

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 all concepts and initial drawings are owned by Taft Broadcasting Co, or possibly by the current owner of Canada's Wonderland. The images in this document are my own and are under copyright to Rich Kurz.**

In 1981, Taft Broadcasting opened Canada's Wonderland theme park in Toronto.

I worked in their design unit called "Kings' Productions" for the SPAD group designing signs and props. SPAD stood for Signs, Props, Art, and Design. The park had four themed areas, Medieval Faire, Grand World Exposition, Hanna-Barbera Land, and International Street. Each area had signage and props appropriate to the theme.

I would visualize a sign or prop as 3-view drawings and isometric perspectives, which were more like control drawings.

It was my first design job after I graduated and it required that I do a LOT of drawing - not in the traditional presentation sketch style, but in simplified 3-views and isometric perspectives. And one had to be a quick study because we were designing stylized representations of different historical and cultural styles. Occasionally, I made small clay models of very 3-dimensional props. My drawings then went to the shop where sculptors would interpret them into actual objects. If I was successful, my drawings would look like the final article, and very often did. But woe to me if I attempted to direct the sculptors! I did once and was forbidden to visit them again.

The big payoff was the preopening dry-run day in which all Taft employees involved with the project were invited to ride all the rides and see all the shows (see my photos). It was a pleasure to see how well it looked and matched our visions back at the office.

Deliverables: Pencil drawings, on graph-style 8-1/2" x 14" sheets or on C-size vellum

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



Rich Kurz