



BUSINESS & CAREER PLAN

An overview of the business owned by **Kelvin Chan**, including career development and future endeavours.

INTRODUCTION

THE PROBLEM:

Increase in misplaced and questionable uses with
Generative AI.

WHY DOES IT MATTER?

Decrease in roles that benefit from human input
Limiting skill sets of people
Perpetuation of ideas

So, here's what I'm doing about it...

MY DESIGN PRACTICE:

DESIGN PHILOSOPHY:

Human ergonomics and interaction should influence the design decisions we make.

SERVICES & DELIVERY:

WORKSHOPS &
ENCOURAGED
DISCUSSIONS

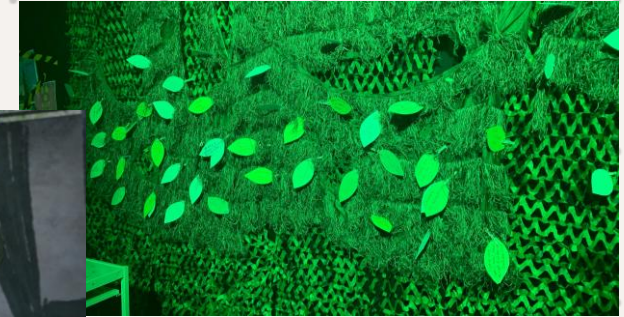
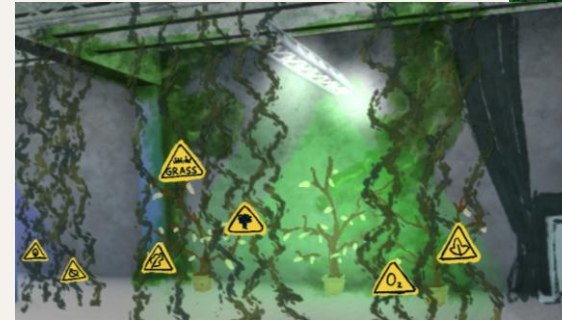
DESIGN &
DRAWING
COMMISSIONS

SOCIALLY
ENGAGED
PROJECTS

DESIGN WORK: RE:BORN

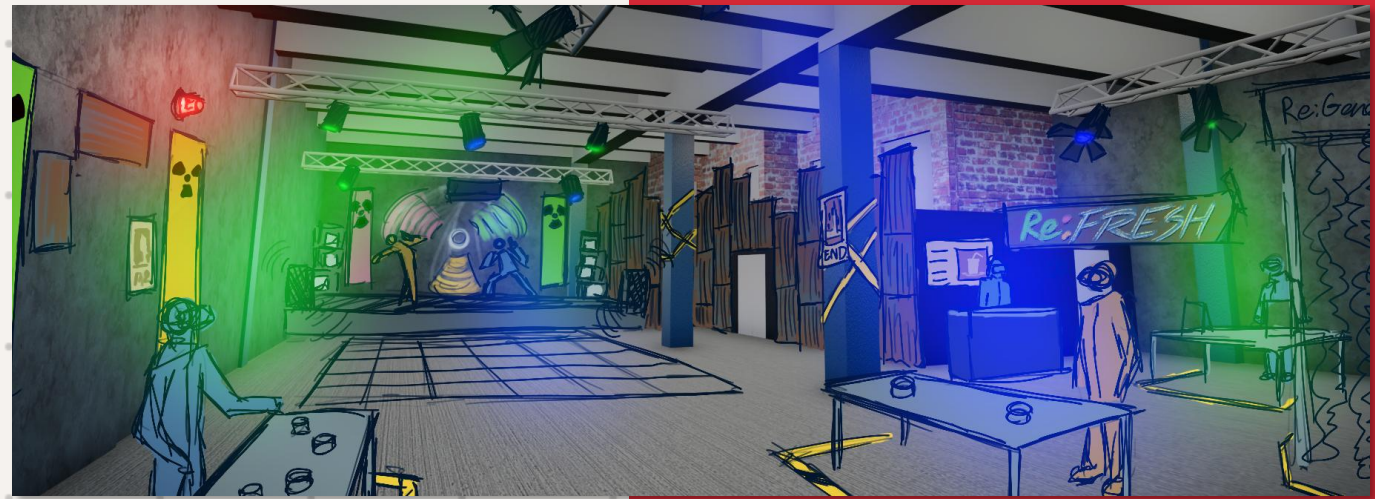


Initial Drawing 20/05



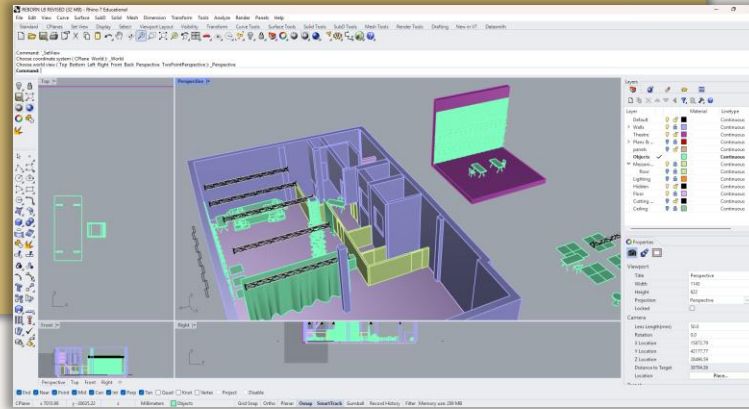
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Final Concept Drawing

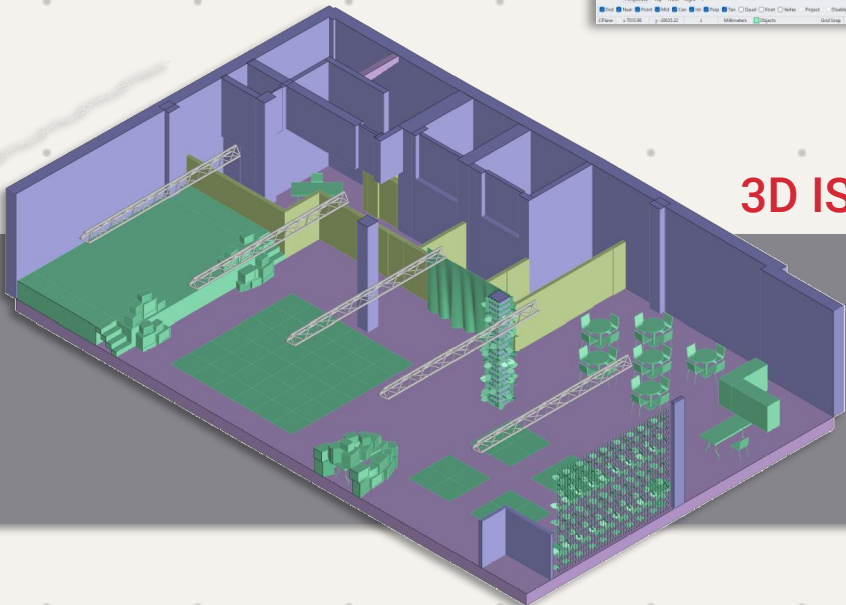


DESIGN WORK: RE:BORN - CONTINUED

DIGITAL
MODELING
- RHINO 3D



3D ISOMETRIC MODEL



OUTCOMES

- Drawings
- Installations
- Group activities
- Archive

Young Careers
Sympathetic Design
Innovative Interactivity

Mission Statement

From **physical** to **digital**, room to webpage, every **aspect** of something has a **decision** behind it. This is **design**.

However, in our present era **do we want** our **decisions** to be made by machines that **imitate** the intensions of humans **without reason?**

Thus, my mission is to **liberate the architect**, as I believe everyone has the ability to **decide** and **design** what is best for **us**.

Decide To Create, Decide To Be Human.

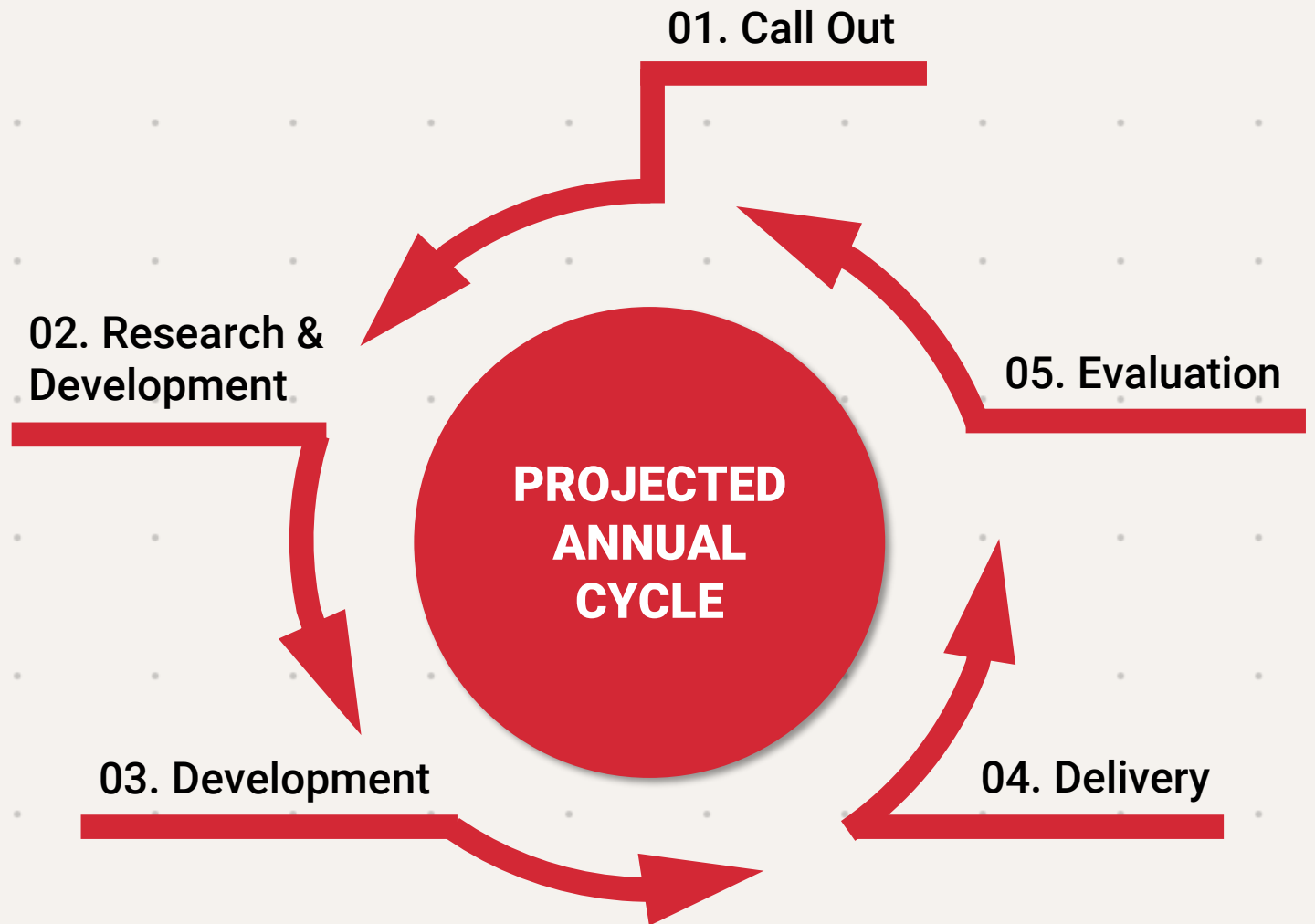
MILESTONES

Short Term

- BD2025 opportunities
- Set up website and profile

Long Term

- Build an archive of projects
- Set up a collective of Designers
- Progress with Architecture



BEACON STUDY

Key Considerations

- Stage & Seating Layout
- Thermal Performance & Passive Systems

Next steps:

- Respond to the original brief for the beacon
- Reflect on Architecture within City of Cultures



CAPITAL & OPERATIONAL BUDGET

Capital Cost:

Software:

- Affinity suite (Photo, Designer, Publisher) - £159.99
- Clip Studio Paint EX & Procreate - \$258.00 - £190.43
- Rhino 3D (& blender) with Twinmotion (Free) - euros 195 - £168.73

TOTAL = £519.15

Hardware:

- HP Omen Gaming Laptop - Computer set-up - £1400
- Printer - £50
- Ipad - £1299
- Huion Graphics Tablet - £879

TOTAL = £3,628

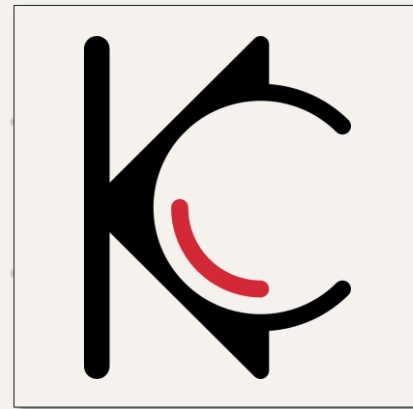
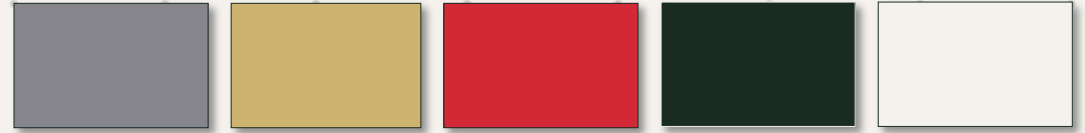
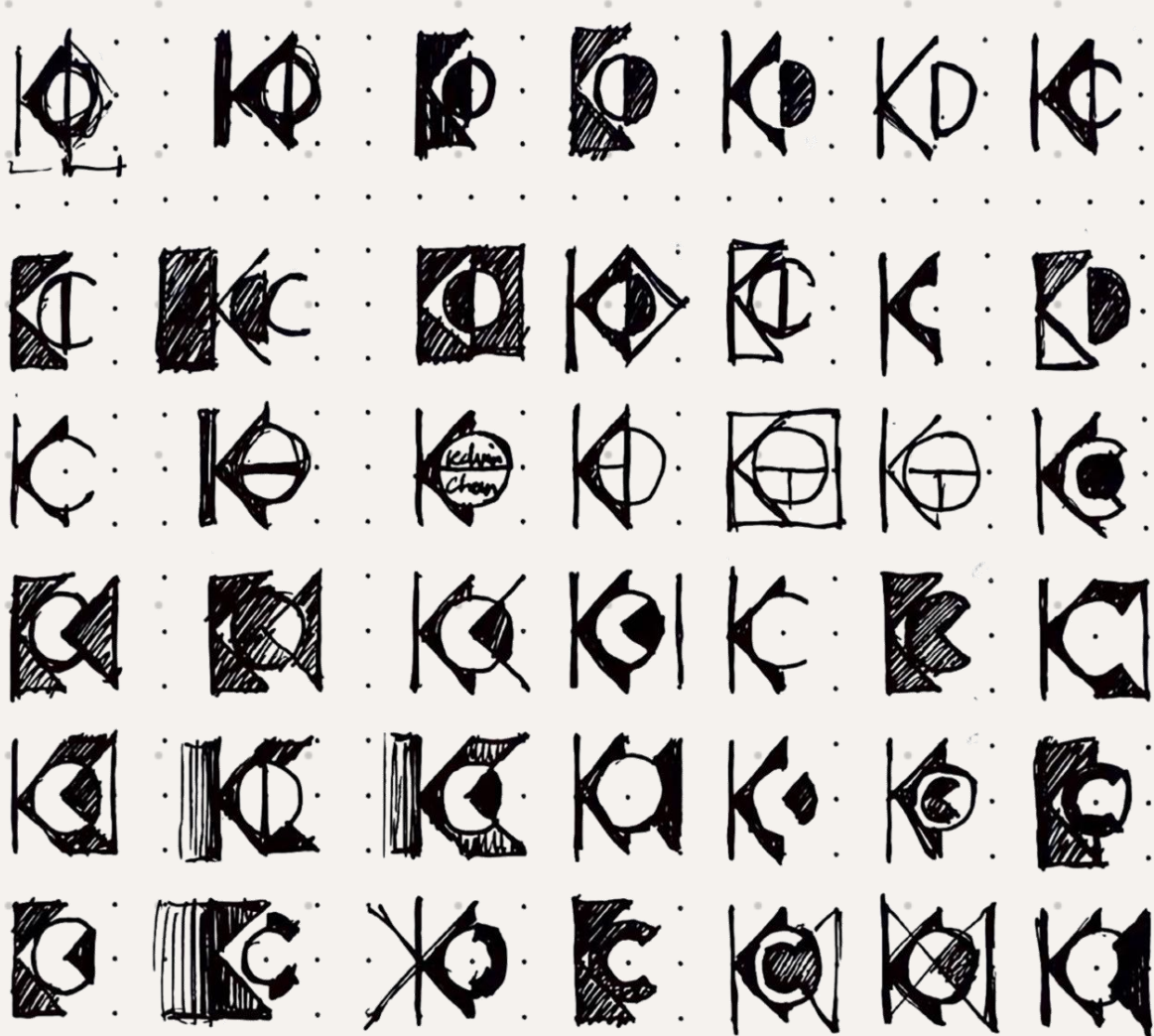
ACTUALS = £4,147.15

Operational Cost:

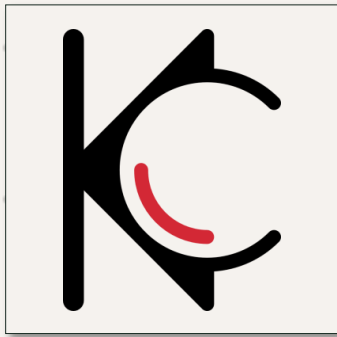
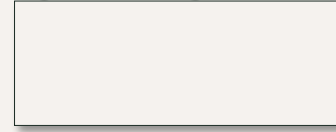
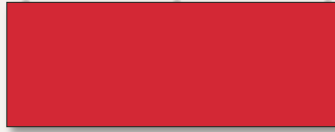
- Studio rent - £180 - £300pcm
- Stationary + Drawing tools - £50pcm
- Paper - £2pcm
- Internet - £30.99pm
- Transport - £100pcm

PROJECTED TOTAL = £482.99PCM

BRAND IDENTITY



BRAND IDENTITY



MARKET RESEARCH

Demographic:

- Young people & adults aged 16 - 30
- Students in Art & Design (Architecture, Product Design etc)
- Online user base

Clientele:

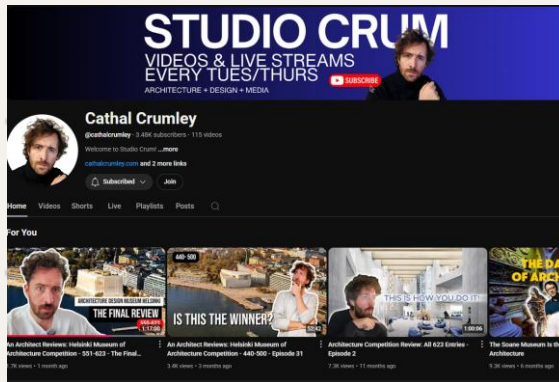
- Businesses
- Events
- Local Communities, Schools, Palliative care, Hospitals.

Partners:

- Graduates
- School programmes
- Designers & Architects

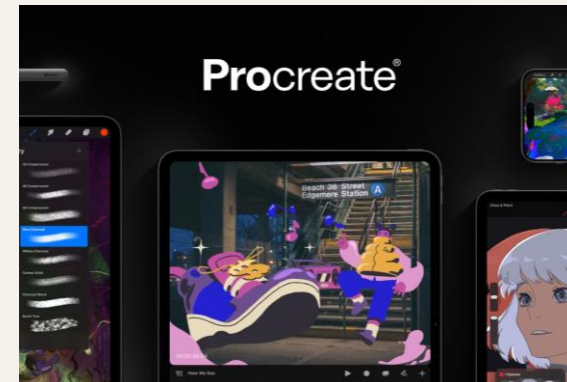
COMPETITORS or COLLABORATORS

A COLLABORATIVE APPROACH



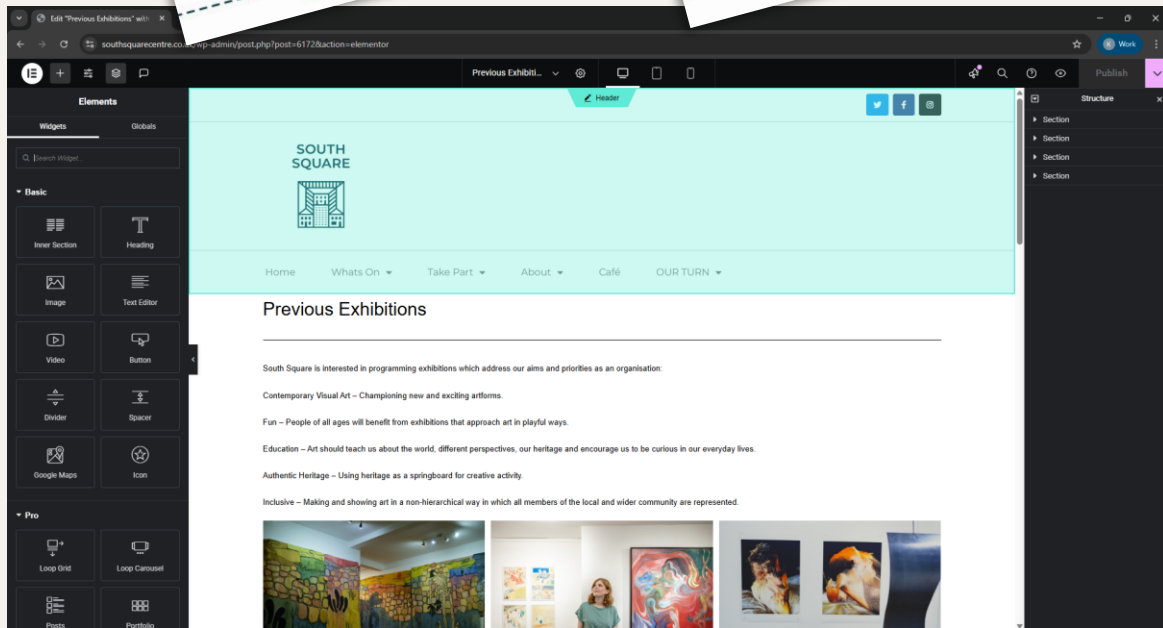
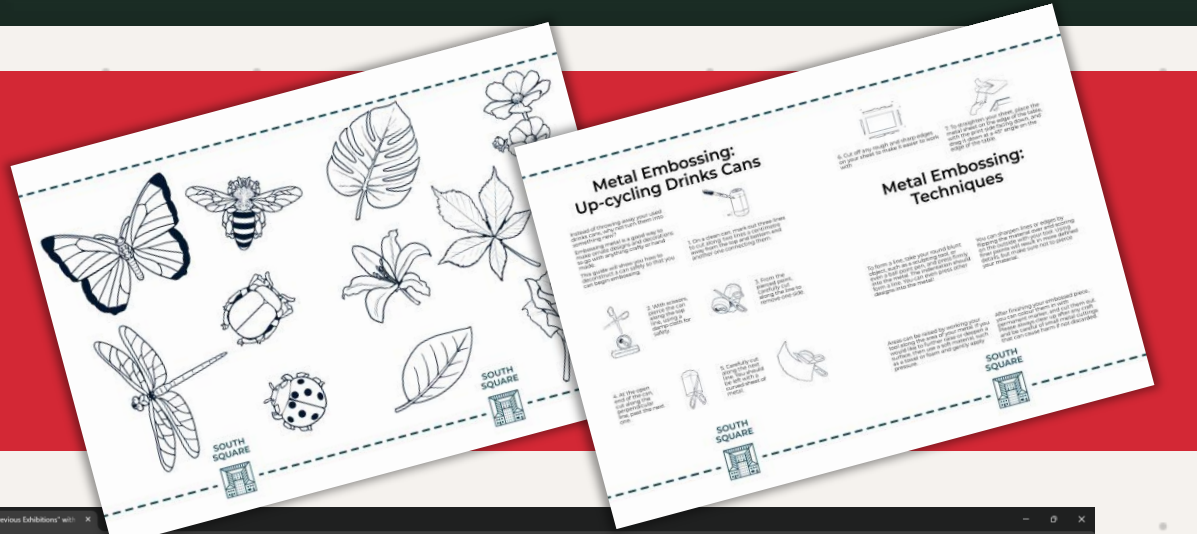
Influencers

Designers



Creative Practices

SOUTH SQUARE CENTRE



FUNDING

POTENTIAL FUNDERS:



Supported using public funding by
**ARTS COUNCIL
ENGLAND**



ALBA | CHRUTHACHAIL



AHF Transforming
Heritage
www.ahfund.org.uk



Loans | Mentoring | Support
Part of the British Business Bank

STAKEHOLDERS:

- Government
- Galleries & Museums
- Trusts
- Architecture
- Artists

RISK ASSESSMENT

Quality Control:

Ensuring quality in design:

- Business Benchmarks
- Design Reviews/ Crits
- Checklists

Regulating quality through contracts against:

- Safety & Privacy
- Confidentiality
- Plagiarism
- Generative AI

Workshop Safeguarding:

Working with community:

- First aid training
- Working with under 18s
- Language Barrier
- Social inclusion

Working on site or outdoors:

- High places
- Objects in motion
- Heavy lifting
- Power tools

EALING WORKSHOP



PESTLE - PESTLE - PESTLE - PESTLE - PESTLE -

POLITICAL

+ UK Government has an ongoing 10-year plan for creative industries.

- Vague at best, contradictory at worst implementation of Generative AI

ECONOMICAL

+ Increased funding from £17 billion to £31 billion.

- Terminology treats creative outputs as commodities –
Competitive

SOCIAL

+ Business will include society whilst giving back as well.

- Society is psychologically resistant to change

PESTLE - PESTLE - PESTLE - PESTLE - PESTLE -

TECHNOLOGICAL

+ New tech is making it easier to communicate and interact with each other

- Challenges a major technological shift

LEGAL

+ Ongoing legal disputes against generative AI that is growing in support.

- May also mean more strict laws for copyright infringement.

ENVIRONMENTAL

+ Working against GenAI's environmental impact & incorporation of green design.

- Implement new ways of working to reach net zero by 2050.

- SWOT - SWOT - SWOT - SWOT - SWOT - SWOT -

STRENGTHS

AUTONOMY

WEAKNESSES

INEXPERIENCE

OPPORTUNITIES

INSPIRE

THREATS

MOMENTUM

STATEMENT OF VIABILITY

The main aim of the business is to respond to the climate of the creative industry

Despite the risk of changing trends, as long as the values are upheld, the business will be viable

How could it be more viable?

Develop a sustainable and continuous marketing campaign that incorporates and sells the values of the business.



QUESTIONS?

This has been an overview of the business owned by **Kelvin Chan**, including career development and future endeavours.