

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 the original photos of the personnel are owned by Welzig Heating & Air. The images in this document are my own and are under copyright to Rich Kurz.**

Here is an example of basic masking technique in Photoshop, and a good illustration of how Photoshop can fix people problems and unwanted intrusions plus give a poor setup some flair just by changing the background. It required some tedious and careful painting of the mask, but once done, variations could be quickly tried and evaluated. A well-done mask can save a lot of back-end time - and that's where the fun really happens. Done well, only the client knows the location wasn't there.

Deliverables: Photoshop .psd files incorporating layers and masks  
low res variations as jpegs  
final versions as high res tiffs

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



Rich Kurz



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