STUDENT LIFE GUIDE

EXPERIENCE • LIFE • DESIGN

AIEED
All India Entrance Examination for Design
www.aieed.com

#ADesignThinker
www.archedu.org
ARCH Perspective

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

Archana Surana
Founder & Director, ARCH
Design, Business, Research

DESIGN Education in the World Craft City-Jaipur

Benoy Thoompunkal
Director Academics-
Partnership, Research & Innovation

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

HOW TO REACH ARCH, JAIPUR

AIRPORT
Jaipur International Airport is located at Sanganer. Arch Jaipur Campus is a 5 minutes drive from the International Airport, Jaipur.

TRAIN
Jaipur Junction is 30.5 k.m and Gandhi Nagar Railway Station is 4 k.m away from Arch Jaipur Campus.

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

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

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

ENTREPRENEURSHIP CELL & DESIGN BUSINESS INCUBATOR

ARCH is committed to encourage entrepreneurship amongst its students and has thus launched a Design Business Incubator Hub IN with well equipped studios to bridge the gap between you and industry. With advice on Financial Assistance & the Management Mentorship of industry stalwarts, you get a chance to be nurtured to grow as a Designer Entrepreneur & convert your design thinking into an expandable business opportunity.

BACKSTITCH MAGAZINE

ARCH publishes a monthly magazine, "Backstitch", which covers events, Industry trends, and the view points of design practitioners & industry experts. The tabloid also gives insights on student work & keeps abreast of various design related developments in the world. It is distributed pan India, and also shared with our international partners and in all our international forums.

INTERNATIONAL QUALIFICATIONS
GLOBAL PROGRESSION | CENTRAL LOCATION
CAFÉ | HOSTEL | TRANSPORT

OUR LINKAGES

Jaipur Campus
# Faculty of Design, Business & Research

**Affiliated to University of Rajasthan**

## UG

**Duration:** 4 Years  
**Eligibility:** 12th (any stream)  
Undergraduate Degree Programme  
Selection Criteria: AIEED (GAT+CAT)

<table>
<thead>
<tr>
<th>Courses &amp; Seats</th>
<th>Award</th>
</tr>
</thead>
</table>
| B.Des Interior Design            | Duration: 4 Years  
Bachelor of Design (UOR)        |
| B.Des Fashion Design             |                                                                      |
| B.Des Jewellery Design           |                                                                      |
| B.Des Craft & Accessory Design   |                                                                      |
| B.VA (Applied Arts-Graphic Design)| Duration: 4 Years  
Bachelor of Visual Arts (UOR)    |
| B.A (Design)                     | Duration: 3 Years  
Bachelor in Business (UOR)       |

## PG

**Duration:** 2 Years  
**Eligibility:** Graduation (any stream)  
Postgraduate Level  
Selection Criteria: AIEED (CAT)

<table>
<thead>
<tr>
<th>Courses &amp; Seats</th>
<th>Award</th>
</tr>
</thead>
<tbody>
<tr>
<td>PG Degree in Garment Production</td>
<td>MA/M.com/Msc</td>
</tr>
<tr>
<td>PG Production &amp; Export Management</td>
<td>from University of Rajasthan</td>
</tr>
</tbody>
</table>

**UOR:** University of Rajasthan  
**BBA:** Bachelor of Business Administration  
*Selection Criteria: AIEED (GAT)*

**PEARSON ASSURED:** An independent international quality benchmark recognized all over the world  
PTE Exam (Academics) to be cleared within 1 year of course commencement for progression to UK University

# Faculty of International Studies in Art & Design

**Accredited to PEARSON**

## UG

**Duration:** 2+1 Year  
**Eligibility:** 12th (any stream)  
Undergraduate Level  
International Degree Study Abroad Course  
Selection Criteria: AIEED (GAT+CAT) PTE*

<table>
<thead>
<tr>
<th>Courses &amp; Seats</th>
<th>Award</th>
</tr>
</thead>
<tbody>
<tr>
<td>B.A Fashion Design</td>
<td>Pearson BTEC HND Level 5 after 2nd year at ARCH</td>
</tr>
<tr>
<td>B.A Interior Design</td>
<td>B.A Degree Awarded by UK University on Progression on 3rd year of study abroad</td>
</tr>
<tr>
<td>B.A Product Design</td>
<td></td>
</tr>
<tr>
<td>B.A Digital Design</td>
<td>M.A Degree in 4th year (Optional) in Select Courses</td>
</tr>
<tr>
<td>B.A Graphic Design</td>
<td></td>
</tr>
<tr>
<td>B.A Photography</td>
<td>ARCH Diploma</td>
</tr>
</tbody>
</table>

**PROGRESSIONS & EXCHANGES**

- De Montfort University, Leicester  
- Manchester Fashion Institute  
- Manchester Metropolitan University  
- University of Northampton: Centre for Children and Youth  
- Teesside University  
- University of the Highlands and Islands: Perth College  
- Middlesex University London  
- École Boule  
- NSCAD  
- SUPAERO  
- Dunster  
- YINX

**DOCUMENTS REQUIRED FOR INTERNATIONAL STUDENTS**

- Identification Proof (Passport Copy)  
- Degree/Pass Certificate/Mark sheet of last Qualifying Exam  
- Language Exam & Interview  
  Student Visa Issued by Indian Embassy - can be obtained from Indian Embassy by  
- showing Institution's Selection Letter  
- Medical Fitness Certificate (HIV Test, Yellow Fever, Swine Flu etc.) as per country rules
### UG

**Courses & Seats**
- B.Voc Fashion Design
- B.Voc Interior Design
- B.Voc Jewellery Design
- B.Voc Graphic Design
- B.Voc Product Design
- B.Voc Media & Journalism

**Award**
Duration: 3 Years
Bachelor of Vocational Studies (from Rajasthan I LD Skill University)

### PG

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

**Award**
Duration: 2 Years
Masters of Vocational Studies (from Rajasthan I LD Skill University)

### PRO

**Courses & Seats**
- Fashion Design
- Interior Design
- Jewellery Design
- Fashion Styling & Make up
- Wooden Furniture
- CAD (Interior, Fashion, Jewellery, Graphics)

**Award**
Duration: 1 Year or Below
ARCH Certificate (3 Months, 6 Months, 1 Year)

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**Affiliations**
- Affiliated to University of Rajasthan
- Affiliated to Rajasthan ILD Skills University

**Memberships**
- IFITI
- cumulus
- World Design Organization
- FDCI
- HKRITA
6 Gon Realm, inspired by the meticulous and efficient way in which a honeycomb is created. The Collection is a creative approach of threading the hexagonal forms using varied materials and showing the imperfection in a creative way using creative pattern making and appliqué.
Maverick Mode, part of modern style, This approach is very inventive, unusual and unconventional, young. Structure can be obtained by joining pieces, overlapping volumes & twisting colours are used randomly in different rooms of the 3BHK residence.
JEWELLERY DESIGN

Almas-E-Nizam, a high fashion jewellery collection Inspired from The Nizams of Hyderabad
Designed by Vishaka Jain for Symetree by Haritsons Group, Jaipur

Designed as a tribute to the Nizam dynasty the legendary connoisseurs of the finest craftsmanship and rarest jewels, this exquisite Collection comprises of more than 100 dazzling vintage inspired pieces. This retro assortment of Almas-e-Nizam will take you back in time to the splendid durbars of the Deccan royalties. It’s a legend of mammoth gems, intricate detailing and secret craftsmanship’s of this plateau kingdom: preserved tactfully by generations.

PRODUCT DESIGN
GRAPHIC DESIGN

Visual Delight

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

DC Design Communication
Log On:
www.designcommunication.org
PARTNERS & PROJECTS

INTERNATIONAL PARTNERSHIP
ARCH is accredited to deliver Pearson BTEC Level 5 Higher National Diploma (HND) qualifications in the field of Art & Design. ARCH has signed MoUs towards international partnerships for progression to Level 6 degree and a possible Level 7 Master’s.

Universities in the UK include:
- Manchester Metropolitan University, UK
- De Montfort University, Leicester, UK
- University of Salford, Manchester, UK
- Teesside University, UK
- University of Northampton, UK
- UHI Perth College, Scotland, UK
- University of Middlesex, London, UK
- NSCAD, Canada
All in all, students can complete a Level 6 top up degree in more than 50 universities in the UK, Canada, USA, Australia and worldwide.

INDUSTRY CONNECT
ARCH is actively involved in knowledge dissemination, design intervention, and training programs for Artisans, Designers and Women for skill development and encouraging entrepreneurship amongst them.

ARCH involvement in industry:
- Official Consultant Uniform Designer for the Jaipur Metro Rail Corporation.
- Skill upgradation programmes with various Govt. bodies.
- Micro Small Medium Enterprise (MSME), Govt. of India
- Development Commissioner Handicrafts (DCH)
- Ministry of Textiles, Govt. of India
- MSME NID Design Clinic Scheme

Other than these, ARCH has tie ups with important social & professional bodies that include Fashion Design Council of India (FDCI), TIE Rajasthan, CII, HeadStart, FICCI Flo, YUVA Unstopable, 91 Degree, iCreate, Studio, Shopaccino and many more.

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

Shivangi Natani
Sub-Director, Shivangi Inc. Exports, Batch 2009
As the Sub-Director and fashion Designer at Shivangi Inc. Exports, the enterprise started by her two years ago, she is heading the Design department as well the production for international clients such as Walmart, Sahara Woman, Points, JustOne LLC etc.

Riddhi Chaudhary
Designer, ORRA Diamond Jewellery
Batch 2010
By providing me with the right knowledge, guidance & exposure in the field of Gems and Jewellery, ARCH has given me the platform to make my life exactly the way I wanted. I have received the best in a wonderful environment in ARCH.

Rinki Lalwani
Gaurav Agrawal Design Studio
Batch 2016
I had been given ample projects to work on and various site visits gave me the opportunity to understand the project requirements. The internship period was for 2 months but the learning opportunity I was given in the office was immense. I am thankful for all the support.

Apoov Saxena
Founder Espacio, Entrepreneur & Interior Designer, Batch 2007
Sizeable industry exposure in the form of field trips & guest visits from industry mentors helped tremendously in providing real time experience. In combination with theoretical knowledge, these are important for professional practice.

Vipin Sharma
Design Head, FITSO
Batch 2016
I always had a creative bug in me and ARCH helped me by paving a path for my dream. The institute gave me the clarity on the difference between ‘I think’ & ‘I can’ in design. The tool is the vision. To understand & practice the intent of learning.
Applications are invited for the following Undergraduate & Post Graduate Degree Programs

ARCH
College of Design & Business

COURSES OFFERED

Bachelors Courses (4 Years)
B.Des - Fashion Design
B.Des - Interior Design
B.Des - Jewellery Design
B.Des - Craft & Accessory Design
B.V.A - Applied Arts (Graphic Design)
B.B.A - Specialization in Design (3 years)

Awards: Bachelor’s Degree
Affiliated to University of Rajasthan
Eligibility: 12th (any stream)
Selection Criteria: AIEED (GAT+CAT)

International Study Abroad Courses (2+1 Years)
B.A Fashion Design
B.A Interior Design
B.A Graphic Design
B.A Product Design
B.A Digital Design
B.A Photography

Awards: Pearson BTEC HND Level 5 in ARCH, India
BA Degree awarded by Intl. University (3rd Year abroad)
Eligibility: 12th (any stream)
Selection Criteria: AIEED (GAT+CAT) & PTE

Postgraduate Degree Courses (2 Years)
M.Voc Design Communication
M.Voc Product Design & Entrepreneurship
M.Voc Interior Design & Entrepreneurship
M.Voc Jewellery Design & Entrepreneurship
M.Voc Fashion Design & Entrepreneurship
Garment Production & Export Management (UOR, Degree)

Awards: M.Voc Degree from Rajasthan BLD Skills University
Eligibility: Graduation (any stream)
Selection Criteria: AIEED (GAT)

#ADESIGNTHINKER

ARCH Academy of Design

IMPORTANT DATES
Application Forms Available: 15th November 2017 onwards,
AIEED Exam consists of General Aptitude Test (GAT) &
Creative Aptitude Test (CAT), followed by Interview & Portfolio round.
Visit www.archedu.org
For sample paper, exam schedule and application form

Batch commencement:
• For International Study Abroad Courses
CBSL students: 25th April 2018
IB Students: 23rd July 2018
• University Bachelor Degree Courses & PG Courses: 14th July 2018

ELIGIBILITY CRITERIA

UNDERGRADUATE PROGRAMMES
• Candidates who have Appeared for/Cleared Class 10+2
  (CBSE/ICSE/IB/State Board/NIOS) are eligible to write AIEED Exam.
• Class 10+1 Students can also write AIEED 2018.
  Qualifying students will be eligible for direct admission in the
  academic year 2019 after clearing the interview.
• PTE Exam to be cleared within 1 year of course commencement
  for progression to UK Universities

POSTGRADUATE PROGRAMMES
• Graduation (any stream)/ 19 Years of age
  GAT General Aptitude Test
  CAT Creative Aptitude Test

MERIT BASED SCHOLARSHIPS AVAILABLE
Apply for AIEED - SAT Scholarship Aptitude Test

BTEC Business & Technology Education Council (UK)
HND Higher National Diploma (UK)
UOR University of Rajasthan
PTE Pearson Test For English (Academics)

www.archedu.org

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Malviya Nagar Jaipur 17