

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 Firewall Forward. The images in this document are my own and are under copyright to Rich Kurz.

The private aircraft engine overhaul business by its nature serves a limited, high-end market. Maintenance is federally mandated at certain hours of usage, and is not cheap due both to high safety standards and limited volume. Even so, there are low-end and high-end overhaulers. Firewall Forward does not go the low-end route. Its calling card is its quality and experience, and the two are related. In addition, they also research, experiment, and produce specialized parts to address specific mechanical problems they have observed.

I would brainstorm with the owner the concepts, headlines, and copy for the ads placed in the trade journal "Trade-a-Plane." I also created the illustrations for each ad. I generated other sales materials for the different parts and services the company offered. And on top of it all, I like airplanes! After many years, the owner retired, management changed, and we all moved on. Here are two of the best ads plus two concepts that did not make it to print.

Deliverables: camera-ready art to size, 4-color, about 7-1/2"x10"
Background artwork ads 1 and 2: 20"x30",
Prismacolor (#1) and gouache (#2)
Concept 1 is a stage photo with a mocked-up screen
Concept 2 is a scanned sketch finished in Photoshop

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



Rich Kurz

Our company philosophy is simply
TO BUILD THE BEST!
in overhauled engines

How We Do It...

- ✓ Surpass manufacturers' balancing tolerances
- ✓ Exceed mandatory replacement parts
- ✓ Test-run engines on dynamometer
- ✓ Exclusive 1 year/100% warranty on accessories
- ✓ An aggressive attitude of uncompromising quality
- ✓ Efficient, custom-built overhaul facility

and What You Get!

- ✓ Safety for you and your passengers
- ✓ Reliability of all powerplant systems
- ✓ Assurance of maximum engine life
- ✓ Maximum aircraft performance
- ✓ Engine smoothness you can feel
- ✓ Increased equity in your aircraft



**FIREWALL
FORWARD**

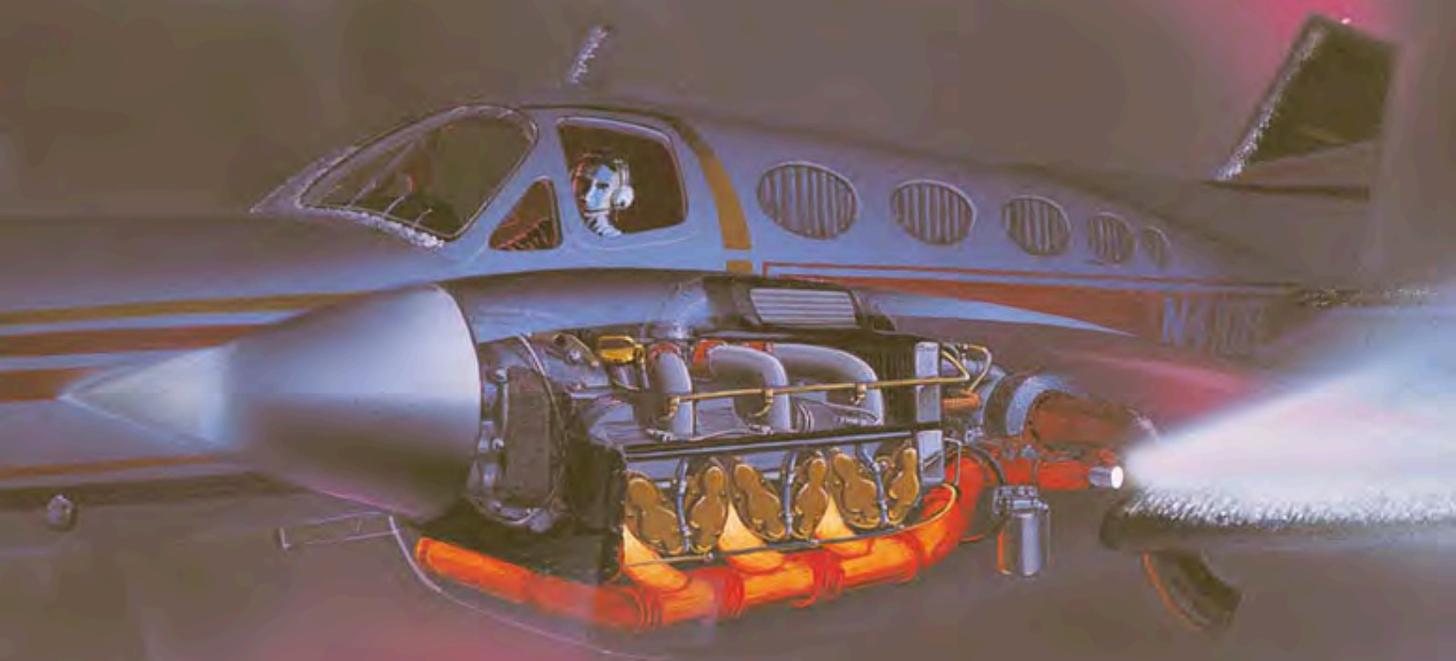
**Talk to our customers...
Compare our warranty...
Call today for a price quote!**

1-800-444-0556 970-669-6185 FAX 970-669-1044

5212 Cessna Dr. / Loveland, CO 80538 / website: www.firewallforward.com

"ATTENTION ALL AIRCRAFT - CENTER WEATHER ADVISORY IN EFFECT -
WIDESPREAD CEILING 400 FEET OR LOWER - MODERATE TO SEVERE
ICING REPORTED BY ALL TYPES BELOW 10,000 FEET ..."

"... CESSNA ZERO ECHO LIMA YOU'RE NUMBER THREE FOR THE
APPROACH. CLEARED TO GILL VORTAC TO HOLD WEST AS PUBLISHED.
EXPECT FURTHER CLEARANCE AT ZERO FIVE ZERO FIVE."



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I N O V E R H A U L E D E N G I N E S

*Talk to our customers
Compare our warranty
Call today for a quote!*



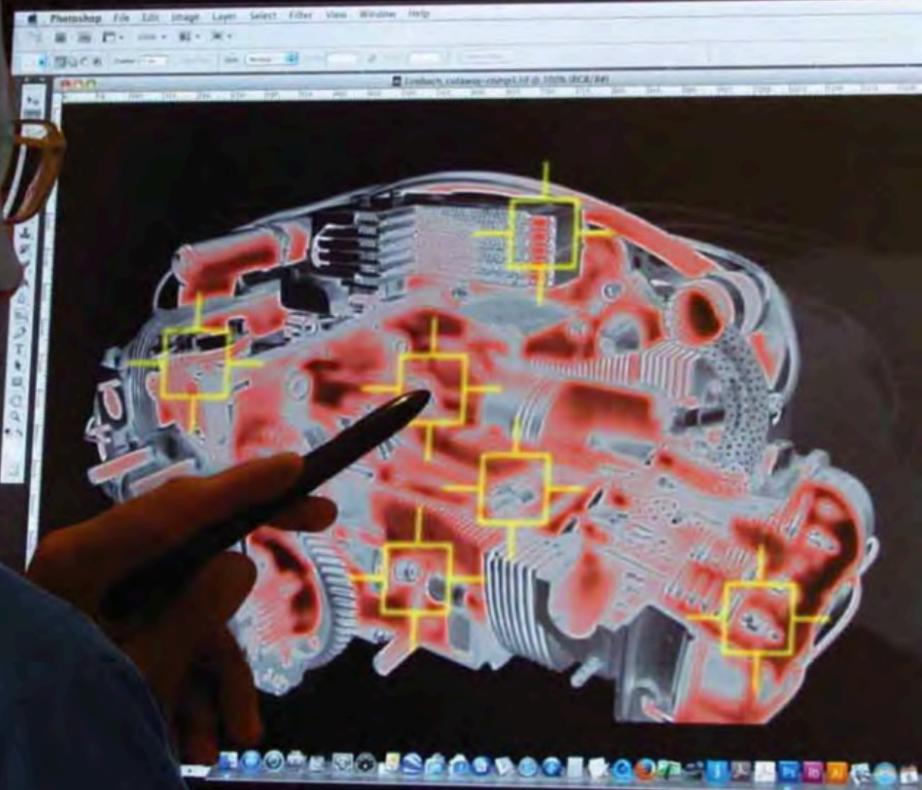
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SAFETY IS THE ULTIMATE QUALITY

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FIREWALL
FORWARD
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