Editor’s Note

Taking inspiration and strength from all our past successes, ARCH Academy of Design is now into the 14th year of its existence and with great energy we continue to welcome and face the fresh challenges that seem to go hand in hand with all trailblazing and pioneering endeavors!

We at ARCH believe, that to be responsible contributors to society, we must have a larger understanding of, and respect for, human potential and dignity.

Therefore, in addition to the predictable dissemination of professional and technical knowledge, ARCH seeks to instil collaborative skills in its students, through an interdisciplinary and interactive learning process incorporating and unifying some of the contextual values and contents of local knowledge systems with emerging modern concepts.

In this issue we are trying to enlighten our readers about the options available to students after completely a specific course in design.

Hope you enjoy reading.

Know Where You Are Headed

Fashion Design Futures

The Indian Textile and Clothing (T&C) industry is currently one of the largest and most important industries in the Indian economy in terms of output and foreign exchange earnings.

Second largest in employment generation in the country.

Contributes more than 13% to industrial output, 17% to export revenues and 6% to the nation’s GDP.

The industry proudly supports 35 million jobs, with an estimated export value of around US$ 35 billion and domestic consumption of close to US$ 60 billion.
TEXTILE PRODUCT FUTURES

The Indian textile industry is the second largest manufacturer in the world today, second only to China.

The share of textiles in total exports stands at a significant 11% of the total Indian exports and 5% of the global trade in textiles and clothing.

Rajasthan is known the world over for its printed and dyed fabric for 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.

INTERIOR FUTURES

The flourishing infrastructure, housing & retail industry in India has emerged as one of the most dynamic and fast paced industrial sector with several big players entering the market.

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.

GRAPHIC FUTURES

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

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.
JEWELLERY FUTURES

India is the largest consumer of gold jewellery in the world. It accounts for about 20% of world consumption.

It also dominates the diamond processing trade with 11 out of 12 diamonds being cut and polished in India.

India also dominates the gold and silver consumption globally with consumption of approximately 700 tonnes (gold) per annum.

The gems and jewellery industry, with domestic sales of over $10 billion, provides employment to 1.5 million people directly and indirectly.

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.

DESIGN MANAGEMENT FUTURES

Traditionally, design management was seen as limited to the management of Design Projects, but in recent times more and more organizations are applying design management to improve design relevant activities and to better connect design with corporate processes.

Keeping future possibilities in perspective, the need is for individuals with education beyond business management, catering to the special needs of the creative industries.

CRAFT PRODUCT FUTURES

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 artifact a 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.
What You Didn’t Know of ARCH

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

The ARCH Academy of Design is a strategic partner of Edexcel, the largest awarding body of the UK. Edexcel, formally known as London Examinations, solely offers the highly respected BTEC qualifications for Vocational Education. All of Edexcel’s qualifications are accredited by the Qualifications and Curriculum Authority (QCA), and are regulated through OfQual, both, bodies of the UK Government. It offers the most evolved route for progression into further studies in India and overseas or into employment.

BTEC level 5 Higher National Diploma (HND) qualification is equivalent to the 2nd year of a graduation programme, and enables the student to progress directly into the final year to complete a graduate degree in the UK if he so wishes. The BTEC Level 7 in Strategic Management and Leadership is equivalent to the 1st year of Post Graduation and can progress to any University in the UK to culminate in a Post Graduate Degree (MBA).

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

ARCH will offer the Edexcel BTEC Level 5 Higher National Diploma (HND) in Art & Design covering the following programmes-

• Fashion Design (Level 5 HND Fashion and Textiles)
• Textile Product Design (Level 5 HND Fashion and Textiles)
• Interior Design (Level 5 HND 3D Design)
• Jewellery Design (Level 5 HND 3D Design)
• Craft Product Design (Level 5 HND 3D Design)
• Lifestyle Accessory Design (Level 5 HND 3D Design)
• Graphic Design (Level 5 HND Graphic Design)
• Design Communication (Level 5 HND Graphic Design)

Covering Design Management, ARCH will also offer the Edexcel BTEC Level 7 Extended Diploma in Strategic Management and Leadership

Colleges & Universities in the UK interested in providing progression for students towards top up Degrees at their institutions include De Montfort University; Coventry University; University of Salford; Goldsmiths, University of London; Huddersfield University; University of the Creative Arts, UCA & Birmingham Institute of Art & Design, BCU among others. ARCH is now in the process of initiating Letters of Cooperation & MOU’s with these institutions to firmly establish the discussed affirmations of collaboration.
“International Linkages and programs”

EXCHANGE PROGRAMS:
The ARCH Academy of Design has signed MOUs and continuously endeavors to promote partnerships with institutions in the area of Fashion and Design.
ARCH is already linked with
- Perth - UHI, Scotland
- Cardonald College, Scotland

MEMBERSHIPS:
ARCH is an Associate Member of IFFTI.
- There are 44 Members institutions worldwide. Some of the World’s best design institutes are members. They include FIT, USA; LCF, UK; RMIT, Australia etc.
- ARCH is one of only 6 Member institutions from India.
- IFFTI serves as an international forum for the exchange of ideas, education and collaborative research and development in fashion design, technology and business and related industries. IFFTI promotes the interest of students of member institutions by involving them in the activities of the Foundation.

ARCH is a member of ICSID (The International Council of Societies of Industrial Design)
- Founded in 1957, Icsid’s history is steeped in the profession of industrial design. Icsid serves as a unified voice of over 50 nations through which members can express their views and be heard on an international platform and also facilitate collaboration between the membership pillars of Icsid
- ARCH is one of only 8 members from India

INTERNATIONAL GRANTS:
ARCH in partnership with Perth UHI, Scotland, has been awarded the prestigious 2012 UKIERI Institutional Capacity Building grant of 45,000GBP. The grant will enable student & Staff Exchanges.
ARCH also received a UKIERI Skill Travel Grant 2012 to enable travel to the UK to explore collaborations. The ARCH Director has recently concluded a 10 day itinerary in the UK, towards this purpose.

INTERNATIONAL QUALIFICATIONS & PROGRESSION PATHWAYS:
Arch Academy of Design is a strategic partner with Edexcel, in India, to deliver 9 Edexcel programmes in Design & Management. It is the only design institution in India offering such a wide range of programmes.
International and National Visiting Faculty

Experienced faculties are actively involved in course development which ensures that students are in touch with current thinking and the latest developments in Design and relevant technologies.

The regular visits of National & International faculties and Industry professionals ensure that students are kept abreast of the changing dynamics of industry demands and requirements.

MS. STELLA POWER
Edexcel BTEC Qualification trainer

MS. JACQUELINE FARRELL
Head of School - Fashion, Textile & Jewellery

MS. JANICE GRYZB
Jewellery Designer, USA

MR. PRADUMANA TANA
MS. ROSALBA
Textile Designer, Italy

MS. SKYE MORRISON
Educator Researcher, Canada
Fashion and Kite Designer

MS. SANG-LAN KIM
Lecturer, National Museum of Asian Art Paris, France

MS. SANGITA SHROFF
Ex Director, IICD

MR. ARINDAM DAS
Ex Director of Pearl Academy of Design

MR. DINESH KORJAN
Alumnus NID, Ahmedabad
Studio Korjan, Ahmedabad

MS. NEETA THAKUR
ALUMNUS NID, TEXTILE DESIGN
EX FACULTY- NID

MR. YUNUS KHAMANI
Ex-Dean IICD,
Director, Sawai Mansingh City Palace Museum, Jaipur

MR. AMITABH SHAH
founder and Chief Inspiration Officer (CIO) of YUVA Unstoppable

MR. PAWAN JAIN
Co founder YUVA Unstoppable YUVA

MR. MANISH JAIN
Founder of SHIKSHANTAR – Swaraj University

MS. MEKHLA CHAUHAN
Alumni University of Lincoln
M.Arch (Building Conservation)

MS. YASRA DULAI
American University of Sharjah
Interior Designer

MR. BADSHAH MIYAN
National Awardee,
Tie-N-Dye, Jaipur

MR. DEEPAK SANKET
National Awardee
Enamed Jewellery, Jaipur
The vision of the academy is to empower individuals throughout their learning pathway to unleash their natural potential so that they grow intellectually through life, engaging themselves in the processes of trans-disciplinary reflection, dialogue, experimentation and vision building with a larger understanding of, and respect for, human potential and dignity.

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

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

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

To increase the vitality of the vocational and professional training programs in the field of design, ARCH Academy has build and developed more and more design sensitized collaborations with industry and other educational institutions.

ARCH is empanelled with the National Institute of Design (NID), Ahmedabad and Micro Small & Medium Enterprises (MSME) to conduct the DESIGN CLINIC SCHEME for the Jewelry Cluster in Jaipur. ARCH offers Entrepreneurship Development & Skills Up-gradation Programs for artisans and the underprivileged in association with various Government & Semi Government bodies like Development Commissioner Handicrafts (DCH), Ministry of Textiles (Govt. of India), Micro Small Medium Enterprises (MSME) , Govt. of India, Department of Science and Technology(DST) Govt. of India, Rural Non-Farm Development Agency (RUDA), Rajasthan Mission on Livelihood (RMOL) etc.

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

This training program in the field of design has consequently resulted in high success ratio in the gainful employment of ARCH alumni with the industry.
INSIDE OUR CAMPUS
Strategic Management and Leadership (15)

Fashion Business (15)

Interior Design (15)

Textile Design (15)

Grapic Design (15)

Jewellery Design (15)

Art and Design

With a degree in Art and Design you will receive over 5 higher National Diploma (HND) in art & design.

To be eligible for a place as a student at our University you must have at least 5 years of professional experience in your field of study. Upon successful completion of the course, you will receive a degree in Architecture, Interior Design, Fashion, or Graphic Design, dependent on the level of study you have attended.

Results: 3 June 13

Centre Based Exam

Online Exam

19 May 13

1 April 13 - 30 May 13

Undergraduate Post Graduate

Programmes in Design

After gaining a degree in Architecture, Interior Design, Fashion, or Graphic Design, you can continue to further your studies and gain more qualifications. This will lead to more opportunities in your field.

Design

90 credit hours

After Class XII

All India Entrance Examination for Design (AIED) 2013

AIED 2013

Bachelor, Masters, PhD

All India Entrance Examination for Design (AIED) 2013

AIED 2013

AIED 2013

AIED 2013