

Hello — and thanks for taking a look at my work!

My name is Rich Kurz and I am an experienced graphics design professional. My philosophy has grown simpler through the years. Good design is not about me, but about us. I want to do good work that serves the needs of my client and that I am proud to put in my portfolio. This pdf shows some of my capabilities.

Note that these concepts and original drawings are owned by myself. The images in this document are my own and are under copyright to Rich Kurz.

Early in my sophomore year was this design and presentation exercise. The emphasis was on execution more than product solution. We were to present a product idea based on a natural analogy. We were required to use solid color coated paper, like coated origami paper only in larger sheets, and dry-transfer lettering. Color and neatness counted more at this point. They would teach us brainstorming to a deadline later.

Deliverables: four presentation boards, ~15"×20", marker & dry-transfer type on solid color coated paper

I am available to discuss your design, illustration, marketing, and advertising needs. Let's talk!

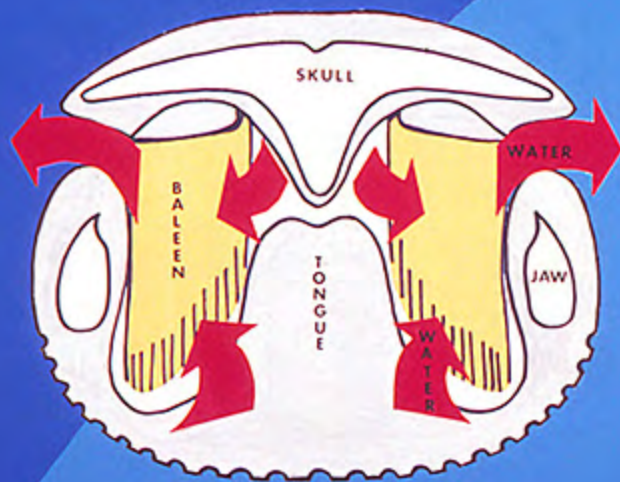


Rich Kurz



**BLUE
WHALE**

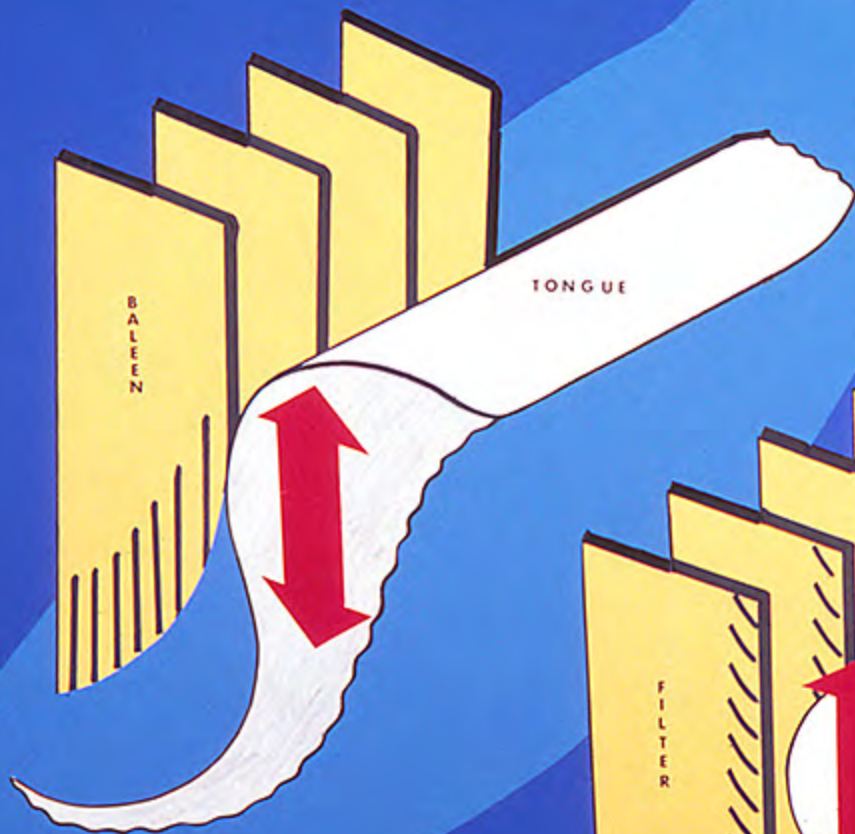
FEEDING



SEAWATER STRAINED THRU BALEEN
TONGUE CLEANS KRILL OFF BALEEN

BALEEN



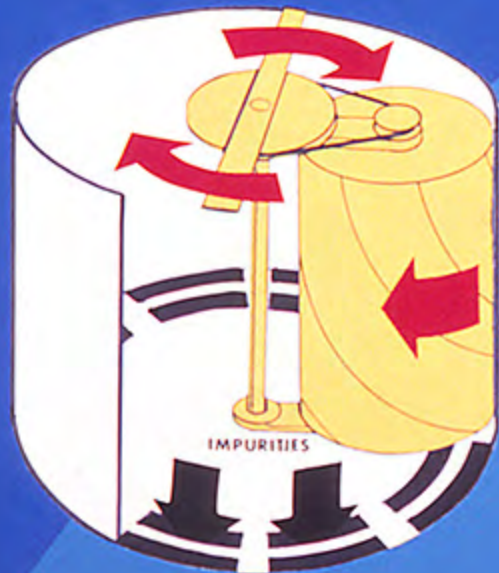


TONGUE CLEANING
BALEEN



SELF-CLEANING
FILTER

FILTER



GRAIN WORKS
INTO TRAP
IMPURITIES

CLEANER

