ARCH
Design • Business • Research
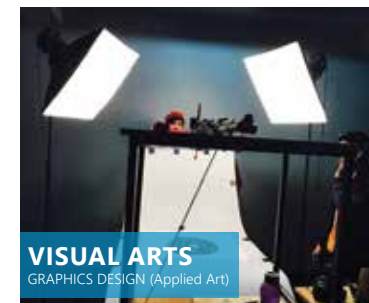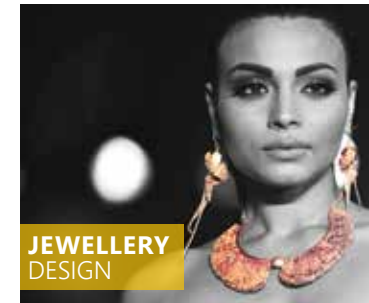
BACHELOR OF DESIGN (B.Des)
Affiliated to University of Rajasthan

19 Glorious years in Design Education

FASHION DESIGN

INTERIOR DESIGN

JEWELLERY DESIGN

CRAFT & ACCESSORY DESIGN

VISUAL ARTS GRAPHICS DESIGN (Applied Art)

B.B.A BACHELORS OF BUSINESS ADMINISTRATION

INDEX

#ADESIGN**THINKER**

ARCH PERSPECTIVE

From the Director's Desk

Archana Surana
Founder & Director

ARCH has been at the nucleus of innovative design-centric interactions and activities since its inception in 2000. We are an 19-year-old institution, and we take pride in our community of problem–solvers and thought leaders; prolific minds who made us what we are today. Our emphasis is not only on the quality of education but also on the development of necessary skills and the integration of entrepreneurship in our curriculum. The ARCH ecosystem provides its inhabitants with the freedom to experiment, to challenge, to debate, to think differently, while creating design professionals of the future, with the awareness to contribute towards society in a meaningful way.

We are confident that your time at ARCH will be enjoyable and rewarding, providing you with knowledge and experience that will prove hugely beneficial in your future academic, personal and professional developement. We also wish you a wonderful and creative journey and student life at ARCH.

AFFILIATION

UNIVERSITY OF RAJASTHAN

ARCH is the first in Rajasthan to introduce a Bachelor of Design (B.Des) affiliated with the University of Rajasthan, a public and state university in Rajasthan.

The University of Rajasthan (UoR), is a NAAC Accredited University and is the oldest and largest institution of higher learning in Rajasthan (in terms of enrollments). Founded on January 8th, 1947, the University currently operates 37 PhD, 20 M.Phil., 48 Master's Degree and 14 Bachelor's degree courses.

UGC has recognised the University of Rajasthan amongst the top 15 Indian Universities with Potential for Excellence (UPE) in 2012.

ARCH offers six Undergraduate (UG) programmes affiliated to University of Rajasthan. The UG degrees offered at ARCH include:

- **Bachelor of Design (B.Des)**, which is four years in duration. This degree is formally named as **Bachelor of Design** and offers specialisations in:
    1. Fashion Design
    2. Interior Design
    3. Jewellery Design
    4. Craft and Accessory Design

- **Bachelor of Visual Arts (B.V.A)**, which is four years in duration. This degree offers a specialisation in:
    Applied Arts (Graphic Design)

- **Bachelor of Business Administration (B.B.A),** which is three years in duration. This degree offers focus in Business studies.

BACHELOR OF DESIGN

The Bachelor of Design at ARCH offers four specialisations (disciplines) in design:

1. Fashion Design
2. Interior Design
3. Jewellery Design
4. Craft and Accessory Design

The Industrial Design discipline in the classical avtar covers a range of design activities such as Jewellery Design, Fashion Design, Craft and Accessory Design, Interior Design, and Design Communication. In the 21st Century, we choose to redefine these Industrial Design subsets as Human Centered Design, Universal Design, Design for Sustainabillty, Health care Design, Design for Societal Needs, Heritage Design and Wayfinding Design. Our design programmes stresses on the specific role of a designer - that of being empathetic for and only about the user and the users' needs and the environment. The students are taught critical thinking and the design process to become effective end innovative problem solvers for companies, the community and the consumers.

A range of domains such as nature and form studies, gestalt, semiotics, human factors and ergonomics, materials and processes and systems design will form an array of learning modules through studio tasks, real life projects and workshop projects individually as well as in teams. Students typically start projects by developing ideas and concepts from sketches, to making models and finally working prototypes which are tested in the real world. Our Industrial Design graduates are prepared to make a real difference in the world of design as entrepreneurs, employees of design firms. Many will also form venture capital firms and some will also set up unique manufacturing hubs.

The pedagogy consists of a combination of design skills, related theory, material and manufacturing science, social knowledge, communication skills and management principles. Learning is through classroom projects and assignments, as well as exposure to industry via visits, industry immersion for several weeks and working on live projects with faculty and outside design experts.

The design programme begins with a common foundation year where all students are taught basic skills in design thinking and aesthetics, sensitising their minds to the world around them, which includes on and off campus assignments for essential learning such as sketching, photography, colour, perception, elements and principles of design, model making, workshop projects, presentation, history of design and a variety of topics from philosophy to social anthropology.

Study Criteria

• The entrance qualification for the course is the passing of the +2 or equivalent examination with minimum 48% marks.

• Total duration of the undergraduate course is of 4 years which includes 1 year of foundation course.

• Candidates have to choose their specialisation subject while applying for the foundation course.

• Group discussions, seminars, workshop, exhibitions, study tour, visit to museum, galleries, industry visits are compulsory.

• The study tour is compulsory for all students and they have to deposit additional fee for the tour. Additional In-tour expenses will have to be borne by the students.

Scheme of Examination

Scheme of examination is annual; the minimum marks required to pass the examination are 36% for theory and 40% for practicals. Candidates securing 75% and above marks will be placed in Distinction. 60% to 74% 1st Division. below 60% 2nd and below 50% pass. The division will be calculated at the final year examination of the specialisation course aggregating the marks of all the four years' examination.

• If the candidate fails to pass the English, Hindi, Environmental Studies and Elementary Computer application papers of the foundation course, they shall be promoted to the next year provisionally but these papers must be cleared by the end of B.Des final year examination. A student has to pass in all the subjects & complete the course within a maximum period of seven years failing which the student will have to re-do the entire B.Des programme again from the beginning.

• No student will be allowed to proceed to the next class unless he/she passes the practical examination prescribed for the year.

• Each student shall be required to attend minimum 75% lectures & practicals held during each year of the course of study.

• Seat reservations are as per university rules.

• Students have to purchase their own laptop, drawing board, art materials and tools.

FASHION

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 an 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.

India is today recognised as one of the best sourcing destinations for garments, textiles, accessories and finish: it provides a perfect blend of fashion, designs, quality, patterns, textures, colors and finish.

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 and recognition. According to the National Skill Development Corporation, the availability of designing and merchandising skills would be crucial for increasing share in export markets and tapping the potential in new markets.

B.Des Fashion Design

Affiliated to University of Rajasthan

CONTENT

Focusing primarily on fashion, fashion history and context, the overall content emphasises the appreciation of context and meaning in design, whilst providing concepts of fashion evolution and design adaptation. The content in the programme includes theoretical and practical design aspects; the emphasis is placed on research and critical thinking, introducing students to the body of knowledge that supports achievement within a higher education learning environment.

Learners are encouraged to record and analyse the key drivers which influence fashion globally, including ecological, environmental, ethical, technological and aesthetic factors.

Students learn about historical and contemporary artists and designers and prepare presentations illustrating how this work inspires and influences current fashion, lifestyle and culture. They 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.

Establishing individuality in generating concepts, developing design ideas and creating a personal visual language is fundamental to successfully achieving required 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

CURRICULUM

YEAR 1
Introduction To Fashion Design

First year supports students in gaining fundamental knowledge and skills in design.

Additional Stream Specific Foundation Inputs from 2nd Semester onwards.

English Communication, General Hindi, Environmental Studies, Elementary Computer Applications, History of Art & Design, Fundamental of Design, Visualisation & Drawing Techniques, Material Studies, Design Principles, Design Method.

YEAR 2
Building On Foundational Skills in Apparels

Second year builds upon students' knowledge and skills in Fashion & Textile design.

Fashion and Textiles Materials Understanding-I, Fashion Merchandising, Apparel Manufacturing Technology, Fashion and Textiles Materials Understanding-II, Garment Construction techniques, Pattern Drafting in Fashion (Kids & Women), Fashion Illustration, CAD / CAM in Fashion Design, Design Project - Women's wear/Kids wear, Industry Exposure.

YEAR 3
Collaborative & Research Oriented Projects

Third year includes ARCH curriculum which advances students' knowledge and skills in Design for the Fashion Industry.

Fashion Promotion and Marketing, Fashion Forecasting, Pattern Construction in Fashion (Indian wear & Draping), Design Project- Indian wear, Design Project- Men's wear, Design Project- Adaptive Clothing.

Optional Subjects: Product Photography, Fashion Accessory, Visual Merchandising, E-Commerce for Product Life Style (One to be chosen).

YEAR 4
Real Life Projects, Industry Exposure & Enterprise

Entrepreneurship, Brand Development, Advanced Design Studies (Final Collection), Design Portfolio, Sustainable Design (Eco Design, Social Cause, Green Marketing) Mentored by Industry, Professional Practice (Internship & Industry Mentored), Dissertation(Documentation & Visual Presentation, Practical Aspect), Industry Exposure.

ON COMPLETION, YOU WILL RECEIVE
- BACHELOR OF DESIGN DEGREE (B.Des) IN FASHION DESIGN FROM UoR
- ARCH DIPLOMA IN FASHION DESIGN

CAREERS

Fashion Designer with a Design Studio, Costume Designers, Export Houses, Retail and Fashion Houses, Independent Design Consultant, Creative Pattern Makers, Fashion Illustrators, Fashion Photographers, Fashion Editor, Fashion Journalist, Lifestyle Blogger, Critic, Trend & Forecast Analyst, Fashion Stylists & Coordinators, Brand Manager, Fashion Merchandisers, Automobile Interior Design, Quality Control Manager, Design Strategist with NGO's, Product Developers in Fashion, (engaging in design intervention and sustenance of traditional skills), Higher Education/Vocational skills Academician

Fashion Industry Market Size
Rs.22,300 crores by 2021

Indian Fashion Accessory Market
15,557 crores, growing at 18-19%

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.
- Understand the relationship between properties of fibres, fabrics and processing methods, garment construction and the need for economically efficient manufacturing costing.
- 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 as reference for contemporary fashion trends, and extend and apply skills in analysis forecasting.
- Be able to produce a capsule collection of finished garments.

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

INTERIOR

Industry Overview

Rapid urbanisation in big cities such as Delhi, Mumbai, Ahmedabad, Bangalore, Chennai, Kolkata, Hyderabad, Pune, has dramatically changed the Indian lifestyle, and with that, interior design. There is also significant growth in the income and socioeconomic status of many people in India, and this includes homeownership.

The housing and retail industries in India have emerged as 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.

B.Des Interior Design

Affiliated to University of Rajasthan

CONTENT

This Bachelor of Design degree programme balances creativity with sensitive, pragmatic design thinking. Our students are problem-solvers and researchers who design interior and spatial environments where people thrive.

Industry projects and placements, and field trips provide opportunities for students to connect classroom theory, including the perception of space and human interaction with built environments.

Students interact with industry mentors to research, develop and document large-scale projects from the initial concept to construction documentation. Practising architects, designers and other professionals are actively involved in the delivery of lectures and assignments to learners who 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.

All aspects of Design are addressed, and learners gain a thorough understanding of contemporary professional practice and 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.

INTERIOR DESIGN

CURRICULUM

YEAR 1
Foundation Skill Development

First year supports students in gaining fundamental knowledge and skills in design.

Additional Stream Specific Foundation Inputs from 2nd Semester onwards.

History of Art & Design, Fundamental of Design, Visualisation & Drawing Techniques, Material Studies, Design Principles, Design Method, English Communication, General Hindi, Environmental Studies, Elementary Computer Application.

YEAR 2
Professional Skill Development

Second year builds upon students' knowledge and skills in Interior Design.

Theory of Materials, Basic Construction, Basic Drawing & Drafting, Basic Construction, Interior Construction, Interior Design–I - Residential Design, Computer Aided Design (Auto CAD).

YEAR 3
Projects, Collaborative Projects & Research Oriented Year

Third year includes ARCH curriculum which advances students' knowledge and skills in Design for the Interior Industry.

Services, Estimation & Costing, Interior Design-II – Retail & Store Design, Commercial Model Making, Computer Aided Design – 3DS Max, Interior Design-III – Commercial Projects.

Optional Subjects: Product Photography, Fashion Accessory, Visual Merchandising, E-Commerce for Product Life Style (One to be chosen).

YEAR 4
Industry Exposure & Internship

Entrepreneurship, Brand Development, Sustainable Design (Eco Design, Social Cause & Environmental Design), Design Portfolio, Professional Practice (Internship & Industry Mentored), Dissertation.

ON COMPLETION, YOU WILL RECEIVE
- BACHELOR OF DESIGN DEGREE (B.Des) IN INTERIOR DESIGN FROM UoR
- ARCH DIPLOMA IN INTERIOR DESIGN

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, supermarkets, 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.

Interior Designing Industry has grown at a CAGR of around 8% from US$ 837 Million in 2017

LEARNING OUTCOMES

- Demonstrate critical thinking to identify, analyse, and solve interior architecture and design problems through completion of interior design studio projects.
- Apply creative and critical thinking to solve interior environment problems from a human-centred approach and apply this knowledge to design solutions.
- Demonstrate preparation for global design practice by incorporating cultural norms of user populations and applying that knowledge to design solutions that support globally diverse end users.
- Demonstrate effective visual, verbal, and written communication.
- Apply ethical and professional practices.
- Demonstrate social responsibility by designing sustainable interior environments that support indoor environmental quality and improve the quality of life for occupants.
- Engage in integrative professional design practice by contributing interior architecture and design expertise to collaborative design teams.

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

JEWELLERY

Industry Overview

The Indian gems and 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.

India is the largest consumer of gold jewellery in the world. It accounts for about 20% of world consumption. India dominates 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. Requirements will also be linked with the ability to interact and work with foreign clients.

The industry contributes more than 14% towards the total exports in India and provides employment to 1.3 million people directly and indirectly. The global market for gems and jewellery is over USD 100 billion with major contribution coming from India, Italy, China, Thailand and USA.

B.Des Jewellery Design

Affiliated to University of Rajasthan

CONTENT

The four year Bachelor of Design in Jewellery Design aims at integrating the finer aspects of design, technology, materials and processes with the various levels of production from precision-orientation to vendor-based manufacturing.

In this programme, learners attain a high-level of competence in the creative design 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.

Learners gain a thorough understanding of historical and contemporary professional practice through visiting galleries, shops, trade fairs, exhibitions, and high profile retail fairs. Guest speakers, practical workshops and visits to professional studios, workshops and appropriate industrial sites immensely help to contextualise practical studies.

Links are nurtured with practising jewellers and other craft practitioners, artists and designers to deliver assignments to learners and to provide work experience and workshops/ master classes. Assignments are vocationally relevant and exciting 'live projects' guided by real life industry briefs and representative mentorship from the industry, are brought into the classroom to support the contents of the programme.

JEWELLERY DESIGN

CURRICULUM

YEAR 1
Introduction To Jewellery Design

First year supports students in gaining fundamental knowledge and skills in design.

Additional Stream Specific Foundation Inputs from 2nd Semester onwards.

English Communication, General Hindi, Environmental Studies, Elementary Computer Application, History of Art & Design, Fundamental of Design, Visualisation & Drawing Techniques, Material Studies, Design Principles, Design Method.

YEAR 2
Building On Foundational Skills

Second year builds upon students' knowledge and skills in Jewellery Design.

Fundamental Theory of Jewellery Design and Context, Properties of 3D Materials, Jewellery Sketching, Rendering and Manufacturing, Jewellery Accessories & Body Adornment - Gold Jewellery Design Project, Project Design (Diamond Jewellery Design Project), Computer Aided Jewellery Design-(Coral Draw)

YEAR 3
Develop Skill Based Techniques And Application In Projects

Third year includes ARCH curriculum which advances students' knowledge and skills in Design for the Jewellery Industry.

Contemporary Enamelling, Jewellery Design Marketing, Product Design (Traditional Jewellery Kundan Meena), Design Project (Couture Jewellery), Specialist 3D Technology and Processes (Jewel CAD), Research Project (Fashion Jewellery).

Optional Subjects: Product Photography, Fashion Accessory, Visual Merchandising, E-Commerce for Product Life Style (One to be chosen).

YEAR 4
Real Life Situations Through Projects & Industry Exposure

Entrepreneurship, Brand Development, CAD Application for Jewellery Design (3D Design), Range Development- Personal Luxury Brand, Design Portfolio, Professional Practice (Internship & Industry Mentored), Dissertation (Documentation & Visual Presentation, Practical Aspect), Industry Exposure.

ON COMPLETION, YOU WILL RECEIVE

• BACHELOR OF DESIGN DEGREE (B.Des) IN JEWELLERY DESIGN FROM UoR

• ARCH DIPLOMA IN JEWELLERY DESIGN

CAREERS

The programme prepares students for careers as designers in the jewellery industry, product development managers, accessory designers, trend analyst, merchandisers, creative head, design manager, brand managers, production manager, store managers, sourcing managers, costume jewellery designers, jewellery blogger, stylists, bench jewellers and entrepreneurs.

LEARNING OUTCOMES

■ Understand the visual, tactile and decorative characteristics of jewellery materials.

■ Understand the factors & principles relevant to jewellery product design eg. concept, ergonomics, form, function, aesthetics, trends, end user, lifespan, materials, manufacturing methods, costings, level of finish, testing, sustainability.

■ Be able to respond to professional design requirements and to develop skills in planning and producing prototypes.

■ Understand the connections between design management and manufacturing.

■ Outline the personal and professional characteristics of successful jewellery work, including the special ethical considerations in this field.

■ Describe the distinctive characteristics of different jewellery-making materials, including gems and other stones, precious metals, alloys, and non-metallic materials.

■ Explain the principles governing the design and production of jewellery items.

The market size of the sector is about US$ 75 billion as of 2018 Estimated to reach US$ 100 billion by 2025

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

CRAFT & ACCESSORY

Industry Overview

INDUSTRY OVERVIEW

Product Design courses at ARCH range from crafts and accessories, to furniture. In the Indian product industry, there is a fine balance between the application of mechanisation and hand-crafted skills, the latter giving each produced artefact a unique quality and value. 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 and their needs and hence must be able to deliver appropriate design concepts and solutions.

Craft and accessories is a product industry which generates significant employment; products have an endless variety of uses. The product designers' role is not only designing but developing a strategy for developing the economy with new ranges of utility handmade and machine-made products suitable for contemporary lifestyles.

The course will challenge students to unfold the best way "Design" can create a socially responsible, ethical, sustainable and profitable outcome. The course caters to a three-fold approach of product, system and its user, making the whole learning approach more user-centric. Product designers conceptualise and evaluate ideas, to produce tangible inventions. A product designer's role is to combine science, art and technology to deliver user-friendly products. During the course, you will gain the professional skills to communicate your ideas with confidence to the industry.

B.Des CRAFT & ACCESSORY DESIGN

Affiliated to University of Rajasthan

CONTENT

The programme 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 craft and accessory 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 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 and processes, alongside the traditional methods used in craft.

CRAFT & ACCESSORY DESIGN

CURRICULUM

YEAR 1
Foundation Studies In Craft And Accessory Design

First year supports students in gaining fundamental knowledge and skills in design.

Additional Stream Specific Foundation Inputs from 2nd Semester onwards. English Communication, General Hindi, Environmental Studies, Elementary Computer Application.

History of Art & Design, Fundamental of Design, Visualisation & Drawing Techniques, Material Studies, Design Principles, Design Method.

YEAR 2
Developing Craft And Accessory Design Knowledge & Skills

Second year builds upon students' knowledge and skills in Craft & Accessory Design.

History of World Craft, History of Indian Craft, Terracotta Craft, Lac Craft, Fashion & Textile Material Understanding, Leather Craft, Computer Aided Design - Auto CAD.

YEAR 3
Specialised Projects And In-Depth Research

Third year includes ARCH curriculum which advances students' knowledge and skills in Design for the Handicraft Industry.

Professional Practice, Wood in Art & Design, Ceramic Design, Glass in Art & Design, Light Metal in Art & Design, Virtual Prototyping 3DS MAX.

Optional subjects: Product Photography, Fashion Accessory, Visual Merchandising, E-Commerce for Product Life Style.

YEAR 4
Real Life Situations Through Craft And Accessory & Industry Exposure

Brand development, Entrepreneurship, Range development-Personal Luxury Brand, Design Portfolio, Sustainable Design (Eco Design, Social Cause, Green Marketing) Mentored by Industry, Professional Practice (Internship & Industry Mentored), Dissertation (Documentation & Visual Presentation, Practical Aspect), Industry Exposure.

ON COMPLETION, YOU WILL RECEIVE

- BACHELOR OF DESIGN (B.Des) IN CRAFT & ACCESSORY DESIGN FROM UoR
- ARCH DIPLOMA IN CRAFT & ACCESSORY DESIGN

CAREERS

Craft-based product designers, design managers, product development managers, designers of costume jewellery, leather goods, giftware, tableware, watches, interior products, bags, footwear and handicraft, sourcing consultants, visual merchandisers, toy designers, bespoke products

Indian Industrial design industry is worth Rs.200 crore growing at 10% while globally this industry is of $40 billion & growing at an average of 15%.

LEARNING OUTCOMES

- Understand the principles of product design and its local, national and international considerations in the context of concept, ergonomics, form, function, aesthetics, trends, end user, lifespan, materials, manufacturing methods, costings, level of finish, testing, sustainability.

- Ability to plan and design a product to meet requirements client brief, live brief, self-negotiated project, constraints, requirements, plan of work; estimates; deadlines; costs; scale eg. one-off, small-scale, large-scale, volume; research; sampling.

- Demonstrate skills in design development, using appropriate techniques to communicate ideas and respond to identified needs.

- Ability to use technology to produce models, prototypes and presentation materials.

- Understand the connections between design management and manufacturing.

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

DESIGN COMMUNICATION

Industry Overview

The Indian visual and applied arts market was estimated at around INR 14.6 billion in 2017. Arts – visual and applied - and culture continue to be resilient globally and in India.

Growing recognition of the applied arts over the past decade, driven by the success of an array of the creative industries, creative enterprise, artists and businesses has brought fresh attention to, and has laid a strong foundation for the economics of the applied and visual arts industry and its future development.

While the industry has grown over the last few years, it holds an even greater potential in terms of its impact on the Indian economy, through its direct contributions to employment, skills development as well as supporting a number of high-value ancillary industries. Applied and visual arts are also critical for enhancing key high-value industries such as cultural tourism, and improving India's cultural attractiveness and distinguishing its cultural identity.

The applied arts industry is a rapidly growing area. According to statistics, about half of art directors were self-employed in 2014, while 15% worked in advertising or public relations. Labour statistics projected an 8% increase in job opportunities in the field 2024.

Thanks to a global understanding of applied arts, the industry thrives well in the export arena and designers who are articulate and aware of world tastes and trends are in great demand to understand the buyer and their needs and be able to deliver appropriate design concepts and solutions.

B.V.A Applied Arts

Affiliated to University of Rajasthan

CONTENT

The programme is intended to innovatively integrate applied arts with contemporary visual applied arts and communication design practice. The curriculum focuses on all stages and activities involved in the creative process from inception to realisation – from design concept to marketing.

It is a four-year programme of study which exists in the visual arts field and includes the application of design, communication and graphics, preparing students for the application of art in converting ideas and concepts into communicable visual imagery for practical use in the applied art field.

Throughout the learning journey, students are encouraged to challenge applied arts conventions and to question the roles of applied art form, function, culture, context and concept in relation to communication, graphic elements, techniques and processes.

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, techniques and processes.

Students are supported to understand the role and responsibilities of the designer in a commercial context, including one-off and batch/ mass production to develop the ability to communicate ideas effectively. Links are nurtured with practitioners, artists and designers to provide an environment representative of the industry.

APPLIED ARTS

CURRICULUM

CAREERS

Advertising companies, art studios, art history, ceramics industry, clothing industry, dance studios, digital media, direction, fashion houses, manufacturers, magazines, music industry, on-line services, photography, printmaking, product design, promotion, publishing houses, sculpture, television, software companies.

LEARNING OUTCOMES

- Apply knowledge in applied art and design with a capacity for analysis and synthesis in the visual language.
- Demonstrate awareness of the applied arts design process utilising the capacity for organisation and planning.
- Demonstrate awareness on the forefront of knowledge in the field of applied arts and design and on the emerging communication technologies
- Grounding in basic knowledge of the applied arts and design profession.
- Use of visual, oral and written communication.
- Communicate with experts in other fields both within as well as the applied arts.
- Demonstrate an appreciation of diversity and multiculturalism both in cultural matters as well as in applied arts and design practise.
- Demonstrate ability to work in an international context in the applied arts.
- Demonstrate competency in oral and written communication skills, as well as in the use of relevant applied arts problem solving and decision-making processes.

YEAR 1
Foundation Studies In Graphic Design

First year supports students in gaining fundamental knowledge and skills in design.

Additional Stream Specific Foundation Inputs from 2nd Semester onwards.

General English, General Hindi, Environmental Study, Computer Application, Fundamentals of Visual Arts, Design in Applied Art, 3D Design, Print Making

YEAR 2
Intermediate Studies In Graphic Design

Second year builds upon students' knowledge and skills in Visual Arts.

Advertising Theory, History of Indian Art, Graphic Design-I, Illustration-I, Photography and Reproduction Technique – I, Computer Graphics-I

YEAR 3
Specialised Projects And In-Depth Research

Third year includes ARCH curriculum which advances students' knowledge and skills in Design for the Industry.

Advertising Art and Ideas, History of Western And Eastern Art, Graphic Design – II, Illustration – II, Photography and Reproduction Technique – II, Computer Graphics – II

YEAR 4
Advanced Studies Through Projects & Industry Exposure

Advertising Art Theory III, Western Modern Art, Graphic Design-III, Illustration – III, Photography and Reproduction Techniques – III, Compute Graphics– III

ON COMPLETION, YOU WILL RECEIVE

- BACHELOR OF VISUAL ARTS (B.V.A) DEGREE FROM UoR
- ARCH DIPLOMA IN GRAPHIC DESIGN

The Indian industry reached Rs 158.90 billion (US$ 2.47 billion) in FY18.
Expected to grow at a CAGR of 13.10 per cent to touch Rs 2,660.20 billion by FY23

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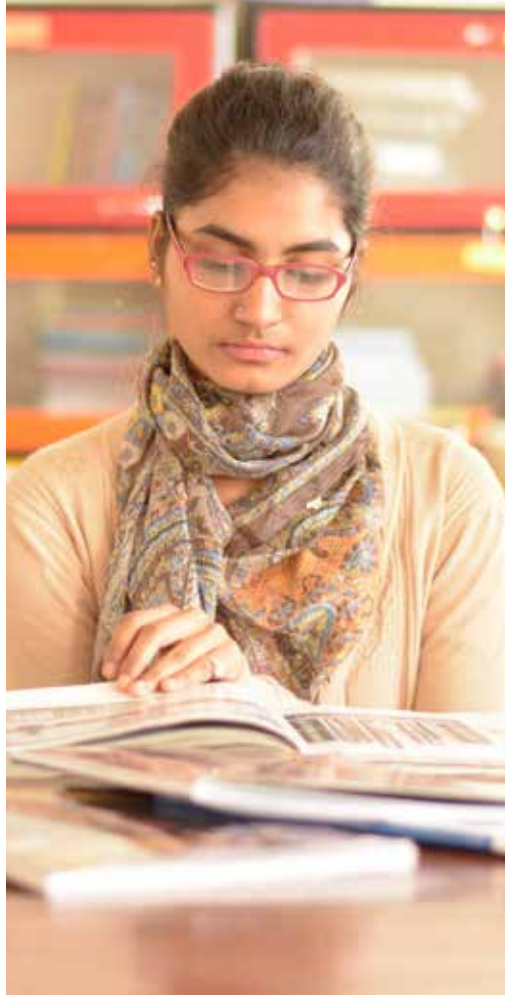
BUSINESS

Industry Overview

Traditionally, there has been little connection between business administration and design, which was perceived seen as limited to the world of business projects, but in recent times more and more organisations are applying design to business and management to improve design relevant activities and to better connect design with corporate processes. With new design concepts being defined in the ever-evolving field of business and management, it opens doors beyond pure business and management and encourages new future possibilities where design contributes to the broader business and management sectors.

Design and how to think like a designer (design thinking) has become an important discussion point in industry meets and corporate circles. It is emerging as the method of choice while creating corporate strategies, systems, and processes.

Keeping future possibilities in perspective, the need is for individuals with education beyond business administration and management, catering to the specific needs of the creative industries. A BBA (Design) is a valuable asset to any organisation and 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 organisational success.

On a deeper level, a BBA (Design) 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.

BACHELOR OF BUSINESS ADMINISTRATION (B.B.A)

Affiliated to University of Rajasthan

CONTENT

The programme offers an integrated and distinctive approach to design application and leadership by combining current Business Administration theory with best design practices. In hands-on interdisciplinary projects and applied research, learners will put ideas into action and develop forward-thinking approaches to creative enterprise in various settings.

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 projects enhance students' knowledge and practice of theory, visualisation, financial practices and marketing.

Learners are provided with the knowledge and understanding of both business administration as well as on the integration of design thinking skills. Full participation in learning activities also develops essential communication and team building skills.

The three-year BBA 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 programme provides participants with an integrated focus on the role of design in the creation and management of strategic and sustainable advantage.

B.B.A
CURRICULUM

YEAR 1

First year supports students in gaining fundamental knowledge and skills.

Business & Management, Business Communication, Legal Aspects of Indian Business, Business Economics, Financial Accounting, Computer Fundamentals Theory Practicals

YEAR 2

Second year builds upon students' knowledge and skills.

Strategic Management, Marketing Management, Human Resource Management, Business Finance, Quantitative Techniques, Management Information System

YEAR 3

Organisational Behaviour, Indian Management Thought and Business Leaders, International Business, Cost and Management Accounting, E-Commerce, Book Review Presentation and Viva-voce

ON COMPLETION, YOU WILL RECEIVE
• BACHELOR OF BUSINESS ADMINISTRATION (B.B.A) FROM UoR

CAREERS

Some examples of professionals practicing within business administration and design management include design department managers, brand managers, strategists, and researchers, as well as managers and executives responsible for making decisions about how design is used in the organisation.

India has the 2rd largest startup ecosystem in the world
Expected to witness YoY growth of 10-12% ~20,000 startups in India

LEARNING OUTCOMES

■ To bridge the disciplines of traditional business administration and design through contextual knowledge, skills and application.

■ To integrate knowledge of fundamental business activities such as research, product 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 business administration.

■ To develop distinctive approaches to design application and leadership by combining current business administration theory with best design practices with a special focus on helping in the achievement of dreams and aspiration able to plan to overcome barriers to implementation of creative and innovative business ideas in an organisation.

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

AIEED 2019
All India Entrance Examination for Design

Admission Guidelines

ARCH College of Design & Business conducts AIEED (All India Entrance Examination for Design) for Undergraduate & Postgraduate courses in Design. AIEED tests the creativity, design sensitivity & aesthetic sense of students seeking careers in the various fields of design. It also tests the logical reasoning & problem-solving aptitude of the student. ARCH invites application towards its Undergraduate & Postgraduate courses for the Academic Year 2019-20.

ELIGIBILITY CRITERIA

Course	Qualification	Marks Required
Under Graduate	• Students who have Appeared for/ Cleared Class 10+2 (CBSE/ICSE/IB/ State Board/NIOS or equivalent as per UGC Guidelines) are eligible to write AIEED Exam. • Class 10+1 Students can also write AIEED 2019. Qualifying students will be eligible for direct admission in the academic year 2020 after clearing the 3rd & last stage of the exam (as described below).	48% or Above

TEST FORMAT

STAGE I - General Aptitude Test (GAT)

MODE: ONLINE
Duration: 2 hours
Choose any one Time Slot:
10:00 am to 12:00 Noon
1:00 pm to 3:00 pm
4:00 pm to 6:00 pm

STAGE II - Creative Aptitude Test (CAT)

MODE: ONLINE
Duration: 3 hours
Choose any one Time Slot:
10:00 am to 1:00 pm
2:00 pm to 5:00 pm
6:00 pm to 9:00 pm

STAGE III - -INTRODUCTION TO YOURSELF (Video & Portfolio)

STEPS:
- Make a VIDEO of YOURSELF while answering the given questionnaire.
- Use a cellphone camera, or any other camera available, to take a video.

UNDERGRADUATE (UG) DEGREE COURSES

Bachelors of Design (B. Des)
Affiliated to University of Rajasthan
Fashion Design
Interior Design
Jewellery Design
Craft & Accessory Design
B.V.A Applied Arts

University of Rajasthan

- You can speak in English or Hindi, whichever is comfortable for you.
- Upload images of your Portfolio + the Video of Yourself to GoogleDrive and share with admission@archedu.org
- Personal Interaction will be scheduled after receiving the Video & Portfolio. Student can appear for same either Online (Skype) or at ARCH Campus

RESULT DECLARATION

After Successfully completing the AIEED process, result will be uploaded on Result section of www.AIEED.com. Student can access the result and all other relevant documents required to complete the admission process with the help of Control No and password provided to them at the time applying for the course.

SELECTION CRITERIA

The selection of candidates 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 & verification of documents
- AIEED exam result (combining all stages of examination)

APPLYING FOR AIEED

- Keep Soft copy of Colour Photograph along with 10th, 12th Mark sheet ready while applying. Students need to upload the above-mentioned photographs and documents in the application form. Candidates appearing for the class 12th exam can also apply and submit mark sheets later.
- Visit www.archedu.org or www.aieed. com and register by filling the AIEED application form.
- On successful competition of application and payment of Application fee an automated EMAIL and SMS confirmation will be sent on registered contact number and email address.
- Choose a suitable time and date for appearing for GAT and CAT.
- Please note a maximum of 3 days gap is available between GAT & CAT
- Student can appear for AIEED from place of their choice (Home or Cyber Cafe)
- Date of GAT or CAT once selected cannot be changed without valid reason.
- Student needs to appear for the Personal Interaction on the given date and time.

HOW TO MAKE PAYMENT for Application Form

The application fee is INR 3000/- only, which can be paid by choosing any of the following options.
1. Pay either using Debit/Credit Card & use our Online Payment Gateway if you wish to make Online payment
2. Demand Draft: The demand draft mentioning your name and phone number at the back, drawn in favour of "ARCH Educational Society" payable at Jaipur is to be sent to ARCH College of Design & Business, Plot. No 9, Govind Marg, Malviya Nagar, Jaipur 302017.

PS: Students who wish to pay via DD need to enclose a printout of filled application form + 2 photographs of self + copies of qualification mark sheets of 10th, 12th.

3. Payment in Bank of India branch

Students paying through Bank of India are required to submit the scanned copy of the receipt and personal details (name, course, phone number) on admission@archedu.org for reference.
The bank details are as follows:

BANK OF INDIA
M.I. Road Branch, Jaipur
Payable to ARCH Educational Society, Jaipur
A/C No. 660029010000018
RTGS/IFSC Code - BKID0006600
PAN No. AAAAA1934C

4. CASH: Application form can be purchased from ARCH campus, Jaipur by paying Rs. 3000 in Cash & fill and submit the same.
Once we receive a completed application form with payment, an auto-generated email will be sent to the student, mentioning your successful completion of application and payment.

HOW TO TAKE THE AIEED EXAM:

Refer to Test Format for UG & PG Courses For any more information or query you can write to admission@archedu.org or call on 09414070678

STRUCTURE OF AIEED EXAM:

AIEED Stages	TESTING PARAMETERS	NO OF Q'S	Marks	Time
GENERAL APTITUDE TEST (GAT)	Design sensibilities, Logical Reasoning, Design related awareness, awareness on global issues, & Concepts Comprehension	60	100	2 Hrs
CREATIVE APTITUDE TEST (CAT)	Articulation Skills both written & visual, Design Thinking, Lateral Thinking & creative problem solving, & awareness of Design Principles	50	200	3 Hrs
Video, Portfolio and Personal Interaction	Composure, Focus & clarity, General articulation skills, depth of thinking, range of work in portfolio		200	30 min

ADMISSION GUIDELINES

• After successful completion of AIEED a student who qualifies, has to deposit admission fee as prescribed in the selection letter within stipulated time in order to secure admission.

• The final admission of the candidate will be considered only if he/ she fulfils all the requirements mentioned, as well as the eligibility criteria. Defaulting in producing the relevant documents at the time of admission can result in cancellation of admission.

• All admission secured before the 12th result will be provisional subject to submitting the passing certificate before start of the class.

• Documents required are:
  1. Four Colour Photographs
  2. 10th and 12th Mark sheet & passing certificate
  3. School Leaving and Character Migration Certificate.
  4. SC/ST, Others (Physically Challenged, NRI, Defence, Artisans)
  5. Students securing admission before giving in results for 12th or Graduation have to submit a non-judicial stamp of Rs 50 stating that the admission is provisional subject

to passing the qualifying exam(12th or Graduation). Format can be obtained from the Admission office at ARCH.

• Selected Students would be required to submit a Letter of Recommendation from any of the following: Practitioner Doctor, Gazetted Officer, Chartered Accountant / Company Secretary, Professor, Designer with a firm, design related industries.

AIEED-SAT
Scholarship Aptitude Test

AIEED – SAT is a scholarship test conducted once every year in the month of December for awarding scholarship to deserving students on the basis of following:

• AIEED Performance

• Performance in 12th/ equivalent examination for UG and Graduation for PG Course.

• Scholarships are also awarded in following special cases for students of

• Defence Personnel.

• For artisans' Children.

• For Single Mother Child and Children of weaker sections of society

• Scholarship can be availed on first come first served basis. Student failing to secure scholarship within the stipulated time will lose the scholarship and it will be awarded to next student in the waiting list.

Education Loans

All leading Banks and Financial services companies provide education loan based on Students and their parent's credentials which includes their Income, credit history.

Student will be provided a supporting letter from the institution confirming their admission to the course which student has to submit with the financial institution where they wish to apply for loan.

Please note that ARCH College of Design and Business does not provide loan facility and can only provide supporting letter to help students secure education loan.

For further query and information, students may visit the admission office on all working days between 10 am to 5 pm or can call on Toll-Free Number 1800 3070 0626 or mobile no. 9414070678. Student can also email at admission@archedu.org for further queries.

Notes

Google Map

ARCH College of Design & Business
Plot No. 9, Govind Marg,
Malviya Nagar Institutional Area,
Opp. Block A, Calgiri Road,
Malviya Nagar, Jaipur 302017
Rajasthan, INDIA

Scan the code to get direction on google Map

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

Toll Free :1800 3070 0626
Phone : 9414070678