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To engage the natural potential of an individual through Design Education & empower them with the spirit for wholistic creation through positive thought & action

Directors Message

Arch has stepped into the 15th year of this millennium and its 15th year of joyful existence!

Having experienced the thrills of pioneering, the drills of trailblazing, ARCH continues to be a surprising revelation of exemplary versatility. Challenges welcomed and overcome, with belief & energy, milestones completed, with new goals on the horizon, finding the strength for remarkable execution of ambitions with humility in all endeavors and achievements.

All in all, a strengthening, successful and ongoing journey, inspired with the love, acceptance and support of well wishers and the design fraternity of India. Based in Jaipur, a city that is a catalyst for the study of all aspects & fields of Design, the ARCH Academy of Design is built to create truly design adept professionals, within an encouraging, supportive and nurturing environment. Great education in design and art made possible through the fusion of environment and the ethos and contributions of a dedicated, innovative, energetic, empathetic and experienced academic community; working hand in hand with responsive students keen on questions, exploration & discovery.

Laying a foundation of education through an interdisciplinary and interactive learning process the Arch Academy of Design integrates and unifies contextual values and contents of local knowledge systems within emerging modern concepts. In addition to the predictable dissemination of professional and technical knowledge, ARCH further seeks to instill entrepreneurial and collaborative skills in its students. Arch takes pride in combining the zeal of emphatic thought leadership with social sensitivity, in its attempt to transform students into the budding design leaders of tomorrow.

In the larger arena, our collaborative alliances with global partners, International Universities and the Industry are translated into student and faculty exchanges, classroom projects, internships, placements and progression, which not only ensure employment for Arch alumni but also help them develop soft skills and professionalism to carve a niche for themselves in the world.

ARCH awards national and international certification and validation for its design programmes. This Prospectus provides comprehensive information on a broad range of Degree, Diploma and Certificate courses offered which are structured to incorporate progression routes towards jobs as well as the exploration of potential for further study both in India and overseas.

I believe your future pathway can begin with one of our courses that fulfill your needs. We look forward to welcoming you as a student of the Arch Academy of Design.

Archana Surana, Founder & Director
Enrolling students of pluralistic identities & cultural contexts and providing a learning experience that inspires and prepares them to be leaders, characterized by creative thinking, innovation and the ability to transform the future.

Channelize the creative energies of the increasing youth of the country into well researched and realistically viable development streams as trained professionals with a genuinely high level of usable skill sets for Industry.

To revive and renew time-honoured indigenous skills & Craft knowledge and practices and bring beneficial developments and changes to rural livelihood through thought and action

Enable endeavors towards establishing a 'self-definition for women' by encouraging, empowering and educating women to become professionals & entrepreneurs creating their own business or social enterprise

Design is. Design was. Design will be. Design has existed. Before existence.

The process of design starts with AWARENESS in all its forms… peripheral, binocular, sensational, transcendental… et al.

Awareness of needs.

Awareness of connections.

Awareness of options & available choices.

Design goes on to use this awareness to explore possibilities for creating.

Answers to problems. Answers to needs.

More problems even! And more answers… Creating needs. And more answers. Always more answers and solutions. Not necessarily appropriate. Not necessarily the best.

And we go on…

And this, in a world where there is no dearth of Actual Needs, where we face a growing dearness of resources, the wasteful consumption of energy & material and our irresponsible & wasteful creations.

In a world where we simultaneously continue to create our comfortable myths of preservation, conservation, recycling, and what not, while we are at it.

So whirl innovation? Whether creation - insightful, inspirational, useful? Are we even prepared to welcome 'Divine Intervention'? Ready even to permit its wisdom; permit it to show us the entirety, the connections and the continuities; enabling us, in effect, to bring together the innovation, the 'Elegant' solution.

The invisible whole is wisely resting and waiting for us 'real' beings to join it one day!

So before we disappear entirely, let us begin to see some real needs. Let us Create some Real Solutions for Real Needs. With awareness & intent.

Design is the cause & structure for existence.

It is also the effect.

And Existence gives reason for Design to exist as an activity.

Design is.

Cause. Effect. Or just simultaneous parallels.

Understandably dependant on our extent of Awareness.

The very life of the created object is getting shorter & shorter. It is so easy to mask shoddy solutions & cover them up with sound effects, & skillful articulation; with clever distractions and sleight of hand. Get rid of them and get a NEW model before anybody notices shortcomings. Build these 'achievements' into the system – as planned obsolescence - planned redundancy.

Worship this worthwhile activity of Creation!

The world may seem to be getting smaller in our internet aided, flying time conscious minds, but OUR EARTH is DEFINITELY NOT GETTING SMALLER! Not with theobsolete new Mountain ranges we are building, the layers upon layer of decommissioned goods we add to its surface every day in landfills & dumps.

Quite simply, this world does not wish to see the seed fall; wait to see the tree grow.

That is, where we face a growing dearness of resources, the wasteful consumption of energy & material and our irresponsible & wasteful creations.

In a world where there is no dearth of Actual Needs, where we face a growing dearness of resources, the wasteful consumption of energy & material and our irresponsible & wasteful creations.

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JAIPUR - THE PINK CITY

Known as the ‘Pink City’ the world over, Jaipur, the capital of Rajasthan was founded by Maharaja Sawai Jai Singh II on 18th November 1727. When the Prince of Wales visited Jaipur in 1853, the whole city was painted in pink colour to welcome him and ever since then, Jaipur has been called the ‘Pink City’. It was planned by Vidhyadhar Bhattacharya, a Bengali architect, in a grid system with wide straight avenues, roads, streets, lanes and uniform rows of shops on either side of the main bazaars. The architecture & planning of the town was the best in the Indian subcontinent and was very certainly quite advanced for its times. The rich, colorful cultural & architectural splendors 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. Glimpses of the glorious history of Jaipur are reflected in its crafts and royal artefacts. Jaipur today is a hub for industries connected with craft export, jewellery, block printing etc. It 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 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 making 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. Jaipur, the design city has lovingly nurtured the Arch Academy of Design ever since 2000 and seen it grow from strength to strength in these 14 enterprising years. The cultural heritage of the ‘Pink City’ seems to act as a catalyst in the study of Design.

ARCH JOURNEY

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 6000 professionals and entrepreneurs from across the country. The Academy offers Undergraduate, Postgraduate and Certificate courses in Fashion Design, Interior 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.

The ARCH Academy of Design 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. 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 Design. Jaipur is one of the most active jewel markets of the world and has renowned textiles and embellishment techniques, especially those involving the use of natural dyes for Sanganeri and Bagru block prints. The city thus becomes a favorite choice for studying design within a cultural context, enhancing its unique heritage in a practical way.

In January 2011, the Arch Academy of Design pioneered the first Online Entrance Examination for Design in India and is, to date, the only design institution in the country to do 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.
Arch Academy of Design is a campus spread across 24,000 sq feet in the heart of Jaipur City. The Institutional building is designed to suit the academic needs of the students and align their creative thoughts to the tactical aspects of their curriculum. The spacious interiors and the design oriented focal points aesthetically created & decorated by the students and faculty, acknowledge creative talent and showcase some of the outcomes of study at ARCH. The joyfulness of the ARCH campus is reflected in its ambience- a befitting reflection of the contentment that resides within - the well lit spaces and airy environment, the visuals on the walls, the creative installations, the work on the boards and the busy students.

The Campus has audio-visual teaching aids in all class rooms. High speed Wi-Fi and LAN connectivity through Dedicated Lease Line services enables faculty and students to carry out communication, research and individual & collaborative project work without interruption. The Computer labs with latest Apple Mac-Lab for CAD and graphic designing courses are equipped with workstations supporting high end design software and hardware.

The Library at Arch is a lively buzzing place where students engage in self guided learning. The large resource centre has books, and international journals alongside a large collection of e-books and films which, via membership, are made available to the community for reference, with easy access from individual workstations and Laptops.

The campus has an auditorium, audio-visual enabled to hold events like seminars, symposia, guest lectures and workshops all round the year, to expose students to a wide spectrum of theories and methodologies in current design practices. ARCH provides audio-visual facilities to its students in the audio-visual classroom and provides presentation and expert lecture facilities for Staff members in the Conference room. ARCH has in place all the resources required to support the creative processes of design, research & the fabrication of models, sample artifacts and apparel, furniture prototypes, exhibition structures and installations. These nodal points in the campus are testimony to the “creativity” inspired by the staff members in the students.

The well equipped lab spaces and facilities include the Gemmology Lab, Terracotta Lab, Textile Weaving & Printing Lab, Apparel 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.

The Academy has a cafeteria serving hygienic and nutritional vegetarian food. The campus also has a well-stocked ‘Tack’ shop for students enabling convenient purchase of required material pertinent to course and exercises.

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In this era of rapid and radical change, numerous complex and overwhelming issues face the world. It is evident that the role of creative individuals is more important than ever. Design & its communication straddle the traditional place, language and ethnicity in a socio-cultural context and are constantly being reinvented by technological advances, globalization, and mass media.

The curriculum at ARCH encourages learners to develop knowledge and understanding of issues both local & global that has formed the basis of debate on the purposes and processes of design, and extends this knowledge and understanding through research, analysis and application of historical and contextual skills to selected fields of study.

ARCH is a premier EDEXCEL learning centre and in strategic partnership with Pearson Edexcel, is accredited to deliver eight BTEC Level 5 HND qualifications in Art & Design. This year ARCH is offering five of these Level 5 programmes & one BTEC Level 7 Extended Diploma qualification in Strategic Management alongside its other programmes of study. With pedagogy and learning environment at par with institutions and in strategic partnership with Pearson, ARCH is a premier EDEXCEL learning centre.

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ARCH offers summer and winter courses of Design. This is articulated with the greatest clarity and results and resultant actions! is and always will be, an acceptance of the freedom and flexibility of expression, there are incorporated after critical consideration. gains ground when peer inputs & opinions learning. This regulated self guided learning through the practice of peer interaction & creative freedom and flexibility of expression, fellowships at ARCH.

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 are 5 to 6 weeks in duration and 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 youth clubs supplement additional traits to students enrolled at Arch. The four clubs namely: Rotaract Club, Cultural Club, Creative Club and Entrepreneurship Club aim at development of socially relevant managerial skills to leadership initiatives. The club heads, President, Vice-President, Treasurer and Secretary support the entire framework of Academics and get groomed in return.
The Faculty of International Programmes in Design, Art & Programme Pathways:

- Pearson Edexcel BTEC Level 5 HND Programme in "Fashion & Textiles" has ONE pathway covering Fashion Design.
- Pearson Edexcel BTEC Level 5 HND Programme in "Design & Leadership" has THREE pathways covering Design Management, Strategic Design Management & Strategic Management & Leadership.
- Pearson Edexcel BTEC Level 7 Extended Diploma programme in "Design & Leadership" has THREE pathways covering Design Management, Strategic Design Management & Strategic Management & Leadership.

After successful completion of the above-mentioned programmes, progression is possible to more than 100 destinations worldwide that include Universities & Colleges in the US, Canada, New Zealand, Australia, Singapore, Malaysia, China, Hong Kong, UAE, Mauritius and some Institutions in the UK & Europe that include the following:

- Middlesex University
- Bradford College
- Bath Spa University
- Swinburne University (newly University ofWales Trinity Saint David)
- Birmingham City University
- Bournemouth University
- University of Bedfordshire
- University of Heriot Watt
- St. Patrick’s College
- Nottingham Trent University
- University of Glamorgan
- University of London
- and the Parsons School of Design, Paris

ARCH has signed an MoU with the University of Salford, UK, in which the collaborative activity includes progression, staff & student exchange programmes, skill transfer programmes and development of curriculum and pedagogy in Design Education. ARCH & De Montfort University, Leicester, UK have signed a Letter of Cooperation (LoC) for academic, cultural and personnel exchanges including student exchanges. The Edexcel HND programmes are open to all international students as well as those in the UK. The BTEC Level 7 Extended Diploma in Strategic Management & Leadership is equivalent to the 1st year of post graduation and can culminate in a Masters Degree in six months at any University in the UK, or abroad. Additionally, as per OFQUAL guidelines, all students 19 years and above are eligible for the Strategic Management & Leadership Programme as well as the Design Management Programmes. After having finished the Pearson BTEC Level 7 programme at ARCH, these aspirants can avail the opportunity of progressing to a 'Top Up' Masters degree in 6 months from any of the Pearson listed Universities around the world.

We offer the BTEC Level 7 Extended Diploma in Strategic Management & Leadership (covering the following THREE Programme Pathways:
- Design Management - (4 yr Undergraduate level)
- Strategic Design Management - (2 yr Postgraduate level)
- Strategic Management & Leadership - (1 yr Programme)

After successful completion of the above mentioned programmes, progression is possible to any of the following universities in the UK: Southampton Solent University, University of Worcester, University of Greenwich, Heriot-Watt University, University of Northampton, University of Gloucester.

**Pearson Edexcel ASSURED**

All the programmes offered at Arch locally are assured by Pearson and carries the "Pearson Edexcel Assured" status. Pearson Edexcel Assured is an independent international quality benchmark recognized all over the world. It is a certification that assures the quality of the processes underpinning the design & delivery of programmes offered at Arch. It is the only Design Institution in India that benchmarks the delivery process with international standards using Pearson Assured services.

The Pearson Edexcel Assured Certification for the Short Term Courses as well as other professional courses lend global credibility to the student profile, Professional profile and even an expert profile. These courses are recognised world wide.

**LONDON CHAMBER OF COMMERCE & INDUSTRY**

The ARCH Academy of Design is an authorised centre to offer LCCI (The London Chamber of Commerce & Industry) international Qualifications from Pearson which is widely recognised by international universities, governments and professional bodies alike. LCCI qualifications are regarded among the best business related qualifications in the world. LCCI’s short term certifications provide students with the pragmatic knowledge and skill sets to actually do the job effectively, and are valued by employers worldwide.

LCCI offers 9 different courses under LCCI ranging from 4 months to modules of 8 months each and include:

- Travel and Tourism
- Written English for Tourism
- Selling & Sales Management
- Advertising
- International Retail Operations
- Principles and Practices of Management
- Contact Centre Supervisory Skills
- English for Business
- JETSET LEVELS 1-7

These qualifications do not entail a centre based guided learning environment. Anyone can take these online courses in the comfort of their homes and appear for exams at the Arch Academy of Design, an authorised centre for LCCI. Passing the exams can contribute to successful performance at work, and certificate holders become eligible for professional body memberships, entry into university at undergraduate level and university exemptions around the world.

**ONLINE COURSES**

ARCH in partnership with Pearson, world’s largest education provider, has introduced Online courses leading to Certification.

Under the brand structure of Pearson Workforce Education, MyLab & Mastering, and MyLab South Asia, these new generation e-learning platforms are designed to make learners succeed in whatever they pursue as academics or as careers, one student at a time. These courses will range from Entry Level to Professional Development level and will be available as Self Paced as well as Tutor Led versions with excellent delivery techniques which include the use of video resources among other things.

Apart from special certification where applicable, a Pearson Edexcel Assured Certificate would be awarded at the completion of any of these courses. For details please see the ARCH website [http://www.archedu.org](http://www.archedu.org).
UNIVERSITY OF RAJASTHAN
ARCH Academy of Design is an affiliated College of the University of Rajasthan for Undergraduate Degree Courses in BBA, B.Com & B.A. and offers a 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 January 8, 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 PhD programs, 20 MPhil 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 a 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.

KARNATAKA STATE OPEN UNIVERSITY
The ARCH Academy of Design is an affiliated College of the Karnataka State Open University (KSOU) for delivering B.Sc courses in Interior Design, Fashion Design, Graphic Design and Jewellery Design.

The Karnataka State Open University is a recognized and reputed Open University amongst the open learning institutions in the country. Keeping in view the educational needs of our country in general, the policies and programmes have been geared to cater to interested students. The Karnataka State Open University is UGC approved. It is a Recognized University of Distance Education Council (DEC), New Delhi; Regular member of the Association of Indian Universities (AIU), Delhi; permanent member of Association of Commonwealth Universities (ACU), London, UK; Asian Association of Open Universities (AAOU), Beijing, China; and also has association with Commonwealth of Learning (COL). The University conducts Annual Examinations.

INDIRA GANDHI NATIONAL OPEN UNIVERSITY
The Arch Academy of Design has been approved as an affiliated College of 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 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.

INTERNATIONAL FOUNDATION OF FASHION TECHNOLOGY INSTITUTES
ARCH is a full 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 a very prestigious and comprehensive International Organization. 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, research in fashion design, technology, business and related industries and foster development of the same internationally.
• Serve as an international forum for the exchange of ideas and collaborations in fashion design, business and related industries.
• Promote the interests of students of Member Institutions by involving them in the activities of the Foundation.

The ARCH Academy of Design benefits by being an observer & participant in all activities of IFFTI and as a voting member, gets to share information, educational and otherwise, for exploring & taking forward opportunities for possible collaborations with other member institutions, towards progression for higher studies. ARCH recently presented a research proposal on reweaving the indigenous craft of traditional textile and Sanganeri block printing at the IFFTI London College of Fashion Colloquia 2013, in the UK. The Proposal titled “Innovation in Development of Indigenous Eco Crafts for High Fashion Global markets” was aimed at bringing together partners interested in a collaborative project providing sustainable livelihood solutions to vulnerable craft communities, reducing environmental impact of harmful synthetic dyes and improving local economies.

INTERNATIONAL COUNCIL OF SOCIETIES OF INDUSTRIAL DESIGN
As part of its strategy to progress in Industry Oriented Design Education, ARCH holds membership of The International Council of Societies of Industrial Design (ICISD), a non-profit organization promoting the profession of industrial design. Founded in 1957, ICISD 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 achieve the discipline at an international level. ICISD membership benefits:
• Exchanging ideas and connectivity with other members of the Council
• Access to ICISD Council resources to enable research and collaborative explorations
• Understanding new pedagogy for structuring courses towards sustainable design development
• Gaining assistance for various projects undertaken by the Academy.

THE HONGKONG RESEARCH INSTITUTE OF TEXTILES AND APPAREL
ARCH is also a member of the Hong Kong Research Institute of Textiles and Apparel (HKRITA) which was established in April

ABOUT ARCH
AFFILIATIONS & AUTHORISATIONS
INTERNATIONAL LINKAGES
DETAILS
ABOUT ARCH

INTERNATIONAL LINKAGES

2006 with funding support from the Innovation & Technology Commission, HKSAR Government. HKRITA is also supported by Institutes, Companies and Associations in the textiles and clothing 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.

HKRITA membership benefits:
• Access to the R&D Projects Database and basic project information
• 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 & STAFF EXCHANGE PROGRAMMES

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 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.
• An MoU has also been signed with the University of Salford, UK, with the envisaged collaborative activity including progression, Staff & Student Exchange programmes, skill transfer programmes and development of Curriculum and pedagogy in Design Education.

COLLABORATIVE DEVELOPMENT PROGRAMMES

(Scotland-Jaipur Partnership Development Fund)

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

PERTH, UHI, SCOTLAND

ARCH in partnership with Perth UHI, Scotland has received 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.

INTERNATIONAL LINKAGES

ARCH Director & Director Academics at UHI, Perth, Clyde on Research Project

ARCH Director & Director Academics at UHI, Perth, Clyde on Research Project

ARCH Director at the IFFTI Conference held at the Bunka Gakuen University in Japan with Dr. Satoshi Onuma, previous President of IFFTI & Chairman of the Bunka College of Fashion

Marco Mossinkoff of the Amsterdam Fashion Institute with ARCH Director during the IFFTI Fashion Colloquia 2013 at the London College of Fashion, UK

ARCH Director with Commodore Vijay Chaturvedi (retd.), Secretary General, IFFTI at the IFFTI Conference held at the Bunka Gakuen University in Japan

Alex McCluskey, le Fare, ARCH Director and Director Academics at Glasgow Clyde College Scotland

Discussions over Coffee - Lorenze, Christiana, ARCH Director & Director Academics at Perth College, UHI Scotland

ARCH Director & Director Academics at UHI, Perth, Clyde on Research Project

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 ARCH is in the process of exploring agreements with other top rung UK based universities, institutions and colleges. Pearson’s BTEC Progression Routes in the UK include University of Bedfordshire, Heriot-Watt University, Coventry University, St Patrick’s College, Middlesex University, University of Wales Trinity Saint David, Bath Spa University et al. Destinations also include Universities & colleges in the US, Canada, New Zealand, Australia, and South Africa.

• ARCH has conducted successful bi-directional student exchanges for the past 3 years with the Textil Galasemakt in Stockholm, Sweden (now part of Tillskœrarakademi , Sweden) and both institutions have renewed their MoU for a further three years.
VISITING ACADEMICIANS AND DESIGNERS

About Arch Academy of Arts, Design and Technology

Arch Fashion Designer Sabyasachi Mukherjee at Arch to launch AIEED poster 2012

Prof. Pradyumna Vyas, Director, National Institute of Design, was the Chief Guest and Keynote Speaker at the Arch Convocation. He is giving away a Certificate to a Graduating student, Ashish Mangwani.

Prof. Peter Pilgrim, Dean, Ravensbourne College of Art & Design, UK giving his feedback to a Design student at Arch.

Dr. Gerard Moran, Academic Director, Overseas Engagement, De Montfort University, UK examining details of the work of Fashion Design students at Arch.

Prof. Pradyumna Vyas, Director, National Institute of Design, was the Chief Guest and Keynote Speaker at the 2014 Convocation. He is giving away a Certificate to a Graduating student, Ashish Mangwani.

Arch Director with a doyen of the Creative Arts, Mr. Rajeev Sethi.

Italian Macrame artist Rosalba conducting a Macrame workshop with Arch students along with the late Pradumna Tana.

Arch Director, Ms. Surana meeting with FDCI Chairman Sunil Sethi.

Italian Automobile Designer, Emanuele Nicosia and TEDx speaker, interacting with Arch students at The Graduate Design Week at Arch.

Yianni Melas, Greek Jewellery Designer and CEO, PHILIPPE ALEXANDER LTD., addressing the students in a session at Arch.

Christiana Margiotti, Subject Leader Creative Arts & Technologies Programme, Leader in Visual Design and Communication, Art College, UHI Scotland presenting a brief background of Creative & Cultural Industries of Scotland & the UKIERI projects to students and faculty of Arch.

International Fashion Designer and Advisory Board Member, Anita Dongre at Arch during the GABA Fashion Show.

Mr. Rajeev Arora, Owner of Amrapali Jewels Pvt. Ltd. & FDCI member at Arch.

Ms. Jessica Mayberry, Founder, Video Volunteers and TEDx speaker, at Arch with students.

French Jewellery Designer Sophie looking at the work of Jewellery Students at Arch.

Prof. Jinan KB, Craft Designer & Sr. Design Academician, contributing his views at Arch.

French Textile Designer, Ms. Iris Strill developing craft souvenirs with Arch students and rural craftsmen.

Alumni NID, Visiting Faculty & Product Designer, Sharan Kapur, at Arch, was conducting the workshop with Jewellery Design students at Arch.

Artemis MD, Visiting Faculty & Product Designer, Danish Kapur at Arch, was conducting the workshop for Design Methodology module.

Arch Fashion Designer Bipasha Basu at Arch to launch AIEED poster 2012.

Dr. Siboiz Siboiz, Academic Director, Overseas Engagement, De Montfort University, UK examining details of the work of Fashion Design students at Arch.

Prof. Frances Corner, & colleague at the London College of Fashion, IFFTI - LCF Fashion Colloquia.

New York based Jewellery Designer, Janice Gryzb conducting her workshop with Jewellery Design students at Arch.

Prof. Jinan KB, Craft Designer & Sr. Design Academician, contributing his views at Arch.

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Visiting ACADEMICIANS AND DESIGNERS

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ABOUT ARCH
INTERNATIONAL STUDENT & FACULTY EXCHANGES

An MoU was signed with the ARCH Academy of Design for faculty and student exchange, by Barbara Brodigan, Head of International Operations, on behalf of Doncaster College, UK.

Arch exchange Programme Student, Gangwani with Camilla Ponten, Principal, Textilla Gymnasiet.

Doncaster College student work on display.

Christiana Margiotti, Subject Leader, Helen Rogers, Faculty & students from Perth College, UHI Scotland as part of the British Council Exchange Programme at ARCH Convocation Party.

Studens of Swansea Metropolitan University, Wales examining the Textile work done in the Textile Lab at ARCH and interacting with the expert Textile Lab Technician.

Prof. Andrea Liggins, Dean and Head of Art and Design Department, Swansea Metropolitan University, Wales, interacting with students at ARCH.

Students of Swansea Metropolitan, Wales, examining the Textile work done in the Textile Lab at ARCH & interacting with the expert Textile Lab Technician.

Lis & Ida, students from Textilla Gymnasiet, Stockholm, Sweden at ARCH as part of the exchange programme.

Jacqueline Farrell, Head of School, Fashion, Textiles & Jewellery, Glasgow Clyde College, Scotland & Britta Kalkreuter, Heriot-Watt University, Scotland, in conversation with the Director.

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The engagement of ARCH in design projects and programmes has progressed towards consultancy and concept development for industry through its Design and Development Project Consultancy Cell which extends to the turnkey implementation of projects in the areas of Visual Merchandising, Exhibition Design, Interior Design, Jewellery Design, Lighting Design, Product Design and the Development of prototypes in Apparel, Textiles, Crafts and Accessories, etc. 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 mounting aspirations of its clients.

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 programmes to date.

ARCH has an MoU with the 26 year old Garment Exporters Association of Rajasthan (GEAR) for the facilitation of Industry Exposure/ Internship, Placement, Industry Mentored Real Time Classroom and Industry Design Projects and Industry Visits for its students. Additionally, Member Industries of GEAR will participate as Jury members for Evaluation and contribute in the formation of a Board of Studies for Fashion & Apparel.

ARCH is also in the process of setting in place an MoU along the same Board of Studies for Fashion & Apparel.

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MICRO, SMALL AND MEDIUM ENTERPRISES (MSME), GOVT. 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, Artifical 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 of the scheme involved design sensitization seminar to help develop business through design led intervention. The second stage - 'a need assessment survey' was conducted and feedback was given to the participating jewellers. The final stage of the scheme will conclude with a design workshop.

RURAL NON FARM DEVELOPMENT AGENCY (RUDA), GOVT. OF RAJASTHAN

ARCH has conducted several Technology based Entrepreneurship Development Programs at Sujangargh (Churu) in the Tie and Dye craft. Cluster Development Programs were conducted at Tal Chapper with artisans through the JJADE project funded by the Bill & Melinda Gates Foundation, and the UPLIFT project of the DELL Foundation through Access Development Services.

However, ARCH has successfully completed 4 years of this ongoing purpose. ARCH has been sanctioned a five year long Artisans Training Program, by the Development Commissioner of Handicrafts, Govt. of India, under the Human Resource Development Commissioner, Govt. of India, through Finance & Training” (UPLIFT) to support 10,000 fashion jewellery artisans in Jaipur. ARCH Academy of Design & the ACCESS Development Services, which is implementing the project, have announced that ARCH will be a partner to implement:

- Skill Development Programmes
- Design interventions for development of dedicated range of fashion jewellery to capture newer markets.
- Design workshops for exposure to Craft clusters.

DEVELOPMENT COMMISSIONER HANDBRANCH DCHS, GOVT. OF RAJASTHAN

The Arch Academy is conducting Skills Upgradation Programmes for artisans and the underprivileged in Fashion Accessories under the HRI Scheme of the Development Commissioner Handicrafts (DCH), Ministry of Textiles, Govt. of India. ARCH has successfully completed a five year long Artisans Training Program, by the Development Commissioner of Handicrafts, Govt. of India, under the Human Resource Development Commissioner, Govt. of India, through Finance & Training” (UPLIFT) to support 10,000 fashion jewellery artisans in Jaipur. ARCH Academy of Design & the ACCESS Development Services, which is implementing the project, have announced that ARCH will be a partner to implement:

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JAIPUR JEWELLER ARTISAN DEVELOPMENT (JJADE) PROJECT

ARCH is contributing to the upgradation of skills of jewellery artisans through the JJADE project funded by the Bill & Melinda Gates Foundation, and the UPLIFT project of the DELL Foundation through Access Development Services.

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JAIPUR JEWELLER ARTISAN DEVELOPMENT (JJADE) PROJECT

The Michael and Susan Dell Foundation, USA is providing funding support for a three year project, “Jade - Poor Livelihood Innovations through Finance & Training (UPLIFT)” to support 10,000 fashion jewellery artisans in Jaipur. ARCH Academy of Design & the ACCESS Development Services, which is implementing the project, has signed an MoU where ARCH will be a partner to implement:

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- Design interventions for development of dedicated range of fashion jewellery to capture newer markets.
- Design workshops for exposure to Craft clusters.

The Arch Academy is conducting Skills Upgradation Programmes for artisans and the underprivileged in Fashion Accessories under the HRI Scheme of the Development Commissioner Handicrafts (DCH), Ministry of Textiles, Govt. of India. ARCH has successfully completed a five year long Artisans Training Program, by the Development Commissioner of Handicrafts, Govt. of India, under the Human Resource Development Commissioner, Govt. of India, through Finance & Training” (UPLIFT) to support 10,000 fashion jewellery artisans in Jaipur. ARCH Academy of Design & the ACCESS Development Services, which is implementing the project, have announced that ARCH will be a partner to implement:

- Skill Development Programmes
- Design interventions for development of dedicated range of fashion jewellery to capture newer markets.
- Design workshops for exposure to Craft clusters.
ARCH is a premier EDEXCEL learning centre and in strategic partnership with Pearson Edexcel, is accredited to deliver eight BTEC Level 5 HND qualifications in Art & Design. This year ARCH is offering five of these Level 5 programmes & one BTEC Level 7 Extended Diploma qualification in Strategic Management alongside its other programmes of study.

With pedagogy & learning environment at par with institutions across the world, learners are encouraged to develop an understanding of how the attitudes of designers, makers and end-users influence the appearance and function of design solutions and to question the roles of form, function, culture, context & concept in relation to materials, techniques and processes and to reflect on their own distinctive approach to design. These attitudes are informed by the changing values of society & the cultural context within which designers work.

Exposure to international faculty and delivery from Edexcel trained faculty lies at the core of these programmes which are aimed at developing interdisciplinary and interactive contextual learning & the acquiring of practical skills. Learners improve their own learning, and are more capable of problem solving through the use of case studies, role play and real-life activities.

These programmes are ideation and concept oriented to create emphatic Entrepreneurs and change-makers. The learner is helped to become an effective and confident self-directed employee or entrepreneur capable of managing their own personal and professional skills to achieve personal and career goals. The Arch Academy of Design adheres to standard international evaluation guidelines which includes the conducting of assessment and verification procedures every semester by visiting Examiners from the UK. Students who enroll for these International programmes in any design stream, go through a ‘Foundation’ programme in the first year, where they are taught the basic skills required for the practice of design.

Progression from BTEC Level 5 HND qualifications may be directly on achievement of the award, or following further study to degree level where learners may work towards full membership of relevant professional associations, such as the Chartered Society of Designers, the Design Business Association, Design and Art Direction (D&AD) and British Design Innovation (BDI). The BTEC Level 5 HND qualifications embedded in these programmes are equivalent to the first 2 years of graduation in UK Universities. As per Pearson-Edexcel norms, all students 16 years and above are eligible for the International Undergraduate level course and therefore, these aspirants have the incredible opportunity of culminating their studies at ARCH with a Level 6 Top Up Degree graduation in one year. As a Pearson-Edexcel authorised institution, Arch students can choose from more than 100 listed institutions in the UK & worldwide for such possible progression. Additionally, students taking up Fashion, Jewellery, Interior and Graphic Design will obtain an undergraduate degree from the Karnataka State Open University (KSOU).

**FACULTY OF INTERNATIONAL PROGRAMMES IN DESIGN, ART & MANAGEMENT**

<table>
<thead>
<tr>
<th>PROGRAMME</th>
<th>COURSES</th>
<th>AWARDS</th>
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| FASHION DESIGN | (30 SEATS) | • FOUNDATION STUDIES CERTIFICATE IN ART & DESIGN  
• BACHELORS DEGREE IN FASHION DESIGN from KSOU  
• Pearson Edexcel BTEC Level 5 HND (FASHION & TEXTILES)  
• ARCH DIPLOMA IN FASHION DESIGN |
| JEWELLERY DESIGN | (30 SEATS) | • FOUNDATION STUDIES CERTIFICATE IN ART & DESIGN  
• BACHELORS DEGREE IN JEWELLERY DESIGN from KSOU  
• Pearson Edexcel BTEC Level 5 HND (3D DESIGN)  
• ARCH DIPLOMA IN JEWELLERY DESIGN |
| INTERIOR DESIGN | (30 SEATS) | • FOUNDATION STUDIES CERTIFICATE IN ART & DESIGN  
• BACHELORS DEGREE IN INTERIOR DESIGN from KSOU  
• Pearson Edexcel BTEC Level 5 HND (3D DESIGN)  
• ARCH DIPLOMA IN INTERIOR DESIGN |
| GRAPHIC DESIGN | (15 SEATS) | • FOUNDATION STUDIES CERTIFICATE IN ART & DESIGN  
• BACHELORS DEGREE IN GRAPHIC DESIGN from KSOU  
• Pearson Edexcel BTEC Level 5 HND (GRAPHIC DESIGN)  
• ARCH DIPLOMA IN GRAPHIC DESIGN |
| CRAFT PRODUCT DESIGN | (15 SEATS) | • FOUNDATION STUDIES CERTIFICATE IN ART & DESIGN  
• BBA/ B.Com DEGREE from UNIVERSITY OF RAJASTHAN  
• Pearson Edexcel BTEC Level 5 HND (3D DESIGN)  
• ARCH DIPLOMA IN CRAFT PRODUCT DESIGN |
| DESIGN MANAGEMENT | (15 SEATS) | • FOUNDATION STUDIES CERTIFICATE IN ART & DESIGN  
• BBA DEGREE from UNIVERSITY OF RAJASTHAN  
• Pearson Edexcel BTEC LEVEL 7 EXTENDED DIPLOMA IN STRATEGIC MANAGEMENT AND LEADERSHIP  
• ARCH DIPLOMA IN DESIGN MANAGEMENT |

**ELIGIBILITY: 10+1, 12th PASSED OR APPEARING; 16 YRS AND ABOVE**

**SELECTION CRITERIA: AIED, PERSONAL INTERVIEW AND PORTFOLIO, NATA SCORE VALID FOR INTERIOR DESIGN CANDIDATES.**

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**UG INTRODUCTION**

**FACULTY OF INTERNATIONAL PROGRAMMES IN DESIGN, ART & MANAGEMENT**

**INTRODUCTION**

**UG**

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The Foundation Studies Programme is common to all 4 year programmes in design for undergraduates. The one year preparatory course aims to develop within students the aesthetic and social sense and sensibilities that go beyond learning the skills and techniques of a discipline, and aspires to instill in them an awareness & belief in the potential of art and design to support, critique and significantly contribute to different aspects of human endeavor. It sows the first seed of creativity and lets budding designers find their own shot of limitless potential and unexplored identity, developing the ability to challenge their own preconceptions, and develop intellectual curiosity through critical understanding by maintaining an open mind towards the exploration of new ideas.

The curriculum is taught in a highly motivated and supportive environment. It begins with an exploratory stage, during which basic skills of drawing and sketching, use of media, development of ideas, use of color and 3D model making etc are emphasized. Students are exposed to a learning process that builds up common technical, conceptual and critical thinking skills for the design practitioner. Skills already acquired are linked with ideas and challenges, which extend students' critical independence and enable them to demonstrate a full understanding of the application of art and design.

As an example, Visual Communication in Art and Design introduces a number of idea-generating techniques to demonstrate that creative thinking is a skill that can be continually developed. Evidence of ‘thinking on paper’ may take the form of ‘open-ended’ idea sheets and visual/verbal ‘mind maps’. Visual communication assignments are inventive and stimulating, and, where possible, have topical and/or contemporary cultural relevance and encourages students to explore and innovate by researching, investigating & creating. Contextual and Cultural Referencing develops learners’ knowledge of the cultural history and social theory which informs current thought and debate across the visual arts and design. Emphasis is on research and study skills and on learners acquiring source material and knowledge.

The successful completion of the Foundation Course leads to the award of the Design Foundation Certificate, which is an independent and additional qualification.

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, and helps in the development of knowledge and understanding of design as a process.
A successful practitioner in the field of Fashion Design will always comprehend the complexities of the system of the contemporary fashion industry. The fast-changing nature of fashion in all its forms has to be examined in the wider context of the creative industries and the way they integrate, as well as the outside influences which affect the discipline.

The programme in Fashion Design at the Arch Academy of Design intends critical engagement with the subject of ‘Fashion’ in all its forms, which includes retail, press, advertising, public relations, branding, film, music, broadcasting and lifestyle as well as the role that personnel such as photographers, stylists, models, consultants, editors, art directors and others play in the industry.

In addition to the development of skills to aid practical implementation of ideas, the programme is intended to explore the effects of culture, sub-culture and lifestyle trends on the social, aesthetic and cultural aspects of fashion as well as contribute to the development of an historical understanding of fashion and its processes.

Creating a responsible awareness and assessment of the socio-cultural and ecological influences on fashion is an essential in the rediscovery and sustenance of an Indian aesthetic signature. This not only helps place India in the larger context of world fashion, but also contributes to the addition of unique value to the Indian fashion industry.
Fashion is change. Fashion impacts nearly every aspect of our lives from the language we speak, the furniture we use, the homes we live in, the cars we drive, the clothes we wear, and the food we eat.

Broad areas of global culture are researched to extend learners’ experience and understanding of the fashion environment. Learners are encouraged to record and analyse the key drivers which influence fashion globally, including ecological, environmental, ethical, technological and aesthetic factors. In this context, learners also investigate the commercial impact of these influences on the fashion environment and the roles of personnel working across the sector.

The curriculum builds design sensibilities which can address creation in all niche segments ranging from exports & couture to pret-a-porter lines for the flourishing Indian Brands/ Labels and equally attractive and relevant for international audiences.

Learners develop a visual and tactile understanding of textile raw materials and fabrics. They study the work of historical and contemporary artists and designers and prepare presentations illustrating how this work inspires and influences current fashion, lifestyle and culture. Learners are expected to challenge and develop methods of fashion forecasting and directional influences and develop a creative uniqueness by exploring the design process through specific projects.

Though group discussions and individual critiques and presentations form an important part of the process to encourage debate and discuss different designs, learners work independently, analysing and evaluating their own discoveries and design solutions through learning journals, self-evaluation and peer group critiques.

Establishing individuality in generating concepts, developing design ideas and preparing presentations illustrating how this work inspires and influences current fashion, lifestyle and culture. Learners are expected to challenge and develop methods of fashion forecasting and directional influences and develop a creative uniqueness by exploring the design process through specific projects.

Though group discussions and individual critiques and presentations form an important part of the process to encourage debate and discuss different designs, learners work independently, analysing and evaluating their own discoveries and design solutions through learning journals, self-evaluation and peer group critiques.

Establishing individuality in generating concepts, developing design ideas and creating a personal visual language is fundamental to successfully achieving pre-set outcomes in the programme and therefore learners are encouraged to develop initiatives and perception through personal expression and enquiry and utilise their progress to develop creative potential and personal style.

FASHION DESIGN

CONTENT

Fashion Design with Design Studios, Costume Designers, Export Houses, Retail and Fashion Houses, Independent Design Consultant, Creative Pattern Makers, Fashion Illustrators, Fashion photographers, Fashion Editor, Journalist, Critic, Trend & Forecast Analyst, Fashion Stylists & Coordinators, Brand Manager, Product Developers in Design Merchandising, Fashion Merchandisers, Automobile Interior Design, Quality Control Manager, Design Strategist with NGO’s (engaging in design intervention and sustenance of traditional skills), Academician etc.

A Fashion Designer is a versatile and creative professional who can eventually diversify into other design professions based on a specific interest or specialization.

CAREERS

CURRICULUM

YR 1 STUDY PROGRAMME

FOUNDATION STUDIES IN ART & DESIGN

Common Foundation Programme for all Design Courses - Refer Page 27

YR 2 STUDY PROGRAMME

INTRODUCTION TO FASHION DESIGN

- Design Principles (EOO Fashion), Fashion and Textiles Materials Understanding Garment Construction techniques, Pattern Drafting in Fashion (Kids & Women), Illustration, Critical Study in Art and Design (Western wear), Computer Application-Image and Graphics Editing Programme, Merchandising, Research and Development for Fashion Design (Project Indian Women’s Wear) + Creative Textile, Industry Exposure

YR 3 STUDY PROGRAMME

COLLABORATIVE PROJECT WORK & RESEARCH ORIENTED YEAR

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

YR 4 STUDY PROGRAMME

REAL LIFE SITUATIONS THROUGH PROJECTS & INDUSTRY EXPOSURE

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

ON COMPLETION, YOU WILL RECEIVE

- BACHELORS DEGREE IN FASHION DESIGN from KSOU
- PEARSON EDEXCEL BTEC Level 5 HND (FASHION & TEXTILES)
- ARCH DIPLOMA IN FASHION DESIGN

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

LEARNING OUTCOMES

- Develop skills in visual and textual analysis, as well as historical understanding of fashion.
- Understand the effects of cultural and global influences on contemporary fashion.
- Understand how to develop the design process through experimental ideas and applications.
- Understand the fashion industry and its component parts.
- Establish individuality in generating concepts, developing design ideas, develop creative potential and personal style and a personal visual Language.
- Be able to research, and utilise data and reference for contemporary fashion trends, and extend and apply skills in analysis forecasting.
- Understand the relationship between properties of fibres, fabrics and processing methods, garment construction and the need for economically efficient manufacturing costing.
- Be able to produce a capsule collection of finished garments.

FACULTY OF INTERNATIONAL PROGRAMMES IN DESIGN, ART & MANAGEMENT
INDUSTRY OVERVIEW

A report on the Indian Fashion Industry recently stated that this Industry can increase from its net worth of Rs 200 crore to Rs 1,000 crore in the next five to ten years. Currently, the worldwide market for designer wear is amounted at $35 billion, with a 9% growth rate, with the Indian fashion industry creating hardly 0.1% of the international industry’s net worth.

In an analysis of ASSOCHAM on “Indian Fashion Industry”, it was further revealed that the Indian fashion industry accounts for barely 0.2 % of the international industry’s net worth. Currently the market for designer wear is worth about Rs 1,62,900 crore and growing at 9.5 % every year.

Since the last decade the Indian fashion industry has moved from the embryonic stage to a blossoming take-off. Fashion designers have contributed immensely to the spread of fashion as a driving force, both among Indian consumers and select segments of Western markets. India can now boast of dozens of leading fashion designers, who can match any European fashion designer in their concepts, styles and designs.


Rajasthan is known the world over for its printed and dyed fabric for the fashion garment industry. Rajasthani prints of Bagru and Sanganer; hand-woven Kota Doria; Madhubani; hand-blocked printed Chanderi are renowned for their unique patterns, textures, colors and finish.

India is today recognized as one of the best sourcing destinations for garments, accessories and finish: it provides a perfect blend of fashion, designs, quality, patterns, textures, colors and finish. Rajasthan is known the world over for its printed and dyed fabric for the fashion garment industry. Rajasthani prints of Bagru and Sanganer; hand-woven Kota Doria and Khadi in the form of garments, made-ups and textiles have found global fame.

Since the last decade the Indian fashion industry has moved from the embryonic stage to a blossoming take-off. Fashion designers have contributed immensely to the spread of fashion as a driving force, both among Indian consumers and select segments of Western markets. India can now boast of dozens of leading fashion designers, who can match any European fashion designer in their concepts, styles and designs.


Rajasthan is known the world over for its printed and dyed fabric for the fashion garment industry. Rajasthani prints of Bagru and Sanganer; hand-woven Kota Doria and Khadi in the form of garments, made-ups and textiles have found global fame.
Earrings Inspired by Perfume Bottles designed by Amisha Bhaag, Student, 2010 Batch as part of her classroom Design Project in Diamond Jewellery

JEWELLERY DESIGN

UNDERGRADUATE PROGRAMME

JEWELLERY DESIGN

4 Yrs Programme

COURSE INTENT

Jewellery Designing, Manufacturing and Trading has been an integral part of our society since time immemorial. And with it has evolved interest in Creativity, Precision, Knowledge of Precious and Semi Precious Stones that was initially confined to Royals and the upper crust of society. Historically, jewellery has evolved from body adornment to an art form. Jewellery Design is flourishing as a lucrative career like never before and Jaipur is a Design, Production & Market hub for jewellery. We have the Designers, the Craftsmen, the materials, the investments. The course intends integrating the finer aspects of design, technology, materials and processes with the various levels of production from a precision orientation to vendor based manufacturing.

Appropriate professional skills and attitudes to work within a commercial context is required to develop an understanding of the role and responsibilities of the designer/maker in a commercial context, including one-off and batch production, and to develop the ability to communicate 3D ideas. Therefore, ‘live’ briefs are considered & implemented where possible so that learners have an understanding of the relationship between the client, designer and producer/manufacturer.

The Jewellery Design department of ARCH is the epitome of excellence in delivery, facilitating the learning of students by generously exposing them to the traditional crafts of India alongside technology, and inspiring their engagement with the creation of captivating objects of desire.

“..."

"LAVA’ diamond & ruby necklace and earrings set designed by Akshay Agarwal, Student, 2009 Batch, for Savio Jewellery & presented at GABA Graduate Fashion Week

‘MEDUSA’ necklace designed by Rupal Gupta, Student, 2009 Batch. Finalist ‘Swarovski Elements Jewellery Design Awards 2012’ & showcased at GABA Graduate Fashion Week

"..."
The 4 year Undergraduate level course in Jewellery Design is one of the Flagship Programmes of the ARCH Academy of Design. The course aims at integrating the finer aspects of Design, Technology, Materials and Processes with the various levels of Production from a Precision Orientation to Vendor based Manufacturing. In the Jewellery Design programme, learners acquire high-level of competence in controlling the creative process from inception to realisation. They are given the knowledge and understanding of the creative potential of materials and construction methods and are encouraged to explore widely and select appropriate manufacturing processes and finishing techniques.

The Programme Prepares Students for Careers as Designers in the Jewellery Industry, Product Development Managers, Accessory Designers, Trend Analyst, Merchandisers, Creative Head, Production Manager, Brand Managers, Production Manager, Store Managers, Sourcing Managers, Costume Jewellery Designers, Stylists, Bench Jewellers & Entrepreneurs.

CURRICULUM

YR 1 STUDY PROGRAMME

FOUNDER STUDIES IN ART & DESIGN

Common Foundation Programme for all Design Courses - Refer Page 27

YR 2 STUDY PROGRAMME

INTRODUCTION TO JEWELLERY DESIGN

- Design Project 1: Accessories and Body Adornment (Gold Jewellery of India) , Light Metals in Art and Design, Wood in Art and Design, Glass in Art and Design, Industrial Exposure

YR 3 STUDY PROGRAMME

DEVELOP SKILL BASED TECHNIQUES AND APPLICATION IN PROJECTS

- Ceramic Design, Lens-based Recording Techniques, Basics of Jewel CAD, Critical Study in Art & Design
- Design Project 2: Project design - Implementation & Evaluation (Diamond Jewellery Design)
- Design Project 3: Research Project (Fashion Jewellery design), Packaging in Graphic Design, Specialist 3D Technology and Processes

YR 4 STUDY PROGRAMME

REAL LIFE SITUATIONS THROUGH PROJECTS & INDUSTRY EXPOSURE

- CAD Applications for Jewellery, Enameling Techniques, Professional Portfolio Development & Presentation
- Design Project 4 - Traditional Jewellery (Kundan Meena jewellery design)
- Design Project 5 - Couture Jewellery(Hange Development for International Luxury Brands), Entrepreneurship Skills Development, Industry Internship

ON COMPLETION, YOU WILL RECEIVE

- BACHELORS DEGREE IN JEWELLERY DESIGN from KSOU
- PEARSON EDEXCEL BTEC Level 5 HND (3D DESIGN)
- ARCH DIPLOMA IN JEWELLERY DESIGN

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

The Indian Gems & Jewellery Industry is the backbone of the economy by being one of the major contributors towards the export led growth of India. The industry has gained global popularity because of its talented craftsmen, its superior practices in cutting and polishing fine diamonds and precious stones and its cost-efficiencies.

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.

India is the largest consumer of gold Jewellery in the world. It accounts for about 20% of world consumption. India dominates the gold and silver consumption globally, with consumption of approximately 700 tonnes (gold) per annum. India also dominates the diamond processing trade with 11 out of 12 diamonds being cut and polished in India - an aggregate contribution of approx. 60% of the world’s supply in terms of value and 80% in terms of volume.

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 multiple designs to meet customer needs.

The industry contributes more than 14% towards the export led growth of India. The industry has gained the major contributors towards the export led growth of India. The industry has gained

INDUSTRY SPEAK

"I think that the alumni of Arch are a wealth to the Gems and Jewellery industry. They have performed exceedingly and have made a niche for themselves and we have several students from ARCH working at Amrapali and they are doing a great job."

Tarang Arora
CMD
Amrapali Jewellery Pvt Ltd
FDCI Member, Jaipur.

"Talented boys and girls are entering the field of Jewellery design and gems as it is an important industry. Arch makes sure that the Indian jewellery designers are doing well in this competitive global sector."

Yian Melas
CEO, PHILIPPE ALEXANDER LTD.
Greece

ALUMNI SPEAK

"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!"

Vishnu Soni
2008 Batch.
Sr. Executive-Design
Fabulous Unrounds
Mumbai

"It is an amazing feeling to know that my developments at present define the taste and products of Fabulous Unrounds"

Riddhi Chaudhary
2010 Batch.
Designer
ORRA Diamond Jewellery
Mumbai

"I want to be a part of the journey where the man made gemstones from India have won the World's biggest Jewellery show - Baselworld."

Riddhi’s Design of a Cocktail Ring in Diamond for ORRA

Vishnu’s image inspired by 3D Art for ‘ORRA for Forevermark’ at the 86th Academy Awards, The OSCAR’s 2014

"Handcuff designed by Vishnu Soni for Amrapali worn by Bollywood Actor Deepika Padukone in one of her Red Carpet appearance in Mumba"
UNDERGRADUATE PROGRAMME
INTERIOR DESIGN
4 Yrs Programme

COURSE INTENT

The Interior Design Programme aims to nurture students with creativity and wholistic understanding of the subject from materials to structures creating an exciting and sustainable human centric environment for their professional development.

Interior Design in contemporary times reflects the impressive progress made in the field of energized spatial solutions generated to satisfy perception and psychology. Our course aims to develop learners’ skills and understanding needed to visualize, create, modify & craft preferred environs, for specific purposes and to high professional standards. Students, in addition to getting the requisite technical knowledge and skills to realize visualized intent, will develop a high level of competence in controlling the creative process from inception to design realisation and communication.

A thorough understanding of design & architectural practice, relevant legislation, including health and safety, public liability and copyright law, with experience of contract and project management and, where appropriate, constraints such as local authority bye-laws and planning regulations etc are a requirement for successful practice and are included in design briefs.

The aim is to enable learners to be able to attain appropriate professional skills and attitudes to work within a commercial context.
CONTENT

Teaching is contextualised & supported through assignments, case study planning and presentations, handouts, screening of films, visits to design studios, workshops, appropriate exhibitions, construction worksites, industrial sites and locations etc. Learners get the opportunities for experiencing & practicing measuring, surveying and estimating etc.

Important & essential to the delivery of the programme are the links with practising architects, designers and other professionals who are actively involved in the delivery of lectures and assignments to learners & provide work experience and even future employment. ‘Live’ projects and ‘real life’ briefs support the content of the programme inside the classrooms.

Learners engage in integrated research to include analysis of the brief, preparation of initial ideas, market research, investigation and practical exploration into materials, processes and techniques. They investigate contexts and evolve the ability to select and interpret research information through design development.

Learners also explore the visual and tactile properties and characteristics of materials, developing competence in working with materials and the use of colour. They are given a sound knowledge of construction techniques, decoration, furnishing, fixtures and fittings and preparing specifications for sub-contractors.

All aspects of Design are addressed, from the understanding of space and structures, to the developing of the ability to organise and manipulate spatial awareness. Competence is built in working with 3D formal elements together with the ability to produce effective solutions and to communicate 3D ideas through a range of visual presentation techniques.

Learners gain a thorough understanding of contemporary professional practice & all aspects of project management in the field of Interior Design. They develop an understanding of the roles and responsibilities of the professional interior designer, including working within teams of other professionals.

CAREERS

There are innumerable career opportunities for working with established Interior Designers and Architectural firms as well as large builders; Working as Specialists or Consultants for Exhibition Designers, Museum Designers, Graphic Designers, and Freelance Designers; working for Retailers, Super Markets, Emporiums, Advertising Agencies, Visual Merchandisers, etc. Entrepreneurial enthusiasts can set up their own Interior Design Firm or even an Event Management company or Production Design House.

CURRICULUM

YR 1 STUDY PROGRAMME

FOUNDER STUDIES IN ART & DESIGN

Design Courses - Refer Page 27

With additional Stream Specific Foundation Inputs from 2nd Semester onward

History of Art & Architecture, Materials & Construction Techniques-1, Interior Furnishing-1, Workshop Practice

YR 2 STUDY PROGRAMME

PROFESSIONAL SKILL DEVELOPMENT

• Critical Study in Art and Design, Materials & Construction Techniques-2
• Wood in Art & Design, Glass in Art and Design, Interior Furnishing-2
• Furniture Design-I (Ergonomics, Anthropometry), Building Services-I

• 2D, 3D and Time-based Digital Applications, SketchUp, AutoCAD-I
• Project Design, Implementation & Evaluation, Home Styling
• Design Project (Residential)

YR 3 STUDY PROGRAMME

PROJECTS & RESEARCH

• Research Project, Building Services-2, Light Metals in Art & Design
• AutoCad-2, Furniture Design-2, Advanced Construction Techniques
• Estimation & Costing-1, 3Ds Max Software, Landscape Design
• Design Project (Commercial)

YR 4 STUDY PROGRAMME

INDUSTRY EXPOSURE & INTERNSHIP

• Estimation & Costing –2, Commercial Model Making, Design Project (Industrial)
• Exhibition & Retail Design, Entrepreneurship Skills Development
• Professional Practice in Art & Design, Internship

ON COMPLETION, YOU WILL RECEIVE

• BACHELORS DEGREE IN INTERIOR DESIGN from KSOU
• PEARSON EXCELSITE BTEC Level 5 HND (3D DESIGN)
• ARCH DIPLOMA IN INTERIOR DESIGN

Note: The contents and sequence of delivery are subject to change as per industry needs.
The flourishing infrastructure, housing & retail industry in India has emerged as one of the most dynamic and fast paced industrial sectors 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 a great amount of inputs in the creation of dreams. The key factor driving the demand for Interior Design is the growth & expansion of housing & commercial development in both the major and smaller cities in India. Rising income levels are leading to a demand for creative individuals to support the vision of the Incredible India Campaign. Thus there is an increase in demand for Interior space visualisers and designers to plan & create attractive, practical & desirable spaces for living, display and commercial activity.

"ARCH Academy of Design trains industry specific Interior Designers who are market ready from an Indian & Global perspective. These students display the competence required for professional excellence"

Lipika Sud
Principal Interior Designer
Dimension Designers Pvt. Ltd. (DDPL) and CP Kukreja Associates

"Arch as a premier design institution has grown from strength to strength in these 15 years. I am proud to say that it is imparting education in Interior Design in a creative, stimulating, innovative learning environment."

Sanjay Kothari
Architect
Former Chairperson IID, Jaipur

"I would like to take this opportunity to thank all my professors for passing down their knowledge and enthusiasm throughout the course. Their support and encouraging words still provide me strength"

Asst. Designer, Kaleido

"ARCH built in me the capacity for in-depth enquiry and immensely contributed towards increasing my personal independence & initiative in exploring ideas and extending my skills"

Chandni Sharma
2006 Batch
Asst. Designer, Sthapatya

ENTREPRENEURS

• Espacio, Jaipur
• Mahendra Kumawat Interior Designs
• Neet Bishnoi
• Anupama Rana

ARCH ENGG.
FACULTY OF INTERNATIONAL PROGRAMMES IN DESIGN, ART & MANAGEMENT

INDUSTRY SPEAK

ARCH Academy of Design trains industry specific Interior Designers who are market ready from an Indian & Global perspective. These students display the competence required for professional excellence

Sanjay Kothari
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Chandni Sharma
2006 Batch
Asst. Designer, Sthapatya
FACULTY OF INTERNATIONAL PROGRAMMES IN DESIGN, ART & MANAGEMENT

GRAPHIC DESIGN

UNDERGRADUATE PROGRAMME

GRAPHIC DESIGN

4 Yrs Programme

COURSE INTENT

Graphic Design is a creative, strategic, managerial and a technical activity. It essentially gives visual solutions to communication problems; often highlights the crux of the solution! There is always more than one option, but selecting the right one can make a real and positive difference. Learners will explore historical and contemporary graphic work to develop understanding of how visual language is used to communicate with an intended audience, purchaser or user. A Graphic Designer is honed to become a 'designer' who integrates cross-disciplinary inputs to achieve exciting visually competent, multi dimensional communication. Our cognitive faculties respond to imagery and its underlying message more swiftly than they do to audios. If a picture can say a thousand words, imagine how many words a well-designed poster could communicate. An idea made tangible in a 2D form is a graphic interpretation of creativity message that could stay in the mind for years. Graphic Design seeks to attract eyes, inspire minds, create desires and motivate people to respond to messages, to make an impact, to build a brand, to move, to sell, to embrace humanity. Visual communication is often about reconciling personal aesthetic ambitions with wider social, cultural and commercial considerations.

"The graphic Design Programme infuses the imaginative world with the tangibles assessible in today’s technological world without losing out on the vast heritage and ethos of our rich Indian Culture."
The essential requirement will be for highly articulate ‘Design & Context aware’ observers, analysts, commentators and creators. Students can engage with the industry in roles of Graphic & written Content developer for various Design Firms; Freelance Writers, Journalists, Reporters, Researchers, Trend Analysts, Curators, Copywriters, Columnists; Illustrator for Book Publishers, Newspapers, Lifestyle Magazines, Research Firms or Public Relations Firms; Graphic Artist, Visualiser, Art Director, Graphic Communicator for Media & Communication.

Learners are encouraged to identify the purpose of their communication, the meaning, message or information they wish to convey and the characteristics of their target audience and apply their skill and understanding of visual language to effectively communicate meaning to the intended audience.

Learners are encouraged to develop their own personal style and create visually interesting graphic work in a range of styles; produce independent visual material that is free of restraints of a defined communications task, and then adapt the work to perform a communication task.

Critiques of work and peer review provide a forum for considering the application of principles to practical work. Study is combined with live assignments & live client briefs, set by clients, to encourage learners to generate ideas with a client or purpose in mind.

Competitions, off site visits and visiting speakers all help to strengthen the learning in the programme and prepare learners for the transition into employment. Learners are encouraged to collaborate with their selected industry, either through work shadowing, interviews or periods of work placement.

For greater understanding of the terminology and conventions used in typographic design, hierarchical categories/ structures evident in printed, digital and screen based matter are deciphered to train the learner to produce designs using type with an informed degree of subtlety and sophistication. Learners develop their understanding of the ways a symbol or logotype can be adapted, modified and manipulated in a way that is free of restraints of a defined communications task, and then adapt the work to perform a communication task.

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

**CONTENT**

Learners explore historical and contemporary graphic work to develop an understanding of how visual language is used to communicate with an intended audience, purchaser or user. They develop skills and understanding of the way in which aesthetic, social and cultural values underpin visual communication and their use by commercial visual communication.

Projects, where possible, combine the analysis of others’ use of visual language with practical and experimental work, and the resultant extracted meanings and methods are used to encourage learners to develop and apply analytical skills at a suitable level.

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Twenty years ago, school career advice didn’t even list it as a possible occupation. Graphic Design has grown a lot since then and has become a large part of the creative industries.

This industry comprises establishments primarily engaged in planning, designing, and managing the production of visual communication in order to convey specific messages or concepts, clarify complex information, or project visual identities. These services can include the design of printed materials, packaging, advertising, signage systems, and corporate identification (logos). This industry also includes commercial artists engaged exclusively in generating drawings and illustrations requiring technical accuracy or interpretative skills.

As the design industry moves towards the global future, the need for professionals who are able to communicate ideas and concepts effectively is on the rise. The essential requirement will be for highly articulate ‘Design & context aware’ observers, analysts, commentators and creators. Requirement will also be for individuals with well-grounded research abilities and strong written communication skills, with aesthetic sensibilities to achieve effective results.

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**STUDENT SPEAK**

Surbhi Verma  
Student, Design Communication
  
“Since childhood, I wanted to learn sketching and be a part of Graphic Design and make it my profession. The course at Arch helped me to understand self expression and to concretize ideas into communication solutions. I have learnt enormously from the ongoing research project on Creative and Cultural Industries in collaboration with UHI in Perth, Scotland.”

Surbhi Verma  
Student, Design Communication
  
“Having graduated in Applied Arts, I felt the need to take my creativity to the next level. The Graphics & Design Communication course at ARCH Academy of Design was the boost that I was looking for. The International curriculum, live projects and latest MAC software honed my design sensibilities and gave me the confidence and exposure to step into a professional environment.”

Vidhi Gupta  
Student, Design Communication
  
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**INDUSTRY SPEAK**

We are working with ARCH on the UKIERI Institutional Capacity Building Project based on Communication & the Use of Design for the Creative Industries. The partnership will yield mutually beneficial results.

Christina Margiotti  
Subject & Programme Leader, Visual Design Communication  
Perth College, UHI, Scotland
  
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**STUDENT SPEAK**

"I have been working in India with a lot of young students & being here at the ARCH Academy & interacting with young designers opened new windows for discussions & ideas to be carried forward. I am positive I will be working with these young brains in future."

Jessica Mayberry  
Founding Director, Video Volunteers
  
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**PLACEMENTS & INTERNSHIPS**

Designers are moving away from tangible object-orientation and toward experiential or service-oriented design solutions and are involved in generating services, information visualization and visual experiences.

- Blinglane
- Tribe by Amrapali
- Ratan Textiles
- Backstitch
- HastKala Exports
- Nutcrackers
- Zari
- Mangalam Arts
- Dileep Industries
- Espacio

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This programme develops and implements design interventions for our craft sector. The collaborative learning process provides the students an opportunity to work with craftsmen and learn the techniques. The artisans in return get to learn how to generate new design ideas to explore new materials and markets.

As designers we use materials and ideas to transform environmental and human potential to answer unmet needs or to improve function and appearance, or to offer new ways of critically engaging with objects.

The course intends to develop 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. 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 4th year progression is designed around building DESIGN & CONCEPTUAL CAPABILITIES with a strong focus on hands-on explorations and creative making with the intent to understand materials & processes and conceptualization using design strategy to eventually become Design Studio Entrepreneurs or professionals trained for employment in the Creative Craft Industry.
The course is intended to innovatively integrate Indian Crafts with contemporary design practice. The curriculum focuses on all stages and activities involved in the creation of a new product, controlling the creative process from inception to realisation – from design concept to marketing. Learners are guided to consider the utilitarian and creative principles of product design. They are encouraged to develop an understanding of how the attitudes of designers, craftsmen, makers and end-users influence the appearance and function of design solutions.

Students are encouraged to challenge conventions and to question the roles of form, function, culture, context and concept in relation to materials, techniques and processes.

To achieve personalised creative solutions and to reflect on their own distinctive approach to design, learners are guided to independently research and experiment with media, materials and practical techniques to develop an understanding of a wide range of appropriate materials, manufacturing and finishing techniques & processes, alongside the traditional methods used in craft. Design is approached through 2D drawings, visuals, concept boards, technical drawings and 3D modeling through CAD as well as 3D work such as materials samples, maquettes, prototypes, scale models and fullsize final models. Learners also investigate ergonomics in design, form, function, aesthetics and reliability, with consideration for the needs of the end user and for the way a craft product will be marketed.

For developing understanding of historical and contemporary professional practice as a designer-maker or collaborator with craftsmen, visits are made to professional studios, craftsmen workshops, and appropriate trade fairs, selling fairs, exhibitions, galleries and shops.

‘Live projects’ guided by real life industry briefs are brought into the classroom alongside the traditional methods used in craft. Design is approached through 2D drawings, visuals, concept boards, technical drawings and 3D modeling through CAD as well as 3D work such as materials samples, maquettes, prototypes, scale models and fullsize final models. Learners also investigate ergonomics in design, form, function, aesthetics and reliability, with consideration for the needs of the end user and for the way a craft product will be marketed.

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‘Live projects’ guided by real life industry briefs are brought into the classroom and implemented where possible so that learners have an understanding of the relationship between the client, designer and craftsmen/ producer/ manufacturer.

Learners are helped to understand the role and responsibilities of the designer-maker in a commercial context, including one-off and batch/ mass production and develop the ability to communicate three-dimensional ideas effectively to clients & craftsmen. Links are nurtured with craft practitioners, artists and designers to deliver assignments to learners and to provide work experience and workshops/ master classes and representative mentorship from industry. Vocationally relevant and exciting assignments support the contents of the programme.
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.

In India, craft is an industry employing several thousands of workers. The product that they make is a source of endless variety. However at present, except for handloom products, craft objects have lost the role they used to play in daily life.

Craft remains a neglected area in development efforts. If craft products are not related to everyday needs, the industry may turn to manufacturing of ‘curio’ articles for home market and exports. If crafts have to return to their old role in daily life, the craftsmen may have to update their knowledge and skills as the craftsmen in Scandinavia and Japan did. These craftsmen accepted the modern materials, tools and methods and were successful in maintaining their positions in the market.

There is an obvious need to generate new design capabilities in craftsmen. So Design as a strategy for a developing economy requires attention so that the products can be updated. The product range can also be extended to suit new needs. It is also important to offer simultaneous inputs to improve the technology used.

The skills and the decision making system learnt through several years of working with senior family members are now being replaced by formal intensive training programmes in specific trades such as carpentry, smithy, metal working etc. This training is only to learn the trade and does not bring out the creative potentials of the individual nor impart product innovation abilities. In short, it does not aim at creating craftsmen.

Yet as trained manpower, they have an important role to play in maintaining and promoting product quality and product design. Design orientation in these training programmes will create a new breed of technological craftsmen in the future.

"There is a huge need for trained LifestyleAccessoryDesigners willing to work with the rich and varied heritage crafts of our country"

Ayush Kasliwal ARFD Furniture & Product Designer

"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"

Vipin Sharma CEO, Access Development Services

"On an individual level, I have always been fascinated by the crafts of India. The Craft Product Design Programme at ARCH is giving me an insight and an understanding about different materials and techniques used in various crafts in Rajasthan as well as the rest of the country"

Suhani Jain Student, Craft Product Design

"At ARCH, I have learnt the fact that any design activity must distill the essence of an idea into meaningful, refined and experiential articulation. Being in this course gives me fulfillment and I enjoy going into the crafts lanes of Jaipur and interacting with the craftsmen"

Vaibhav Patni Student, Craft Product Design
Traditionally, design management was seen as limited to the management of Design Projects, but in recent times more and more organizations are applying design management to improve design relevant activities and to better connect design with corporate processes. With new management concepts being defined in the ever evolving field of design management, it opens doors beyond management of design to management by design and encourages a future possibility of creating what is termed as a new science of design.

INDUSTRY OVERVIEW

Keeping future possibilities in perspective, the need is for individuals with education beyond business management, catering to the special needs of the creative industries. Design management encompasses the ongoing processes, business decisions, and strategies that enable innovation and create effectively designed products, services, communications, environments, and brands that enhance our quality of life and provide organizational success.

On a deeper level, design management seeks to link design, innovation, technology, management and customers 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.

COURSE INTENT

The role of design management is to understand and bridge the gap between the ‘designer’ and the ‘other’ in the process. This course develops individuals who understand design, aesthetics as well as business management, marketing and strategic planning.

Design education imparts many things; however it does not typically provide training in leadership, team building, strategy, finance, marketing, operations and other skills necessary to effectively lead a design department or to run a business. Similarly, MBA recipients selected to lead design functions often lack the design experience necessary to guide design decisions or to lead creative people. The Design Management program (DM) bridges the gap between the disciplines of design and business management.

The course is intended to develop competencies in management of design based functions in the area of Management, Business, & Design as a profession, developing skills in managing traditional small businesses, design houses, entrepreneurial ventures and modern organizations whether in the traditional manufacturing or service sector.

The scope of design management 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.
LEARNING OUTCOMES

- To bridge the disciplines of design and business management
- To integrate knowledge of fundamental business activities such as research, production, development, marketing, communications and production with an understanding of the essential value of creativity and its use for building strategic advantage
- To encourage ‘design thinking’ among business professionals and provide a structure for understanding the integral role of design in creation and the strategic management and sustainability of competitive advantage
- To develop distinctive approaches to design application and leadership by combining current business management theory with best design practices with a special focus on the role of design in the achievement of dreams and aspiration
- Be able to plan to overcome barriers to implementation of creative and innovative management ideas in an organisation

CAREERS

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.

CURRICULUM

YR 1 STUDY PROGRAMME

Common Foundation Programme for all Design Courses - Refer Page 27
With additional Stream Specific Management Inputs

YR 2 STUDY PROGRAMME

- Advertising and Sales Promotion, Consumer Behavior and marketing Research, International Business, Project Report & Viva Voce
- Developing Strategic Management & Leadership Skills, Professional Development for Strategic Managers, Managing Financial Planning & Techniques
- Management for Design, Creativity & Innovation, Professional Development for Design Managers, Introduction to CAD 2D & 3D
- Design Project 1: Business Model Study of Craft Clusters, Internship

YR 3 STUDY PROGRAMME

- Services Marketing, Quantitative Techniques for Management, Research Methods in Business Management, Production and Materials
- Strategic Planning & Innovative Management, Developing Successful Business Teams, Strategic Supply Chain Management & Leadership
- Design Project 2: Business Model Study of NGO

YR 4 STUDY PROGRAMME

- Social Media for Design, New Product Development, New Design Firms
- Managing a Design Brand, E-Commerce

ON COMPLETION, YOU WILL RECEIVE

- BBA DEGREE FROM UNIVERSITY OF RAJASTHAN
- PEARSON EDXCEL BTEC LEVEL 7 EXTENDED DIPLOMA IN SML
- ARCH DIPLOMA IN DESIGN MANAGEMENT

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

CONTENT

The course offers an integrated course that is internationally recognised (Pearson Edexcel qualifications framework) & includes distinctive approaches to Design application and leadership by combining current Business Management theory with best Design practices.

The focus is on interdisciplinary collaboration and the integration of design thinking at all levels of strategy, planning and management. Coursework, real time interdisciplinary projects, internships and diploma projects are a part of the course to enhance students’ knowledge and practice of theory, visualization, financial practices and marketing.

The curriculum is designed to develop strategic management skills in six core areas of study related to design management: operations management; financial management; marketing management; organization and human resource management; management of innovation and change; and management of local, regional, and global suppliers, distributors, and markets.

Learners are provided with the knowledge and understanding of the total design to production process and how it is managed effectively. Learners are guided towards understanding how a balance is essential between the best that can be produced and constraints such as time, money, materials, production, delivery, logistics and technical expertise. Applying strategies within achievable deadlines and developing appropriate degrees of autonomy in the team, learners work in groups. Group dynamics and the conduct required to encourage full participation also develops essential communication and team building skills.

The 4 year DM programme provides an education far more focused than an MBA for the special needs of leaders managing design firms or managing teams in the creative industries. The courses provide participants with an integrated focus on helping in the achievement of dreams and aspiration.
INTRODUCTION

Design is the activity of turning a ‘need’ into a solution, a ‘concept’ into a reality. In a design process, the designer combines variables such as usability, aesthetics and sustainability into a product that fits the beliefs, emotions, and wishes of the consumer and at the same time is producible and saleable. Design is all about optimisation and alignment of technology, context, product, production and market.

The two year post graduate level of Design programmes offered by ARCH expects a degree of maturity from learners and assumes that they have had a chance to figure out & understand the ‘needs’ of ‘others’. If you choose to become creators, you will need to have done this, but unfortunately this is not the case, most of the time.

We stop seeing. We stop believing. We become hard & opinionated. It is through an ‘Unlearning’ process that we make the space for further learning, evolving into aware, sensitive individuals capable of perceiving needs, and generating effective solutions to them. The ARCH programmes are designed to support, guide, and nurture such growth.

Learners will understand how to produce creative solutions to design and communication projects and how to prepare work for presentation to a client, as well as for production. Live briefs from industry are implemented where possible so that learners have an understanding of the relationship between the client, designer and producer/manufacturer as well as the eventual user/consumer.

Establishing individuality in generating concepts and developing design ideas is fundamental to successfully achieving required outcomes in the programmes. Learners are therefore encouraged to develop initiatives and perception through debate and mutual learning and analysing their own discoveries towards developing personal expression, creative potential and personalised creative solutions & style.
The 2 yr internationally oriented programme at Arch Academy of Design effectively integrates the global fashion industry theories and the entrepreneurial aspect of Fashion. Learners will understand how to produce creative solutions to design projects and how to prepare work for presentation to a client, as well as for production. Teaching methods enable students to be independent and research in the self-study mode.

Entrepreneurs love to tread in interest areas beyond fashion - innovation, merchandising, distribution, retail management, business development, communication and consumer psychology to name a few. Learners are encouraged to visit creative practitioners, studios and workshops to see design and production processes in action.

COURSE INTENT

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CAREERS

The Post-Graduate Degree/Advanced Diploma in Fashion Design will enable students to take up a creative career in clothing. It has employment opportunities in the rapidly expanding designer label, luxury brands, apparel retail brands and ready-to-wear fashion industry. The rapidly expanding career avenues in the fashion industry open up many areas that demand mastery & expertise & consequently, offer employment.

POSTGRADUATE PROGRAMME

FASHION DESIGN

2 Yrs Programme

COURSE CONTENT

Learners gain knowledge and understanding of the creative potential of materials and construction methods and are encouraged to explore widely and select appropriate manufacturing processes and finishing techniques.

Students are equipped with the knowledge, attitude & skills to give shape to their creative ideas and to provide a coherent, creative and professional portfolio of work. The programme develops a high-level of competence in controlling the creative process from the birth of the concept to realization, with a wholistic perspective of the product development process right up to the ‘consumer’.

Learners are introduced to a range of techniques and methods, to produce designer samples to a professional standard.

Tutorials enable learners to select and apply the most suitable methods for garment manufacture and will support learners in the development of a unique capsule collection from their own designs and patterns. The student is provided opportunities to gain live experience through industry interaction, internship and live projects to learn and adopt the best professional practices.

Building of interpersonal skills, confidence and competence with oral presentation is encouraged.

Learners work individually, with group critiques included to encourage enquiry, debate and evaluation.

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

CURRICULUM

YR 1 STUDY PROGRAMME

• 1 Month Design Foundation / Elements of Fashion / Basic Fashion Illustration
• Entrepreneurship Skill Development
• Textile Appreciation / Garment Production Technology / Business Environment & Practical Accounting
• Pattern Construction in Fashion (Women/ kids)/ Indian Textile & Costume (Indian wear Design Project)

YR 2 STUDY PROGRAMME

• World Textile & Costume / Knitwear & Consumer Textile / Advanced Fashion Illustration & Art
• Production Technique in Fashion including Draping / CAD CAM for Fashion & Textile
• Garment Manufacturing (Menswear)/ Design Project (Menswear)
• Textile Testing & Quality Control
• Functional Management / Business Communication Technology / Accounting
• Fashion Promotion & Marketing
• Research Project / Industry Brief real time Project

INDUSTRY SPEAK

Youth is our future and at the ARCH Academy of Design, I feel students are coming up in a big way to face the demands of the Fashion Design Industry

Archana Ahuja
Proprietor,
Ahuja Overseas

PLACEMENTS & INTERNSHIPS

• Cheesagar Exports, Jaipur
• Hoffman Jeans, Kolkata
• Lodha Impex
• Arvind Limited, Denim Lab, Ahmedabad
• Dalmia Group, Surat
• Lifestyle International Pvt. Ltd
• Zar!  
• Ranas Legacy
• Ahuja Export
• Vasansi
• Ratan Textile, Jaipur
• NexGen Clothing Company
• Tattvaam Bridal Wear, Ahmedabad
• Village Craft
• Clothing Depot Inc.
• Wings Fashion Private Ltd.
• Mount Fashions
COURSE INTENT
Our country has taken to fashion consciousness in a big way; where the common man nowadays is making a style statement and jewellery steals the limelight. Conventional, traditional, gold, fashion - ancient history to this era - jewellery has come a long way, and has revolutionized the economy of India by becoming the backbone of the Indian Gems & Jewellery industry.

Our pedagogy is designed to cater to both National & International needs. The course is intended to make students adept not only with manufacturing techniques & the awareness of commercial market trends but also attain a thorough knowledge of materials & techniques rooted to Indian design work & heritage. The programme will give them the opportunity to open up future options not only in terms of a lucrative and satisfying career but also for higher studies in allied fields.

CAREERS
The programme prepares professionals to perform as Designers in the Jewellery Industry; like Design Managers in Gems & Jewellery Industry creating Design Directions and Design Positioning of a Business Enterprise. Some of the other career prospects include becoming Trend Analysts, Merchandisers, Brand Managers, Accessory Designers, Design & Product Development Managers, Bench Jewellers & Entrepreneurs.

POSTGRADUATE PROGRAMME
JEWELLERY DESIGN
2 Yrs Programme

CURRICULUM
YR 1 STUDY PROGRAMME
• 1 Month Design Foundation, Fundamental Theory of Jewellery Design and Context
• Gemmology I, Metallurgy
• Corel Draw, Jewellery Sketching and Rendering
• Design Project 1: Fashion Jewellery
• Jewellery Manufacturing
• Design Project 2: Gold Jewellery

YR 2 STUDY PROGRAMME
• Gemmology II, Metallurgy II, Jewellery Design Marketing, Jewel CAD
• Design Project 3: Kundan Meena Jewellery
• Design Project 4: Diamond Jewellery
• Design Project 5: Diamond Jewellery
• Jewellery Manufacturing
• Professional Practice in Jewellery Design
• Industrial Internship, Portfolio

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

PLACEMENTS & INTERNSHIPS
• Amrapali Jewels
• ORRA Diamond Jewellery
• Gitanjali Group Ltd
• S. M. Global Ltd. Hong Kong
• Indioro, Dubai
• Vaibhav Gems Ltd.
• Drenwala Jewellery Industries
• SYMETREE by Haritsons Group
• Dwarka Gems Ltd.
• Jewels Emporium
• Motisons Jewellery Ltd.
• Oriental Gems Ltd.
• P. Mangatram, Hyderabad
• Sambhav Gems Ltd.

INDUSTRY SPEAK
“Amrapali Jewels has imparted phenomenal understanding of Concepts, & process to its Students”

Abhishek Raniwala
Owner, Raniwala Jewellers
Jaipur

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

Interior Design is the crafting of spatial solutions & preferred ambiences integral to the creation of physical & psychological satisfaction in the human mind. Abstract design concepts, unique space plans with innovative blends of inspirations, interplay of color with lights & design elements; all speak of mind boggling creativity that is visible ANYWHERE AND EVERYWHERE – showrooms, residences, and even the offices! An Interior Designer can give you, your dream house, your dream office, display, and anything else you can dream of!

Students interested in the creative profession of Interior Design benefit from the Pearson – Edexcel Assured curriculum which aims to develop the skills and understanding needed to create and modify interior environments for specific purposes and to professional international standards.

CAREERS

Some of the innumerable career opportunities would be working as designers with established Interior Designers and Architects; Consultants assisting Exhibition Designers, Museum Designers, Graphic Designers, and Freelance Designers; working for Retailers, Super Markets, Emporiums, Advertising Agencies, Visual Merchandisers, etc. Graduates can also pursue careers in the home furnishings field as in-house designers, design assistants, space planners, color consultants and hold managerial positions in the retail home industries.

POSTGRADUATE PROGRAMME

INTERIOR DESIGN

2 Yrs Programme

COURSE CONTENT

The Interior Design course at ARCH Academy nourishes minds with a spirit of inquiry, sensitivity and responsibility, inculcating professionalism, design excellence, ethics and critical appraisal. The course fulfills the ascending levels of subject complexity in a progressive manner. It links intensive core-specific courses in interior design with a strong liberal arts component. Learners are encouraged to develop an understanding of design development processes and research methods appropriate to interior design practice.

Besides familiarizing themselves with aesthetic principles, learners develop technical skills essential for creating and planning interior spaces. Studio classes develop competence in space planning, drawing to communicate ideas, orthographic drawing, CAD where appropriate, making specifications, model making, photography, video etc.

Learners gain an understanding of contemporary professional practice through lectures and assignments delivered by practising architects and designers, and other professionals & guest speakers. Visits to design studios and appropriate industrial sites and architectural sites and professional studios contribute towards contextualizing theoretical studies.

ARCH maintains close links with architects, designers and other professionals in order to benefit learners in building work experience and for future employment.

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

CURRICULUM

YR 1 STUDY PROGRAMME

• 1 month Design Foundation, Design Principles, Design Methods History of Art & Architecture, Interior Construction Technique & Materials, Practical Lab-work – Wood, Metal, Interior Furnishing
• History of Furniture, Furniture Design (Ergonomics, Anthropometry), Building Services, Light and Colours in Interior Design, Auto Cad, Design Visualization & Presentation, Design Project 1 (2BHK)

YR 2 STUDY PROGRAMME

• SketchUp Software, Visual Merchandising
• Design Project 2 (Commercial, Shop, Restaurant), Estimation & Costing
• 3Ds Max Software
• Landscaping (Interior, Exteriors)
• Vastu, Professional Practice (Building Codes, Ethics & Legal Practices, Project Management), Thesis, Internship

PLACEMENTS & INTERNSHIPS

• 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
• Bancel Design & Communication, Gurgaon
• Manikchand Builders, Delhi

INDUSTRY SPEAK

“I know about ARCH & its activities for sometime now and I am happy to say that the students are getting good placements and are contributing to the Interior Design Industry in India & Overseas.”

Alon Molay
Furniture Designer, Owner, 91 Degree
Lifestyle products have emerged as a major emerging market segment in India, especially over the last five years. Lifestyle Accessory Design complements and enhances a person’s lifestyle, right from the most basic to high-end luxury. It has gradually evolved to address the entire spectrum of accessories and lifestyle products, precious, semi precious and costume jewellery, leather goods, footwear, watches, giftware, tableware, silverware, crystal ware, office furniture, consumer interface design and retail environment design.

Global demand for accessories and products that make a lifestyle statement will continue to expand as a result of changing lifestyle aspirations; as a reaction to the need to upgrade accessories of self, home and office; as an increasing demand for individual and distinct identity. The Lifestyle Accessories Design programme is intended to train designers to actively create for the mental shifts in high end living and the numerous areas opened for lifestyle changes.

India is in an enviable position of having a large variety of living, skill-based traditions and a number of highly versatile creative people, capable of catering to this rapidly growing demand for lifestyle accessories. The course is intended to promote the crafts of India as uniquely placed for innovative accessories. The course is intended to promote the catering to this rapidly growing demand for lifestyle of highly versatile creative people, capable of variety of living, skill-based traditions and a number of areas opened for lifestyle changes.

CURRICULUM

YR 1 STUDY PROGRAMME
• Fundamentals of Fashion and Lifestyle Accessories Design and Context
• Terracotta Craft Accessories Design
• Lacquer Craft Accessories Design
• Textile Craft Accessories Design, Fashion Jewellery- 1, Auto CAD 1, Packaging

YR 2 STUDY PROGRAMME
• Auto CAD 2, Wood Craft Accessories Design, Metal Craft Accessories Design
• Leather Craft Accessories Design
• Fashion Jewellery-2
• Professional Practice in Lifestyle Accessories Design
• Entrepreneurship/ Portfolio / Internship

INDUSTRY SPEAK

"The Alumni are a pride to ARCH as they have constantly proved themselves competitive in the International standards of Lifestyle & Accessories programmes."

Dileep Baid
Founder and Director
Dileep Industries Pvt. Ltd
Jaipur

PLACEMENTS & INTERNSHIPS

Students are encouraged to undertake focused research which involves in-depth understanding of the target user and make customized outputs. They have internship and employment options at one of the following:

• Access Development Services
• AKFD
• Dileep Industries
• Mangalam Arts
• SYMETREE by Haritsons Group
• Vistaar Interiors
• Antropak
• Hastkala Exports
• Dwarka
Course Content

The most wonderfully artistic piece of work is of no use if it says the wrong thing or doesn’t get your message across. It means that when we plan or design our programme, service, or media, we would need to use the right colors, costumes, music, designs, etc. to support the presentation of the message or information.

Communication between designers and other stakeholders can take the form of visual management techniques like Sketches, Storyboarding, computer-assisted design models, renderings, or other representation such as physical prototypes etc.

Communications need to translate information from the technical language of the expert, to the everyday language of the people. If the interpretive communication is effective, then “education” can occur about that subject.

Students learn the relationship between various types of communication: for example, how writing interview questions can help prepare them to conduct an oral interview; how drawing a sketch at a meeting can help ensure that everyone has the same mental image of the design idea being discussed; and how a written report can be transformed into a PowerPoint presentation.

Design Communication studies thus include acquisition & practice of skills with appropriate tools. Studies cover 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, for controlling & sharing Communication content & implementing strategies applied in the creative industries.

Using computer technologies for both design and communication gives not only advanced communication competencies, but also a sophisticated understanding of communication and its overall importance in Design Communication.

Communication between designers and other stakeholders can take the form of legal environment and advertising ethics, advertising in contemporary society, business management, advertising & marketing research, media planning, buying brand building, corporate identity design, visual merchandising, etc.

By the end of the course students gain an enhanced appreciation of the breadth of communication and its overall importance in Design Communication. The programme prepares learners with the capacity and ability to Communicate Design, its processes, its developments, and its relevance, as well as design Communication to fulfil their purpose.

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

The focus is on interdisciplinary collaboration and the integration of design thinking in all levels of strategy, planning and management. Coursework, real time inter-disciplinary projects, internships and diploma projects: all enhance students’ knowledge and practice of theory, visualization, financial practices, marketing and collaborative culture.

Effective design management requires the appropriate use of established management techniques adapted where necessary to suit the particular nature of the work. These include: programme, cost control of the design process, document control, quality assurance, change control and risk assessment etc.

To develop strategic management skills related to design management, the curriculum is designed around six core areas of study: operations management, financial management, marketing management; organization and human resource management; management of innovation and change; and management of local, regional, and global suppliers, distributors, and markets. Attention is drawn to the role of Design Thinking, design innovation and creativity and their application in the processes of project management of design within organizations.

Programme participants are from various disciplines; industrial design, interior design, graphic design, fashion design, communication and information design, interactive media design, architecture or even fresh graduates.

Learners work in groups. Construction of teams ensures that a diverse, but supportive dialogue takes place within the group. They are encouraged to apply strategies within achievable deadlines and develop appropriate degrees of autonomy in the team with appropriate levels of expectations placed upon individuals. Learners prepare professional, creative and written project briefs accompanied by production schedules. Building interpersonal skills, confidence and competence with oral presentation is encouraged.

The participants are provided with an integrated focus on the role of design in the creation and management of strategic and sustainable advantage. The programme imparts training in leadership, team building, strategy, finance, marketing, operations and other skills necessary to effectively lead a design department or to run a business. MBA recipients selected to lead design functions gain the design experience necessary to guide design decisions or to lead creative people.

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

COURSE INTENT

Design management is the art and science of empowering design to enhance collaboration and synergy between “design” and “business” to improve design effectiveness, & works as a key differentiator and driver of organizational success and includes the use of design thinking— or using design processes, to solve general business problems. The ever evolving field of design management is opening doors beyond design functions and design agencies.

Design management is not limited to the management of Design Projects. Organizations in recent times are applying design management to improve design relevant activities and to better connect design with corporate processes. The scope of design management ranges from the control of methods and processes, design operations and staff to the tactical management of corporate design functions and design agencies. Design management seeks to link design, innovation, technology, management and customers to provide competitive advantage. Design management requires a careful balance between control and freedom in order to satisfy programme and budget constraints while not stifling the creative nature of the work (especially in the early stages), innovation and professional satisfaction.

This course caters to the newer developments in the industry and invites young brilliant minds, keen to learn both Design and Business Administration in order to apply them in their companies and effectively contribute to make better business decisions and the growth of the company in the long term.

CURRICULUM

YR 1 STUDY PROGRAMME

• 1 Month Design Foundation, Developing Strategic Management and Leadership Skills, Professional Development for Strategic Managers, Creative & Innovative Management
• Managing Financial Planning & Techniques
• Strategic Planning, Strategic Supply Chain Management & Logistics, Management for Design/ Professional Development for Design Managers
• Introduction to CAD 2D & 3D
• Critical & Strategic Design, Contemporary influences in Design
• Design Project 1: Business Model Study of Craft Clusters, INTERNSHIP

YR 2 STUDY PROGRAMME

• Strategic Change Management, Research Methods for Strategic Managers, Developing Successful Business Teams
• Project Development and Implementation for Strategic Managers
• Understanding Marketing for Design
• Social & Cultural aspects of Design, Design Research Method, Social Media for Design
• Successful Brand, New Design Firms
• New Product Development, E- Commerce
• Design Project 2: Business Model Study of NGO

CAREERS

Some examples of professionals practicing design management include Design Department Managers, Brand Managers, Creative Directors, Design Directors, Heads of Design, Design Strategists & Design Researchers, as well as Managers and Executives responsible for making decisions about the use of design in organization.
The prevalent forces for organisational change are globalisation and the technological revolution. The phenomenal pace of change in countries such as China and India is impacting on older, established economies in the western world. The knowledge and understanding of the business sector is now in a permanent state of flux and constant innovation is the only strategy for survival.

“Change is the only constant today and that is change” was Alvin Toffler’s famous comment. The world of work is changing at a fast rate. The knowledge and understanding of the external environment affecting an organisation, review existing business plans and strategies, examine factors, develop options, plan for the implementation & construct a strategy plan for an organisation.

Strive continually towards improving their performance towards this end. Learners understand the essential importance of the achievement of strategic management goals. Learners are taught to assess barriers to innovation within an organisation such as fear of change, risk adversity, expertise and fear of failure and develop and implement strategies to overcome them. They learn how to identify creative ideas and the benefits of creativity and innovative management.

The delivery method for strategic management & leadership is rigorous and caters for varied learning standards. The programme makes explicit the knowledge, understanding & impetus for workplace or education progression. They need to achieve the skills they require to provide focused learning, with a strong theoretical learning and the world of work. Students are guided by experienced professionals and trainers from Academic and Industrial background & relevant and up-to-date teaching materials allow learners to apply their learning to actual events and activity within the sector by giving learners the opportunity to apply their research, skills & knowledge to work-related environment through projects, presentations, assignments and case-studies.

Full use is made of the variety of experience of work and life that learners bring to the programme. To develop the skills they need to meet current and future leadership requirements, learners conduct a skills audit and use it to identify their preferred learning style. Methods include learning style inventories, questionnaires, psychometric testing eg Kolb (converger, diverger, assimilator, accommodator), and criticisms of learning style theories etc. Learners get to understand the importance of creative and innovative management in organisations – processes for the evaluation, selection and development of ideas; ideas -- value chain, inside/outside, cross-pollination, selection, development, diffusion; role of incubation; need to be systematic etc. The integration of learning with practice, and reflection on own strengths and weaknesses as strategic managers forms an essential part of the programme and enables learners to take responsibility for their learning and development needs to gain the personal and professional skills needed to support the strategic direction of an organisation.

Learners are taught to assess barriers to innovation within an organisation such as fear of change, risk adversity, expertise and fear of failure and develop and implement strategies to overcome them. They learn how to identify creative ideas and assess their viability and, through the understanding of change models, support the implementation of innovative ideas and projects and use an appropriate rationale to persuade stakeholders of an organisation of the benefits of creative and innovative management.

Learners understand the essential importance of the achievement of strategic management goals and through ongoing review and monitoring of learning are encouraged to strive continually towards improving their performance towards this end.

**CURRICULUM**


**LEARNING OUTCOMES**

- Understand the external environment affecting an organisation, review existing business plans and strategies, examine factors, develop options, plan for the implementation & construct a strategy plan for an organisation.
- Develop Strategic Management and Leadership Skills be able to assess personal and professional skills required to achieve strategic goals.
- Understand & develop the impact of management and leadership styles on strategic decisions in differing situations.
- Be able to use Research Methods & apply management and leadership theory to support organisational direction.
- Understand issues relating to strategic change in an organization & be able to lead stakeholders in developing a strategy for change and plan & implement models for ensuring ongoing change.
- Develop analytical and long-term planning skills through the use of case studies and research & identify key goals and priorities and produce an appropriate rationale to help persuade and communicate ideas to stakeholders.
- Identify, assess, understand creative ideas and the benefits of creativity and innovation & develop skills to effect innovation, through the understanding of change models.
- Understand Supply Chain Management & Logistics & the Developing of Successful Business Teams.
- Gain competency in Financial Planning & Techniques.

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

**POSTGRADUATE PROGRAMME STRATEGIC MANAGEMENT & LEADERSHIP**

1 Yr Programme

**COUSE INTENT**

Edexcel BTEC management oriented programmes at level 7 are designed to provide focused learning, with a strong emphasis on practical skill development along with the acquisition of requisite knowledge and understanding of the business sector. This programme is particularly suitable for mature learners. These applied & practical BTECs approaches give all learners the knowledge, understanding, & impetus they need to achieve the skills they require for workplace or education progression.

Alvin Toffler’s famous comment ‘There is only one constant today and that is change’ was made some decades ago, but now change itself is changing at a fast rate.

The phenomenal pace of change in countries such as China and India is impacting on older, established economies in the western world. The knowledge and understanding of the business sector is now in a permanent state of flux and constant innovation is the only strategy for survival.

The programme of Strategic Management and Leadership includes functions of strategic management eg reviewing strategic aims and objectives, improving organisational performance, creating, communicating and implementing change, developing and leading high performance teams, strategic decision making, definitions of leadership eg Mintzberg’s 10 Managerial Roles; followership; direct versus indirect leadership; link between strategic management and leadership eg the skills of the leader to achieve the strategic objectives etc.

The delivery method for strategic management & leadership is rigorous and caters for varied learning standards. The programme makes explicit the knowledge, understanding & impetus for workplace or education progression. They need to achieve the skills they require to provide focused learning, with a strong theoretical learning and the world of work. Students are guided by experienced professionals and trainers from Academic and Industrial background & relevant and up-to-date teaching materials allow learners to apply their learning to actual events and activity within the sector by giving learners the opportunity to apply their research, skills & knowledge to work-related environment through projects, presentations, assignments and case-studies.

Full use is made of the variety of experience of work and life that learners bring to the programme. To develop the skills they need to meet current and future leadership requirements, learners conduct a skills audit and use it to identify their preferred learning style. Methods include learning style inventories, questionnaires, psychometric testing eg Kolb (converger, diverger, assimilator, accommodator), and criticisms of learning style theories etc. Learners get to understand the importance of creative and innovative management in organisations – processes for the evaluation, selection and development of ideas; ideas -- value chain, inside/outside, cross-pollination, selection, development, diffusion; role of incubation; need to be systematic etc. The integration of learning with practice, and reflection on own strengths and weaknesses as strategic managers forms an essential part of the programme and enables learners to take responsibility for their learning and development needs to gain the personal and professional skills needed to support the strategic direction of an organisation.

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Learners understand the essential importance of the achievement of strategic management goals and through ongoing review and monitoring of learning are encouraged to strive continually towards improving their performance towards this end.

**MINIMUM ELIGIBILITY REQUIREMENT**

Applicants from any academic discipline, working professionals with strategic interest in professional development, students in final year of graduation and graduates who want to complete their MBA degree from abroad are eligible for this Edexcel BTEC Level 7 programme.

- Minimum age limit 19 years
- Valid CAT/MAT*/GMAT score with minimum 60 percentile

Students need to have a minimum score of 6.5 in ILETS for progression to UK Universities.

**ROAD AHEAD: MBA DEGREE**

There are more than 100 Universities in the USA which provide progression to an MBA degree in 6 months after the completion of the Level 7 Extended Diploma in Strategic Management & Leadership course. Some of the Universities in UK where similar progression is possible are:

- Southampton Solent University
- Heriot-Watt University
- University of Greenwich
- University of Gloucestershire
- University of Northampton

**CONTENT**

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- Minimum age limit 19 years
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“Design is a constant challenge to balance comfort with luxe, the practical with the desirable.” — Donna Karan

INTRODUCTION

Vocational Studies provide technical knowledge in specific domain areas. At Arch, it is a programme for 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 or need an occupation; it also caters to housewives as well as working professionals who want to upgrade their capabilities.

This is a useful programme for students pursuing their graduation or for the ones who want to combine this programme with B.Com and BBA. Vocation is also a hobby and professionals can take up these courses (evening batches also available) alongside their work schedule.

The programme has a half day flexible time schedule with emphasis and focus on education that directly develops expertise in a particular group of techniques. Specific practical & usable skill sets are developed with the curriculum 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.

The pedagogy is ‘hands on skill’ based. Lectures (theory & demonstration) provide the main form of knowledge input besides structured Classroom Interaction. Peer to Peer Learning, Verbal and Visual Presentations, Research & practical explorations, Self managed Independent Study, and Work Display & Exhibits keep the quality of delivery high.

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<tr>
<th>COURSES</th>
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<tr>
<td>FASHION DESIGN</td>
<td>10th/12th pass</td>
<td>Undergraduate Diploma from ARCH</td>
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<td>(30 SEATS)</td>
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<tr>
<td>INTERIOR DESIGN</td>
<td>10th/12th pass</td>
<td>Undergraduate Diploma from ARCH</td>
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<tr>
<td>JEWELLERY DESIGN</td>
<td>10th/12th pass</td>
<td>Undergraduate Diploma from ARCH</td>
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<td>(30 SEATS)</td>
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SELECTION CRITERIA: PERSONAL INTERVIEW + PORTFOLIO
COURSE INTENT
Fashion is ubiquitous. A high-end fashion career entails a rigorous fashion education, but casual fashion for normal living entails a vocational fashion education. Fashion Design is beyond creating top brands and celebrity garb. It counts as meaningful for one wishing to be with needles and hems; for one hoping to create frills and forms. One is often faced with an impasse when trying to get to a platform where the necessary skill-sets & inspiration for beautiful, sustainable and relevant fashion for the future is envisioned & aspired for. But at ARCH, students not only get the relevant technical expertise to step into a professional world, they also get trained in advanced skills like drawing, draping, pattern making, sewing, haute couture along with training in production.

VOCATIONAL STUDIES IN FASHION
3 Yrs Programme

YR 1 STUDY PROGRAMME
• Skill Foundation, Fundamentals of Computer Application
• Sewing Production & Machinery Equipment
• Sewing Techniques - Machine & Hand, Basic Pattern Making, Introduction to Textiles
• Basic Design & Design Ideas, History of Fashion, Fabric Studies
• Advanced Pattern Making, Garment Construction, Basic Fashion Illustration
• Style Reading Pattern Making (Western Wear)

YR 2 STUDY PROGRAMME
• Advanced Fashion Illustration, Traditional Indian Textiles, Pattern Making - Indian Wear
• Garment Construction - Indian Wear, Textile Dyeing & Printing
• Style Reading Pattern Making (Indian Wear), Costing of Apparel Products
• Computer Aided Fashion Design – Photoshop, Pattern Making - Menswear
• Garment Construction- Menswear, Style Reading Pattern Making (Menswear)
• Fashion Merchandising & Marketing
• Computer Aided Fashion Design-CorelDraw, Industry Exposure

YR 3 STUDY PROGRAMME
• Basic Design (Textile Print), Apparel Production Planning and Control
• Grading, Supply Chain Management, Pattern Making (Kids Wear)
• Garment Construction - Kids Wear, Style Reading Pattern Making - Kids Wear
• Professional Practice, Market Study (Industry based), Entrepreneurship
• Portfolio, Internship

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

INTERNSHIPS & PLACEMENTS
Students from ARCH have been placed in the capacity of Fashion Coordinators, Fashion Merchandisers, Product Development Assistants, Quality Control Assistants, and Teachers of technique in the organizations listed below.

• Cheersagar Exports, Jaipur
• Lodha Impex, Jaipur
• Mahima Madaan, Jaipur
• Shivangi Inc. Export, Jaipur
• Shuchit VC, Jaipur
• Shopper’s Stop, Jaipur
• Pratap Sons, Jaipur
• Dalima Group, Surat
• Hoffman Jeans, Kolkata
• NexGen Clothing Company, Mumbai
• R&B International, Kolkata
• Reliance Retail, Bangalore
• Vasansi
• Zari Lifestyle International Pvt. Ltd.
• Pashmina, Cocktail Saree Brand.
• Tattvam Bridal Wear, Ahmedabad
• Pashmina, Cocktail Saree Brand.
• Wings Fashion Private Ltd.
• Deeman International Export House
• Village Craft
• Clothing Depot Inc.
• Koolwall Handicrafts
• Aarvee Denims.
• Mount Fashions.

Work of Lobita Deka, a Fashion Design student showcased during GABA Fashion Week held at The Clarks Amer Hotel.
COURSE INTENT

Do you visualize basic design? Do you want to acquire specific skills in Jewellery manufacturing and do you also want to take it to a next level? Do you want to learn newer techniques & vendor based manufacturing techniques? Are you willing to liaison technology genius into the industrial aspects of jewellery production monitoring the safety measures? Are you keen to understand how material is sourced, the processes it goes through from drafting and precision orientation to final sampling under production?

Are you the one who wants to respond to customer queries by having an insight to sell and be an entrepreneur? If your answer is ‘YES’ to all the above, then Arch is where you should be!

VOCATIONAL STUDIES IN JEWELLERY
3 Yrs Programme

YR 1 STUDY PROGRAMME
• Skill 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

YR 2 STUDY PROGRAMME
• Gemmology-II, Metallurgy-II, Jewellery Design Marketing
• Corel Draw, Diamond Studies, Jewellery Design and Practice - Diamond Jewellery
• Jewellery Manufacturing, Industrial Internship

YR 3 STUDY PROGRAMME
• Jewel CAD, Jewellery Design and Practice - Kundan Meena Jewellery
• Jewellery Manufacturing, Professional Practice in Jewellery
• Entrepreneurship, Portfolio

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

INTERNSHIPS & PLACEMENTS

Required exposure in this course would enable students to take up roles as assistants to Jewellery Designers, CorelDraw draftsmen, CAD Designers, Product Development Executives, Sampling Manager, Production Managers, Merchandisers, Entrepreneurs interested in starting their own business etc.

PS: Craft Persons, Jewellers and their family members can benefit immensely from this course.

• Derewala Jewellery Industry, Jaipur
• Vaibhav Gems Ltd., Jaipur
• Gemco, Jaipur
• Gosolis 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

Students working in the Jewellery manufacturing lab at ARCH

Gold jewellery inspiration boards & rough sketches of students, showcased in the exhibition area at ARCH
COURSE INTENT

Do you disassemble things in your mind space when you are sitting somewhere and observing your immediate surroundings? Do you recreate the same space effectively? Are you constantly evaluating the ambience of well lit and dimly lit areas? Do hues affect your mood? Do you add or modify them for a unique experience in your creative domain? Is ventilation your concern? Are you the one who maximizes functional space and design? Do you want to learn the techniques from Industry experts? And last but not the least- Are you aware of ‘eco-friendly’, and what it takes to create greener living environments? If your answers to all the above questions are yes, then ARCH is where you would realize your ambition to work in the domain of Interiors.

VOCATIONAL STUDIES IN INTERIOR
3 Yrs Programme

YR 1 STUDY PROGRAMME
- Skill Foundation, Elements & Principles of Design, Isometric Drawing, Orthography
- Building Materials, Furniture Construction, Building Construction
- Market Survey, Model Making

YR 2 STUDY PROGRAMME
- Residential Designing (1BHK), Advanced Building Construction
- Advanced Residential Designing (3BHK)
- BUILDING SERVICES (AC, Sanitation, Plumbing, Acoustics, Light Fittings
- Lifts, Ventilation, Escalators), AUTO CAD (2D, 3D)

YR 3 STUDY PROGRAMME
- Estimation & Costing of Projects, Advanced Building Services, Advanced Lighting Arrangement, Landscape Designing, Commercial and Retail Planning
- Vaastu for Residential and Commercial Building, 3Ds Max, Final Year Project, Internship

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

INTERNSHIPS & PLACEMENTS

Heritage properties and other hospitality properties have begun demanding a great amount of inputs in the creation of dreams. The key factor driving the demand for Interior Design is the growth & expansion of housing & commercial development in both the major and smaller cities in India. And hence the placements...

- Architect Sanjay Kothari, Jaipur
- Benzel Design & Communications
- 3D Designs Jaipur
- Espacio Jaipur
- Goyal Arts Jaipur
- Staptha Jaipur
- UDB, Jaipur
- Mangalam arts
- Innovative Architects
- Interare World
INTENT

ARCH offers a range of part time short term courses for all age groups: working individuals, who wish to enhance their existing career prospects or any student to pursue her hobby. These courses are the simplest and quickest way of learning specialized modules as per the needs of different individuals. Beginners & Advanced level programmes provide relevant training for people ranging from students and homemakers to professionals, keen on expanding their skills and capacities, and enable them to gain qualifications which are officially awarded and recognized in the field. They range from two weeks to a year or more, with flexible timing (morning & evening batches) and focus on entrepreneurship. All courses are Edecel Assured. The Pearson Edexcel Assured status ensures that ARCH quality processes achieve the Pearson Edexcel standard — an independent international quality benchmark recognized all over the world. This is an important reassurance to 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, Pearson Edexcel Assured & ARCH will jointly issue an Internationally recognized certificate to the student.

STFACULTY OF SHORT TERM PROFESSIONAL PROGRAMMES

TEXTILE DESIGN

The 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.

TIE & DYE & BLOCK PRINTING

COURSE DURATION: 1 MONTH
• Tie & Dye (Introduction, Process Techniques, Sampling, Product Development)
• Block Printing (Introduction, Methodology, Process, Samples & Product Development)

The module aims to impart knowledge of Traditional Printing and Dying Styles along with the knowhow of developing a Block Print and Tie-Dye Design from concept generation to creating a Final Product.

TEXTILE SURFACE DESIGN

COURSE DURATION: 3 MONTHS

The different type of repeats (FROM TEXTILE PRINTING INDUSTRY PERSPECTIVE). They will also learn how to generate new prints through ideation.

COMPUTER AIDED TEXTILE DESIGN

COURSE DURATION: 6 MONTHS
• Introduction to Corel Draw & Photoshop
• Concept of Print Design through CorelDraw & Photoshop, CorelDraw in Garments & Home Furnishing, Draping Fabrics
• Concept of Design Variation & Color Variation, Portfolio.

The course helps the students to use the CAD/CAM systems for Design, Presentation and Production purposes in Textile Industry by Transforming their Creativity into Innovative Designs.

TEXTILE DESIGN

COURSE DURATION: 1 YEAR
• Foundation Skills, Elements of Textile Design – Introduction to Textile, Fiber, Properties, Yarn, Fabric
• Textile Studies – Textile Finishing & Techniques, Dyeing & Printing
• Print Design, Embroideries
• Woven Design, Fabric Analysis & Costing
• Computer Aided Design

The students will learn the Technical Processes, Properties of Textile Materials and Techniques for use in a practical scenario.
FASHION ILLUSTRATION
COURSE DURATION: 2 MONTHS
• Sketching Block figure, Fleshtone & Stylization of Stick Figure, Body Detailing through Drawing, Rendering of Draped Garments, Understanding Fashion Poses through Croquis and Picture Galleries, Fabric Rendering with Different Medium, Exploring Texture and Details of Fabric on Paper, Flat Drawings for Enhancing Technical Skills, Portfolio
The course aims to develop Basic Drawing Skills in Illustrations with Croquis and live Model. Students learn how to define a silhouette and illustrate various items of clothing as well as how to render their concepts in diverse mediums and Surface Explorations together with Technical Drawing enhancing their personal style while building a Portfolio.

FASHION DRAPING
COURSE DURATION: 2 MONTHS
• Introduction to Basics of Draping
• Preparation of Muslin for Draping, Study of Dress Form
• Study of Basic Bodice Block and Skirt Block
• Skirt Variations, Collar Variations, Yokes
• Designing and construction of garments
• Documentation and Presentation of Work / Portfolio.
In this Module learners will explore the two and three dimensional parameters of Pattern Cutting and Garment Production using creative designs and working drawings as a starting point. It includes Modeling, Developing Ideas and Creating New Silhouettes besides Flat Pattern Making. Learners will be able to apply the Pattern Construction Methods to suit their individual needs.

PATTERN MAKING & GARMENT CONSTRUCTION
COURSE DURATION: 3 MONTHS
INDIAN WEAR
• Pattern Making, Drafting and Garment Construction Techniques of Indian Wear (Blouse, Kurta, Salwar etc)
This module will cover basic Indian Garment Construction and Documentation of the Work and Portfolio.

WESTERN WEAR
• Pattern Making, Drafting and Garment Construction Techniques of Western Wear (Skirt, Evening Wear etc)
This module will cover basic Western Garment Construction and Documentation of the Work and Portfolio.

MEN’S WEAR
• Pattern Making, Drafting and Garment Construction Techniques of Men’s Wear (Shirt, Kurta, Waist Coat, Trouser etc)
This module will cover basic Menswear Garment Construction and Documentation of the Work and Portfolio.

FASHION ILLUSTRATION & DESIGN
COURSE DURATION: 6 MONTHS
• Basic Design and Design Ideas, Sketching Block Figure, Fleshtone & Stylization of Stick Figure, Body Detailing Through Drawing, Understanding Fashion Poses through Croquis and Picture Galleries
• Fabric Rendering with different medium
• Rendering of Draped Garments
• Exploring Texture and details on Fabric
• Flat Drawings for Enhancing Technical Skills, Fashion Storyboard on a Design Brief, Fashion Theory, Textile Theory & Practical, Print Design
• Design Project, Portfolio.
The course aims to Develop Basic Drawing Skills in Illustrations with Croquis and live model. Students learn how to define a silhouette and illustrate various items of clothing as well as how to render their concepts in diverse mediums and Surface Explorations together with Technical Drawing enhancing their personal style while building a Portfolio. Students will be encouraged to look at other ways of translating their ideas into Fashion Illustration Styles.

COMPUTER AIDED FASHION DESIGN
COURSE DURATION: 6 MONTHS
• Introduction to Corel Draw & Photoshop, Using 2D, 3D AutoCAD & Corel Draw in Garments, Draping Fabrics
• Concept of Design Variation & Color Variation, Application of 3D
• Effect on Draped Design, Light Effect
• Digital Portfolio Development
• Development of 8 Portfolios (3 Men’s Wear, 4 Women Wear and 1 Kids Wear).
The programme enables the participants to pursue Professional Careers in Illustration & Fashion Design Development in the Fashion Industry.

DIPLOMA IN FASHION DESIGN
COURSE DURATION: 1 YEAR
• Foundation Skills, Basic Design and Design Idea, Basic & Advance Fashion Illustration
• Fashion Theory, Textile Appreciation (Batik, Block Printing, Tie & Dye etc)
• Garment Construction Techniques – Machine and Hand, Pattern Making (Women Wear, Kids Wear)
• Garment Construction (Women Wear)
• Fashion Merchandising
• History of Fashion, Computer Aided Design.
JEWELLERY DESIGN & GEMMOLOGY

CONTEMPORARY ENAMELLING COURSE DURATION – 2 WEEKS
• Techniques of Contemporary Enamelling
• Cloisonné, Graffito, Bass- Tele, Foil Techniques.

The course focuses on the understanding of techniques with hands on Experience in the Labs.

JEWELLERY MANUFACTURING COURSE DURATION – 2 MONTHS
• Introduction of Tools, Machines and Basic Techniques, Sawing, Drilling, Rolling etc
• Different Surface Finishes on Metal
• Stone Setting Techniques: Prong, Pave, Bezel Setting & Channel Setting etc.
• Manufacturing Jewellery Products such as Earrings, Rings, Bangle, and Pendant etc
• Process Documentation.

The course focuses on the nature of stones and their relevance astrologically.

DIAMOND JEWELLERY DESIGN COURSE DURATION – 3 MONTHS
• History and Origin of Diamond, Diamond Mining, 4 C’s of Diamond
• Diamond Jewellery Manufacturing, Identification and Study of Diamond Jewellery Brands of India and the World, Inspiration Board, Mood Board, Client Board
• Diamond Jewellery Range Development
• Prototype Development
• Jewellery Product Photography
• Branding and Packaging, Portfolio.

The course enables understanding of Diamond Jewellery and creating a contemporary range as per National & International Trends.

COURSE DURATION – 3 MONTHS

FASHION JEWELLERY DESIGN COURSE DURATION – 3 MONTHS
• Introduction to Jewellery Craft Techniques of India, Manufacturing Process
• Trends and Forecast of Fashion Jewellery
• Marking Identification, Inspiration Board, Mood Board, Client Board
• Fashion Jewellery Range Development
• Prototype Development
• Jewellery Product Photography
• Branding and Packaging, Portfolio.

The course focuses on studying the fusion of Indian and Western Jewellery.

BODY ADORNMENT GOLD JEWELLERY OF INDIA COURSE DURATION – 3 MONTHS
• Study of Cuts and Shapes of Stones
• Rendering of Man Made Precious & Semi Precious Gemstones
• Faceted and Cabachon
• Stone Settings such as Prong, Pave, Bezel, Channel etc., Orthography, Illustration

Send a great deal with Creative Outcomes of the inbuilt software.

JEWELLERY DESIGN THROUGH JEWEL CAD (3 D SOFTWARE) COURSE DURATION: 4.5 MONTHS
• Introduction to 3D & Jewel Cad
• Surface, Stone Setting, Texture
• Text Surface, Scoping, Gallery and J-Bag
• Gold Weight Controlling
• Human Design
• Converting in Dye formatting, Casting through CAD-CAM process, Portfolio.

The module prepares the students to learn basic designing through the Boons of Technology. They become adept with CAD skills needed for the market.

JEWELLERY DESIGN THROUGH 3 DESIGN (ADVANCE 3D SOFTWARE) COURSE DURATION: 3 MONTHS
• Understanding Functions of Corel Draw
• Jewellery Product Orthography, Rendering of Metal in CorelDraw, Stone Setting
• Element Variation, 3D Rendering, Use of Photoshop
• Introduction to 3D & Jewel Cad, Surfacing
• Stone Setting, Texture, Text Surface
• Scoping, Gallery, J-Bag, Gold Weight Controlling, Human Design
• Converting in Dye Formatting, Casting through CAD-CAM Process / Portfolio.

The module prepares the students to learn designing through the Boons of Technology. They become adept with CAD skills needed for the market.
Home Styling is aimed at those wishing to learn the Elements and Principal components involved in Decorating, Styling and Developing a Pre-Existing Space. The course instills design aesthetics to redo your own living space and also move into a Career in Styling with the necessary knowledge that the course offers.

Furniture Design

course duration - 3 months

- Furniture History, Basics of Furniture Design, Background in Types of Furniture
- Office Furniture
- Residential & Commercial Furniture Designing, Ergonomics, Design Process
- Details of Furniture Designing
- Design Principles

This module teaches Furniture Design Skills with a general overview of Furniture History. Students with a strong interest in Italian Furniture Design, Interior Design & Industrial Design can benefit from this course.

Landscape Design

course duration - 3 months

- Art of Garden Design, Background in Horticulture, Nursery & Planting Standards, Design Process
- Small Scale Landscape Design Applications
- Aqua Scaping using Gardening, Sound Design Principles, Good site Engineering Methods, Lighting and Waterfall Styles

This is a specialized course to impart the Education on Landscaping the Interior as well as the Exterior Environments. The Program is ideally suited for Landscape Professionals seeking to upgrade skills, individuals who want to become Professional Landscape Designers, Amateurs with an interest in the Art of Garden Design, Institutional Horticultural Staff, Nursery Employees, and Garden Design Writers.

Visual Merchandising

course duration – 3 months

- Elements & Principles of Space Design
- Window Display & Styling, Styling of Props, Store Layout, Signage & Lighting
- Brand Management, Consumer Behaviour, Organisation Management
- Merchandise Presentation
- Purchase Designing, Plano Gramming

The programme caters to the needs of the Visual Merchandising Departments of small to large corporate retail set ups of various formats. The course is primarily a hands-on course where Visual Merchandising is taught as a creative process.

Vastu

course duration - 3 months

- Introduction to vedic subjects like Astro, Vatsu, Fengshui etc
- Science of Architecture relevant to Vastu
- Construction Principles for Peace & Prosperity
- Knowledge of Direction, Planning
- Land Observations & Mahurats

Students benefit a great deal from this course. Vastu Study on Homes, Houses, Shops, Malls, Commercial Sites, Temples, Palace, Fort, Business, Historical Building, Town Planning and Development Strategy, Making Money, Wealth, Health & Peace of Mind is the Major Focus. This training makes one competent to work as a successful professional or consultant who earns a fabulous income.

Retail & Exhibition Design

course duration – 6 months

- Designing Retail Outlets, Designing Exhibitions, Elements & Principles of Exhibition Design
- Production Operation and Event Management, Planning, Budgeting, Promotion & Evaluation of Exhibition Design, Conference Design, Installation Arts/ Museums, Shopping Mall Displays
- Advanced Graphic Reproduction Techniques, Creating 3D Images

The learners become adept in the learners become adept in Communication, Handling Media and Employing the knowledge base from across disciplines in order to Design Display Systems for Exhibitions

“Light is the magical ingredient that makes or breaks a space; it’s one of the most important elements in all my interiors.”

— Benjamin Noriega-Ortiz
and Museums, and Sets for Theatre, Film and Television, Fashion and Road Shows, Major Product Launches, Tableaux, Floats etc. Typical Components of Design Process includes planning of Choreography, Lighting Effects, Graphic Communication System, Music, Multimedia Presentations, Publicity Strategies etc.

ARCHITECTURAL HERITAGE RESTORATION COURSE DURATION – 6 MONTHS
• Trends & Developments of Heritage Conservation in a Global Context
• Principles & Regulations on Restoration of Wooden Architecture
• Heritage, Preventive Conservation
• Construction Techniques, Monitoring & Maintenance of Architecture Heritage

This course will focus on the Restoration of the old or Heritage Buildings with the details of the Architecture needed for the same.

INTERIOR DESIGN COURSE DURATION – 1 YR
• Foundation, Principles and Elements of Design, History & Basics of Furniture Design
• Furniture Drawings, Basics of Interior design, Interior Furnishings
• Building Materials
• Construction Techniques
• Building Services, AutoCAD 2D & 3D
• Design Project - Residential Design 2 BHK

This course provides design based orientation to the students. The Residential Project at the end of the course exposes the practical aspects of Interior Design and Engages the student from Conceptual Development to understanding of client needs, from handling labour to budgeting thereby leading to Final Completion of the Project.

COMPUTER AIDED DESIGN FOR INTERIOR & EXTERIOR COURSE DURATION - 6 MONTHS
• Building Services (AC, Sanitation, Plumbing, Light Fitting, Lift, Ventilation, Escalators)
• AutoCAD (2d, 3d)

• Study of the software needed for the Interior, Exterior, Architectural as well as the Landcape design.

FACULTY OF SHORT TERM PROFESSIONAL PROGRAMMES

INTERIOR DESIGN

WOOD CRAFT ACCESSORY DESIGN COURSE DURATION - 2 MONTHS
To understand and explore different kinds of Wood and its Resources, Wood Craft Techniques of India and its various processes.

LEATHER CRAFT ACCESSORY DESIGN COURSE DURATION - 2 MONTHS
To understand and explore different kinds of Leather and its Resources, Different Leather Craft Techniques of India and its processes.

TEXTILE CRAFT ACCESSORY DESIGN COURSE DURATION – 2 MONTHS
To understand and explore different kinds of Textile Fibers, Different Textile Craft Techniques of India such as Tie and Dye, Shibori, Dhaboo, Block Printing, Weaving, Zardosi etc. and understand its processes.

TERRACOTTA CRAFT ACCESSORY DESIGN COURSE DURATION - 2 MONTHS
Understanding of Terracotta Craft Techniques of India and its processes.

METAL CRAFT ACCESSORY DESIGN COURSE DURATION - 2 MONTHS
To understand and explore different kinds of Metal and its behavior, Metal Craft Techniques of India such as Gold Smithing, Silver Smithing, Enamel Craft etc. and its processes.

FASHION & LIFE STYLE ACCESSORY DESIGN COURSE DURATION – 6 MONTHS
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.

SHORT TERM PROFESSIONAL COURSES IN CRAFT & ACCESSORY DESIGN

WOOD CRAFT ACCESSORY DESIGN

To understand and explore different kinds of Wood and its Resources, Wood Craft Techniques of India and its various processes.

LEATHER CRAFT ACCESSORY DESIGN

To understand and explore different kinds of Leather and its Resources, Different Leather Craft Techniques of India and its processes.

TEXTILE CRAFT ACCESSORY DESIGN

To understand and explore different kinds of Textile Fibers, Different Textile Craft Techniques of India such as Tie and Dye, Shibori, Dhaboo, Block Printing, Weaving, Zardosi etc. and understand its processes.

TERRACOTTA CRAFT ACCESSORY DESIGN

Understanding of Terracotta Craft Techniques of India and its processes.

METAL CRAFT ACCESSORY DESIGN

To understand and explore different kinds of Metal and its behavior, Metal Craft Techniques of India such as Gold Smithing, Silver Smithing, Enamel Craft etc. and its processes.
SHORT TERM PROFESSIONAL COURSES IN
GRAPHIC DESIGN

GRAPHIC DESIGN-BEGINNERS
COURSE DURATION - 2 WEEKS
This course helps in understanding of Building a Brand Identity and the Basic Collateral. Publicity material one needs to build and spread awareness of that brand.

PHOTOGRAPHY
COURSE DURATION - 2 MONTHS
Basics of Digital Camera and how to make it Print/Images captured by a Digital Camera or to advance skills for Print, Web & Electronic

Students will master Photoshop from Basics to Advance skills. Principles of Photography and Photo Basics of Digital Camera Handling and Compositional Credos

COURSE DURATION – 3 MONTHS
This course enhances Observation, Quick Drawing, Sketching and Comprises of on the spot exercises and time rendered techniques to make a Product, Architecture, Nature in different situational conditions.

SIMPLE ANIMATION FOR COMMUNICATION
COURSE DURATION – 3 MONTHS
Basics of Animation, Core knowledge of Adobe Flash & Photoshop. This is an introduction to Storyboarding, Scriptwriting, Themes and Storyboarding.

COURSE DURATION – 2 MONTHS
This will cover everything from Types & Mediums of Advertisement, Typography to Titling Films, Animation to Audio Visual aids, Corporate Identity to Brand and Advertising. Advertising and Market Trends.

PHOTOSHOP AND GRAPHIC MANIPULATION
COURSE DURATION - 3 MONTHS
Students will master Photoshop from Basics to Advance skills for Print, Web & Electronic media. This course gives basic introduction to the Digital Darkroom and how to enhance Images captured by a Digital Camera or Phone Camera and how to make it Print/Publish ready for communication.

RENDERING TECHNIQUES FOR DESIGN
COURSE DURATION - 3 MONTHS
This course helps in understanding of Building a Brand Identity and the Basic Collateral. Publicity material one needs to build and spread awareness of that brand.
The BBA, B.Com, M.Sc/ MA/ M.Com (GPEM) and BVA courses offered at the Arch Academy of Design, are affiliated and duly recognized by the University of Rajasthan (UoR). The Faculty of Commerce and Management & Visual Arts Studies offer courses for design aspirants as well as for standalone undergraduate aspirants.

Design aspirants can combine their degree/diploma certification with a Bachelors degree from UoR. The degree awarded from UoR in each discipline is an added incentive for students pursuing Design streams.

In the standalone mode, students can take up Bachelors or Masters programme from Arch Academy of Design without enrolling for a Design programme.

The course in Business Administration augments the learning in the field of Commerce. On successful completion of any programme, a student gets a degree from UoR and an additional internationally recognized certification/degree from the Arch Academy of Design, enabling them to stand amongst designers, with an added feather in their cap. Graduation further paves the way for post graduation and also opens the doors to various competitive examinations including Civil Services, Banking and Insurance etc.

MA/ MSc/ MCom are choices of degrees available in the Garment Production and Export Management (GPEM) course. 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.

For the course of BVA is aimed at those who have a passion for Visual arts and students can choose to specialize in Painting or Applied Arts.

The teaching methodology is classroom lecture based with emphasis on course specific case study and group discussions. Audio-visual delivery - power point presentations, video clips, downloaded content etc. is at the core of teaching all programmes as it helps develops clear understanding with better retention of the subject matter for every student. Field activities, research projects and team building activities are integrated as part of the curriculum. In the GPEM and Visual Arts section, practicals and demonstrations by visiting artists and designers are part of the delivery.

Candidates must have passed 10+2 or equivalent in any stream from any recognized Board and should have secured minimum marks* in aggregate or an equivalent CGPA in the qualifying exam as mentioned below. Overseas students are required to submit an Equivalence Certificate issued by Council of Boards of School Education in India (COBSE), Delhi or the Association of Indian Universities (AIU), New Delhi.

<table>
<thead>
<tr>
<th>Course</th>
<th>Minimum Pass Percentage</th>
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<tbody>
<tr>
<td>BBA</td>
<td>minimum 48%</td>
</tr>
<tr>
<td>B.Com</td>
<td>minimum 45%</td>
</tr>
<tr>
<td>BVA</td>
<td>minimum 48%</td>
</tr>
<tr>
<td>MA/ M.Sc/ MCom (GPEM)</td>
<td>minimum 48%</td>
</tr>
</tbody>
</table>

* Conditions apply for Non-Rajasthan applicants.

Semester based examination is conducted by the University of Rajasthan for the following courses.

<table>
<thead>
<tr>
<th>Course</th>
<th>Examination Pattern</th>
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</thead>
<tbody>
<tr>
<td>BBA</td>
<td>Semester based exam system (twice an year)</td>
</tr>
<tr>
<td>B.Com</td>
<td>Annual exam system (once an year)</td>
</tr>
<tr>
<td>BVA</td>
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<td>Annual exam system (once an year)</td>
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</tbody>
</table>
BACHELOR OF
BUSINESS ADMINISTRATION (BBA)

3 YRS DEGREE PROGRAMME

COURSE INTENT
The BBA course aims at developing a student’s intellectual ability, executive personality and managerial skills through an appropriate blend of business and management education. The BBA course assists the student in understanding and developing the unique leadership and managerial 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 of the programme, the Arch Academy of Fashion Art & Design is happy to offer BBA degree programme as a standalone programme (without Design Education) to aspirants, to hone their business skills and provide an insight into the world of management.

COURSE CONTENT

YR 1 STUDY PROGRAMME
- 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
- Financial Management, HR Management.

YR 2 STUDY PROGRAMME
- Marketing Management, Risk & Insurance Management
- Personality Development and Human Skills
- Tourism Marketing, Industrial Management
- Practical Aspects of Risk & Insurance Management
- Advertising and Sales Promotion, Consumer Behavior and Marketing Research, International Business
- Project Report & Viva Voce.

YR 3 STUDY PROGRAMME
- Services Marketing, Quantitative Techniques for Management, Research Methods in Business Management
- Production and Materials Management, Organizational Behaviour.
- Business Budgeting, Compensation Management
- Management Information System, Fundamentals of Banking
- Export Marketing, Leadership Skills & Change Management
- Group Discussion & Presentation.

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

BACHELOR OF
COMMERCE (BCom)

3 YRS DEGREE PROGRAMME

COURSE INTENT
Commerce & Business is the lifeline of the Economy of any nation. The course aims at providing a strong foundation in commerce and business with expert industry oriented guidance in the core areas of Accountancy & Business Statistics, Business Administration and Economic Administration & Financial Management

Introduced as an add on full time 3 yrs programme for design course students in 2013-14, the B.Com programme has gained popularity and hence Arch is happy to also offer the B.Com degree programme as a standalone programme (without Design education) to aspirants to concentrate their business skills and help them gain an in depth insight into the world of commerce.

COURSE CONTENT

YR 1 STUDY PROGRAMME
- Corporate & Financial Accounting.
- General Hindi, General English, Environmental Studies
- Elementary Computer Applications.

YR 2 STUDY PROGRAMME
- Direct Taxes, Cost Accounting, Company Law and Secretarial Practice, Management.
- Economic Environment in India
- Elements of Financial Management.

YR 3 STUDY PROGRAMME
- Theory & Practice of Auditing, Management Accounting
- Functional Management.
- Sales Promotion and Sales Management
- Rural Development and Cooperation.
- Business Budgeting

Note: The contents and sequence of delivery are subject to change as per industry needs.
GARMENT PRODUCTION AND EXPORT MANAGEMENT
MA/ MSc/ MCom (GPEM)
2 YRS PG DEGREE PROGRAMME

COURSE INTENT
The approach of the GPEM programme is to inculcate the ability to develop and channelize creativity towards constructive ideas. The curriculum is structured to keep the students abreast of international trends in garment design and build their capacity to understand, articulate and execute a design brief. Besides developing elementary technical and designs skills, the course equips students with the knowledge related to the type and properties of fibre/ yarn, dyeing, printing and finishing and terminology used in the apparel industry; merchandising and various aspects of garment production such as cutting, sewing, spreading, marker making etc. It trains students to produce patterns and garments of impeccable quality.

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 a hands-on industrial experience during internship.

The final assessment culminates in a thesis project. This Post Graduate programme is open to graduates from any stream – Science, Arts, Commerce and the PG degree awarded will be in accordance with their previous academic background.

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

COURSE CONTENT

- Fashion Studies
- Garment Production Technology
- Pattern Making & Draping (Women's Wear Project).
- Clothing Construction
- Apparel Design & Production Workshop
- Business Environment & Practical Accounting
- Business Entrepreneurship & Sales Promotion
- Industrial Exposure

YR 1 STUDY PROGRAMME

- 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.

YR 2 STUDY PROGRAMME

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

YR 3 STUDY PROGRAMME

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

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

FACULTY OF VISUAL ARTS
BACHELOR OF VISUAL ARTS (BVA)
4 YRS DEGREE PROGRAMME

COURSE INTENT
The programme of BVA is aimed at students who have a passion for Visual arts and want to carve a niche in the area of Visual Communication. The course provides an opportunity to the students to specialize in Applied Arts or Painting. The programme has one year of Foundation programme followed by three years of study in the specialization subject. The degree program will enable students to become successful visual art professionals.

COURSE CONTENT

- Fundamentals of Visual Arts / Study / Composition / Design in Applied Art / 3D Design / Print Making
- Specialization Subject: Applied Arts
- Specialization Subject: Painting
- Indian Modern and Contemporary Art
- Western Modern Art.
- Drawing/ Composition/ Life –Study
- Print Making

Note: The contents and sequence of delivery are subject to change as per industry needs.
The ‘Fiat Emozione Italiana’ was the first contest event to involve Fashion Design Schools in the Automotive domain, experimenting with the Color & Trim for the Fiat Linea in 2020. The two day competition at the ‘Fiat Café’, Pune was guided by famous Italian car designer, Emanuele Nicosia. ARCH students Agantuk Singh, Pallavi Gupta, Ravi Ranjan, Sujit Kumar & Vinita Chandwani were the final five among 10 students selected. Sujit Kumar won the FIRST prize of Rs.15,000 and a trip to Turin, Italy. Vinita Chandwani was awarded Rs 5,000/- as 1st Runners Up.

IFFTI invited its member institutions from all over the world to participate in the Poster Design Competition - “The Power of Fashion”. All the 3 entries from Arch students were selected for exhibition at the conference venue, the Bunka Gakuen University, Tokyo, Japan.

Gaurav Sharma, created an innovative staircase that won the 1st prize in Ideation at the Inter-Collegiate Competition of IID.

Vishnu Soni received 1st Prize in Jewellers Associations Show 2013 (JAS), Jewellery Design Competition in the category of Earrings based on the theme ‘A Melange of Wonders’ inspired from Morning Glory.

Akshay Agarwal won a Nano Car as 1st Prize in the ‘Imagination 2012-13 Jewellery Design Competition’

Deepika Kumawat won the ‘Society Interiors Design Award’ for Tea-set holder inspired by Cycle.

Rupal Gupta was a Finalist at the ‘Swarovski Elements Jewellery Design Award 2012’ with her piece ‘Medusa’

Aradhana Sharma won the ‘Inside Outside Design Award’ for a creative chair inspired from the beetle leaf.

Alpa Gupta won 1st Prize at Jewels of Rajasthan 2008 Jewellery Design Award by her ‘Orbit’ inspired Pendant & Earrings set

Deepa Bhati won the ‘Fashion Design Awards India (FDAI)’ on the theme “Life is Beautiful”, held at Hotel Clarks Amer, Jaipur. Her work was inspired from the Wall paintings of Amer Fort.

Quaid Bala won 3rd prize at the ‘International Photography Competition 2013’ held in Jaipur.
Sandeep Palke
Alumnus, Batch of 2006
Fashion Design
Sandeep is currently residing in Mumbai and working as a Designer cum Stylist for the Bollywood Industry. After completing his Graduation from Arch he went to Italy to pursue his Post-Graduation. He has been working with Designers Manish Malhotra, Sheetal Sharma, Rocky S etc. and has developed expertise in Designing Western-wear for both men & women and also Styling for Adverts and Movies. Working within Bollywood has given him the opportunity to Design and Style many celebrities such as Katrina Kaif, Kareena Kapoor, Bipasha Basu, John Abraham, Minista Lamba, Esha Deol and many more.

Acknowledging Arch and its contribution to his life, Sandeep says “The guidance and mentorship provided by the faculty made me a high performing student. I have received many accolades for my Signature Design Style. Arch provided me with the opportunities to participate in many design and social projects, enhancing my Leadership skills & Team working abilities and helped make me a better professional.”

Shivangi Natani
Alumna, Batch of 2009
Fashion Design
After completing her course in Fashion Design from ARCH, Shivangi joined her father’s business of Manufacturing & Production of Ladies Garments & Handicrafts for exports. As the Sub - Director and Fashion Designer at Shivangi Inc. Exports, the enterprise started off by her father in two years ago, she is heading the Design department as well the production for international clients such as Wallmart, Sahara Woman, Points, Just One LLC etc. She gained valuable exposure & experience through participating in the student exchange programme at ARCH, where she spent a month in Sweden learning a lot about fashion and styling and digital techniques. An extremely capable, responsible & conscientious professional (she holds an incredible 100% attendance record throughout her study at ARCH), she sees herself as an entrepreneur with her own label five years from now.

Shweta Rohilla
Alumna, Batch of 2006
Fashion Design
After completing her course at ARCH, Shweta Rohilla started working with her father in his Export house in Jaipur. She was part of the Student & Faculty Exchange programme with Doncaster College in the UK, where she was usefully exposed to International styling and trends and got to see their annual Graduate Design ramp show. She very strongly recommends international exposure through Exchange Programmes and urges all young aspiring designers to take advantage of such opportunities very seriously saying “Classroom learning & projects need to be fleshed out with actual global experience, to understand the complexities of Design firsthand.” Recently, after 5 years of experience Shweta opened her own Boutique naming it ‘Silhouette by Shweta Rohilla’ which is doing extremely well.

Swati Rohilla
Alumna, Batch of 2004
Fashion Design
After graduating from ARCH, Swati started her own export house ‘Farishta Exports’ and is running it very successfully till date. She has all her clients including Walmart, Sahara, Points, Just One LLC etc. production for international styling and trends and got to see their annual Graduate Design ramp show. She very strongly recommends international exposure through Exchange Programmes and urges all young aspiring designers to take advantage of such opportunities very seriously saying “Classroom learning & projects need to be fleshed out with actual global experience, to understand the complexities of Design firsthand.” Recently, after 5 years of experience Shweta opened her own Boutique naming it ‘Silhouette by Swati Rohilla’ which is doing extremely well.

Chitra
Alumna, Batch of 2004
Fashion Design
After graduating from ARCH Chitra started her own export house ‘Farishta Exports’ and is running it very successfully till date. She has all her clients including Walmart, Sahara, Points, Just One LLC etc. production for international styling and trends and got to see their annual Graduate Design ramp show. She very strongly recommends international exposure through Exchange Programmes and urges all young aspiring designers to take advantage of such opportunities very seriously saying “Classroom learning & projects need to be fleshed out with actual global experience, to understand the complexities of Design firsthand.” Recently, after 5 years of experience Shweta opened her own Boutique naming it ‘Silhouette by Swati Rohilla’ which is doing extremely well.

Narendra Pal Singh
Alumnus, Batch of 2010
Fashion Design
After finishing from ARCH, Narendra, started his own company Frills & Quality Supervisor. Narendra started his own company Frills & Quality Supervisor. Narendra started his own company Frills & Quality Supervisor. He says ‘A lot of the phases of growth.’ ‘Reputations are earned not get discouraged by the difficulties; keep working sincerely and hard and you have to earn trust the hard way and must go on to become Design Manager & Quality Supervisor. Narendra started his own company Frills & Quality Supervisor. Narendra started his own company Frills & Quality Supervisor. He says ‘A lot of the phases of growth.’ ‘Reputations are earned not get discouraged by the difficulties; keep working sincerely and hard and you have to earn trust the hard way and must go on to become Design Manager & Quality Supervisor. Narendra started his own company Frills & Quality Supervisor. Narendra started his own company Frills & Quality Supervisor. He says ‘A lot of the phases of growth.’ ‘Reputations are earned not get discouraged by the difficulties; keep working sincerely and hard and you have to earn trust the hard way and...’
Vishnu Soni
Alumnus, Batch of 2008 Jewellery Design

In his Final Year jury at ARCH, Vishnu was selected by the CMD of Amrapali, Mr. Tarang Arora, to be the company’s Head Designer. Closely working with reputed brands like Swarowski and Manish Arora, he developed new themes and one of a kind designs. Heading a team of some of the best Jewellery Designers in the country, he was instrumental in the creation of amusing pieces which took Amrapali to new heights. After working for three years with Amrapali, he did a small stint with Neerav Modi, and is now working with ‘Fabulous Unrounds’ (Fab Jewels) as Senior Designer. Closely working with Arora, to be the company’s Head Designer. Closely working with Neerav Modi, he has spent his whole life around the world of diamonds & jewellery. Belonging to a jeweller family himself, Vishnu Says, ‘Though I have spent my whole life around gold and gemstones, my parents taught me the skills and building the knowledge that I needed to be a designer at heart.’

Rita Burman
Alumnus, Batch of 2003 Jewellery Design

As soon as Rita Graduated from ARCH, She started her own label named Rezart, which manufactures exclusive studded jewellery in 18kt/ 14kt gold with the use of the latest technology. To add value to the designs produced by Rezart, Rita uses texture, enamelling, & Kundan work with diamonds and coloured stones. Each of the jewellery pieces have 3D work. Rezart also produces designer watches. Because of its excellent craftsmanship, competitive pricing, and quality control the company has a wide base of satisfied customers. Over the past few years, Rita has won a plethora of awards for her work. She has been a two time Gold Medalist in the Anglo Gold Ashant Gold Jewellery Design Competition organized by the World Gold Council, 2005-06, a three times Gold Medalist in the All Rajasthan Jewellery Design competition, in the year 2000, 2002, 2003; Finalist in the India Vision 2001 Jewellery Design Competition and in the All India Jewellery Design Competition (VISION 2009), she won the special Art Director Award in the TAHITIAN PEARL TROPHY, 2007-08. She was also the Jewellery Design 1st Prize Winner in the Jewellers Association Show 2010.

Megha Sharda
Alumnus, Batch of 2004 Jewellery Design

After graduating from ARCH, Megha started her career as an intern at Dhwaj Jewellery Industries. Later, she worked as Design Head at Essence Designs. After gaining experience in Designing, Production & Marketing, for five years, she started her own venture in partnership with Atul Sharma. They launched their manufacturing unit MINE JEWEL in the year 2010, followed by two more firms - MINE JEWELLERY and MINE GEMS & JEWELLERY in the same year. In 2012-2013 their turnover was around 2 crore with a profit ratio of approx 30%. Megha says, ‘I don’t belong to any jewellery family. Being a woman, its been great experience to enhance my skills and build in me an intricate knowledge of Design, which I am applying to Industry today.

Shubham K Raj
Alumnus, Batch of 2007 Jewellery Design

After completing his course at ARCH, Shubham started his working career with Dwarka Gems Ltd., Jaipur, as a Designer. In 2010 he went to Dubai to work with a Dubai based Jeweller and at the same time he started his own label. Currently Shubham is working as Marketing and Sr. Product Development Manager at Amrapali, Jaipur, where he manages the entire product life cycle, from strategic planning to actively specifying market requirements for current and future products supported by market research and on-going visits to customers and trade fairs, both Domestic and International. He is driving a solution by setting development of teams at Amrapali across product contracting, positioning and attention to market requirements. Analysing and developing potential relationships between international clients of Amrapali, he is working with all departments, in the development and implementation of a company-wide go-to-market plan.

Ashish Bhatia
Alumnus, Batch of 2008 Jewellery Design

After graduating from ARCH, Ashish was placed with Entice, a brand of KGK, a much celebrated brand of KGK. Ashish considers the exposure to Be-Beers’ site holder, is the world’s largest manufacturer & distributor of Princess Cuts diamonds, and leverages its expertise across manufacturing, design and retail to introduce a whole new aesthetic to the design process simple, classic and elegant. The parent company, KGK, is among the top B2B companies in India. The jewellery designs are contemporary Indian designs across India. Since the designing covers products to be released in both retail and the wholesale sector, the creative skills needed are very high. Ashish holds the exposure to be phenomenal. Sharing his inborn quest for creativity and designing, Ashish says, ‘It led me to the ARCH Academy of Design. Association with ARCH proved very beneficial and fruitful in all regards, from design creation and development to implementation. It started my journey in the field of Jewellery Design, which has turned out to be my forever passion!’
Anupama Rana
Alumnus, Batch of 2005 Interior Design

Anupama Rana is a Post Graduate in Zoology, from the University of Rajasthan. But her love for design got her to take up the course in Interior Design from Arch. A very hardworking and dedicated student, she made her way through the professional field of interior design very gracefully. She went for training under Architect Ashish Jain and following this, she joined Sanskriti in 2005 for a part time job and later became a full time employee. In the year 2011, Anupama opened her own consultancy named ‘The Design’. As an Interior Designer she has addressed all types of Interior Projects, covering sectors from Hospitality & Commercial to Residential. Focusing on the delivery of best quality outcomes, she has accomplished very successful results in 4 years with a range of highly regarded commercial and residential interior projects. In the 14th convocation of the Arch Academy of Design she was felicitated with the Best Entrepreneur Award presented to her in the presence of Prof Pradyumna Vyas, Director of the NID, and the Chief Guest at the Convocation. She is a member of the Indian Institute of Interior Designers.

Apoorv Saxena
Alumnus, Batch of 2008 Interior Design

As soon as Apoorv graduated from ARCH, he started his own Interior Design Studio ‘Casting it Espacoo’. Currently he is successfully running live residential and Commercial Interior Design projects that range from Jewellery Showrooms to Farm Tree Houses! His attention is presently on a 13000 sq ft Banquet Hall with two 5000 sq ft gardens which he would be Landscaping. He also takes on work as a Stage & Décor Designer. Reminiscing, Apoorv says ‘At times when I think about my career, I always acknowledge ARCH for the knowledge I hold today. It is ARCH which brought up a normal talented guy into an extraordinary skilled person and a true professional. From end to end I have always got guidance from my teachers and mentors at Arch, enhancing my skills to deliver the best of interior space design.’

Shafiq Khan
Alumnus, Batch of 2009 Interior Design

After Graduating from ARCH with the award of Best Student, Shafiq started working as an Interior Designer with Manglam Arts, a large company into stone and handicrafts, where he is designing & supervising a number of projects. A very sincere, hard working and talented individual, he is currently working on a show room project based on the ‘Gulal’ theme and is also working on a Haveli Restoration Project at Chaksu, near Jaipur. He is also working on his own projects in Shri Dungargarh, Bikaner on residential interiors based on modern design themes. He expresses his deep satisfaction that practical experience gave strength to one’s knowledge. ‘Grab as many opportunities as you can to absorb it. There is lot to learn, other than what our books and teachers can teach.’ He says ‘I began to understand the psychology of a client so that I could deliver what he was expecting from me!’

Kirit Singhvi
Alumnus, Batch of 2006 Interior Design

Kirit likes to share the path which he followed to reach where he is now. With his passion for designing, the day he completed his first semester at ARCH, he walked into an architect’s office, and put forward a request to be kept as an intern. The first question he was asked was ‘why should I recruit you?’ and the answer that he uttered was ‘I will work for free, will not ask for bus fare, and I will do drafting also!’ After Graduating from ARCH he further completed his MBA from Delhi, worked in the education sector for six months, then went to Hyderabad and worked in the event industry. But all these things did not interest him. These were not his areas of expertise and so he returned back to his home town and joined Pyrotech workspace solutions and for the last four years, he has been working as Interior Designer, Product Designer and Project Manager Pyrotech Workspace is into modular furniture, Control desks for power plants, and Control Room Interiors which is associated with top power generation companies in India such as Thermal Power, Hydro Power, Nuclear Power or Oil and Gas. Because in some way in his mind he knew that he didn’t know it all, Kirit discovered that practical experience gave strength to one’s knowledge. ‘Grab as many opportunities as you can to absorb it. There is lot to learn, other than what our books and teachers can teach.’ He says ‘I began to understand the psychology of a client so that I could deliver what he was expecting from me!’
‘Chrcha’ is a unique initiative conceived and facilitated by the Arch Academy of Design that brings together thinking minds, in and around the city of Jaipur, to discuss issues that are pivotal to Design & Creation in all fields. It provides a friendly and independent forum, conducted over tea & snacks, for the exchange of knowledge among diverse stakeholders - Design Professionals, Industrialists, Academicians, Entrepreneurs, Development Professionals, Art & Craft Practitioners, Researchers, Non-Govt. Organisations, Associations, Institutions, Policy Makers, etc.

The forum enables individuals to examine challenges in their sectors & share their experiences, ideas, opinions, and policy advocacy towards collaborative efforts, implementation methodologies, community building and meaningful networking. At the completion of each forum, an ARCH team, collects, summarizes, consolidates & shares the contents between all, to take it forward.

Presently a series of discussions have been initiated to discuss and debate current issues that are pivotal to “Transforming Jaipur”. “Transforming Jaipur” aims to explore & highlight the positive influence of design on how the city develops and how it impacts its citizens’ lives. Through the forum, diverse people have contributed their thoughts on transforming and promoting Jaipur through the language of design.

A series of Chrcha’s have been moderated by various prominent personalities who have been associated with, & have contributed their efforts and intellect to assorted aspects within their fields of interest. Mr. Sudhir Kasiwali, ace Photographer, Vintage Car Collector, and jeweller, Gem Palace presented his concerns on Heritage –Conservation and Preservation. Sharing a selection from his rich collection of photographs from the early part of the previous century, as well as ‘before and after’ photographs of recent times, he not only shared his concerns about the maintenance of the cultural heritage of Rajasthan but also questioned the quality of the efforts being made to preserve this rich heritage.

Mrs. Lipika Sud, Interior Designer, Immediate Past Chairperson IIID, Delhi presented inspiring possibilities for Reviving Heritage Crafts. She interacted with the gathered participants of the Chrcha on the beauty and grace inherent in Indian Crafts elucidating on their tremendous scope for design education.

RAJASTHAN DESIGN POLICY

In continuation with the intent on Transforming Jaipur, Prof Benoy Thoompunkal, Director Academics, Arch Academy of Design and Prof KB Jinan, product designer & researcher on indigenous design processes and design education methodologies in India, have moderated separate discussions focused on the important theme “Does Rajasthan Need a Design Policy?”

The projected purpose of this continuing exercise is to bring together a ‘think tank’ for evolving the Design Policy, with working committees who can examine and explore ways of taking design into different sectors and fields and can help develop the form and the Code of Conduct for a Rajasthan Design Council, that may work closely with the India Design Council in the setting up of these task forces.

The VISION for the Rajasthan Design Policy (RDP) envisages the following:

• Preparation of a platform for design development and design promotion
• Presentation of Rajasthan designs and innovations on the international arena through Strategic integration and cooperation with international design organizations
• Global positioning, branding and Promotion of Rajasthani design

The deliberations on the subject have been shared with Smt Vasundhara Raje, CM, Rajasthan, to make her aware that such a revolutionizing policy would eventually help place Rajasthan as a design brand in the national & international context. The CM has showed keen interest in making Rajasthan the the hub for design and innovation.

ARCH is in the process of preparing a Draft of the Design Policy for Rajasthan, based on the Indian Design Policy, which will be presented to the CM with supportive data & views on Design innovation and its benefits to the State. The collective ideation towards the design policy includes facilitating the establishment of a Rajasthan chapter of a Chartered Society for Designers and the framing of an acceptable structure for upholding Intellectual Property Rights.

All in all, the Government of Rajasthan is keen on initiating a consultative process with industry, designers and other stakeholders to develop the broad contours of the Rajasthan Design Policy.

ARCH extends a warm invitation to all those who may be interested in contributing towards this.
A as an IFFTI member, the Arch Academy of Design, was invited by the London College of Fashion (LCF) to present a Project proposal at the Fashion Colloquia 2013 held in London under the auspices of IFFTI (International Foundation of Fashion Technology Institutes). ARCH Director, Ms. Archana Surana, presented the Concept paper titled "Innovation in Development of Indigenous Eco Crafts for High Fashion Global Markets" which aimed at providing sustainable livelihood solutions to vulnerable craft communities of the world and improving local economies by reducing the environmental impact of harmful synthetic dyes. Natural Dyes, with their excellent antibacterial, deodorizing, and UV-resistant properties, possess an inherent advantage over other harmful dyes and therefore require strategic promotion. The textile industry has great capacity for upgrading the consumption of highly polluting synthetic dyes and replacing the toxic and carcinogenic dyes with Natural and eco-friendly dyes that have formed a part of India’s textile industry for 500 years. The Sanganer textile industry presently catering to huge export/demand and the brisk collapse due to pollution, and urgently calls for a scientific initiative to address the gap to strengthen the traditional wisdom (through product & process upgrade) and make the markets work for the producers. The presentation received a very encouraging response with a number of interested enquiries towards collaboration.

Arch Director, Ms Archana Surana, presenting the Project proposal paper at the London College of Fashion.

DYEING TO SUSTAIN

The ARCH Academy of Design & Perth College, UHI, Scotland, have jointly received the prestigious 45,000 GBP UKIERI 2012 grant for Institutional Capacity Building. Administered through the British Council, the grant funds are for use towards the activities and planned implementation of a 2-year 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 part of the projects agenda and includes building a comprehensive curriculum & the co-development of an Online portal containing shared materials for three distinct course components at beginner and advanced levels. This will be offered for training members of the Creative Industries of respective countries.

The first visit of ARCH to institutional partner, Perth College UHI in Scotland, started off the collaborative project with the preliminaries of scheduling and structuring of the proposed parts and intended activities of the project. In the lovely itinerary planned by Ms. Christiana Margiotti, Subject & Programme Leader - Creative Arts & Technologies and Visual Design & Communications and Lorenze Cairns, Head of Curriculum, Creative & Cultural Industries, the ARCH team got a firsthand experience of the visible culture, heritage and creative components of the Scottish Creative & Cultural Industries and was productive in terms of achieving agreeable cohesion of thought and intent between the individual partners in the collaborative effort. Ms Margiotti in turn has just led a visit to India with Perth Faculty member Helen Rogers and two students, where the ARCH team familiarized the visiting team with some of the components of the Indian Creative & Cultural Industries. The project is progressing very well and ARCH students will be visiting Scotland in the next trip scheduled for early January 2015.
The Jaipur Metro Rail Corporation Ltd. (JMRCL) invited proposals from Fashion and Uniform Design firms to participate in a "Uniform Design Contest" to design the uniforms for the employees of the Jaipur Metro. ARCH Academy of Design made a bid for the project with its proposal, which was executed very meticulously under the guidance of the Director Ms. Archana Surana. The entire Design team of Arch Academy of Design comprised of Project Manager, Textile & Fashion Design faculty, Technical experts and students. Keeping to the strict timeline and terms of the uniform design contest, the ARCH team conceptualised and developed the final range of garments (uniforms) for six different categories (cadres) as per the design parameters provided by JMRCL. An independent Jury comprising of 7 members, adjudged the uniforms designed & developed by ARCH as the best and declared Arch as the winner of the bid. The outfits were designed to be a blend of traditional sensibilities & Contemporary style.

The Arch Academy of Design has completed and delivered the main phase of the project successfully, having manufactured and submitted all uniform design samples and accessories, and are now the Official Design Consultants to the JMRCL. Another proud feather in the cap for ARCH!

The Official Manual for the Uniforms is available for viewing on the official website of JMRCL - https://www.jaipurmetrorail.in/pdf/Metro_25-04-014.pdf

Project Executed by: Fashion Dept. Faculty, Richa Lakwal
Students: Sujit Kumar, Chaitali Verma
Alumni: Nagendra Gupta, Deepa Bhati, Harshad Jain

"I would like to 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."

Nihal Chand Goel
CMD, Jaipur Metro
ARCH FIAPOL EXHIBITION ON WILDLIFE PROTECTION

A conference ‘India for Animals’ (IFA), celebrating the Animal Protection Movement in India was organized at Hotel Claridges, Jaipur, by the Federation of Indian Animal Protection Organizations (FIAPO). The ARCH Academy of Design in association with FIAPO held an Inter-School Photography & Clothing Design competition to create animal awareness & later exhibited the contest winning entries at the conference. Through the specially designed bamboo display structure of the exhibition, housing installations & strongly designed messages, attention was drawn to the welfare of animals - caged birds begging for freedom; zebras hoping to survive the slaughter just like the camels packaged for export etc. The exhibition display was visited and appreciated by Animal activists “Ace” Anthony Bourke & Ms. Menaka Gandhi among others.

ARCH and FIAPO are presently in the process of establishing & formalising a partnership to take forward all future collaborative activities.

ACCESS DEVELOPMENT PROJECT

ACCESS is a not-for-profit company with its aim to incubate new institutions to enable their efforts towards self-sufficiency and self-sustainability. The overall objective of the ‘ARCH-ACCESS joint initiative’ under the aegis of ARCH Project Cell is to create a skilled workforce to address the increasing demand of Jaipur Jewellery Industry. It envisages equipping 725 Jewellery making artisans/ microenterprises (residing in urban/ semi-urban craft dense clusters of Jaipur city) directly with improved technical skills to enable them enhance the design aspect, productivity & quality of their products so as to compete with the changing market demands and aspirations.

The project & its process, is giving our Design students the rich experience and exposure to craft clusters & a chance to build on their understanding of the indigenous craft & cultures of our country through direct interaction with grassroots artisans.

TAAL CHAPPAR - SKILL UPGRADE PROJECT

ARCH is working on a 5 yr long Artisans Training Program, sanctioned & funded by the Development Commissioner of Handicrafts, Govt. of India, under the Human Resource Development through Established Institutions Scheme.

The objective of the program is to train 100 Artisans every year in the development of Fashion Accessories in Textile, Leather, Metal, Wood & Terracotta Craft. A Terracotta Lab, Wood Workshop, Textile Lab and Leather Workshop have been constructed and commissioned to fulfill the purpose. The nature of work involves Skill Mapping, Skill Identification, Product & Material Innovation, Exploration of Finishes & Surface Treatments and Development of Craft products. ARCH has successfully completed 4 years of this ongoing training program and has trained 300 artisans till date.
The engagement of ARCH in design projects and programmes has progressed towards consultancy and concept development for industry through its Design and Development Project Consultancy Cell which extends to the turnkey implementation of projects in the areas of Visual Merchandising, Exhibition Design, Interior Design, Jewellery Design, Lighting Design, Product Design and the Development of prototypes in Apparel, Textiles, Crafts and Accessories, Furniture, etc. The Project Consultancy Cell offers a comprehensive range of well designed support services and provides dedicated business solutions to its clients & partners among which are Government agencies, Not-for-profit / Corporate institutions & grassroots Micro Enterprises.

**APPAREL DESIGN**

**FASHION SHOWS**

ARCH Graduate Fashion Show GABA 2010 conceived by Archana Surana held at the City Palace

ARCH Graduate Fashion Show GABA 2012 conceived by Archana Surana held at the Clarks Amer Hotel

Designer: Sunita Yadav
ARCH Academy of Design

 Designer: Swati Gupta,
ARCH Academy of Design

"Fashion is architecture: it is matter of proportions."
Designer: Richa Lakwai, ARCH Academy of Design

"Exotic Drop" earrings collection for ANGARA.COM, USA
Designer: Indrajit Das, ARCH Academy of Design.

"Garment selected for "MONTANA WORLD OF WEARABLE ART (WOW) 2010"
THEME: I FEEL LIKE A PRINCESS TONIGHT
Inspired by fairytales, wanted to create a child’s dream, which has no boundaries of any nation. Set in clouds, moonlight and a castle.
Designer: Swati Gupta, ARCH Academy of Design

**JEWELLERY DESIGN**

**INTEGRATED PROJECT EXPERTISE**

**APPAREL DESIGN**

**INTERIOR DESIGN**

**CRAFT MUSEUM SHOP**

ARCH PROJECTS: DESIGN RESEARCH & CONSULTANCY
INTEGRATED PROJECT EXPERTISE

ARCH Academy of Design
ARCH PROJECTS: DESIGN RESEARCH & CONSULTANCY

INTERIOR DESIGN

CHOWKHI DHANI VILLAGE RESORT
Designed rooms, lobby, public area, restaurant, exterior of the rooms inspired from traditional style of Architecture from Gujarat and Rajasthan.
Designer: Prabha Sharma, ARCH Academy of Design

CAD - COMPUTER AIDED DESIGN

JEWELLERY DESIGN RENDERED IN JEWEL CAD SOFTWARE
Designer: Yashpal Dagur, ARCH Academy of Design

GRAPHIC DESIGN

COMMERCIAL FOR ELECTRONIC MEDIA
Electronic Media Commercial by Animation Bugs for The Millennium School, Amritsar
Designer: Yash Raizada, ARCH Academy of Design

TEXTILE DESIGN

Woven fabric for Hyundai Elantra. The woven fabric is the collection for Hyundai Elantra project (Interior Textiles) with a specific theme and mood board with Automotive forecasting colours of Gray, black and beige shade.
Designer: Swati Mitra, Arch Academy of Design

EXHIBITIONS

Visually Merchandising created around the concept of ‘Illusion’ at ARCH Campus
Designer: Swati Gupta, ARCH Academy of Design

CRAFT & ACCESSORIES DESIGN

Craft & Accessories Products ranging from bags and table top objects to Copper Enamel Tiles and Wrought iron work for Interiors
Various Designers, ARCH Academy of Design

INTEGRATED PROJECT EXPERTISE

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JEWELLERY DESIGN Rendering in JEWEL CAD SOFTWARE
Designer: Yashpal Dagur, ARCH Academy of Design

COMMERCIAL FOR ELECTRONIC MEDIA
Electronic Media Commercial by Animation Bugs for The Millennium School, Amritsar
Designer: Yash Raizada, ARCH Academy of Design

INTEGRATED PROJECT EXPERTISE

GRAPHIC DESIGN

COMMERCIAL FOR ELECTRONIC MEDIA
Electronic Media Commercial by Animation Bugs for The Millennium School, Amritsar
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CHOWKHI DHANI VILLAGE RESORT
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BENOY THOOMPUNKAL
Director Academics
Partnerships, Research & Innovation, Sr. Faculty, Craft & Product Design
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(NID), Ahmedabad. As a practicing Design Consultant and academician for over 30 years, he has worked in the multifarious fields of design, ranging from Heritage Conservation and Product Design to Interiors, Space & Structure, 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.

PRAMOD YADAV
Director Administration & Projects
Sr. Faculty, Fashion & Textiles
An alumnus of the University of Rajasthan with a MA in English and Marketing from Alagappa University, Tamil Nadu. With 18 years of teaching experience, he has also published 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. For the last 20 years, he has been in the area of Skill Development and Projects under Integrated Skill Development, on a pan India basis, for the Ministry of the Arts.(ICAI), Vardhman Mahaveer Open University, Kota.

INDRAJIT DAS
Co-ordinator - Foundation Studies & Jewellery Design Sr. Faculty 3D Design (Jewellery & Accessories Design) An alumnus of the University of Rajasthan with a Post Graduation in Computer applications & Internet Programming, his area of expertise lies in extended training in the use of Graphics software’s that include AutoCAD, Reach CAD, JCAD, Adobe Photoshop, CorelDraw, Adobe Photoshop, Front Page, etc. He has command over various programming languages like HTML, 4GL, 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.

YASHPAL DAGUR
Head - Information Technology; Sr. Faculty, CAD in 3D Design (Jewellery/ Interior) & Fashion Design An alumnus of the University of Rajasthan with a specialization in Jewellery Design. He has also studied Fine Arts and Painting from the Rabindra Bharti University, Kolkata. He has extensive experience managing Design as a Creative Head with prestigious organizations such as ANGARA.com, USA & Vatalab Global Ltd., and he brings this versatile knowledge into the classroom. He has his own Jewellery label in the name of ‘Indrajit Das Jewellery Designs’. Besides showcasing his jewellery collection in the Hyderabad Fashion Week and Rajasthan Fashion Week, he was the official Jewellery Designer for the 72 episode heritage based ‘Bodumara Desert Calling’ promoted by tourism of Rajasthan on the DD National network. His design ‘AFRICA’ was one of the finalists for the ‘Swaroops Elements’ Jewellery Design Award 2012.

SUNITA YADAV
Coordinator Fashion & Textiles, GPEDE Sr. Faculty, Fashion & Textiles An Alumnus of the University of Rajasthan with a specialization in Garment Production and Export Management, she specializes in Apparel Manufacturing Technology (AMT) and CAD Pattern Making. She was a part of the first Fashion Campus - Program Creative Pattern Making under the Prime Minister’s National Education Initiative (PMIE) with the Doncaster College, UK. She has also worked as a Sampling Coordinator and designer with the industry and her expertise lies in the areas of Pattern Garment Construction, Apparel Technology and Pattern Drafting & Draping. She has 11 years of teaching experience.

RICHA LARWAL
Faculty, Fashion & Textiles An alumnus of the National Institute of Fashion Technology, Gandhinagar, Gujarat, Richa holds a specialization in Jewellery Design. In her Industrial Experience of 5 years, she has worked as a Fashion Designer
Swati Gupta
Faculty, Fashion & Textiles
An alumna from National Institute of Fashion Technology, Gandhinagar, Gujarat, she has a specialization in Fashion and Apparel design. She started her career with Ratan Textiles, Jaipur and found her interest in designing garments for Kids. Her passion is to experiment with new surfaces for embellishment. Macrame, working with different materials like glass, fiber, metal, plastic etc and experimenting with colour and creating colourful handcrafts and trying Origami. Her eclectic experience in the Fashion Industry ranges from exports to retail, production houses to design houses. She believes her creativity is at its best when she is amidst nature or is travelling. She has presented her work twice at WOW – the World of Wearable Art, which is a one of its kind show in New Zealand.

Prabha Sharma
Faculty, 3D Design (Interiors)
With 11 yrs of experience in managing Hotel Design Projects, she was an integral part of a team in leading hospitality and commercial projects. She brings her practical knowledge to the classroom situation. Her skills include drawing 3D views through perspectives and orthographic projections. She was a state level hockey player and is a qualified Kathak dancer. She has participated in numerous competitions and performances at national and international levels.

Swati Jain
Faculty, Fashion & Textiles
Swati Jain is an alumna of NIFT, Chennai with a specialization in Fashion Design. She has a decade long work experience in Fashion and Textiles with well-established export houses and buying houses for both international and domestic market. She is also pursuing a Masters in Social Entrepreneurship from Goldsmith’s College, University of London. Swati has travelled extensively and is passionate about Indian crafts. Giving in to her own entrepreneurial spirit, Swati also started a social initiative with her husband in Jaipur. Aply named, The Happy Stone, it was a concept store for retailing handcrafted products as part of livelihood initiative with rural artisans and a space for creative expression through various mediums to bring about social change.

Asha Khanna
Faculty, GPEM (Textiles)
She started her career with Gurukul Sanskar College, Sumerpur (Pali) as a lecturer of clothing and textiles and has 5 years academic experience of lecturership in garment production and export management and textile dying and printing. She has worked with many Govt organizations and NGO’s like RMOL, Lead, Urmul Trust etc. As a research scholar, she has two years of experience of conducting research work at the Central Wool and Sheep Institute, Arunachal and the IIS University Jaipur. She is presently pursuing her PhD studies.

Swapnal Jangid
Faculty, 3D Design (Interiors)
An alumnus of the International Institute of Design, Pusa, New Delhi, catering to the classroom situation. She is also a designing consultant to ‘Coral Group’, a real estate and infrastructure development company in Jaipur for the past 5 years. Drawing on this experience of her professional practice, she brings practical skills and knowledge into the classroom to supplement her theoretical inputs.

Nishi Jaoddar
Faculty, 3D Design (Interiors)
An alumnus from SNDT University, Mumbai, Nishi is also a practicing interior designer with 9 years of experience in designing residential and commercial spaces. She is a designing consultant to ‘Coral Group’, a real estate and infrastructure development company in Jaipur for the past 6 years. Drawing on her experience of her professional practice, she brings practical skills and knowledge into the classroom to supplement her theoretical inputs.

Kaplan Munjal
Faculty, GPEM (Clothing)
An alumnus of the International College for Girls with an MSc in Clothing & Textile, and a Bachelors in education, Kaplan has cleared the National Eligibility Test conducted by the University Grants Commission. She is pursuing a PhD on the topic of ‘Sustainable Apparel Development and Awareness’ from the IIS University Jaipur. With 3 years of teaching experience in different academic institutions, her areas of expertise lie in dyeing and printing, textile chemistry and garment construction. She has attended various Seminars, Conferences and Workshops on fashion and textiles and presented papers on different topics. Recently her Review paper entitled ‘Practices and Possibilities of Sustainable Fashion’ was published in the International Journal of Home Science (ISSN-0976-8351).

Abhishek Pasoria
Faculty, 3D Design (Interiors)
An alumnus of the JD Institute of Design, Nagpur, Maharashtra, he is an architect and has been running his interior design firm ‘Design Elements’ for the past 10 years. He specializes in civil work planning and Vaastu Shastra. He has designed projects in cities like Nagpur, Jaipur and Vizag. His projects include residences, bungalows, offices and commercial spaces such as Salons, Fast food joints and super markets.

Divya Sharma
Faculty, Design (Interiors)
An Alumna of the Women’s Polytechnic, Jodhpur, Divya has teaching experience in design institutions of repute. Her key knowledge areas are Furniture Design and Construction. Her specializations include orthographic & isometric views and engineering drawings and knowledge of European architecture, and culture through her stint in Germany. In the classroom, Divya brings a contrasting element of learning by observing. She is a disciple of Daisaku Ikeda and believes in positivity.

Kalpana Munjal
Faculty, GPEM (Clothing)
An alumna of the International College for Girls with an MSc in Clothing & Textile, and a Bachelors in education, Kaplan has cleared the National Eligibility Test conducted by the University Grants Commission. She is pursuing a PhD on the topic of ‘Sustainable Apparel Development and Awareness’ from the IIS University Jaipur. With 3 years of teaching experience in different academic institutions, her areas of expertise lie in dyeing and printing, textile chemistry and garment construction. She has attended various Seminars, Conferences and Workshops on fashion and textiles and presented papers on different topics. Recently her Review paper entitled ‘Practices and Possibilities of Sustainable Fashion’ was published in the International Journal of Home Science (ISSN-0976-8351).

Kala Prabha
Faculty, 3D Design (Interiors)
An Alumna of the Exterior Institute, Bangalore, she is a practicing Interior Designer with an experience of 10 yrs. Her areas of expertise include interior design, drawing, materials, finishes, selections, architectural details & specifications. Her extensive knowledge of interior design reflects in creative and inspirational methods of teaching in her classroom. She is also running her own SSI unit named ‘Suthar’ in Bangalore which produces very high quality furniture.

Meet the Source
Bhagwati Gupta
Faculty, Fashion & Textiles
A specialist in Fashion and Gandhinagar, Gujarat, she has a specialization in Fashion and Institute of Fashion Technology, Hyderabad, and published in the book – “Reflections 2014”. She has also worked with Khadi Gram Udyog, Jaipur and has been an active contributor in the Uniform Design Consultancy team for Jaipur Metro Rail Corporation Staff. Her experience includes Draping, Garment Construction, Styling, Surface Ornamentation, Photography, and Material Exploration. She attends seminars and lectures in fashion, movies, and literature and participates in exhibitions, fairs and fashion shows.

Swati Mitra
Faculty, Fashion & Textiles
An alumna of the University of Banaras Hindu University, Varanasi, she holds a specialization in Textile Designing (Weaving, Hons.). With industrial experience as an Automotive Interior Textile Designer for Maruti Udyog (Gurgaon) and Hyundai (Chennai), her specializations lie in the analysis of weave structure, reproduction of market cloth, and advanced exploratory weaves.

Meet the Source
Swapna Jain
Faculty, Fashion & Textiles
An alumna from National Institute of Fashion Technology (NIFT), Chennai, she has a specialization in Fashion Design. She has a decade long work experience in Fashion and Textiles with well-established export houses and buying houses for both international and domestic market. She is also pursuing a Masters in Social Entrepreneurship from Goldsmith’s College, University of London. Swati has travelled extensively and is passionate about Indian crafts. Giving in to her own entrepreneurial spirit, Swati also started a social initiative with her husband in Jaipur. Aply named, The Happy Stone, it was a concept store for retailing handcrafted products as part of livelihood initiative with rural artisans and a space for creative expression through various mediums to bring about social change.

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PRIYANK GUPTA  
Faculty, 3D Design (Interiors); Manager, Projects  
An alumnus of the Ayogyar School of Architecture, Jaipur, he holds a specialization in Interior Design. As a practicing Architect and Interior Designer he addresses Planning, Architectural, Interiors and Landscape work through his own firm. With more than 7 years experience in-office Management, Faculty Project Proposal and Monitoring. Organizing Workshops & Seminars, he has worked in the formulation of course content for various training programmes and Short Term Academic Councils. He was the Project Manager and member of the team on the prestigious ‘Stone Artefacts Promotion Project’ of the Government of Rajasthan. He has also worked with organizations in the field of Heritage Conservation, Art & Culture across India including the Jaipur Vilasat Foundation and DRONAH.

SURESH PARASHAR  
Faculty, Foundation Programme in Art & Design  
An alumnus of the Maharaja Sayajirao University, Baroda. He has been involved in teaching, training & consultancy for over 10 years with expertise in Art & Craft. His key areas of expertise are Visual Referencing in Art & Design, Cultural & Contextual Studies in Art & Design, History of Indian & Western Art, Elements of Design and Design Principles.

ASHISH KUMAWAT  
Faculty, 3D Design (Interiors)  
An alumnus of the Ayogyar School of Architecture, Jaipur. Ashish is thoroughly competent with all aspects of Interior Design, Architecture and Landscaping, which includes 2D & 3D design, space planning, Furniture layouts, detailing, structure and outer facade of Buildings etc. He specializes in working drawings. His software strengths include excellent expertise in the use of Auto CAD 2D & 3D, 3DS MAX, Google Sketchup, and Photoshop. He is a practicing architect and brings significant experience to bear in his contributions in the classroom.

TASH RAIZADA  
Faculty, Graphic Design  
An alumnus of Punjab Technical University with a graduation in Multimedia, he also has a professional certificate in Animation & Film making from SAGA Animation. With an experience of 5 yrs as Digital Graphic & Motion Graphics Designer, he has expertise in CorelDraw, all Adobe Software, Autodesk 3DS Max & Maya Fusion. His keen areas of interest are Advertising and Media Management, Graphic and Ad Design, Motion Graphics, and Post Production line work.

DEEENDRA KAUR  
Faculty, 3D Design (Jewellery)  
She is an Alumna of the University of Rajasthan with post graduation in Public Administration. After an association with Oriental Gemco and Arth Jewels she did a 2 year Diploma in Jewellery Design from the Arch Academy of Design, Jaipur. She won the best student of the year award in 2009. She has won prizes in Jas ’09 and in Kerala Gems and Jewellery ‘08. The 5 years of experience as a designer in the jewellery design industry adds value to her classroom delivery.

ANAMIKA KAMRA  
Faculty, BBA, B.Com, & GPEM  
An alumna of University of Rajasthan with a doctorate in Accountancy and Business Statistics, she has been in research and academics for more than 8 years. Recently, she qualified as an Image Consultant Partner from Image Consulting Business Institute, Mumbai to deliver image building Counseling and soft skills training.

SHARAD KAMRA  
Sr Faculty, Management Studies  
Sharad has 16 years of diversified experience in Start ups, education, Not for Profit sector and Family Business. He has been involved in teaching, training & consultancy for over ten years, with expertise in design and delivery of Management Programs, Soft skills & Entrepreneurial skills Training Programs for entrepreneurs, working professionals and students. He has been Consultant to the National Entrepreneurship Network, Jaipur region, for promoting entrepreneurship. More recently, he was the Executive Director, Rajasthan Chapter with TIE (The Indian Entrepreneurs).
Jacqueline Farrel is the Head of School of Fashion, Textiles and Jewellery, Goldsmiths, University of London. Previously she was Senior Lecturer at Cranbrook Academy of Art, USA, and a Visiting Professor at the National College of Art and Design, Dublin, Ireland.

She represented Cardonald College in the signing of an MoU under the Scotland – Brazil Creative Exchange – “Big Sister” – EUA-Brazil, with the Federal de Sergipe, Aracaju, Brazil. She has a degree from Universidade Tiradentes, Aracaju, Brazil, and is a member of the Graphic Designers Guild and the Institute of Art and Design.

Laura is an Alumna of Tadeo Lozano University, Bogotá, Colombia, with a 4-year Degree in Industrial Design. She volunteered to do workshops for peace development and social immersion with direct interaction with vulnerable communities near Bogotá. Her specialisations include Modelling Sculpture, Papiermache, Origami and Knitting. She worked with ARCH for 6 months as a resident faculty member, handling Foundation Curriculum, and teaching Trends & Forecasting and Research & Documentation Techniques. She volunteered to do workshops for peace development and social immersion with direct interaction with vulnerable communities near Bogotá. Her specialisations include Modelling Sculpture, Papiermache, Origami and Knitting. She worked with ARCH for 6 months as a resident faculty member, handling Foundation Curriculum, and teaching Trends & Forecasting and Research & Documentation Techniques.

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Natalia Bujak is a Fashion professional with over 6 years of experience in the fashion field into the Arts where she has studied Art Criticism at MAM (Museum of Modern Art - São Paulo), Art History at MITS (Museum of Image and Sound - São Paulo) and Art Concepts and Techniques at Pennsylvania State University (Online Course). She believes that creativity and innovation have strong capabilities to positively influence socioeconomic and environmental world concerns.

Iris Strill is a Textile Designer from France. Iris works with important NGO’s in India on projects linked with livelihood training. Iris, has “more or less” lived in India since she first came to work on a textile project 10 years ago. The vibrancy of the country has attracted her and is probably best reflected in her design studio called “Purple Jungle” in the Hauz Khas village in Delhi. Presently she is working intensively with ACCESS Development Services, a livelihoods promotion organisation, on projects benefiting marginalized Rural Craft Artisans around the game sanctuaries in Ranthambore. In furtherance of developing Design inputs for the projects, ARCH in collaboration with ACCESS development, enabled workshops which Iris took with the students of ARCH in developing designs for making Craft Souvenirs for local and foreign tourists visiting the Ranthambore tiger reserve.
ASSESSMENT OF QUALITY STANDARDS

Edexcel's quality assurance system for all BTEC higher level programmes on the QCF at Levels 4–7 ensure that centres have effective quality assurance processes to review programme delivery. It will also ensure that the outcomes of assessment are to UK national standards.

Centres are required to demonstrate ongoing fulfilment of all quality criteria over time and across all programmes. The process that assures this is external examination, which is undertaken by Edexcel’s External Examiners.

Edexcel reserves the right to confirm independently that these arrangements are operating to Edexcel’s satisfaction.

TRAINING

Edexcel supports UK and international partnering institutions with training related to BTEC qualifications. This support is available through a choice of training options offered, which include customised training at the institution centre.

ARCH faculty have gone through intensive training over 2 years on all aspects of Edexcel Delivery including

• Planning for the delivery of a new programme
• Developing effective assignments
• Planning for assessment and grading
• Building effective and efficient quality assurance systems

ABHINAV JALANI
Gemologist, Jaipur

DINESH KORJAN
Alumnus NID, Ahmedabad
Studio Korjan, Ahmedabad

ANISH PURI
Apparel Export Consultant
New Delhi

GAURAV MATHUR
Sr. Architect & Educationist, Jaipur

ANJU SHARMA
Fashion Designer, Jaipur
Alumnus, NIFT Delhi

DR HARISH NARAYAN AGARWAL
Applied Economics & PhD in Commerce.
M.Com, Jaipur

ANURAG SINGHAL
Visual Merchandiser
Future Aviom Telecom Ltd. Gurgoan

DR JANICE GRZYB
Jewellery Designer, USA

ARINDAM DAS
Director, NIFT, Gandhi Nagar

KB JINAN
NID Ahmedabad, Art Curator

BADDASHA MIYAN
National Awardee in Tie-N-Dye Jaipur

DR MUKESH PASORIYA
Faculty of Commerce & Finance Jaipur

NANDAN GHYIA
Alumnus NIFT, New Delhi

ABHIJIT KUMAR
Artist & Sculptor, Jaipur

NITA THAKORE
Alumnus MSU, Vadodara.
PG Diploma (Textile Art), Goldsmiths College of Arts, University of London. A

RAHUL TAK
MBA, Interior Designer, Arpan Interiors, Jaipur

DR SUDHIR SONI
Senior Faculty Design Communication Journalism

SURENDRA SINGH
Enamal Artist

VENUS KUMAR
Artist & Interior Designer, Jaipur

SANGEETA SHROFF
Former Director IICD, Alumnus NID Ahmedabad

VERMONT SHEPPARD
Interior Designer, Canada Fashion and Kite Designer

PAUL RYAN, EXTERNAL EXAMINEER, HND ART & DESIGN

PRAVIN PATEL
Interiors, Designer, Jaipur

ASSESSMENT VISITING FACULTY

ABHINAV JALANI
Gemologist, Jaipur

DINESH KORJAN
Alumnus NID, Ahmedabad
Studio Korjan, Ahmedabad

ANISH PURI
Apparel Export Consultant
New Delhi

GAURAV MATHUR
Sr. Architect & Educationist, Jaipur

ANJU SHARMA
Fashion Designer, Jaipur
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VERMONT SHEPPARD
Interior Designer, Canada Fashion and Kite Designer
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.

Ali Molay
Israel Furniture Designer, settled in Jaipur
He runs his Furniture manufacturing export company Khadi Design producing furniture under the brand name of ‘91 Degrees’. He is deeply involved in the field of Interior Design.

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.

Alon Molay
Israeli Furniture Designer, 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
Founder and Chief Inspiration Officer (CIO), YUVA Unstoppable
He is the former Chairman of the Youth Wing of the Gujarat Chamber of Commerce and Industries (GCCI). He is also the former Executive President of the Times of India Foundation (Nov 2010 - Nov 2011). He holds an MBA in Leadership and Management from the Yale School of Management, New Haven, Connecticut.

Anurag Singhal
Store Planner, Visual Merchandiser
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.

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

Anupama Bose
Textile Designer
Anupama Bose has a deep understanding of the Indian Textile industry and has been instrumental in promoting Indian Textiles both domestically and internationally.

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Ashok Goyal
Craft Product Designer
Ashok Goyal has a vast experience in the field of Craft Product Designing and has been instrumental in promoting and preserving traditional crafts.

Archana Ahuja
Ahuja Overseas
Archana Ahuja is a well-known fashion designer with a strong focus on sustainable and ethical fashion practices.

Aruncan Singh
Fashion Designer
Aruncan Singh is a renowned fashion designer known for his unique and creative designs.

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Bharti. He served as a Bureau Chief at various places like Kokulta and Chandigarh and is currently serving as Bureau Chief, Rajasthan for the Lokmat Group of Newspapers.

Arun Kumar H G
Artist, Sculptor and Toy Designer, Gurgaon
A Masters in Fine Arts, from MS University, Baroda, he is one of the 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 leaning towards the Neo-Pop Movement.

J C Toshniwal
Director, Bestronica, 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 “Vanspruth”, published from Jaipur. He has published a book called “Atmasandhan” very recently.

Kiran Gera
Managing Director at Network Turnkeys Pvt Ltd.
A very well known name in the Interior Design field, her works reflect aesthetic sensibilities, sensitively and style. She is the former Chairperson of the Institute of Indian Interior Designers, Delhi Regional Chapter (IIID-DRC).

Manish Jain
Co-Founder & Coordinator of Shikshantar Swaraj University
A multi faceted industrialist and a senior Rotarian, he is deeply involved in spiritualism and is the co-editor of a spiritual monthly magazine “Vanspruth”, published from Jaipur. He has published a book called “Atmasandhan” very recently.

Lipika Sud
Principal Interior Designer
A multi faceted industrialist and a senior Rotarian, he is deeply involved in spiritualism and is the co-editor of a spiritual monthly magazine “Vanspruth”, published from Jaipur. He has published a book called “Atmasandhan” very recently.

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 Sharmilla Tagore etc.

Naren Bakshe
Indian - American serial entrepreneur & angel investor
With a BSc in Mechanical Engineering from Birla Institute of Technology in Ranchi, India; he holds an M.S. in Industrial Engineering (1988) and an M.B.A. in Finance and Marketing (1989) from the University of California, Berkeley.

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 designing, for a cause by encouraging craftsmanship and sustainability.

Rahul Rajmuthri
Chief - Merchandising, Pantaloon Retail India Ltd., Mumbai
With more than 15 years of work experience in Retail, he has worked in all the critical functions of retailing which included 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.

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, constitutional matters and civil & criminal cases in the Rajasthan High Court, Jaipur Bench, Jaipur.

Rajesh Jain
Director Livelihoods, Swadesh Foundation, Mumbai
He is a Geologist by training and a Development Professional.
with more than 20 years of experience towards Managing Livelihoods projects, both as a Donor as well as a Implementer. He has worked on various Government Projects as Director of Jaipur Jewellery Artisans Development Project (JADE) supported by The SEEP Network, USA.

He has also been the Secretary and Project Coordinator at the IICD.

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.

Ritu Primplani
Environmentalist and Ashoka Fellow.
She is the founder of Thimmakka’s Resources for Environmental Education. She brings 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.

Sanjay Kothari
Architect
He is the Former Chairperson, IIID (Institute of Indian Interior Designers) Jaipur Chapter.

Widely awarded for his work, Mr. Sanjay Kothari is the creator and designer of the ARCH Academy of Design Campus.

Vikram Joshi
Textile Technologist
Owner, Rangotri Exports
Trained as a textile technologist, he started his career with the Handicraft Board to document the traditional hand block printing craft in India, particularly Rajasthan and around.

His company Rangotri started in Sanganer in 1995, produces unique hand crafted textiles and home furnishings & exports to over 25 countries around the world. Rangotri has also been awarded a membership in the International Trade Council, Brussels.

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

Archana Surana
Architectural Designer and Dean, ARCH
Archana received the FICCI YUVA ICON AWARD 2011 from Former President and Bharat Ratna Dr. A.P.J. Abdul Kalam

Hon’ble Minister of Tourism Ms. Bina Banga released ARCH Prospectus 2011

Animal Activist, Anthony ‘Ace’ Bourke, of ‘Christian, the Lion’ fame, at Arch to spread awareness on Animal Protection

International Celebrities, Renowned personalities, Academicians etc. have associated with us time and again bestowing their love & affection on ARCH

US Charge d' affaires Ambassador Kathleen Stephens at ARCH for a roundtable on Women Empowerment.

Kripa Bach archiving Backstitch 2002 issue at ARCH

Archana Surana acknowledging Backstitch 2010 issue at ARCH

Archana Surana with Mentor, Media icon Geraldine Laybourne, Founder & Former Chairman & CEO, Oxygen Media

Shree Krishna with Media icon Geraldine Laybourne, Founder & Former Chairman & CEO, Oxygen Media

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Actor Neha Dhupia acknowledging Backstitch Mar'11 issue at ARCH
Actor Rajat Kapoor acknowledging Backstitch Mar'11 issue at ARCH
Actor Parineeti Chopra & Arjun Kapoor showing off their hands adorned with rings designed by the students of ARCH
Princess Diya Kumari of the Jaipur Royal Family addressing the students at a Rotary event
Amitabh Shah, Founder and Chief Inspiration Officer (CIO), YUVA Unstoppable interacting with the students of ARCH
Actor Anushka Sharma appreciating the work of Fashion Design students at ARCH
US Charge d'affaires Ambassador Kathleen Stephens at ARCH with some of the participants of the Round Table discussion on Women Empowerment
Mr. & Ms. Fresher and Runners Up during Freshers Party 2014 at ARCH Campus.
Students awarded in Photography and Clothing Design Competition at the India for Animals Conference organised by FIAPO & ARCH
Ms. Menaka Gandhi, Union Cabinet Minister for Women & Child Development in the Govt. of India and staunch Animal Activist at the ARCH Display space during the India For Animals Conference organised by FIAPO
ARCH in collaboration with WWF organised the 41st India Interior Design Day celebrations at ARCH on 21st Dec 2013 where Interior Design Students from various institutes, colleges and universities participated in Design Exhibitions, panel discussions, interaction with the experts and a Design Competition
Ms. Kathleen Stephens interacting with the students ROTARY District Interact Assembly annual event Kaledoscope hosted by ARCH Academy of Design.
ARCH in collaboration with SWAY organised the 41st India Interior Design Day celebrations at ARCH on 21st Dec 2013 where Interior Design Students from various institutes, colleges and universities participated in Design Exhibitions, panel discussions, interaction with the experts and a Design Competition
Mr & Mrs. Verne and Students up during Fresher Party 2014 at ARCH Campus.
Princess Diya Kumari of the Jaipur Royal Family addressing the students at a Rotary event
Actor Anushka Sharma appreciating the work of Fashion Design students at ARCH
Terrence Lewis unveiling AIEED 2013 Poster at ARCH
Ms. Kathleen Stephens interacting with the students ROTARY District Interact Assembly annual event Kaledoscope hosted by ARCH Academy of Design.
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Arch Director Mr. Richa Toshniwal with Arch Director and Faculty.

At the Alumni Meet - Arch Alumni with Arch Director and Faculty.

Ravindra Upadhyay performed during Independence Day Celebrations.

Arch Director Mr. Richa Toshniwal.

Colour Competition at Arch.

Super Model & actor Aanchal Kumar in a Priyanka Chaudhary outfit at Arch Graduate Fashion Show 'GABA'.

ARCH students in flood at Mood Indigo Festival, IIT Bombay.

Film star Neha Dhupia with students on her visit to Arch.

Film star Neha Dhupia with students at the Arch Alumni Meet.

Next year's Arch alumni with students at the Arch Alumni Meet.

Independence Day at ARCH. Arch won a 3rd prize in the 'Trashion Competition' at Mood Indigo, IIT Bombay.

Film star Neha Dhupia with students at Mood Indigo Festival, IIT Bombay.

Film star Neha Dhupia with students at the Arch Alumni Meet.

Foundation day Celebrations - Performance by famous Bollywood singer Harmeeta Kaur.

Street Play performed during IIID Celebrations Fashion Show at the MGF Mall.

At the end of the "Creating from Waste" workshop at Arch conducted by Mansi Jadhav & Vaibhavkumar Yem Ladihar.

ARCH students in fun mood at the Mood Indigo Festival, IIT Bombay.

Neha Dhupia with students on her visit to Arch.

Arch alumni with students at the Arch Alumni Meet.
ARCH Academy of Design conducts AIEED (All India Entrance Examination for Design) for Undergraduate (4yr) & Postgraduate (2yr) programmes. For the convenience of prospective applicants, the Exam is conducted in two modes – Online and Offline (Centre Based). Both versions of the exam test the aesthetic sense, creativity & design sensitivity of students seeking fulfilling careers in the various fields of design. It also tests the logical reasoning & problem solving aptitude of the student. ARCH invites applications for AIEED ’15 towards its UG & PG programmes for Academic year 2015.

### PROGRAMMES OFFERED

**UNDERGRADUATE (UG) LEVEL PROGRAMMES**
- Fashion Design - 30 SEATS
- Interior Design - 30 SEATS
- Graphic Design - 15 SEATS
- Jewellery Design - 30 SEATS
- Craft Product Design - 15 SEATS
- Design Management - 15 SEATS
- BVA (Bachelor in Visual Arts) - 24 SEATS

**POST GRADUATE (PG) LEVEL PROGRAMES**
- Fashion Design (Diploma/M.Sc) - 40 SEATS
- Garment Production Export Management (GPEM) - 20 SEATS
- Interior Design (Diploma/M.Sc) - 40 SEATS
- Jewellery Design - 20 SEATS
- Lifestyle Accessories Design - 20 SEATS
- Design Communication - 20 SEATS
- Strategic Design Management - 20 SEATS
- Strategic Management & Leadership - 20 SEATS

### ELIGIBILITY CRITERIA:

**UNDERGRADUATE PROGRAMMES (DURATION: 4 YRS)**
- Students Appeared for/Cleared Class 10+2 (CBSE/ICSE/IB/State Board/NIOS or equivalent as per UGC Guidelines) are eligible to write AIEED Exam. Only these 10+2 Appearing or Cleared applicants are eligible for the UOR/KSOU University degree component of the programme. For Interior Design NATA Score or AIEEE Rank is valid.
- As per Pearson-Edexcel norms, all students 16 years and above are eligible for the International Undergraduate level course and can therefore, also apply. These aspirants have the incredible opportunity of still culminating their studies with a ‘Top Up’ degree in 1 year from any of the Pearson Edexcel listed Universities around the world after having finished the Pearson Edexcel BTEC Level 7 programme at ARCH.
- Class 10+1 Students can also write AIEED 2015-16. Qualifying students will be eligible for direct admission in Academic yr 2016 after clearing the interview.

**POSTGRADUATE PROGRAMMES (DURATION: 2 YRS)**
- 12th pass or above/ Graduates Students in any discipline from a recognized university can apply for this programme.
- Additionally, as per Pearson-Edexcel guidelines, all students 19 years and above are eligible Strategic Management & Leadership Programme & Design Management Programmes. Here no other previous learning achievements are considered as requirements for admission. These aspirants have the incredible opportunity of still culminating their studies with a ‘Top Up’ MBA degree in 6 months from any of the Pearson Edexcel listed Universities around the world after having finished the Pearson Edexcel BTEC Level 7 programme at ARCH.
- MBA aspirants can apply for Strategic Design Management and Strategic Management & Leadership with their recent CAT/MAT scores. They have to clear the AIEED exam and the Interview and submit their Statement of Purpose (SOP) prior to the Interview.

### ADMISSION CALENDAR 2015
AIEED Exam is conducted in two phases: SERIES 1 & SERIES 2. Currently, Admission is announced for SERIES 1 only.

The SERIES 2 Calendar may be announced at a later date on the Website, and will be entirely subject to the number of seats left available.

### FORMAT OF THE EXAM
- Online Exam
- Centre based Exam (Offline)

### STRUCTURE OF AIEED EXAM: MAX DURATION – 3 HRS 15 MINUTE

<table>
<thead>
<tr>
<th>TYPE OF PAPER</th>
<th>TESTING PARAMETERS</th>
<th>NO OF Q’S</th>
<th>Total marks</th>
</tr>
</thead>
<tbody>
<tr>
<td>AIEED (CAT + GAT) CREATIVE ABILITY TEST + GENERAL ABILITY TEST</td>
<td>To assess design sensitivity, problem solving, creative skills logical reasoning &amp; awareness on global issues</td>
<td>30 to 40</td>
<td>200</td>
</tr>
</tbody>
</table>

*You can write Exams in the Online format or the Offline format. Question papers are Bilingual - Hindi & English. The Offline Exam can be answered in either language. The Online Exam needs to be answered in English only (although the questions can be read in Hindi too)
ADMISSION GUIDELINES

IMPORTANT DATES

<table>
<thead>
<tr>
<th>HOW TO APPLY THE APPLICATION FORM - All Parts</th>
</tr>
</thead>
<tbody>
<tr>
<td>The application is available for INR 1500/- only. Please use one of the following options.</td>
</tr>
<tr>
<td>a. Purchase prospectus from ARCH Academy of Design Centre, Malviya Nagar, Jaipur either by Cash or DD drawn in favor of “Arch Educational Society” payable at Jaipur, &amp; fill and submit the Form included in the package.</td>
</tr>
<tr>
<td>b. Purchase prospectus from selected BOI Branches by Cash (list available on website) &amp; fill and submit the Form included in the package.</td>
</tr>
<tr>
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</tr>
<tr>
<td>The decision to grant or disallow <a href="mailto:admission@archedu.org">admission@archedu.org</a>.</td>
</tr>
<tr>
<td>The candidate's choice of dates) &amp; will be notified to the candidate.</td>
</tr>
<tr>
<td>Candidates will not be allowed to change the mode of examination after the form is submitted without VALID reasons which are required to be sent in a request in writing, at a minimum of 15 days before the exam, to <a href="mailto:admission@archedu.org">admission@archedu.org</a>. The decision to grant or disallow the request is entirely in the hands of ARCH management and if accepted, will be intimated to the candidate by mail only.</td>
</tr>
</tbody>
</table>

CHOICE OF EXAM MODE

For the convenience of prospective applicants, the Exam is conducted in two modes – Online and Offline (Centre Based).

• If a Candidate prefers taking an Online Exam, they are free to choose three ONLINE examination dates & Time Slots in order of preference from the options listed below -
  - DATES 01 April 2015 to 15 June 2015 (SERIES 1)
  - DATES 01 April 2015 to 15 June 2015 (SERIES 2)
  - TIME SLOTs Available: (10:00 am to 1:00 pm) (2:00 pm to 5:00 pm) (6:00 pm to 9:00 pm)

• ONE Final Date & Time Slot will be allotted by the Academy (from the candidate's choice of dates) & will be notified to the candidate.
• If a Candidate prefers giving the AIEED Offline (Centre Based) examination they can choose to write the offline exam from any of the following 13 cities across India:
  - Jaipur | Jodhpur | Kota | Udaipur | Delhi | Lucknow | Mumbai | Indore | Ahmedabad | Guwahati | Kolkata | Patna | Ranchi

• The applicant can make a choice of any 3 exam centers in order of preference from the above list.
• One will be allotted to him/ her and can only be changed once (to any one of the other choices submitted earlier), if the applicant puts in a written request with a VALID reason for the change, at least 15 days before the exam date,..
• Late requests will not be entertained and the date then will be stand cancelled.

ADMIT CARD

• Admit Cards would be available online 7 Days prior to both the exams.
• A link will be sent on the candidate’s mobile number 7 days prior to the examination. They are required to download the admit card from it by putting a valid control number and password.

PAYMENT

Choose the mode of payment from the following options.

FOr FOREIGN NATIONALS/NRI

A Demand Draft of USD 75 in favor of ARCH Educational Society, Jaipur at Plot No 9, Govind Nagar, Malviya Nagar Institutional Area, Malviya Nagar, Jaipur-302019.

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COMMON INFORMATION / INSTRUCTIONS

For the convenience of prospective applicants, the Exam is conducted in two modes – Online and Offline (Centre Based).

Your candidature for this exam is provisional and subject to fulfilling the prescribed age, educational qualifications and other conditions, as specified in the advertisement/prospectus, and will be subjected to detailed scrutiny at later stage.

EXAM - ONLINE MODE

Students can write the Online Exam from either home or cyber cafés.

MINIMUM TECHNICAL REQUIREMENTS

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

1. Desktop- PC/ Laptop: with Processor 733 MHZ or higher
2. 100 MB hard disk space
3. 256 MB RAM minimum
4. Monitor Resolution (1024 X 768) PIXELS

The Demand draft mentioning your name and phone number at the back, drawn in favor of “Arch Educational Society” payable at Jaipur, is to be sent to ARCH Academy of Design, Plot No 9, Govind Nagar, Malviya Nagar, Jaipur 302019.

The application is available for INR 1500/- only. Please use one of the following options.

a. Purchase prospectus from ARCH Academy of Design Centre, Malviya Nagar, Jaipur either by Cash or DD drawn in favor of “Arch Educational Society” payable at Jaipur, & fill and submit the Form included in the package.

b. Purchase prospectus from selected BOI Branches by Cash (list available on website) & fill and submit the Form included in the package.

OR Visit ARCH website home page (www.archedu.org/www.aieed.com) & fill and submit the Form included in the package.

The decision to grant or disallow admission@archedu.org. The candidate's choice of dates) & will be notified to the candidate. Candidates will not be allowed to change the mode of examination after the form is submitted without VALID reasons which are required to be sent in a request in writing, at a minimum of 15 days before the exam, to admission@archedu.org. The decision to grant or disallow the request is entirely in the hands of ARCH management and if accepted, will be intimated to the candidate by mail only.

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Candidates will not be allowed to change the mode of examination after the form is submitted without VALID reasons which are required to be sent in a request in writing, at a minimum of 15 days before the exam, to admission@archedu.org. The decision to grant or disallow the request is entirely in the hands of ARCH management and if accepted, will be intimated to the candidate by mail only.

For OFFLINE APPLICATION

With the application form you are required to attach 2 photograph of self and copies of mark sheets of 10th, 12th or past qualification. Candidates appearing for class 11th exam can also apply provisionally. Their score will be considered for Academic year 2016.

Keep ready One scanned photograph of self and scanned copies of mark sheets of 10th, 12th or past qualification. Candidates need to upload these details in the application form. Candidates appearing for class 11th exam can also apply provisionally. Their score will be considered for Academic year 2016.

With the application form you are required to attach 2 photograph of self and copies of mark sheets of 10th, 12th or past qualification. Candidates appearing for class 11th exam can also apply provisionally. Their score will be considered for Academic year 2016.
ADMISSION GUIDELINES

Requirements:

1. The applicants would be allowed entry only with an attested Photo Id proof.
2. If a student fails to write the exam on the approved date, his slot will be cancelled. If this is due to unavoidable reasons or power failure, an application mentioning this should be sent to admission@archedu.org with their details (Name, Phone no. & question no).
3. If students face difficulty in uploading heavy images because of internet speed, they can email the pictures on admission@archedu.org.
4. In case of any technical glitches like power cuts, internet connectivity failure, server problems, etc., the candidate is expected to use a backup facility and upload the work done for examination. In case you use laptop, please make sure your desktop computer is connected to an Uninterrupted Power Supply (UPS) System during the examination. In case you use laptop, please make sure your desktop computer is connected to a power supply.
5. The student will be notified of the result of the examination by a call letter which will be sent both via email and hard copy. Selected students will be screened in an interview (on the date chosen in the application form by the student).
6. Please Note:
   - 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 0141-4060500/09414070678 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.
   - If students face difficulty in uploading heavy images because of internet speed, they can email the pictures on admission@archedu.org.
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Selection Criteria:

The selection of candidate is strictly merit based.

The cumulative performance in all parameters mentioned below will be considered for the final selection of candidates.

- Performance in past education field
- AIEED exam result (NATA/CAT/NMAT/AIEEE score in the respective courses - will be considered too)
- Performance in Interviews & Counselling + Portfolio

Personal Interview & Counselling

Interviews & Counselling would be scheduled at the AIEED Campus, Jaipur, for candidates who pass the AIEED exam. It is advisable to arrive 15 minutes before the time specified in the call letter for the final selection. Candidates failing to appear for an Interview & Counselling session would not be considered for admission and their applications would be cancelled.

Rescheduling of Interviews & Counselling in rare cases would be considered only if the candidate submits an application 1 week ahead of date. However, the reason of absence clearly. Please write at admission@archedu.org.

Requirements: The candidate needs to bring all the following attested documents at the time of interview - the documents will be cross checked and the result of the interview will be announced on the same day:

- Mark sheets of 10th, 12th (original & attested photo copy)
- A passport size Photograph
- If result is awaited, then the admission will be considered provisional and candidates would be required to produce the mark sheet by July to confirm the admission
- An attested migration and transfer certificate
- SC/ST, Others (Physically Challenged, NRI, Defense, Artisans) should submit an attested proof.
- Medical Fitness Certificate
- Portfolio at the time of interview. (A Portfolio reflects on the candidates interests & abilities and is a collection of any previous creative work done by the candidate in the form of illustrations, sketches, photographs, essays, prose, films etc)

Start of Session:

The session will start in the 4th week of July.

ADDITIONAL INFORMATION

Scholarship Scheme:

- Scholarship will be given to the students on the basis of following criteria: AIEED result, Performance in past qualification, Interview + Portfolio, Income of the family, Ward of a single parent.
- Scholarship will be awarded on first come first served basis. Once all the scholarships are claimed, further students would not be considered for the same, even if they fulfill all the requirements.

Bank Loans:

Students can apply for a bank loan for the degree courses from any of the recognized bank and HDCC Credilla provides Bank Loan on Pearson Edeksel Courses. Kindly visit: http://www.credilla.com/apply_for_loan_pearson.html for more information.

Counselling:

For any query or confusion, students are free to contact the admission department from Monday to Saturday (10 am to 5 pm) on numbers 0141-4060500/02/03, 9414070678. The student can also email at admission@archedu.org.
ADMISSION GUIDELINES

SHORT TERM COURSES
The Application form for Short Term Courses, are available Online for download as a PDF or at the ARCH, Jaipur Campus for INR 500. Payments can be made by DD or Cash (if application form is bought at the Campus).

• Students applying are required to submit/ send the completed Form/ printout with 2 photographs of self, mark sheets of past qualifications and attested copies of mark sheets to ARCH Academy of Design, Plot No 9, Govind Marg, Malviya Nagar, Jaipur 302019.

• The Demand draft should mention your name and phone number at the back, and should be drawn in favor of “Arch Educational Society” payable at Jaipur. For details & List of courses, please visit our website www.archedu.org.

COUNSELLING
For any query or confusion, students are free to contact the admission department from Monday to Saturday (10 am to 5 pm) on numbers 0141-4065000/02/3, 9414070768. The student can also email at admission@archedu.org

TERMS & CONDITIONS
Admission fees have to be deposited timely to confirm admission with the Arch Academy of Design. The fees are non refundable under all circumstances. The final admission of the candidate will be considered only if he/she fulfills all the mentioned eligibility criteria. Default in producing all required & relevant documents at the time of admission will result in cancellation of admission.

• Selected candidates, eligible for admission will be required to attend the counselling/ interview session at the ARCH Campus, at their own expense, on the scheduled date and time (displayed on AIEED website www.aieed.com or www.archedu.org)

• 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 counseling. All these documents need to be attested by a Grade 1 Gazetted Officer.

• If the candidate is absent on the date and time specified for the interview session or does not deposit the fee through Demand Draft, his candidature will be cancelled and the next candidate in the order of merit will be considered.

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

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• The ARCH Academy of Design, as an Academic Institution will hold the sole ownership of the Intellectual Property Rights in perpetuity, to all work evolved and achieved by any student of ARCH over the period of time that they are enrolled for the course as students of the institution. This includes ownership of all rights of use as well as complete ownership of physical Prototypes, Documentation, Presentations, Papers, Portfolios, Research material etc. evolved in the classroom as well as on projects and internships. Students may make a duplicate set of all material for their reference and may claim authorship of such work in any forum or media, only as a present or former student of ARCH, and only with clear & due acknowledgment to the institution.

• All students admitted to the Arch Academy of Design are required to have valid passports/ get valid passports ready, within the first six months of joining the institution. The management requests all old & new students who do not have a passports or have a passport near expiry, to have them made/ renewed respectively.

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

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

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• As per the UGC guidelines for anti-ragging, Arch safeguards student’s exploitation at the hands of their seniors. Any student found guilty of ragging would be punished severely and can also be terminated from the programme.

• Sexual Harassment & Smocking is strictly prohibited in the Campus.

• The ARCH Academy of Design, as an Academic Institution will hold the sole ownership of the Intellectual Property Rights in perpetuity, to all work evolved and achieved by any student of ARCH over the period of time that they are enrolled for the course as students of the institution. This includes ownership of all rights of use as well as complete ownership of physical Prototypes, Documentation, Presentations, Papers, Portfolios, Research material etc. evolved in the classroom as well as on projects and internships. Students...
THE MEDITATION - ANAPANA

Vipassanā in the Buddhist tradition means insight into the true nature of reality. Vipassana is a form of meditation that uses mindfulness of breathing (Anapana), combined with the contemplation of impermanence, to gain insight into the true nature of reality. It teaches to see things as they are.

It is not an organized religion, and is open to students of any faith, nationality, color or background. It is the ethical and social path that derives from an exploration of nature within the framework of one's own mind and body.

MINDFULNESS OF BREATHING

Mindfulness of breathing is described as going into the forest and sitting beneath a tree and then to simply watch the breath. If the breath is long, to notice that the breath is long, if the breath is short, to notice that the breath is short. By observing the breath one becomes aware of the perpetual changes involved in breathing and the arising and passing away of mindfulness. Vipassanā can be cultivated by the practice that includes contemplation, introspection and observation of bodily sensations, analytic meditation and observations on life experiences.

BENEFITS OF THE PRACTICE

At Arch, students start their day with this concentrative meditation which focuses on breath. Called "Anapana" (i.e. awareness of respiration) this involves continuous observation of the natural flow of incoming and outgoing breath. Gradually the mind develops concentration on this natural activity and learns to exercise greater control over itself. The next step called development of "pana" (i.e. wisdom) by observing silence for some minutes. The ethical, restrained atmosphere and the concentrative background round the year every morning at the academy in noble silence provides the students with an intense, profound life-transforming experience.

Since Vipassana focuses on absolute interconnectedness between mind and body, it calms the senses and facilitates better thinking, limitless creativity, originality, and a feeling of liberation. The consciousness acquired by students after knowing their mind and body makes them design better, create without stress and develop their ideas with passion.

Students have gained energy, greater tolerance & calmness & control over their life and work.

- Anapana for greater control over mind is helpful in handling harmful impulses and wishes.
- It reduces the severity of depressive symptoms of the individuals practicing even for first time.
- The value system fostered by Vipassana has therapeutic ingredients especially corrective influence over any disturbances.

Students at the daily early morning Anapana session.