

THE FUSION OF ART AND DESIGN

STARTING THE DESIGN PROCESS

THE 5 MOST IMPORTANT STEPS
BEFORE PLANNING YOUR NEW HOME

LOCATION

Is it the most
important factor?

BUDGET

How to know if
it's enough

TAKE OUR QUIZ

Find out if you're
ready to design
your new home

Designing Your New Home

Congratulations!

Designing and building a custom home is one of life's great accomplishments and something that most people only do once in their lifetime, if at all. Because of this, most people have a lot of questions and are unsure of where to start. We'll take a look at the five most important things to consider when starting your design journey.

1. Location

What is the most important factor when buying or selling a home? According to most real estate professionals it's location, location, location!!!

Perhaps you're happy with your current home but just not loving the neighborhood. The problem with that is, you can't renovate or build an addition that will make up for a less than ideal location. Even tearing down your home and starting over can't fix a bad commute to work or unfriendly neighbors.

the 5 most
important
steps before
starting to
design

That's why location may be the most important factor to consider when deciding to design and build a new home for your family.

When making location your top priority you may be limited in what you can build. Perhaps there are no empty lots available for new construction. You might have to consider renovating an existing home, or tearing it down and building an infill. What ever you choose, make sure the location is where you want to be.

2 . Search your soul

Look deep to discover what truly makes you happy in your home. Ask yourself a few questions.

How do you want to live and feel in your new home?

What do you need to see (or hear from friends and family) to know that your dream home has been achieved?

How do you want your home to reflect who you are?

Describe an average day in the life of your ideal home, and then examine some of the most important days of the year. How will your home accommodate your family on a daily basis and also on special occasions?

Determining not only your needs but your wants and desires can be a long and difficult process for some people. It's important to set some parameters for your new design. You want to get it just right - if you don't, you may have regrets for as long as you live in your less-than-perfect home.



3. Budget

One of the first questions most people ask their designer is, "how much will this house cost to build?" Unfortunately, early in the design process, its often difficult to get an accurate number. Builders and contractors are the experts when it comes to pricing but they rely on detailed drawings to give an exact cost. With only preliminary sketches in hand, the best you can usually get is a ballpark figure.



wrap-around porch, a large deck or patio, a screened room, long driveway and landscaping or water features, you could be spending as much as someone building a home that's twice as big but without all the exterior amenities.

One way to get a better preliminary estimate from your contractor is to be prepared with a detailed design brief. Preliminary sketches combined with a report that outlines what you are trying to achieve in your design can help reduce budget concerns later in the design process.

So how can you narrow down a general price per square foot estimate?

Take a look at the complexity of the home. Does it have a complicated roofline? Are there lots of jogs and corners? Does it have a lot of exterior doors and windows? Simple homes cost less than more elaborate ones.

Another budget factor to consider is appliances. Some clients may spend \$25K on a single high end range, while other clients may spend less than that on their entire appliance package.

Don't forget about your outdoor spaces. Just because you want a smaller home doesn't mean it will be less expensive than a larger one. If you've got a

artKecture follows a four stage design process which begins with an in-depth design and options review and development of a personalized *Blueprint For Design* report. The design brief created in stage one guides you through the rest of the design phase and helps you get the budget right.

Further into the design development we use advanced visualization techniques including artistic and photo-realistic images, fly-by and walk-through animations, and virtual reality tours. These help you to make informed decisions that may affect your budget. They also help communicate your ideas to your contractor - the better the information they have, the more accurate their estimate will be.

DREAM HOME COST ESTIMATOR

SIZE IN SQ FT	\$200/SQ FT	\$300/SQ FT	\$400 SQ/FT
3000	\$600,000	\$900,000	\$1,200,000
4000	\$800,000	\$1,200,000	\$1,600,000
5000	\$1,000,000	\$1,500,000	\$2,000,000
Relate these cost comparisons to the quality benchmarks of a fine automobile.	BMW 5 SERIES	BMW 7 SERIES	BMW M SERIES

These cost estimates are for illustration purposes only.

4. Find a Designer

Hiring a designer is one of the most important steps in the design process.



You'll need to find someone with the right personality that can collaborate with you and guide your design without forcing their ideas into it.

You'll need to find someone who can understand your needs as well as your wants, dreams and desires.

Ask your designer what their process is for helping you determine the design parameters for your new home. If they don't have a defined process then your design may not reach it's full potential.

Communication is paramount. The language of design is sometimes difficult for home owners to understand, and even some designers have trouble conveying their ideas.

Ask your designer what methods they use to communicate your design. Some only offer blackline sketches and floorplan brochures, while others may offer limited 3D sketches or charge a fee for every color rendering that you want to see.

Don't wonder
what the largest
investment of
your life *might*
be like...

Know for sure by
experiencing
your home with
virtual reality
before you build.



artKtecture believes that every client needs to fully understand their design and this is the focus of our design process. Our premier service provides virtually unlimited artistic and photo realistic renderings, fly-by and walk-through animations, and virtual reality tours to make sure you completely understand your design.



Color renderings and fly-by videos are included for all of our clients.

Anyone can design a home, but not everyone can communicate that design.

Here are some questions to ask your designer.

1. How will you understand my requirements?
2. What is the best way to convey my ideas to you?
3. How does your design process work?
4. How will you communicate the design to me?
5. Will I be working directly with you or with an associate?
6. What can I do to achieve the best design possible?

5. Assess your design readiness

The following exercise will help you determine where you are in the design process and if you're ready to find a designer for your project.

Question

Answer

1 = I'm not sure

10 = I'm very sure

How clear are you on exactly what you need and want in your design?

1	2	3	4	5	6	7	8	9	10
---	---	---	---	---	---	---	---	---	----

How aware are you of all the options that your building site allows?

1	2	3	4	5	6	7	8	9	10
---	---	---	---	---	---	---	---	---	----

How aware are you of different building methods available?

1	2	3	4	5	6	7	8	9	10
---	---	---	---	---	---	---	---	---	----

How confident are you that your budget will achieve your dreams?

1	2	3	4	5	6	7	8	9	10
---	---	---	---	---	---	---	---	---	----

How clear are you on the codes and bylaws that will affect your design?

1	2	3	4	5	6	7	8	9	10
---	---	---	---	---	---	---	---	---	----

How sure are you that your project will go ahead?

1	2	3	4	5	6	7	8	9	10
---	---	---	---	---	---	---	---	---	----

Calculate your results

Determine your course of action

<30 Research phase - You are still collecting information and looking at options.

Keep at it! Or, give us a call for a free, no obligation 15 minute question and answer session over the phone.

31-44 Analysis phase - You've collected a lot of information but still have some questions. You're pretty sure that your project is going to go ahead but you don't know what the next step should be.

Send us an email and request your free, no obligation introductory package. It's packed full of useful information that outlines our process and services we offer, including our amazing virtual reality tours.

45+ Design Review phase - It looks like you're ready to find a designer and begin the process.

If you're ready to move forward with your project, please consider artKtecture and give us a call.



For more information on artKtecture's premier service including our personalized design and options review, please get in touch with us. We'd love to hear from you.

Phone : (780) 893-9105

Email : kelly@artKtecture.ca

www.artKtecture.ca

ART K TECTURE
EST. 2005 RESIDENTIAL DESIGN