Design

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PROJECT EXECUTION

CAD ILLUSTRATION

Illustration

Cad Jewellery

Designer: Yashpal Dagur,
Arch Academy of Design.

Front

Right 3D
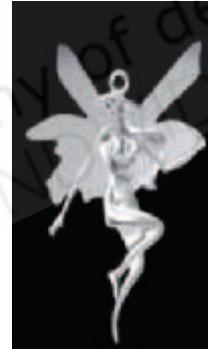
ARCH Provides services in Digital Technology in Design through softwares such as CAD Cam, Auto CAD, Jewel CAD, NED etc according to Industry requirement. Using some of this software, students at ARCH have rendered all the above designs under the guidance of Yashpal Singh Dagur, Arch Academy of Design

LIGHTING DESIGN

Lighting in Interior spaces using a mix of ambient & dramatic light
Designer:
Benoy Thoompunkal,
Arch Academy of Design

CRAFT DESIGN **INTERVENTIONS**

The Project Cell has made continuous collaborative efforts to achieve livelihoods promotion of craft artisans, sustainable design solutions for its industry partners & promotion of new-age Design Managers/ Entrepreneurs, and has been working closely with various national & international Govt./ Non-Govt. Organisations, Design Institutions, Industry and International academic institutes.

The Project Cell has been implementing diverse projects (skill up-gradation, innovative design & product development) intended to improve the craft Value Chains, enhance the incomes of the marginalised primary producers and transitioning them from a comparative to competitive advantage, in the following Handicraft clusters and Craft sub-sectors within:

• Textile clusters (Artistic Handloom Weaving, Hand- block Printing, Embroidery, Tie & Dye, Rogan Art and Appliqué) of Kutch and Barmer, Bikaner, Jaisalmer districts in Gujarat & Rajasthan respectively

• Jewellery clusters (including Metal, Stone & Lac sub-sectors) in Jaipur urban & semi-urban craft clusters

• Leather craft clusters across Gujarat & Rajasthan (Kutch, Jaipur, Jodhpur, Jalore, Kishangarh, Nagaur & Pali districts)

Hand Printed Vegetable tanned Leather Bag

Artisans producing Appliqué Table Linen (round table-cover)

Women artisans undergoing skill mapping & up-gradation training programme

DCH SKILL UPGRADATION FOR ARTISAN

In the year 2009, ARCH was sanctioned a 5 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. A Terra Cotta Lab, Wood Workshop, Textile Lab and Leather Workshop have been constructed and commissioned to fulfil the purpose. ARCH has successfully completed 3 years of this ongoing training program and trained 300 artisans till now. The nature of work involved the following:

• Skill Mapping, Skill Identification, Product & Material Innovation, Finishes & Surface Treatments
• Development of Craft products

Women Artisan doing Chipai work on Lac Bangle (Fashion Jewellery)

Handcrafted accessories

Manufacturing Value-added leather products

Handcrafted Lifestyle products

CII CERA GLASS EVENT 2012

Arch provided Design consultancy services to the CII (Confederation of Indian Industry) for Cera Glass 2012 (an international B2B trade fair & conference on Ceramics, Glass & Allied products) jointly organized by RIICO, CII, & ICS with the support of the Ministry of Commerce, Government of India, where, under the guidance of senior faculty, the Interior Design Department of Arch and design students carried out the entire work of visualization, planning & design of the Cera Glass Haat space of 1300 sq. mtr (a special attraction for the visitors) and the implementation of its structures, including the signage, display and lighting for product exhibitors. The project gave the students involved an excellent opportunity to understand the dynamics and practical aspects of translating creative concepts into usable execution.

RESEARCH & DEVELOPMENT

Ms. Archana Surana, Founder & Director of Arch Academy of Fashion was invited by the London College of Fashion (LCF) to present a Project proposal at the Fashion Colloquia 2013 held at London under the auspices of IFFTI (International Foundation of Fashion Technology Institutes). Ms. Surana presented the Concept note titled "Innovation in Development of Indigenous Eco Crafts for High Fashion Global markets" which aims at providing sustainable livelihood solutions to vulnerable craft communities, and reducing environmental impact of harmful synthetic dyes and improving local economies.

The projection of 'Natural Dyes' value-added with 'hand-block printing/ tie-dye' as a 'Masstige' (Mass+Prestige) product requires strategic promotion of the 500 years. old indigenous vegetable-dye Sanganer textile industry, portraying the inherent advantage of natural-dyes with their excellent properties of being antibacterial, deodorizing, and UV-resistant. Great potential exists for the reduction in the consumption of highly polluting synthetic dyes, and the replacement of toxic and carcinogenic dyes and intermediates.

Archana Surana with Marco Mossinkoff-Amsterdam Fashion Institute

Ms. Archana Surana, Director ARCH, presenting her proposal paper at LCF

IFFTI LONDON COLLEGE OF FASHION FASHION COLLOQUIA

With Daniela Cadena- Goldsmiths

Archana Surana with Ian W. King and Benoy Thoompunkal

Archana Surana with Veronica Manlow- Brooklyn Col-

With Patricia Brien- RMIT Australia and University of South Wales

Natural dyed products, despite having great characteristics, are still striving to compete in the global markets. Sanganer industry presently catering to huge export/domestic demand is at the brink of collapse and urgently calls for a scientific initiative to address the gaps to strengthen the traditional wisdom (through product & process upgradation) and make the markets work for the producers.

Benoy Thoompunkal with Leslie Holden- Amsterdam Fashion Institute

UK INDIA EDUCATION AND RESEARCH INITIATIVE (UKIERI)

A great opportunity for exchange sharing & building

The ARCH Academy of Design & Perth College, UHI, Scotland, have been jointly awarded the prestigious 45,000 GBP UKIERI 2012 grant for Institutional Capacity Building. The grant funds channeled through the British Council, is being used towards the planned implementation and activities of a 2 year long project titled "Communication and Application of Design to Promote Mutual Creative & Cultural Industries" Faculty and Student exchanges including live projects for students within each country is planned as well as building a curriculum & the co – development of an Online portal containing shared materials for three distinct course components at advanced and beginner level to be offered for training members of the Creative Industries of the respective countries.
The first visit to

Archana Surana with Christiana Margiotti in Design Meet ChrCha at ARCH Jaipur

Road Graphic Signage, St. Andrews, Scotland

institutional
partner Perth College UHI in Scotland, started off the collaborative project with the preliminaries towards rationalizing, scheduling and structuring of the proposed parts and the intended activities of the project. The visit also helped to get a firsthand experience of

the visible culture, heritage and creative components of the Scottish Creative & Cultural Industries. Both partners would be sending their project team members for periodic visits to each others institutions over the next 2 years towards enabling completion of all proposed & planned outcomes of the

Discussing work with students, Perth College, UHI, Scotland.

Discussions over Coffee - Lorenze, Christiana, Archana, Benoy at Perth College, UHI, Scotland.

RESEARCH & DEVELOPMENT

project.

The visit was very successful in terms of the achievement of agreeable cohesion of thought and intent between the individual partners in the collaborative effort. Amidst the meetings and discussions, our hosts, Perth College, represented in the main by Ms. Christiana Margiotti, Subject & Programme Leader - Creative Arts & Technologies and Visual Design & Communications and Lorenze Cairns, Head of Curriculum, Creative Industries, had planned out a lovely itinerary to give us an effective picture of their country.

Representing Perth College, UHI in the project, Christiana made a visit to India in return. The project discussions are progressing very well and the further visits will include student ex-

Visit to the Hawa Mahal - Christiana being taken around the heritage sites of Jaipur

Christiana making a presentation of the background of Scotlands Creative & Cultural Industries and the UKIERI project to the students and faculty of ARCH

Interview on the project in Scotland as a beginning to Documentation

At the City Palace Museum, Jaipur - Archana with Vandana Bhandari, Dean NIFT, Christiana, Benoy, & Yunus Khimani, Director of the City Palace Museum

INTERNATIONAL LINKAGES

Arch is a Member of IFFTI (The International Foundation of Fashion Technology Institutes), which 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 organization representing leading institutions offering higher education in the field of fashion technology, design, and business. 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 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
• Serve as an international forum for the exchange of ideas and collaborations in fashion design, technology, and business and related industries
• Promote the interests of students of Member Institutions by involving them in the activities of the Foundation
• Foster the development of fashion and related industries internationally

The ARCH Academy of Design benefits by being an observer & participant in all activities of IFFTI and as a member, gets to use all shared information, educational and otherwise, for exploring & taking forward opportunities for possible collaborations with other member institutions, thereby benefiting the student community towards progression for higher studies as well as in other areas of Design, Technology and Business for the Fashion related Industry. ARCH recently presented a research proposal on reviving the indigenous craft of traditional Natural dyes and Sanganeri block printing at the IFFTI - London College of Fashion Colloquia 2013, in the UK.

ICSID

As part of its strategy to progress in Industry Oriented Design Education, ARCH holds membership of The International Council of Societies of Industrial Design (ICSID), a non-profit organization promoting the profession of industrial design. Founded in 1957, ICSID is an international platform with over 50 nations as members 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 :
• Exchanging ideas and connectivity with other members of the Council
• Access to the resources available with the ICSID Council in order to enable research and collaborative explorations
• Understanding new methodology in pedagogy for creation of course structure towards sustainable design development
• Gaining 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 funding support from the Innovation & Technology Commission, HKSAR Government. HKRITA is also supported by institutes, companies and associations in the textiles and clothing

INTERNATIONAL LINKAGES

industry in Hong Kong, Mainland China and other countries. The key role of HKRITA is to foster research, development and technology transfer in the textiles and clothing industry.

ARCH is a member of HKRITA. The 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

textila gymnasiet

The ARCH Academy of Design has signed MOUs to promote partnership with institutions focused on Research, Development of New Curriculum, Progression Routes Towards Higher Education, and Staff Development Programmes in the area of Fashion and Design.

ARCH is engaged with Textila Gymnasiet, Stockholm, Sweden and Cardonald College, Glasgow, Scotland, for Student Exchange Pro-

grammes for the next three years. The Partnerships cooperate in the areas of Fashion, Textile and Jewellery Design through sharing of best practices and identification of opportunities for collaboration. The MOUs also provide opportunities for Staff Development (Faculty Exchange).

Collaborative Development Programs

Cardonald

(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 & Jewellery 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

BRITISH COUNCIL

In order to build strategic alliances and partnerships, with UK under the Prime Minister's 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.

ARCH and De Montfort University, Leicester, UK have signed a Letter of Cooperation (LOC) for academic, cultural and personnel exchanges (including student exchanges); the exploration of progression schemes in subject areas of mutual interest (mainly Design and Business); potential collaborative research projects and the exploration of Joint funding bids to appropriate bodies for teaching learning and research purposes.

Perth, UHI, Scotland

UKIERI
UK-India Education and Research Initiative

ARCH in partnership with Perth UHI, Scotland have been jointly awarded the prestigious 45,000 GBP Ukieri Grant 2012 for Institutional Capacity Building. The 2 year project which will be undertaken with this grant addresses 'Communication and Application of Design to Promote Mutual Creative & Cultural Industries' and will include staff and student exchanges and development of an online platform for delivery of Design Communication in the industry.

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 a number of 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 focused on the fields of Jewellery, Fashion Design, Visual Merchandising, Interior Design, Artificial Jewellery Making, Industrial Motivational Camps etc.

ARCH is empanelled with MSME and NID (National Institute of Design) to conduct the Design Clinic Scheme for the Jewellery 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 jewellers. 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 5 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. A Terra Cotta Lab, Wood Workshop, Textile Lab and Leather Workshop have been constructed and commissioned to fulfil the purpose.

ARCH has successfully completed 3 years of this ongoing training program and trained 300 artisans till now. The nature of work involved the following:
• Skill Mapping, Skill Identification, Product & Material Innovation, Finishes & Surface Treatments
• Development of Craft products

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 Jewellery 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.

INDUSTRY AND GOVT. LINKAGES

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 Jeweller 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. Through the JJADE project funded by the Bill & Melinda Gates Foundation, & the three year "Urban Poor Livelihood Innovations through Finance & Training" (UPLIFT) project funded by the Michael and Susan Dell Foundation, ARCH with its development partner, the Access Development Services,

is also contributing to the development of Fair Trade Practices and Value Chain addition in the Jewellery Industry with important contributions to the upgradation of skills of Jewellery artisans.

Jaipur Jeweler Artisan Development (UPLIFT) Project

The Michael and Susan Dell Foundation, USA is providing funding support for a three year project "Urban Poor Livelihood Innovations through Finance & Training" (UPLIFT) to support 10,000 fashion jewellery artisans in Jaipur.
The ACCESS Development Services which is implementing the project and ARCH Academy of Design have signed an MOU where ARCH will be a partner to implement –
• Skill Development Programmes (metal craft) for semi-skilled/ under employed jewelry craft artisans to build their capacity in terms of product design & technology to enhance their livelihoods,
• Design interventions for development of dedicated range of fashion jewelry to capture newer markets,
• Classroom and Diploma projects for Design Students to expose them to Craft clusters, provide an opportunity to have hands-on experience of

working directly with craft artisans, and have better understanding of craft culture & traditions, thereby benefitting 725 jewelry craft artisans in developing their design & product sense and providing skill accreditation/certificates to recognize and certify the skill possessed by the artisans along with providing placement to the trainees in relevant industries.

Design Clinic Scheme

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 Jewellery Cluster in Jaipur. 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. ARCH has assisted these esteemed institutions to organize their events and projects in accordance with the fulfilment of their missions and objectives.

CELEBRITIES AT ARCH

Ace Fashion Designer Sabyasachi Mukherjee at ARCH to release the poster for AIEED 2010

Actor Parineeti Chopra & Arjun Kapoor looking at Backstitch April 2012 issue at ARCH

Actor Neha Dhupia holding Backstitch March 2012 issue at ARCH

Actor Anushka Sharma looking at the Fashion Design work at the Archive, ARCH souvenier shop

Actor Ranveer Singh unveiled ARCH Prospectus 2012

Hon'ble Minister of Tourism Ms. Bina Kak released ARCH Prospectus 2011

CELEBRITIES AT ARCH

Princess Diya Kumari of the Jaipur Royal Family addressing the students at ARCH in a Rotary event

Actor Prateik Babbar & Amyra Dastur presenting Backstitch, July 2013 issue to the public

Actor Rajat Kapoor presenting Backstitch March 2012 issue at ARCH

Dr. Kiran Bedi being presented with Backstitch, January 2010 issue at ARCH

Fortune Magazine Editor Pattie Sellers & Fashion Designer Bibi Russell with Ms. Archana Surana at GABA 2008, Annual Fashion Show of ARCH at Hotel Clarks Amer

Alyque Padamsee with Ms. Archana Surana at TEDex Conference at the Marriot, Jaipur

Choreographer Terence Lewis unveiling poster of AIEED 2013 at ARCH

Ace Fashion Designer Anita Dongre at ARCH

ARCH Advisory Board Member Fashion Designer Pratima Pandey with ARCH students at WIFW SS 2013

ADVISORY BOARD MEMBERS

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 10,000 Industry professionals and faculty members in India & abroad through his industry friendly workshops and sessions.

Alon Molay

A renowned Furniture Designer of Israeli descent, settled in Jaipur
He runs his Furniture manufacturing export company Khati Design producing furniture under the brand name of '91 Degrees'. He is deeply involved in the field of Interior Design.

Amitabh Shah

Amitabh Shah is the founder and Chief Inspiration Officer (CIO) of YUVA Unstoppable.
He is the Ex-Chairman of the Youth Wing of the Gujarat Chamber of Commerce and Industries (GCCI). He is also the Ex-Executive President of Times of India Foundation (November 2010-November 2011). He holds an MBA in Leadership & Management from the Yale School of Management, New Haven, Connecticut.

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 for her chosen field of work and her inexhaustible creativity.

Anurag Singhal
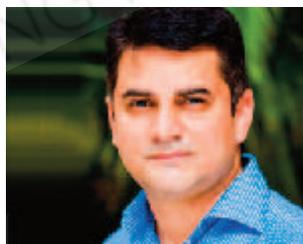
Store Planner & Visual Merchandiser, Future Axiom Telecom Ltd.
He began his career with Shoppers' Stop as a Visual Merchandiser and later worked with Lifestyle Pvt. Ltd, Dubai and Future Axiom Telecom Ltd. He is the founder of thinktankonline.com, and his creativity workshops are one of a kind. He is the first author in India to write on Visual Merchandising. He has a collection of 30,000 matchboxes.

Anshuman Sharma

B. Arch. (Hons.), MCoA, AIIA, Hon. Secy. IIID-JRC
Having gained considerable local experience through initially establishing and successfully operating an independent practice for 8 years followed by 2 years of overseas experience in Australia, he has extensive skills in project and people management, which are useful in his professional consultancy work.

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

ADVISORY BOARD MEMBERS

renowned names in the art fraternity. His skills 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
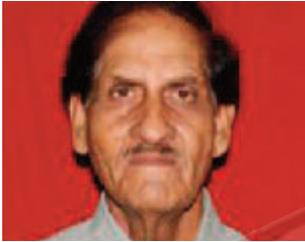
Senior Journalist, Jaipur
Mr. Dhirendra Jain is a renowned journalist with an experience of more than 45 years. He has been associated with PTI and leading newspapers like Nav Bharat Times, Nyaya & Samachar Bharti. He served as a Bureau Chief at various places like Kolkata and Chandigarh and is currently 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.

Kiran Gera

Managing Director at Network

Turnkeys Pvt Ltd
Chairperson, Network Advertising Pvt. Ltd. Past National President, FLO Women Wing of FICCI, Vice Chairperson representing India at SAARC Chamber Women Entrepreneurs Council.

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 former Chairperson of the 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 and Sharmila Tagore etc.

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", and "Apparel Merchandising". His next book is on "Apparel Design". Currently he is also the Coordinator of Northern India for skill development workshops.

Manish Jain

Co-Founder & Coordinator of Shikshantar Swaraj University, Udaipur
Shikshantar is the Peoples' Institute for Rethinking Education and Development based in Udaipur, India. Swaraj University is India's first self-designed learning university dedicated to regeneration of local culture, local economy and local ecology. He worked as one of

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ADVISORY BOARD MEMBERS

the principal developers of the UNESCO Learning without Frontiers Global Initiative. He holds a Master's degree in Education from Harvard University.

Pratima Pandey

Fashion Designer, FDCI Member, Label - Prama by Pratima
Pratima Pandey is a NIFT (New Delhi) post-graduate in Fashion design and specializes in fusion garb with Indian Sensibility. The emphasis of the label is on the use of natural fabric and dyeing techniques and also designing for a cause by encouraging craftsmanship and sustainability.

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 been involved in critical organizational functions like ERP implementation, store design and project management. He is a certified trainer and has been involved in teaching as a passion.

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

Jeweller, FDCI Member, Amrapali, Jaipur

Co-founder and designer at Amrapali, he has showcased India's rich Jewellery 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 also 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.

Sanjay Kothari

Architect , Chairperson, IIID-Jaipur
He is the Chairperson of the IIID (Institute of Indian Interior Designers) Jaipur Chapter. Widely awarded for his work, he is the creator of the ARCH campus.

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.

ADVISORY BOARD MEMBERS

Ritu Primlani

Environmentalist and Ashoka Fellow and founder of Thimmakka's Resources for Environmental Education.
She brings the benefits of environmentally friendly practices and high-impact, practicable environmentalism to hard-to-reach minorities using solutions that cut down energy, water, trash, and disposables use. She is also an accomplished tri-athlete and rock climber and in her spare time is a standup comedian.

FACULTY MEMBERS

FACULTY MEMBERS

Benoy Thoompunkal

**Director Academics
Partnerships, Research &
Innovation**

After reading Economics at St. Stephens College, Delhi, he went on to specialize in Furniture Design from the Faculty of Industrial Design at the National Institute of Design, Ahmedabad.

As a practicing Design Consultant and academician for over 29 years, he has worked in the multifarious fields of design, ranging from Heritage Conservation and Product Design to Interiors, Space & Structure, Lighting, Exhibitions and Display, Photography, and Clock Design, among other things; providing his expertise towards conceptualization and execution of various national and international projects.

A founding member and former CEO of the Stone Craft Foundation, a Government of Rajasthan initiative to encourage the use of stone as a building material, he has worked closely with the Government, over the years, providing design and policy consultancy on various heritage conservation projects ranging from forts to museums.

As the Director Academics at the ARCH Academy of Design his role extends as a Mentor, equally engaged in the various academic & strategic procedures of the institution as well as in the exploration of collaborations for institutional linkages and the establishment of Partnerships, both national and international, with industry and other academic entities, keeping research and innovation as important constituents at the centre of such endeavours.

Sumita Choudhury

**Head of Curriculum,
International Studies in Art and
Design & Course leader Fashion
and Textile**

A graduate in Textile Design from the Govt. College of Art & Crafts, she is a post graduate alumna from the NID, Ahmedabad, with a specialization in Textile Design under the Faculty of Industrial Design. With over 12 years of experience, she has been a distinguished performer in the fields of Crafts, Textile, Fashion, Automotive textile design and Education. She excels in Brand-based education with work ethics and commitment towards organizational objectives within a highly communicative and rapidly changing market place. As Course Leader of Fashion & Textiles and Head of Curriculum, International Studies in Arts & Design, her role encompasses strategic inputs in the field of Creative Design Education and curriculum development and in overall coordination, planning and implementation of policies on an institutional level.

Shivani Kaushik

**Academic Administrator & Head
of Curriculum Vocational Studies
& Sr. Faculty, JD**

An alumnus of the University of Rajasthan with an MA in English & Political Science and B.Ed. in education, she has studied Textile Design and Jewellery Design and has expertise in manual designing techniques and the Orthographic and Isometric Drawing of Jewellery. She has more than 13 years of teaching experience and continues to serve as an Examiner & Board of Study Member dealing with the subject of Jewellery in various other Colleges.

She has been the Academic Coordinator at ARCH for the past 3 years, handling student affairs & staff development programs.

DEPARTMENT OF
FASHION & TEXTILE

Sunita Yadav

**Sr. Faculty and Course
Coordinator 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

FACULTY MEMBERS

the areas of Pattern, Garment Construction, Apparel Technology, Pattern Drafting & Draping.

Aparna Yadav

Sr. Faculty, Art and Design/ Course Coordinator International Studies for Fashion
A Fine Arts alumnus of Rajasthan University and holding an MFA from the Vishwa Bharti University, Shanti Niketan, she also holds a Diploma in Art & Design, from the George Brown College, Toronto, Canada. Her areas of competencies include Art Instruction, Art Direction, Painting, Fashion Illustration, Comic Illustration, Murals, Digital Design, and Photography. She has also participated in several exhibitions in Canada & India & her works have been selected by the Rajasthan State Lalit Kala Academy.

Richa Lakwal

Faculty, Fashion Design
An alumna of the National Institute of Fashion Technology, Gandhinagar, Gujarat, she holds a specialization in Fashion Design. In her Industrial Experience of 5

years, she has worked as a Fashion Designer with well-established export house, retail brand and Multi National Company, all based in New Delhi, catering to domestic & international market. She has also worked with Khadi Gramudhyog, Jaipur. She has also been the part of the helping committee for the revival of local crafts.
Her expertise lies in Draping, Garment Construction, Styling, Surface Ornamentation, Motion Photography and Material Exploration. She attends seminars and lectures on design, fashion, movies, and literature and participates in exhibitions.

Prabal Kumar

Faculty Assistant
An Alumnus of the IICD (Indian Institute of Crafts and Design)

specializing in Textiles with a PG Diploma in Crafts & Design, he has worked with Buying Houses & International Clients conceptualizing, developing and customizing products and ranges in a variety of materials and coordinating with local entrepreneurs, designers & artisans through projects.
His products have ranged from Furnishing in applique to Sarees and Dupatta's with embroidered accents & bags using waste materials of in-line products and using bamboo for small utility products.
His specializations and competencies extend to Print Design, Weaving, Surface Embellishment techniques, Draping, Photography & Documentation as well as proficiency in the use of various graphic software.

DEPARTMENT OF 3D DESIGN

Shikha Singh

Course Leader Interior Design & Edexcel Administrator
An alumnus of the S.N.D.T Uni-

versity, Mumbai, she is a practicing Interior Designer & Interiors Consultant.
With 12 years of academic teaching experience in various design colleges, she looks after the academic coordination within the Interior Design Department apart from her teaching engagements.
Drawing on the experience of her professional practice and her strengths in the field, she is instrumental in bringing practical skills and knowledge into the classroom, to supplement and add to disseminated theoretical inputs.

Leela Bhargava

Sr. Faculty and Course Coordinator Interior Design
An alumnus of J.L.N Technology University, Hyderabad with a specialization in Architecture, she retired as a Deputy Architect from the PWD., Government of Rajasthan.
She looks after all the technical inputs required in the Interior Design course and additionally coordinates University affairs for

FACULTY MEMBERS

the ARCH Academy.

Ar. Kunal Bardia
Faculty, Interior Design

An alumnus of the Ayojan School of Architecture, Jaipur, he is a practising architect who sees life as a platform to share knowledge and understand the inner self.

Having worked on a variety of projects (from toilets renovation to town beautification!) and with a vast number of professional contacts from various related fields, he runs a design studio providing architectural consultancy services.

His expertise covers all aspects of Architectural Design, Interior Design, Landscaping and Furniture.

Indrajit Das

Course Leader, Jewellery and Accessory Design
Craft and Accessory Design
An alumnus of the National Institute of Fashion Technology, Gandhinagar, he has studied Accessory Design with a specialization in Jewellery 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 Jewellery and Lifestyle Accessories, Gemstone and Jewellery Rendering, Conceptualization and 3-D Visualization.

Yashpal Dagur

Head Computer Aided Design, Sr. Faculty, Jewellery Design
An alumnus of the University of Rajasthan with a Post Graduation in Computer application and Internet Programming his area of expertise lies in extended 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, Fox-Pro 2.6, ASP, Java, Visual Basics, Cobra, Database handling with Ms-Access and packages like WS, LOTUS, dBase, Tally etc.

Sanjay Joshi

Sr. Faculty,
Craft Product Design,
Manager Project Cell
Sanjay Joshi is a science graduate and has done 'Specialised Course in Leather & Footwear Technology' from FDDI (Footwear Design & Development Institute), Noida which is affiliated to MCD, Melbourne, Australia & Textile Inst., London. Sponsored by NLDP (National Leather Development Programme), Govt. of India he has also done an 'Advanced Course in Leather Products & Accessories Designing' at ARS-Sutoria, Milan ITALY. He also holds 'Certificate Course in Computing' (CIC) qualification from IGNOU.
He has rich experience of more than 15 years of working in the development sector towards livelihoods promotion of craft artisans. He has also worked with the Corporate sector, the Government of Rajasthan & with National/ International organisations. He has managed and implemented many multi-dimensional rural/ urban craft based (textiles, jewellery & leather) livelihood projects aimed at improving the craft Value Chains to enhance the incomes of the producers and transitioning them from a comparative to competitive advantage.

DEPARTMENT OF VISUAL COMMUNICATION

Sabyasachi Kundu

Course Leader Graphic Design & Sr. Faculty, Foundation Studies
Sabyasachi Kundu

FACULTY

Educated at the NID, Ahmedabad, Sabyasachi is a multifaceted creative designer with over two decades of experience in packaging & presentation of information from conceptualization to execution across different mediums and formats, from newspapers, magazines and books to web-based publications. Wrapped in subtle aesthetics his designs have functional utility and as a result, the end-products have always been a delight to the target audience. The "Times of India's Guide Book on Eating Places", which was designed by him, is a case of practical application of design.

A versatile creative thinker, he was instrumental in the design of Hindustan Times' Mumbai edition and benchmarking the design with international standards. Sabyasachi designed the famous "Design Digest" which became profitable from the very second month of its existence. He went on to redesign the premium infotech magazine of its time- "Computers Today", driving its sales up. He also redesigned the "Business Standard". "Mantra", a men's magazine, "Pitch", (an advertising & marketing magazine with shoestring budget), the retail e-magazine "Mall Marketing Digest" and Air Deccan's in-flight magazine "Simply Fly" are among a few of the other magazines designed by him.

Himanshu Saxena

Faculty, Graphic Design
An alumnus of the Rajasthan School of Arts & Maya Academy of Advanced Cinematic, Pune with specialization in the Applied Arts, Caricature, Illustration, Visualization, Audio-Video editing, compositing and Photo-realistic 3D art work. He has worked with reputed media firms and film production houses as a Visualizer, concept artist and Graphic designer.

He is proficient in Graphics and 3D softwares including web Designing languages & 3W standards. His strengths lie in Sketching, Clickography & Videography skills which define dramatic captured Ideas for advertising and directive art.

DEPARTMENT OF MANAGEMENT STUDIES

Dr. Sharad Garg
Head of Management Studies & Commerce
A meritorious educationist to the core, Dr. Garg has a distilled

work experience of more than 14 years including 12 years of academic cum administrative experience and 2 years of corporate exposure. Publications to his credit include various books, research papers, newspaper articles and a book review. He has also presented 7 research papers in conferences and seminars of International and National level, one of which bagged the 'Best paper' award in an International Conference. He is a Life time member of Indian Commerce Association and was closely associated as an expert/resource person and corporate trainer with various prestigious educational and corporate organizations including Genpact, IGNOU, Vardhman Mahaveer Open University (VMOU), Institute of Management Technology, The Mindpool School of Management, Bhartiya Vidya Bhawan, Jagan Institute of Management Studies and MSME, Govt. of India etc. He had been the Member – Secretary of the MBA syllabus framing committee of the Central University of Rajasthan,

Ajmer. He also completed 3 consultancy projects being awarded by Entrepreneurship Development Institute of India, Ahmedabad in collaboration with MSME, Govt. of India. Besides, Dr. Garg has held various administrative posts including the posts of Convener of Department Research Committee, Member of Research Board, and Convener of Board of Studies etc. during his job. He is also an approved research guide in the subject area of Marketing Management.

Dr. Anamica Kamra

Faculty, B.B.A., B.Com & M.Sc. G.P. E.M.
An alumnus of University of Rajasthan with doctorate in Accountancy and Business Statistics, she has been in research and academics for more than 8 years, while still bringing up her two young ones. She had done her post graduation from Layalpur Khalsa college, Jallandhar.

She also brings to the table, her entrepreneurial experience

FACULTY

of own family startup in food & beverage, prior to which she had managed auditing and Financial accounts for Banking sector and other industries.

She has currently also got qualified as an Image Consultant partner from Image Consulting Business Institute, Mumbai to deliver image building Counselling and soft skills training.

Bhuwan Bhatnagar

Faculty, Management & Course Coordinator Vocational Studies
An alumnus of the Government Polytechnic College, Ajmer. with a Diploma in Mechanical Engineering, BCA, ADCA, MCA, DIM, PGDIM, PGDFM & MBA in Finance with more then 16 years of experience in teaching computer & management subjects, he has served as an external examiner & paper setter at various universities dealing with the Computer & Management. He also uses his expertise in developing software for in-house needs.

Narendra Govind Mathur

Faculty, Management Studies & Internal Auditor
An alumnus of St. Xavier School, Jaipur and holding a masters degree in Business Administration with specialisation in Finance, from Rajasthan Technical University, Narendra is a former member of the Jaipur Chess Team and enjoys painting.
At the Academy his contributions include course content development and its delivery (Design Management), facilitating collaborative projects, infrastructure development and creative inputs for design activities.

Surbhi Mehta

Faculty, Dept. of Business Administration

An alumna of the Rajasthan Technical University, she is a BTech Honors graduate in Information Technology, with a postgraduate MBA from the R A Poddar Institute of Management, University of Rajasthan. Her area of specialization is Marketing & Finance. She is UGC NET and JRF qualified in Management.

Satyam Kumar

Faculty Assistant, Design Management
A recently passed-out Post graduate in Fashion management from NIFT. He did internship project on "creation of online platform for Eco-Tasar". He conducted Research on consumer behaviour in a Mall (Central-Gurgaon). He has also done a cluster project on "Artisans of Salawas in Jodhpur".

LABORTORY TECHNICIAN

Ramratan
Lab Technician, Fashion Design
He has over ten years experience in the Industry and being

from a family of master craftspersons, he has strong technical foundations.

Arvind Kumar
Lab Technician, Textile & Weaving
He is an alumnus of Indian Institute of Handloom and Textile Technology, Jodhpur and has worked for leading brands having an experience of over eight years.

Ganesh Sasmal
Lab Technician, Jewellery Design
He has been a part of the Jewellery Industry since a very young age and has over twenty years experience that gives him a sound understanding of the intricacies in executing a design.

Kanhaiyalal Jangid
Lab Technician, Woodwork Lab
He has worked with prominant entrepreneurs engaged in Fine Furniture manufacturing and has more than 23 years experience in the Industry.

Aashit Burman
Assistant Lab Technician, Jewellery Design
He joined the industry at a very young age. He has experience of 25 years and specialized in groove making and other mechanical processes on jewellery pieces.

VISITING FACULTY

Dinesh Korjan
Alumnus NID, Ahmedabad
Studio Korjan, Ahmedabad

Nita Thakore
Alumnus of Maharaja Sayajirao
University, Vadodara.
Post Graduate Diploma (Textile
Art) from the Goldsmiths College
of Arts, University of London. Principal Scholar, Fulbright exchange
program, Rhode Island School of
Design.

Pramod Yadav
Principal, ATDC, Jaipur

Sangeeta Shroff
Ex-Director IICD, Alumnus NID

Tarang Maheshwari
NIFT Alumnus, New Delhi
Co Founder EKAA Design Studio

Ajay Kumar Nagaich
B.E. in Textile Chemistry.
Production Planning and Line Balancing, Garment Engineering
Time & Motion Study, Productivity,
Textile Science (a) Weaving (b)
Dyeing (c) Printing, Apparel Production, Technology, Quality Control, Merchandising

Anish Puri
Apparel Export Consultant,
New Delhi, Anurag Singhal
Store Planner & Visual
Merchandiser,
Future Axiom Telecom Ltd.,
Gurgaon

Rajesh Jain
Alumnus IIT, Roorkee
Rajasthan Head, Access Development Service, Jaipur

Dr. Ved Prakash
M.A English, Ph.D
Business Communication Expert,
Educationist, Writer, Editor &. UGC
Teacher Research Fellow

Dr. Sudhir Soni
Senior Faculty Design Communication Journalism and Mass Communication Expert. Creative
Writing for Media, Photography
and Visualization for films.

Dr. Hari Narayan Agrawal
M.Com, Applied Economics &
Ph.D in Commerce.
Design Management

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

Yasra Daud
American University of Sharjah
Interior Designer

C.P Vashisht
A.P.T., Textile Science, Garment
Construction, Former Principal
ATDC, Manesar

Badshah Miyan
National Awardee,
Tie-N-Dye, Jaipur

Deepak Pathak
FGA, Graduate Diploma in Diamond Technology, Jaipur

Skye Morrison
Educator Researcher, Canada
Fashion and Kite Designer

Deepak Sanket
National Awardee
Enameled Jewellery, Jaipur

Gaurav Mathur
Sr. Architect & Educationist

Nandan Ghiya
Alumnus NIFT, New Delhi
Artist and Fashion Designer

Dharmendra Singh
Artisan & Craftsman,
Investment Casting, Jaipur

Mekhla Chauhan
Alumnus University of Lincoln
M.Arch. (Building Conservation)

Nivedita Sharma
Masters in English Literature, Post
Graduate Diploma in Journalism,
Script Writer, Documentary Film
maker, print & Media Journalist.

Rahul Tak
Interior Designer, MBA
Arpan Interiors, Jaipur

Sang-Lan KIM
Lecturer, National Museum of
Asian Art Paris, France

Surendra Singh
Enamel Artist

Vikram Singh
Furniture Designer
Hastkala Exports

Abhinav Jhalani
Gemologist
Tie-N-Dye, Jaipur

AIEED ADMISSION GUIDELINES

ARCH invites applications for the All India Entrance Examination (AIEED) towards its 4 Year under Graduate Level programs, for the Academic Year 2014.

ELIGIBILITY

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 & those qualifying in AIEED 2013-14 this year are eligible for direct admission to next years Academic Session (2015-16's) through final counselling/ Interview (the last stage of the admission process)

Note:-
The final admission of a student is granted provisionally and shall be accepted as valid only after the completion of scrutiny for fulfilment of all the eligibility criteria, to the satisfaction of the management, and will be subject to approval by affiliate authority. Non fulfilment 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 2014, their admission will be cancelled.

IMPORTANT DATES –
Online & Centre-Based Entrance Examination*

Important Dates - Online & Centre-Based Entrance Examination*				
Entrance Examination	Date(s) of Examination	Results of Examination	Interview schedule	Commencement of Batch (2014)
Online Series I	15 Dec' 13 - 2 March' 14	Within 5 working days from Exam Date	as per the Dates given	
Centre Based Series I	2 February' 14	26 February' 14	April II - III week	
Online Series II	16 April - 2 June' 14	Within 5 working days from Exam Date	as per the Dates given	JULY IV WEEK
Centre Based Series II	1 June' 14	11 June' 14	June III week	

* For final confirmation of Date, Time, Exam Centre please check the website www.archedu.org before filling your Application Form.

APPLICATION FORM

The Prospectus, along with the Application Form, can be downloaded from the Websites www.aieed.com and www.archedu.org . The duly filled form can be submitted online or can be posted to:

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 favour of 'Arch Educational Society', payable at Jaipur.

Prospectus & Application Form can also be obtained from select branches of the Bank of India 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. Intimation will be sent to the candidates whose application forms are provisionally accepted, pending correction and completion.

STEPS TOWARDS FILLING 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 & date the application form in blue ink.
3. Affix a recent photograph of good quality in the space provided.
4. Retain a photocopy of the filled 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, Defence, Artisans, NRI) candidates wherever required.
8. Send copies of applicable experience certificate, wherever required.
9. Send attested copy of school leaving certificate (Migration Certificate)
10. Do not staple any documents or certificates with the filled Application Form.
11. Make a DD of Rs. 1250/- in favour of ARCH Educational Society, Jaipur & send to The Admission Cell, 9, Govind Marg, Malviya Nagar Institutional Area, Malviya Nagar, Jaipur - 302017, or use our Online Payment Gateway.

Application procedure for 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 & affirming 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 favour of ARCH Educational Society, Jaipur, at 9, Govind Marg, Malviya Nagar Institutional Area, Malviya Nagar, Jaipur-302017

ENTRANCE EXAM

Exams can be given in the Online format or the Offline format. From last year the question papers have been made Bilingual - Hindi & English. The Online Exam will need to be answered in English only (although the questions can be read in Hindi) The Offline Exam can be answered in either language.

ONLINE ENTRANCE EXAM MINIMUM TECHNICAL REQUIREMENTS
Candidates are requested to make sure of the following minimum technical requirements at their end, before they enrol 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 – Google Chrome.
   • (Other plug-in requirements, if any, will be updated on the examination website/or provided online)

4. Power Connection:
   Please make sure your desktop computer is connected to an Uninter rupted Power Supply (UPS) System during the examination. In case you use laptop, please keep it fully charged & connected to a power supply.
   In case of any technical glitches 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.

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ADMIT CARD – ONLINE EXAMS

Admit Card of eligible candidates will be available online within 3 days of submission of Online Application Form. Candidates are required to download the Admit Card from the AIEED website www.aieed.com or www.archedu.org & affix their photograph (same as that affixed on the Application Form) get it attested by a Gazetted Officer / School or College Principal / Notary / Oath Commissioner.

The Admit Card would contain candidate's ID, Log in ID and Password. The Login ID and Password are to be 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.

The Admit Card is required to be produced at the beginning of the online exam after the login as well as at the Sify Examination Centre if the exam is given there, where they will also be required to produce a valid identification, e.g. School Leaving Certificate, 10 +2 Mark sheet, Driving License, Passport, Photo ATM/ Debit Card, or any other valid photo identity proof.

ID Verification may include photographing, videotaping or other forms of electronic ID confirmations. Candidates are required to take a portrait photo of themselves with admit card and ID proof at the beginning of the exam after login. 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.

TIME SLOTS – ONLINE EXAMS

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.

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

RESCHEDULING – ONLINE EXAMS

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 5 full working days before the preferred test date and time through online payment gateway/ Internet banking.

The dispensation for the rescheduling of the Online Exam shall be at the sole discretion of the ARCH Management.

EXAM CENTRES – ONLINE EXAMS

The Online Entrance Exam can be given from home or any convenient place or from any of the Sify Centres listed on the AIEED website www.aieed.com or www.archedu.org

CENTRE BASED ENTRANCE EXAM

The candidates whose forms have been accepted will have to appear for a written entrance examination at the Examination Centres 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.

ADMIT CARD – CENTRE BASED EXAM

Admit Card of eligible candidates will be available online by 20th January 2014 for the Series – I Centre Based Exam and by 20th May 2014 for the Series- II Exam. Candidates are required to download the Admit Card

ADMIT CARD – ONLINE EXAMS

from the AIEED website www.aieed.com & affix their photograph (same as that affixed on the Application Form) 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 Centre along with valid identification, e.g. School Leaving Certificate, 10+2 Mark sheet, Driving License, Passport, Photo ATM/ Debit Card, or any other valid photo identity proof.

EXAM CENTRES - CENTRE BASED EXAM

The written entrance examination will be conducted in the cities mentioned below. The candidate can select any of three cities (only 3), in the order of their preferred choice of location 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.

Examination Centre
City & Code

Name of the City	City Code
Ahmedabad	01
Chennai	02
Delhi	03
Jaipur	04
Kolkatta	05
Lucknow	06
Mumbai	07
Kanpur	08
Bhopal	09
Indore	10
Chandigarh	11
Noida	12
Guwahati	13
Patna	14
Ranchi	15

Additionally Centre Based Exams can be given at designated Sify Centres which shall be intimated to you on your admit card. ARCH reserves the right to cancel any of the Examination Centres mentioned. In such cases, administratively suitable and convenient alternate examination centres will be allotted. Request for change of Examination Centre will not be entertained once the form is submitted.

RESCHEDULING – CENTRE BASED 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. The details of the candidate's case will be taken into consideration and the candidate will be informed accordingly. This Application may also be sent by speed post/courier to: The Admission Cell, ARCH Academy of Design, 9, Govind Marg, Malviya Nagar Institutional Area, Malviya Nagar, Jaipur-302017

RESULTS

Successful candidates eligible for admission (both online & offline exams) will be informed through the results published on the website as well as telephonically. They will be required to attend a counselling session at the ARCH Campus, Jaipur on a specified and given date and time.

CANCELLATION AND REFUND

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

TERMS & CONDITIONS

1. Successful candidates eligible for admission will be required to attend the counselling session at the ARCH Campus, Jaipur at their own expense, on the given date and time. The schedule for counselling will be displayed on AIEED website www.aieed.com or www.archedu.org

2. The admission to any program would be offered as per merit.

3. A candidate must have attempted at least 50 % of the paper, to be considered for evaluation.

4. The final admission of a student is granted provisionally and shall be accepted as valid only after the completion of scrutiny for fulfilment of all the eligibility criteria, to the satisfaction of the management, and will be subject to approval by affiliate authority.

5. If the candidate is absent on the date and time specified for the counselling 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.

6. The selected candidates have to bring the Admit Card issued by ARCH, in print form, along with a valid Photo Identity Proof and valid migration & transfer certificate at the time of counselling. All these documents need to be attested by a Grade 1 Gazetted Officer.

7. All remaining vacant seats shall be offered to the wait listed candidates in the order of merit.

8. Any attempt to influence the admission process by way of recommendation will invite immediate disqualification of the candidates.

9. Any dispute arising out of the admission process & procedures would be admitted under the jurisdiction of Jaipur courts only.

10. 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 & www.aieed.com
For any Representation/ clarification/ dispute, the decision of the management of ARCH shall be final and binding.

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LOCATION MAP