

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.**

During my pre-junior year in our design lab, our class took on a proposal to help the Citizens Committee on Youth outfit an RV that would function as a mobile office. It would go to high schools in the district where students would view a presentation about different careers, and also allow one-on-one career counseling.

The class broke into teams of three or four to create competitive proposals. Our team began by analyzing and prioritizing features before beginning our sketch phase. We then split our efforts (this being a short-term project and not a quarter-long project), and I focused on exterior graphics. After an intermediate review presentation, we chose our directions and created our final presentation boards.

We learned later that none of the proposals got the final nod, but had advanced the project. The organization still exists, but I no longer live in the area and have not followed it.

Page 1 shows our priority chart. Page 2 shows ideas for interior layout, followed by four pages of interior sketches. The next four pages are perspective drawings. Then comes the exterior graphic ideation sketches (five pages), narrowing down to the two final directions, leading to the choice sketch, and ending with the final exterior presentation rendering.

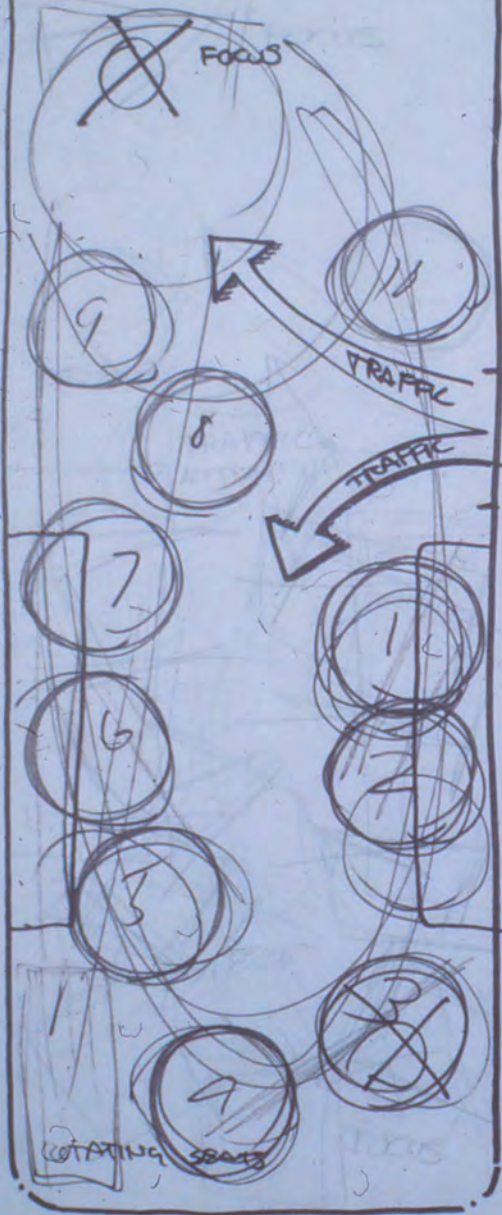
Deliverables: 9"×12" marker on tracing paper graphic sketches
19"×24" marker interior sketches
19"×24" marker rendering mounted onto tan Canson paper

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

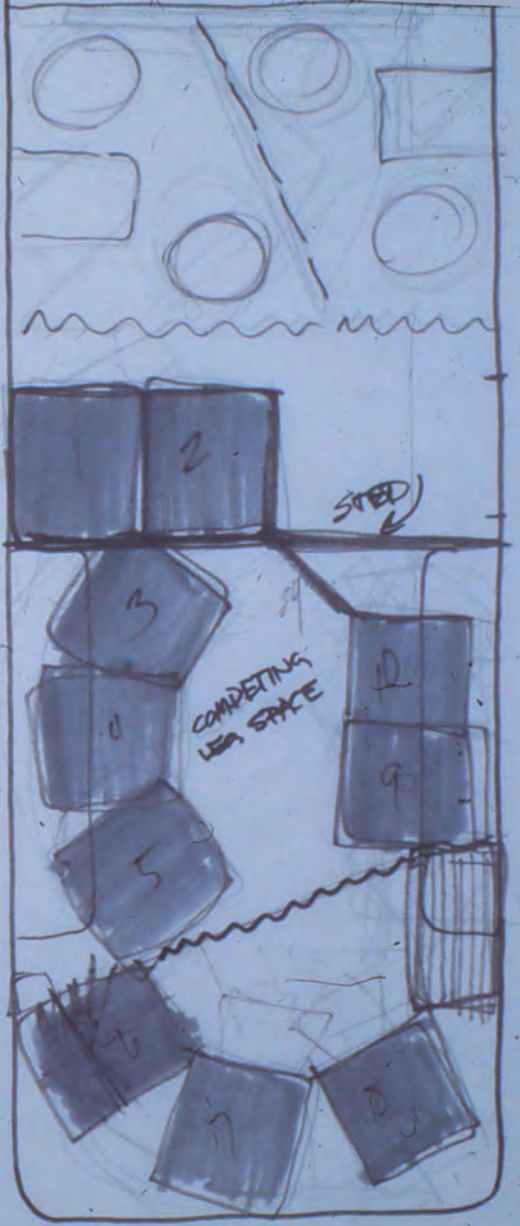
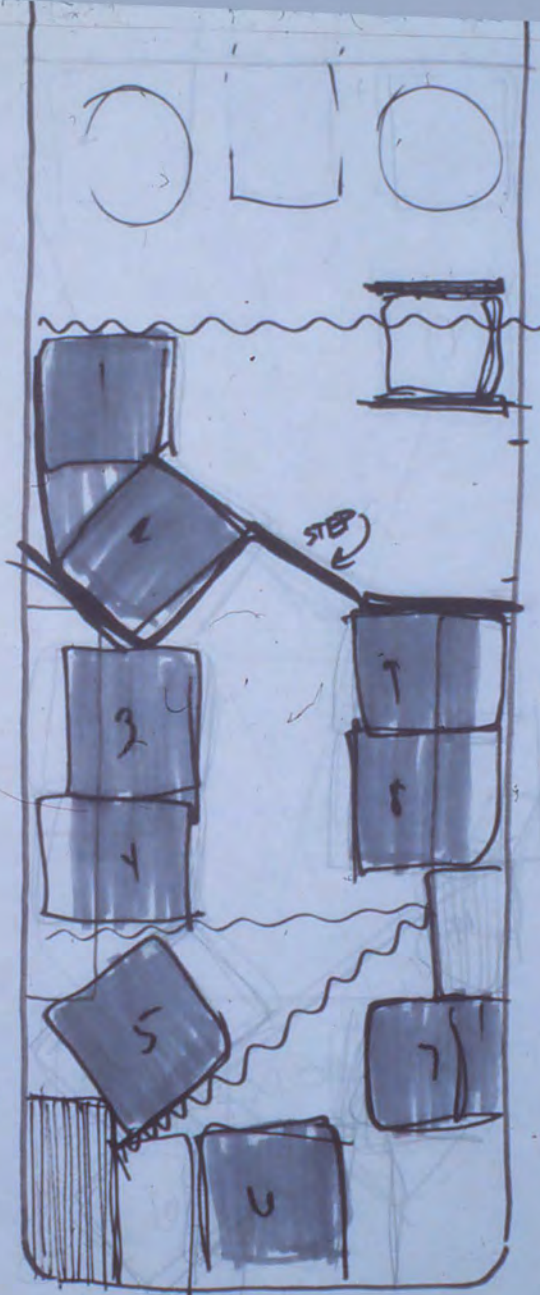


Rich Kurz

	1	2	3	4	5	6	7	8	9	10	11	TOTAL	PRIORITY
1 COUNSELING	-	0	+	+	+	+	+	+	+	+	+	9	1
2 INVENTORY	0	-	+	+	+	+	+	+	+	+	+	9	1
3 PRESENTATION	-	-	-	+	+	+	+	-	+	+	+	4	2
4 OPERATION	-	-	-	-	-	-	-	-	0	-	-	-9	5
5 INTERIOR DECOR	-	-	-	+	-	+	-	-	+	-	-	-4	4
6 EXTERIOR GRAPHICS	-	-	-	+	-	-	+	-	+	-	-	-4	4
7 STORAGE	-	-	-	+	+	-	-	-	+	-	-	-4	4
8 AUDIO-VISUAL EQUIP.	-	-	+	+	+	+	+	-	+	-	-	2	3
9 LITERATURE	-	-	-	0	-	-	-	-	-	-	-	-9	5
10 FLOOR PLAN	-	-	-	+	+	+	+	+	+	-	+	4	2
11 SUPPORT HARDWARE	-	-	-	+	+	+	+	+	+	+	-	2	3

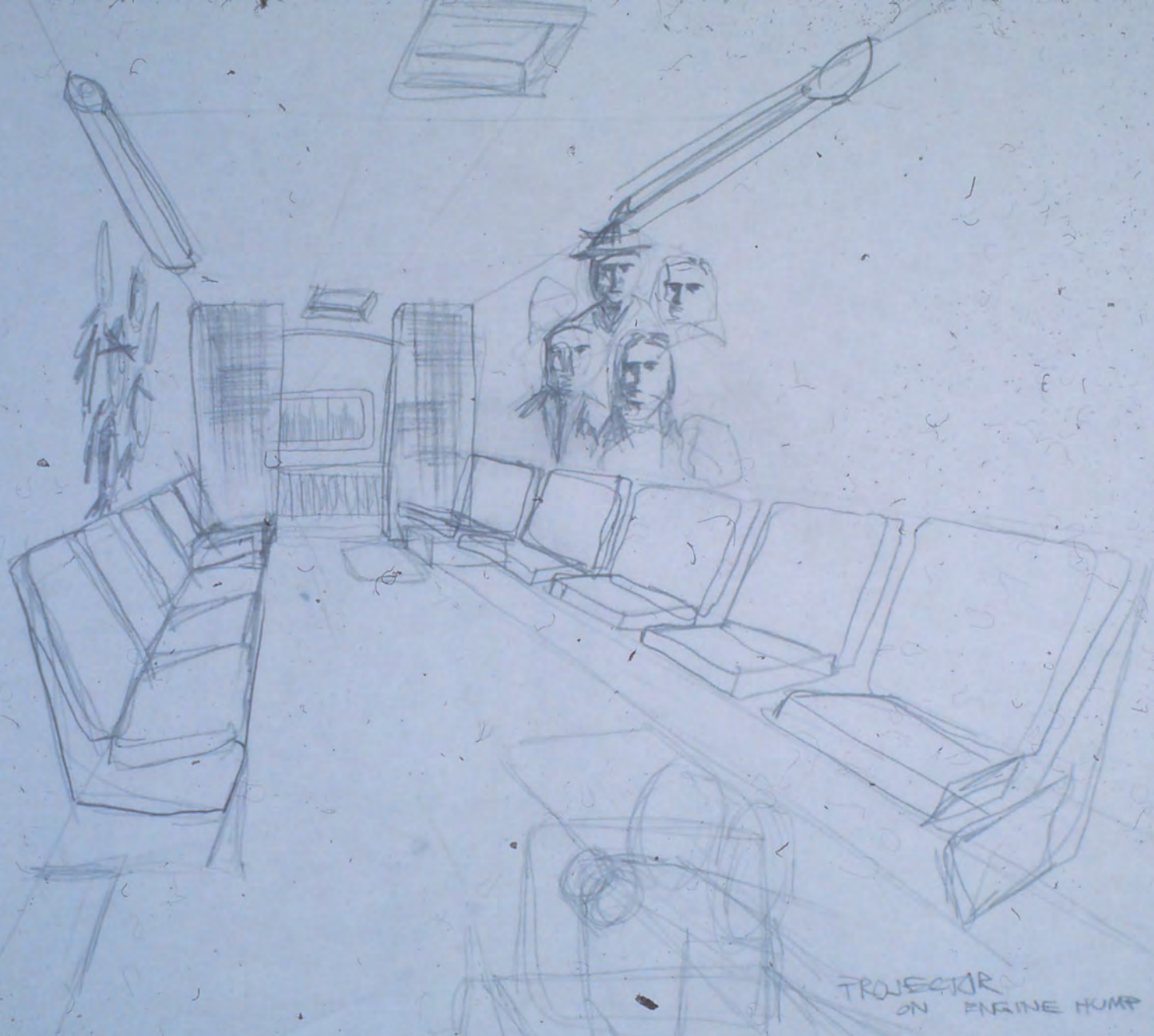


FOCUS

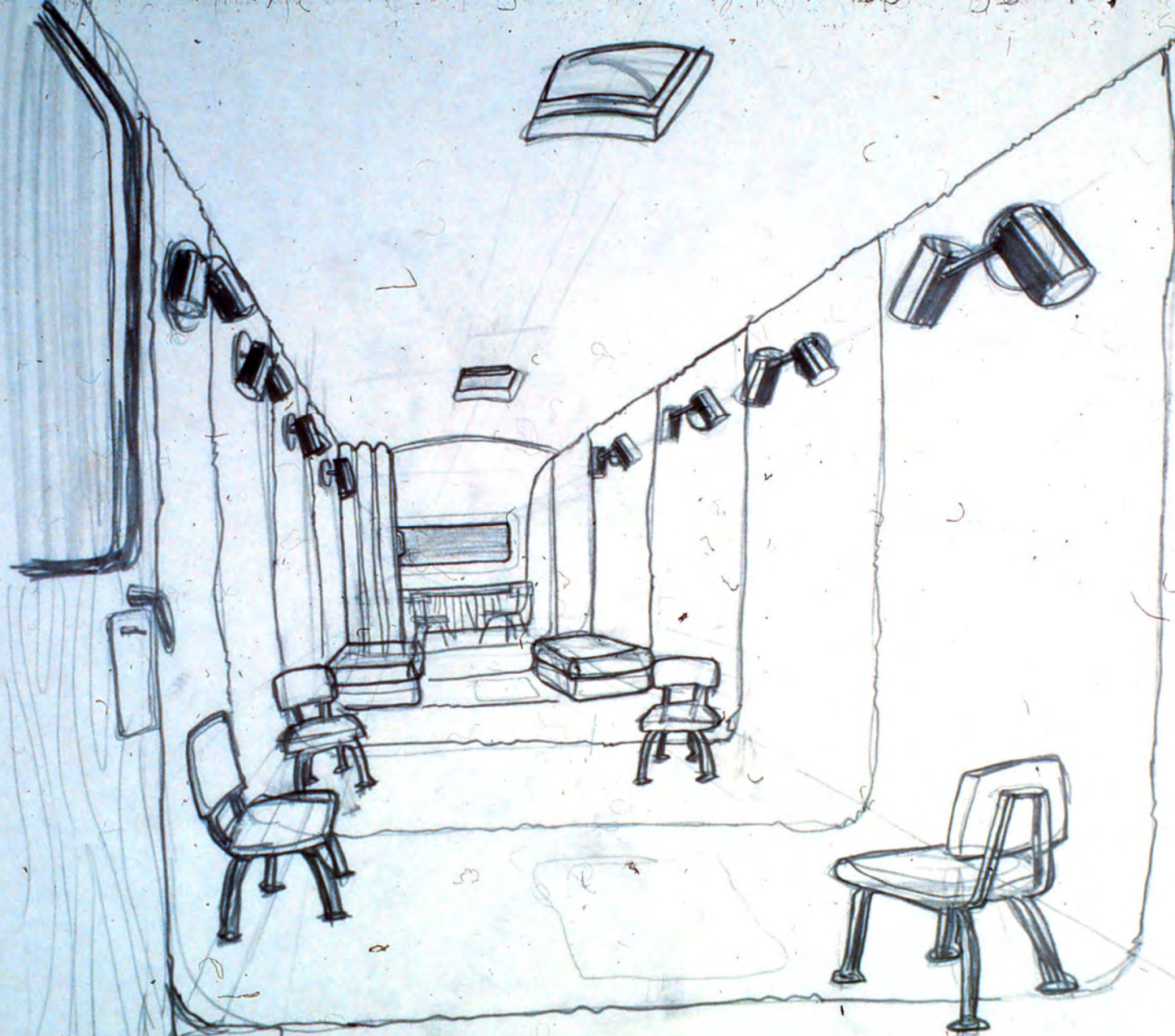


PROJECTOR

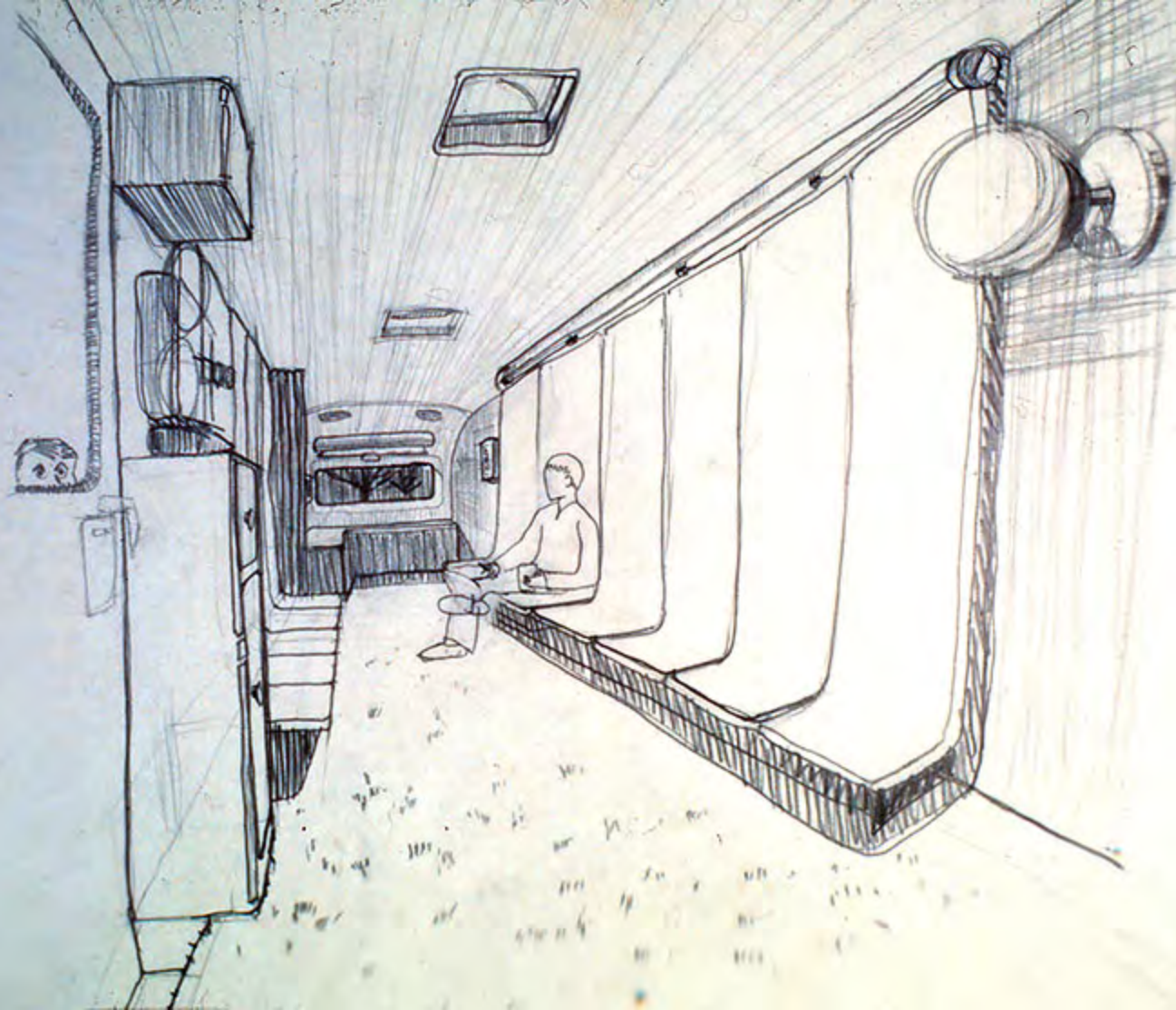
NO CLUSTER

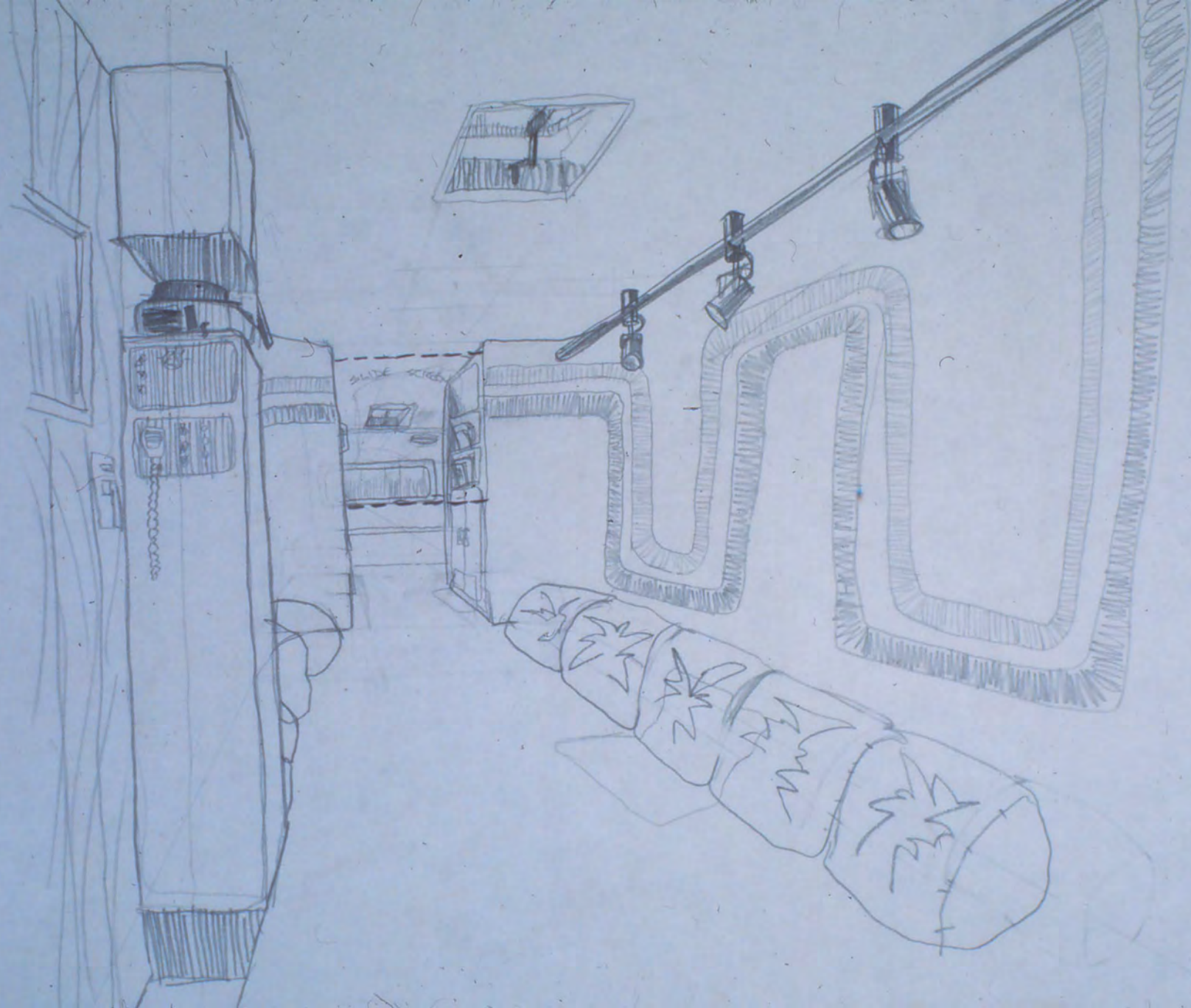


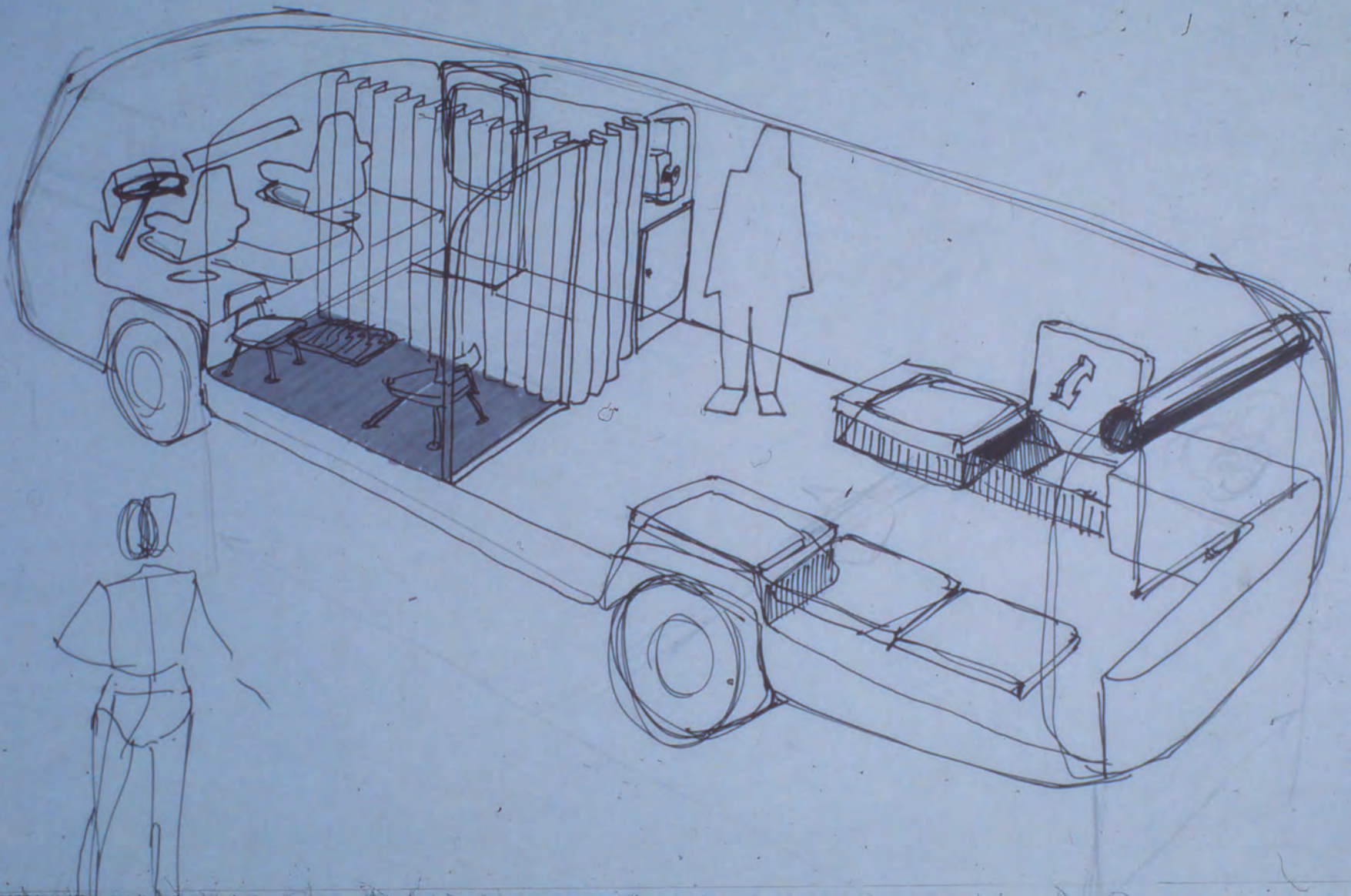
PROJECTOR
ON ENGINE HUMP

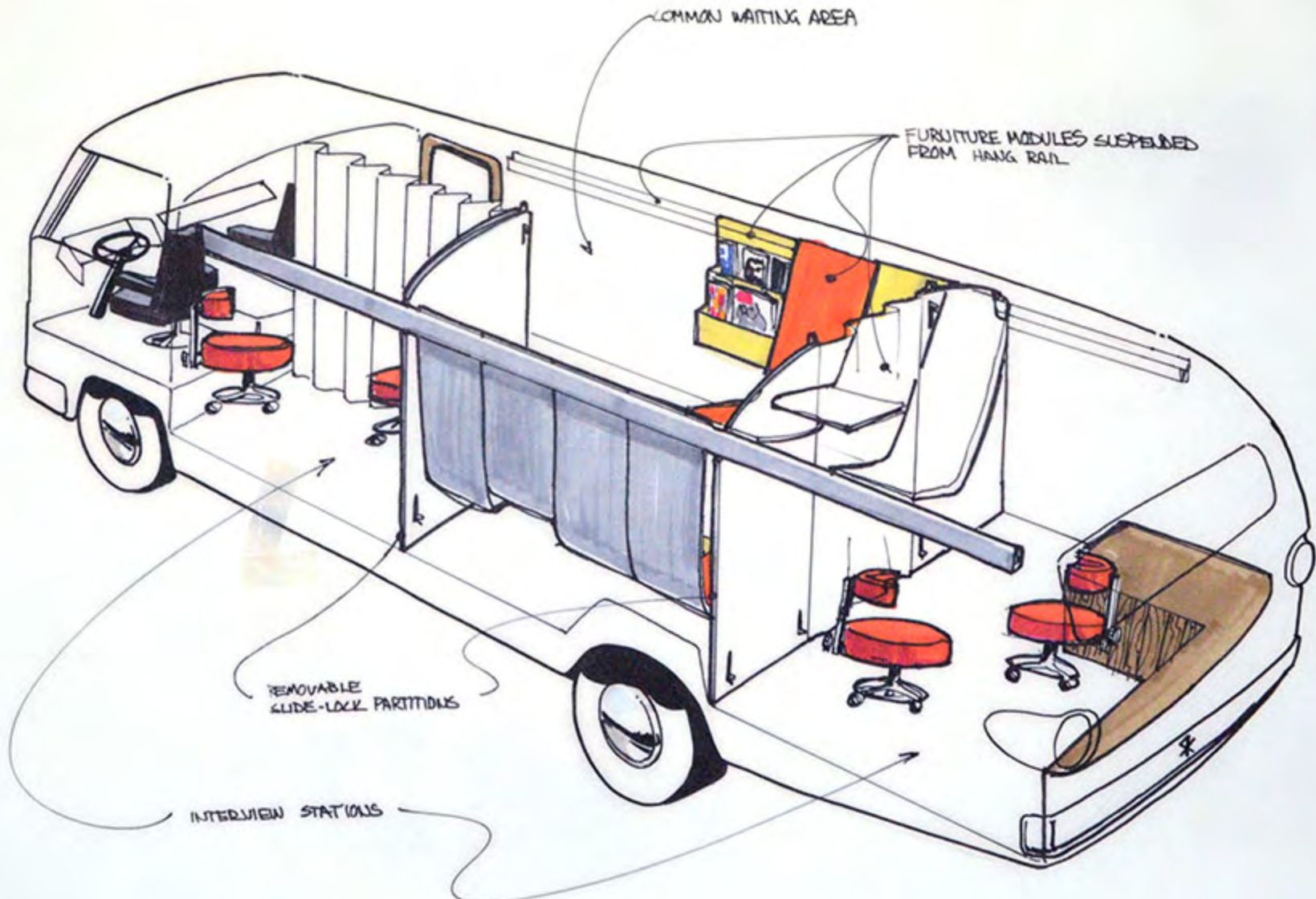


WOOD PANELS
GLASS TABLE
FRAMES ETC.







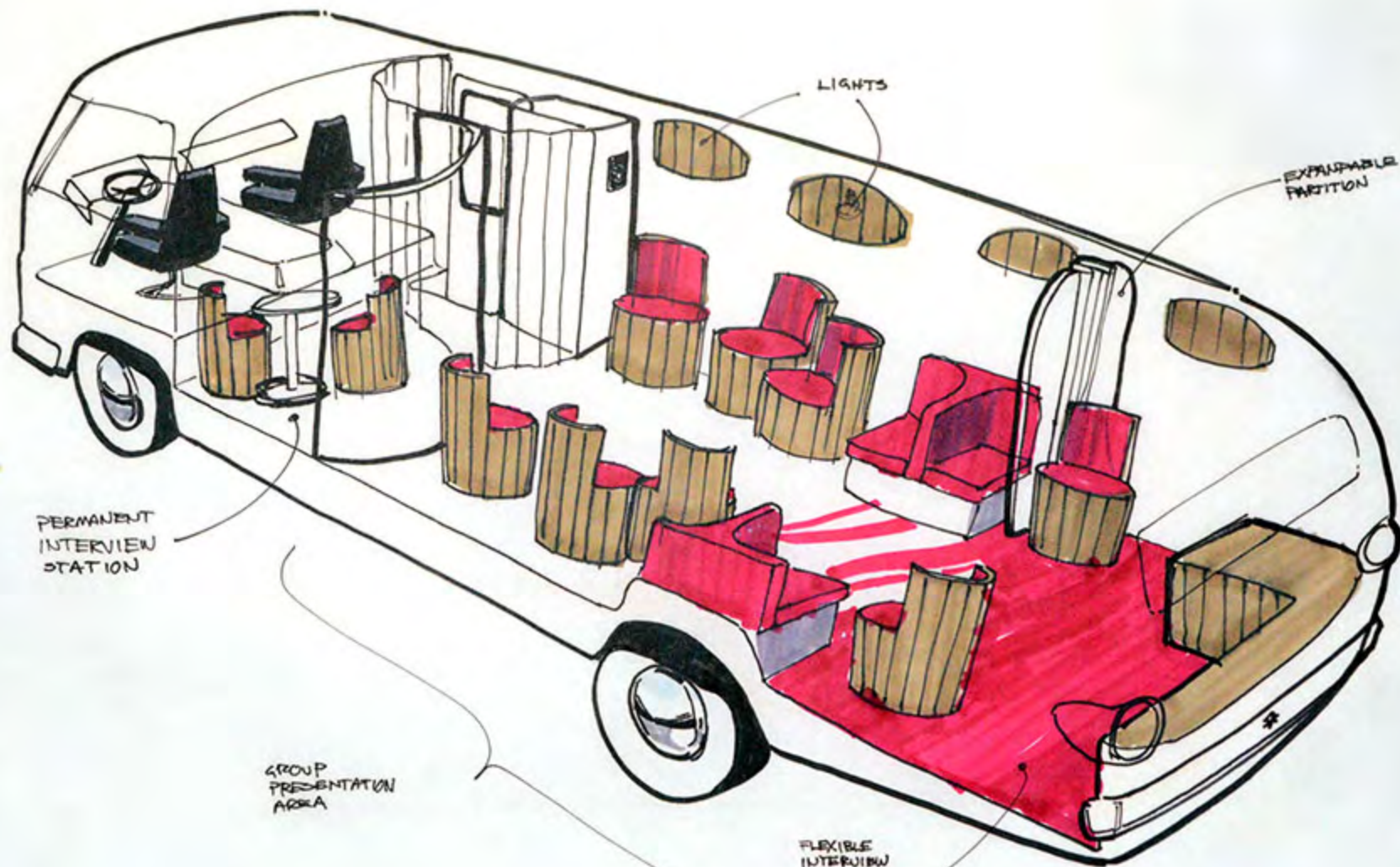


COMMON WAITING AREA

FURNITURE MODULES SUSPENDED FROM HANG RAIL

REMOVABLE SLIDE-LOCK PARTITIONS

INTERVIEW STATIONS



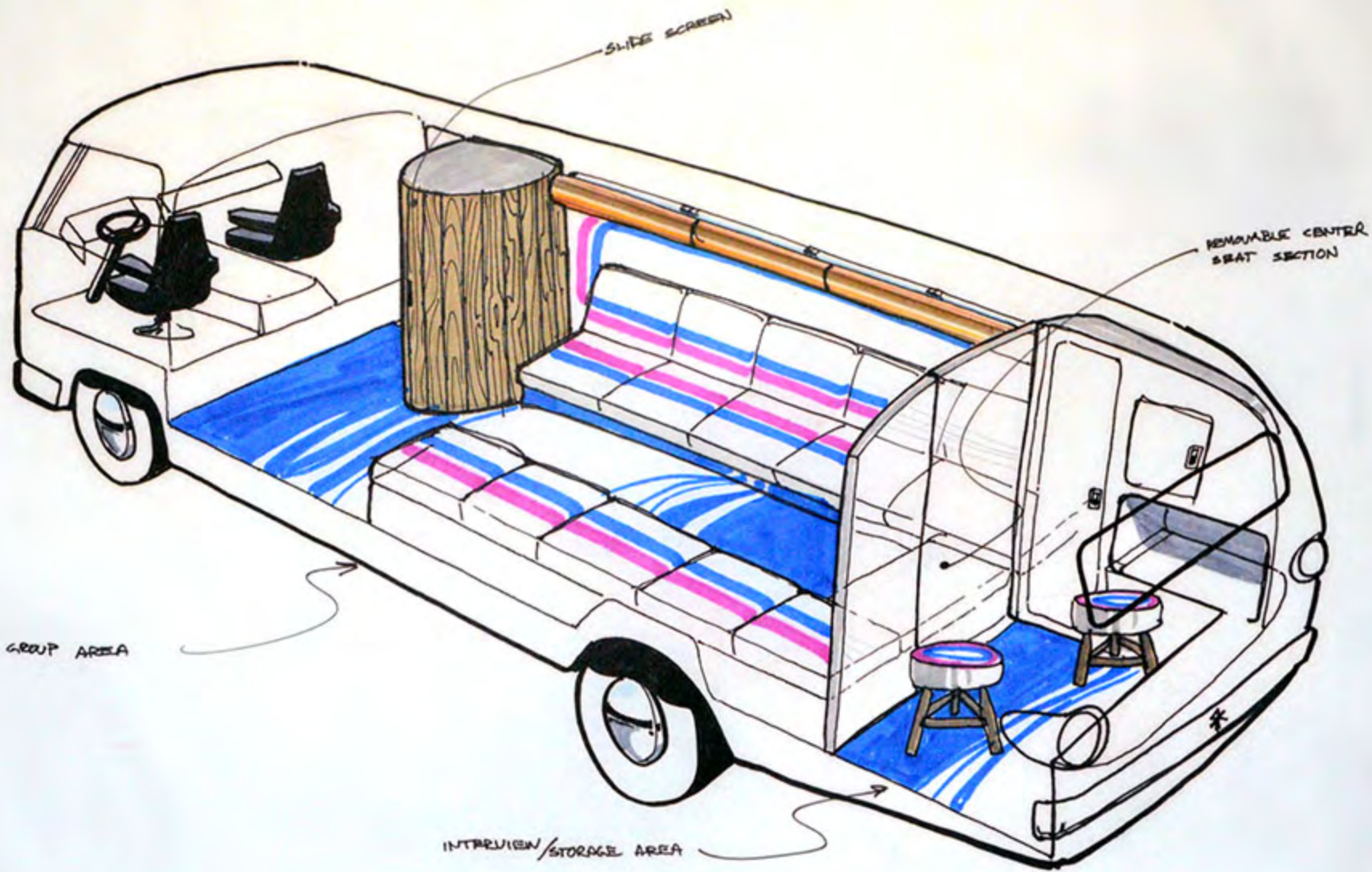
LIGHTS

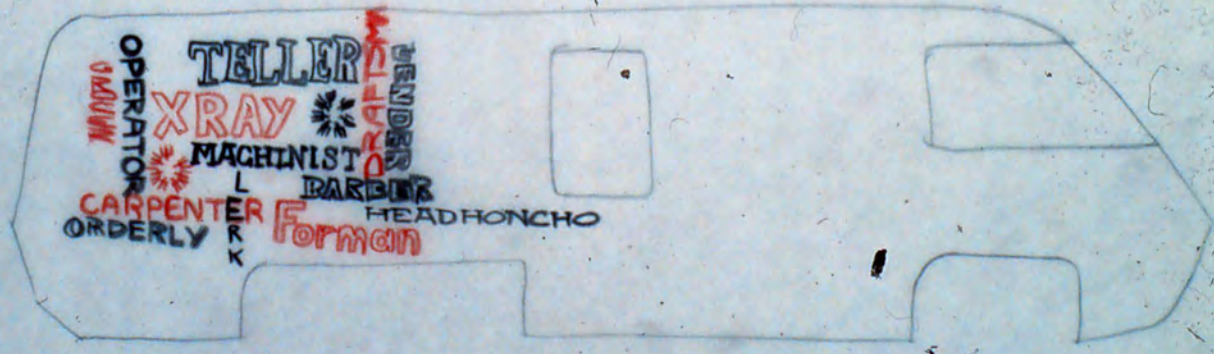
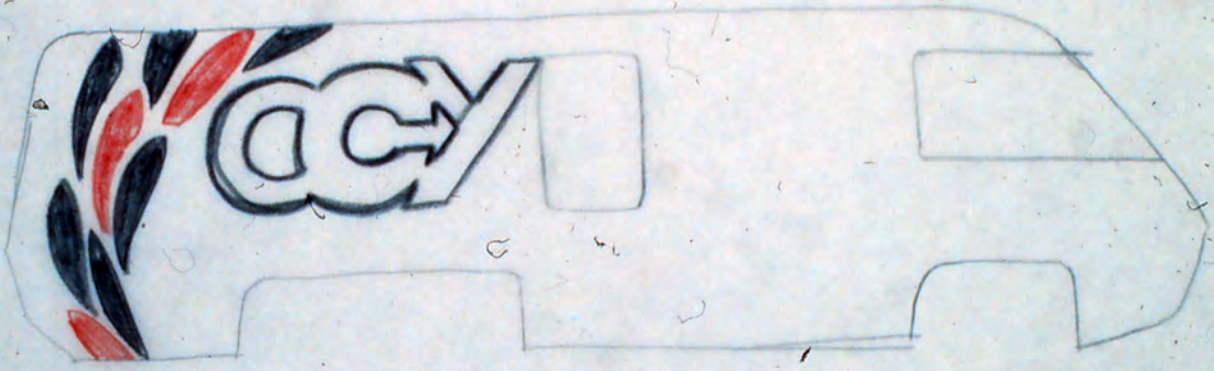
EXPANDABLE PARTITION

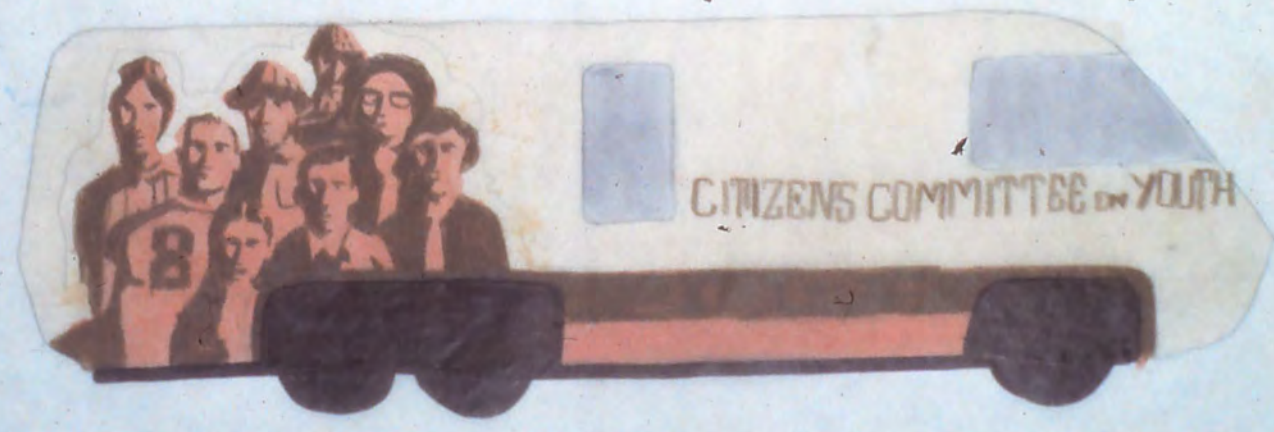
PERMANENT INTERVIEW STATION

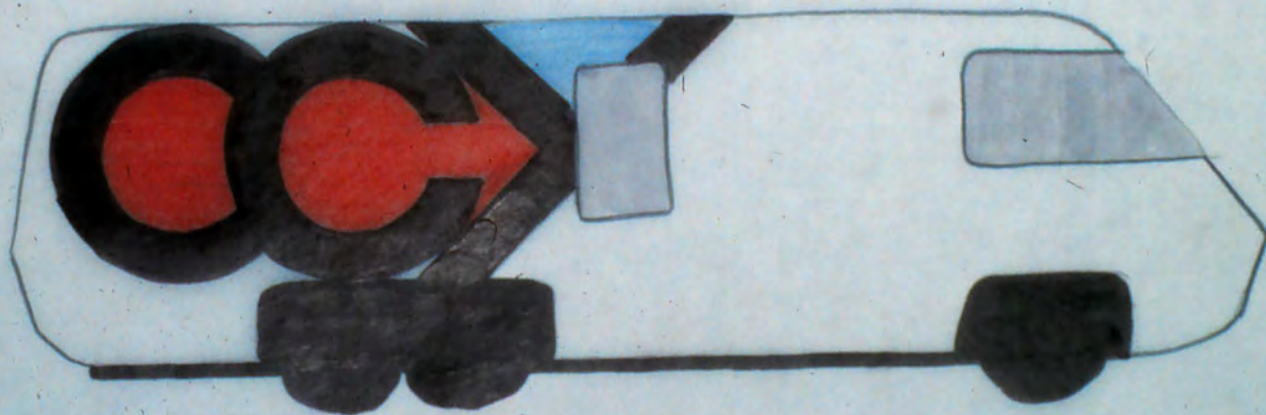
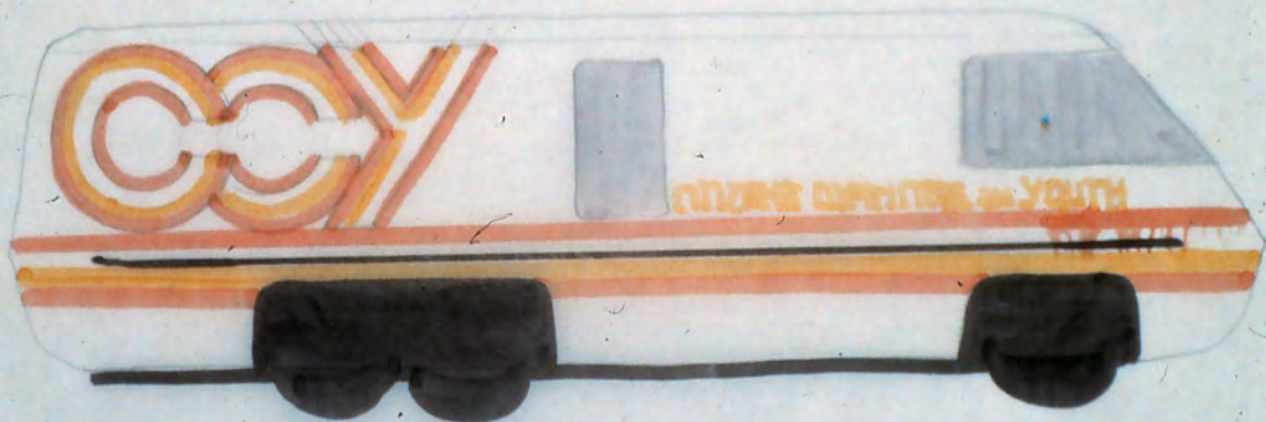
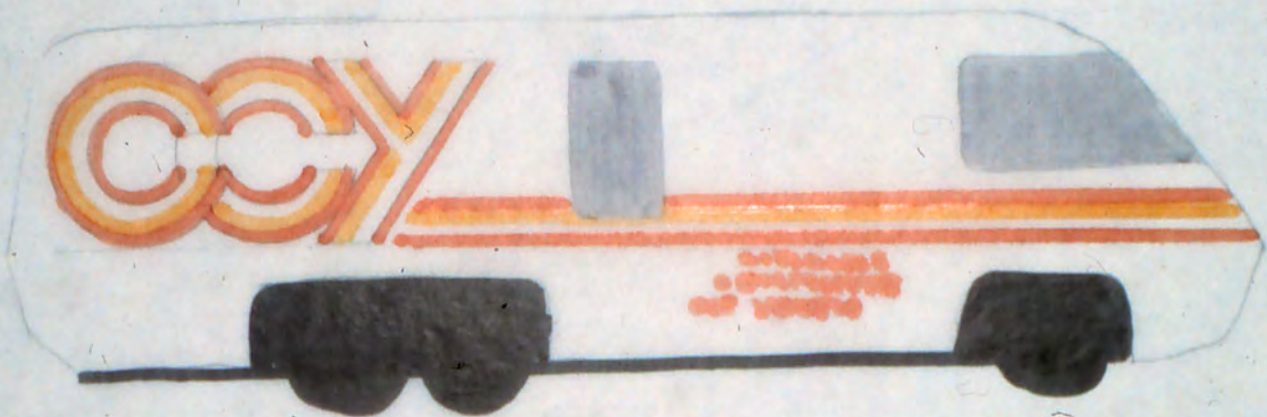
GROUP PRESENTATION AREA

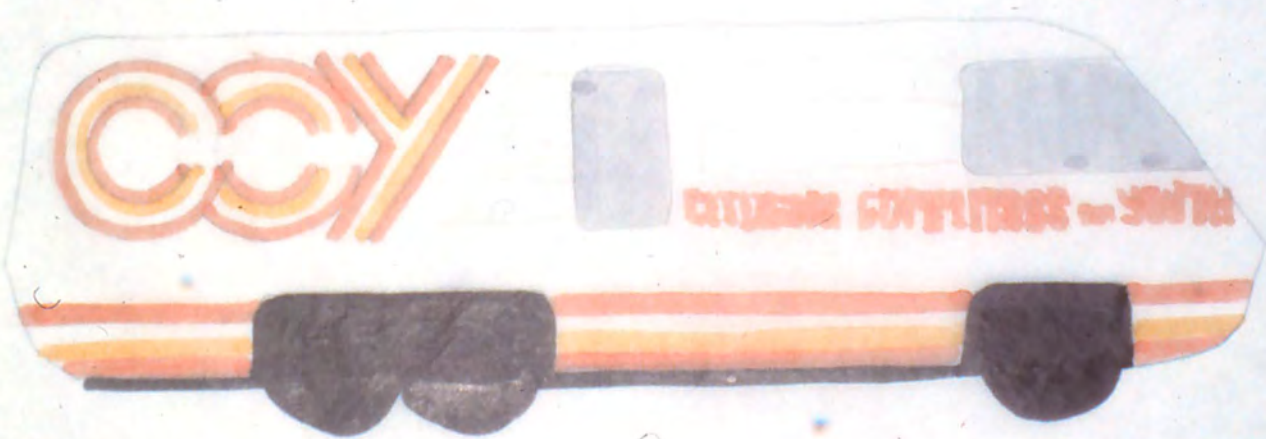
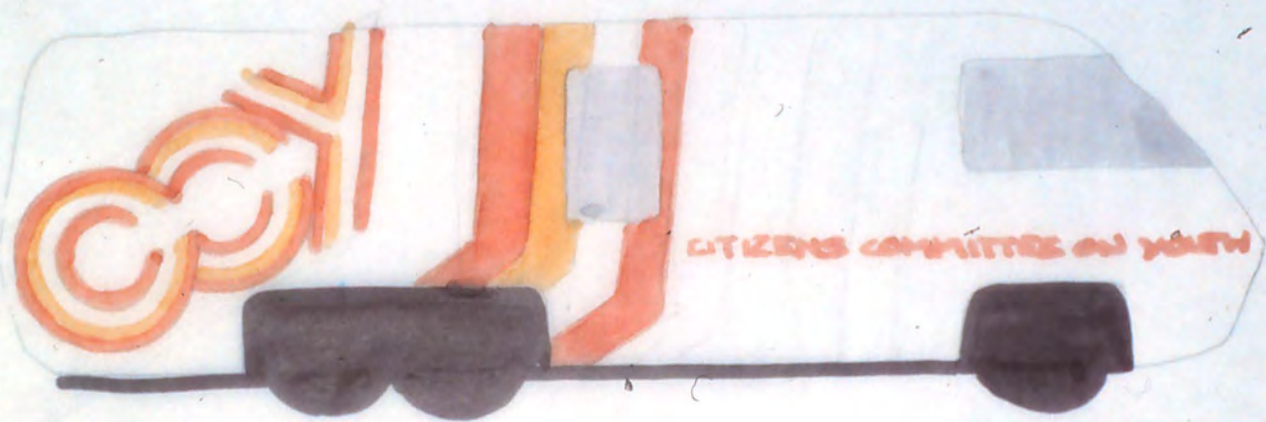
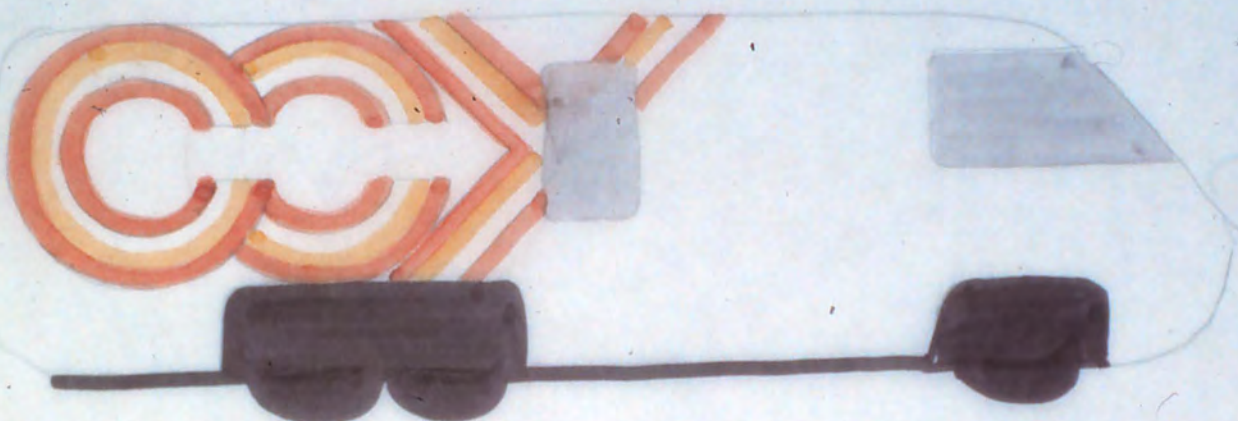
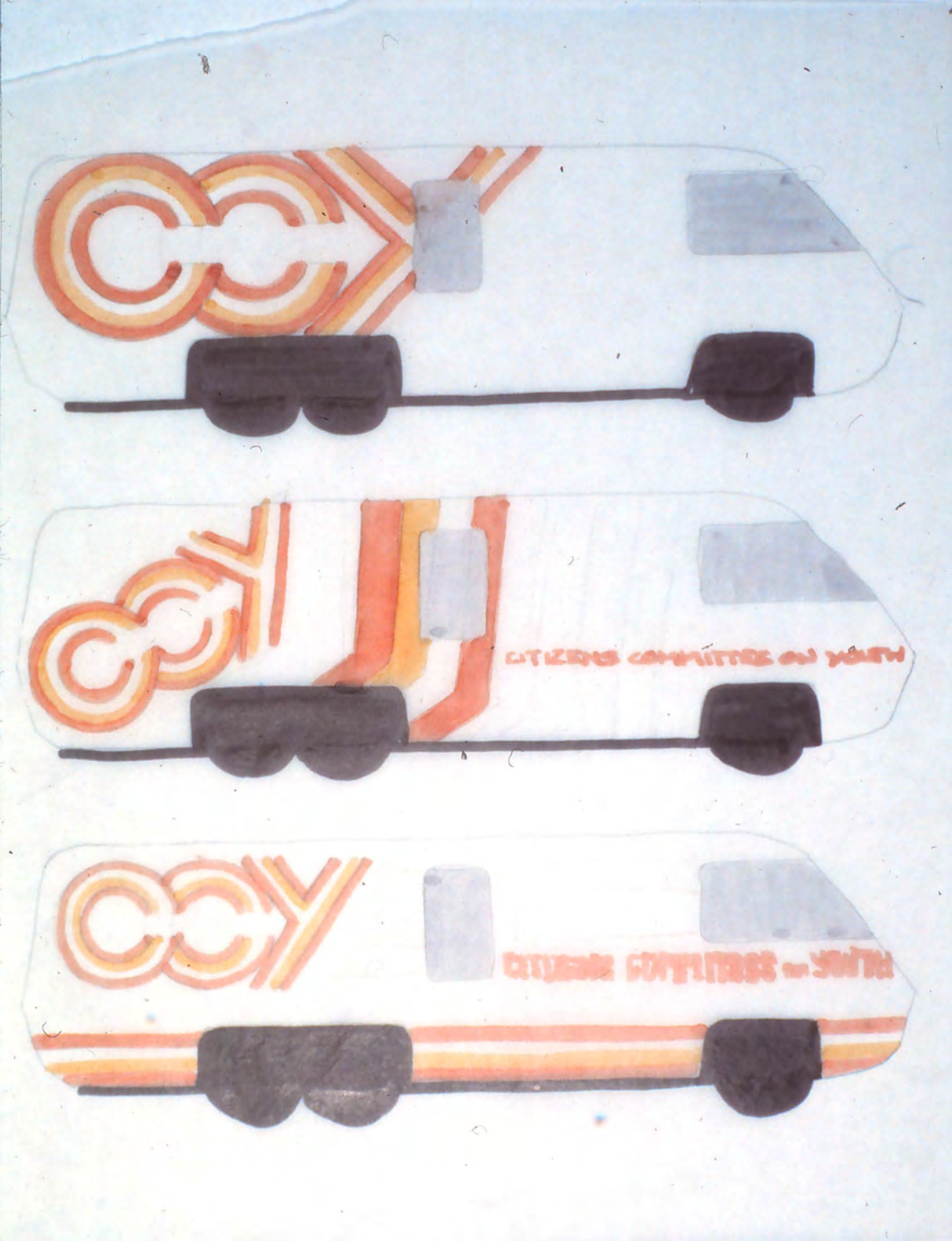
FLEXIBLE INTERVIEW STATION

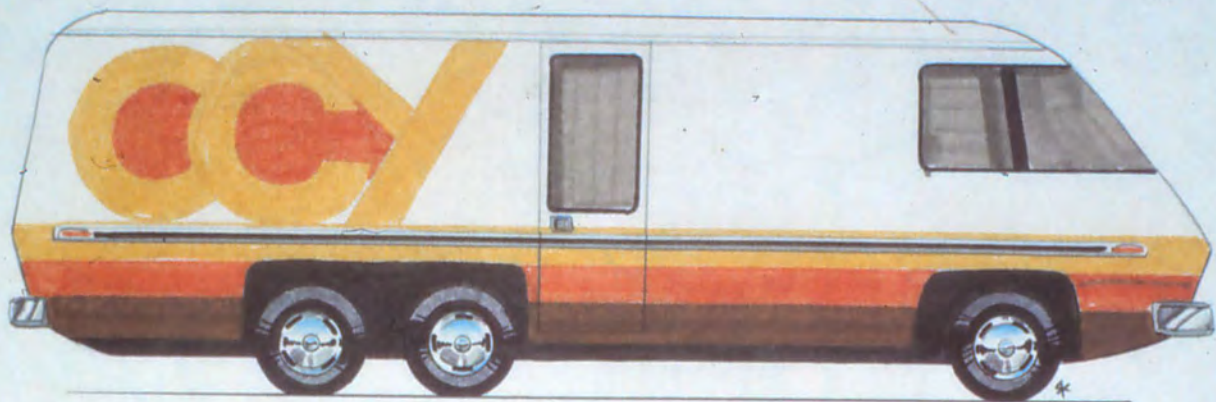
















Citizens
Committee on
Youth

