

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.
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This was the first complete product design exercise I got to do. It was my sophomore year in our design lab and a multipart exercise. We were given rein to come up with our own product idea. I chose an auto light that I might actually be able to use in my VW Beetle. Part one was to create a half dozen ideas and illustrate them. Wow! We had not been taught how to do a sketch yet, so I am guessing the profs were seeing what talent we had. Part two was to choose the best two and take it the next step showing how it would work with control drawings. Part three took the one best and make a model, preferable working, plus a set of presentation boards showing all about the features.

Deliverables: 9"×12" concept sketches, marker and pastels on Bienfang bond paper
19"×12" 3-view & exploded drawings, marker on bond
Styrofoam and cardboard full-size models
19"×24" final 3-view & exploded drawings, marker on bond
19"×24" presentation boards, photos of presentation model
plexiglass, cardboard, working model, full-size

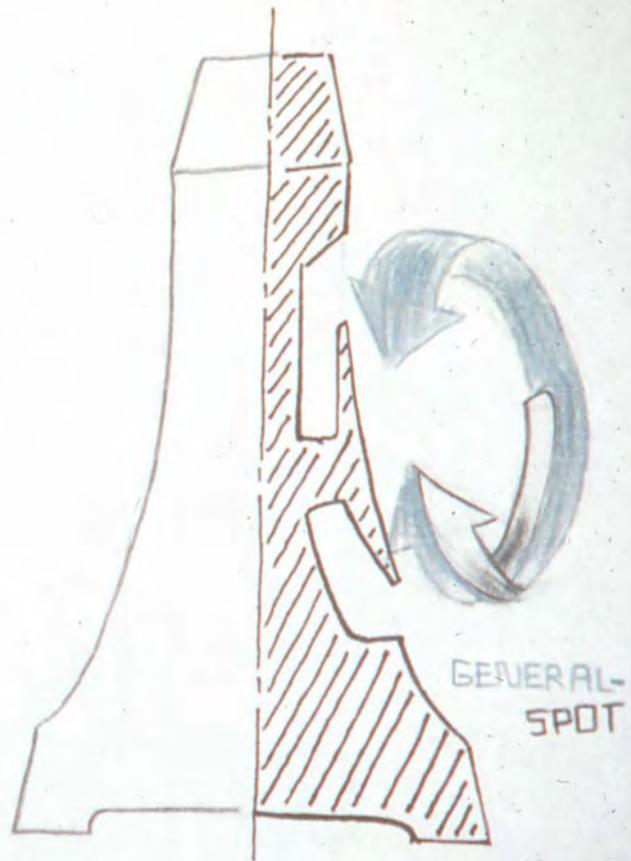
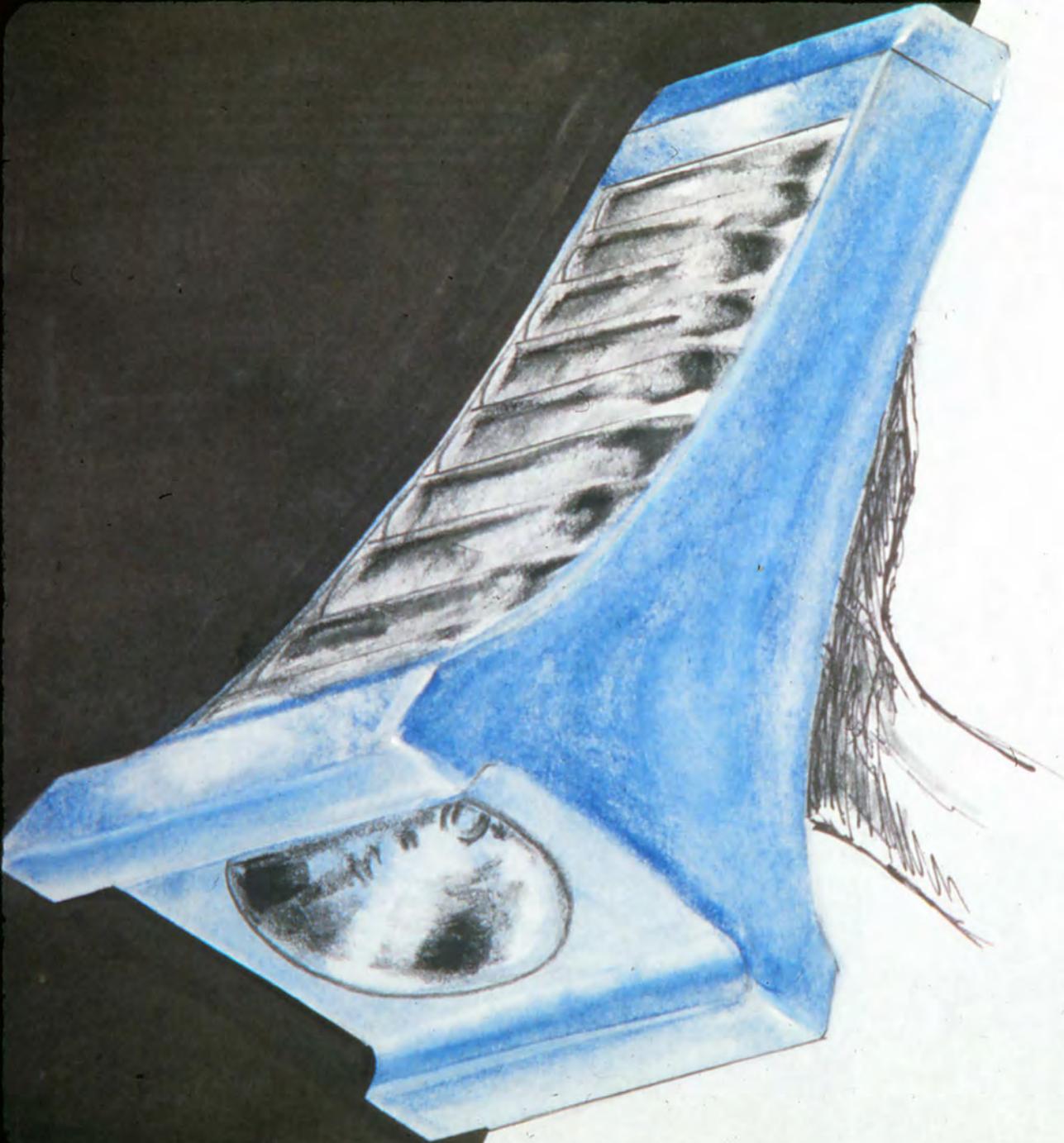
I am available to discuss your design, illustration, marketing, and advertising needs.
Let's talk!

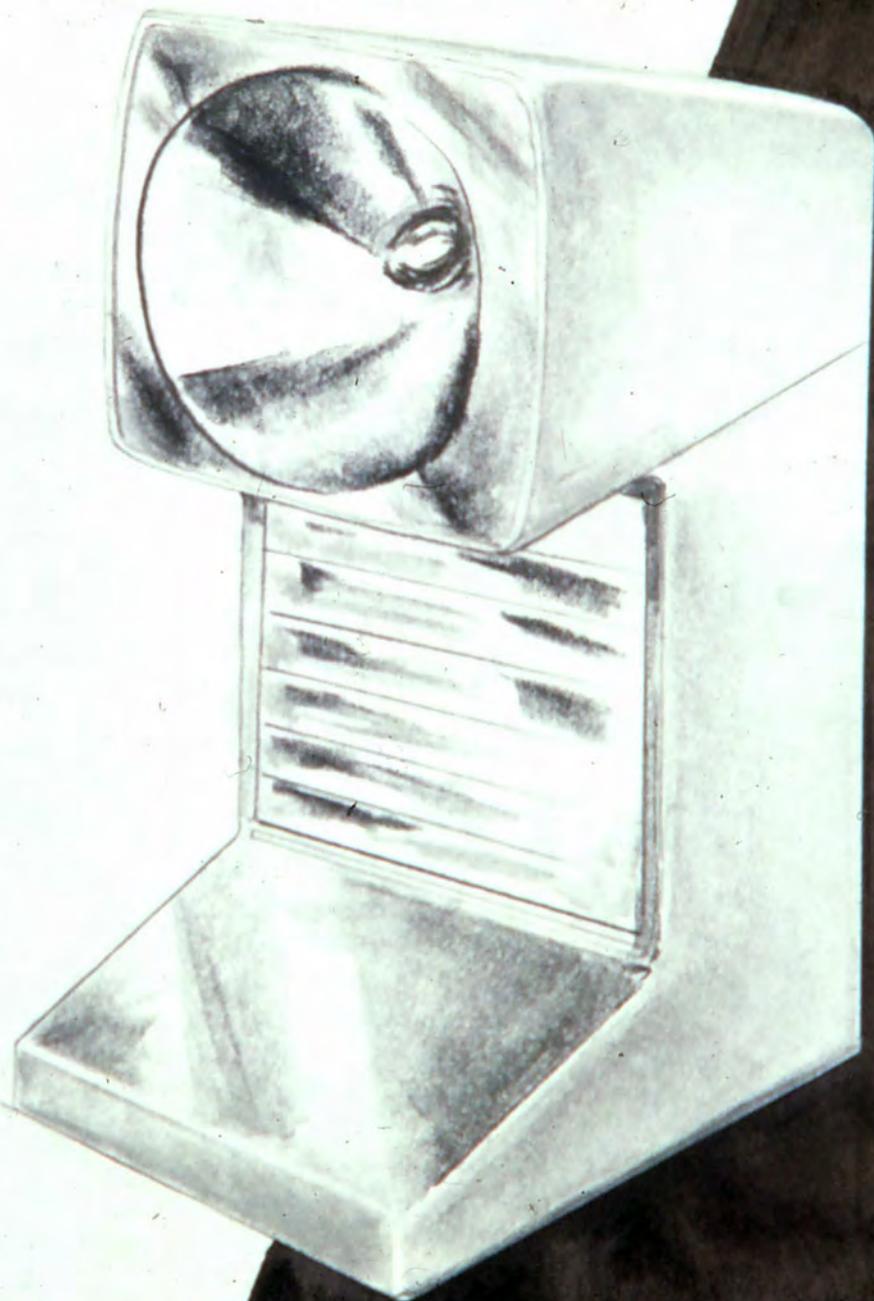
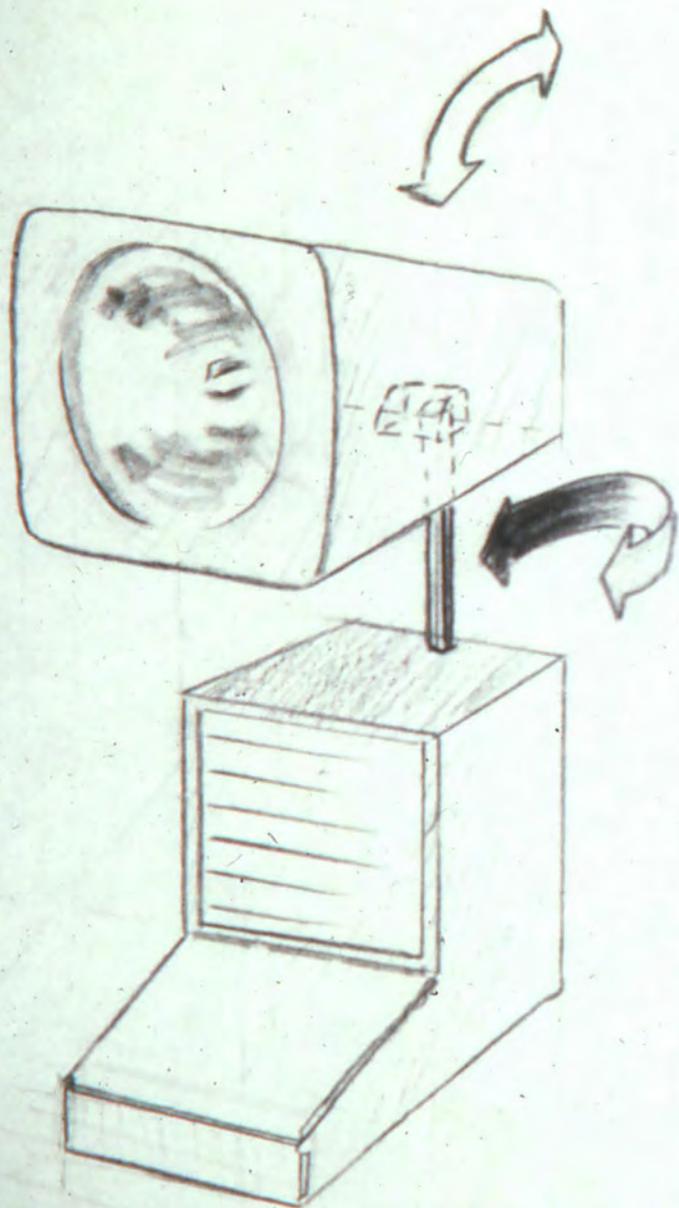


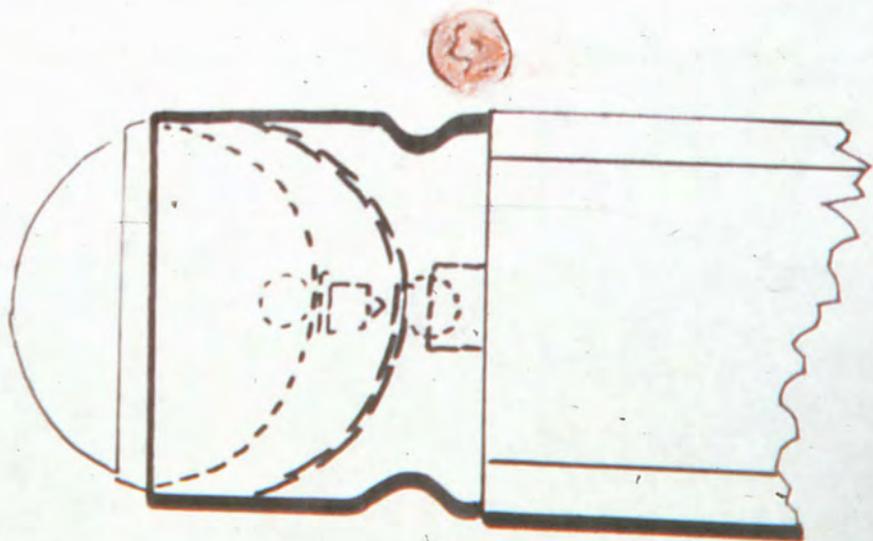
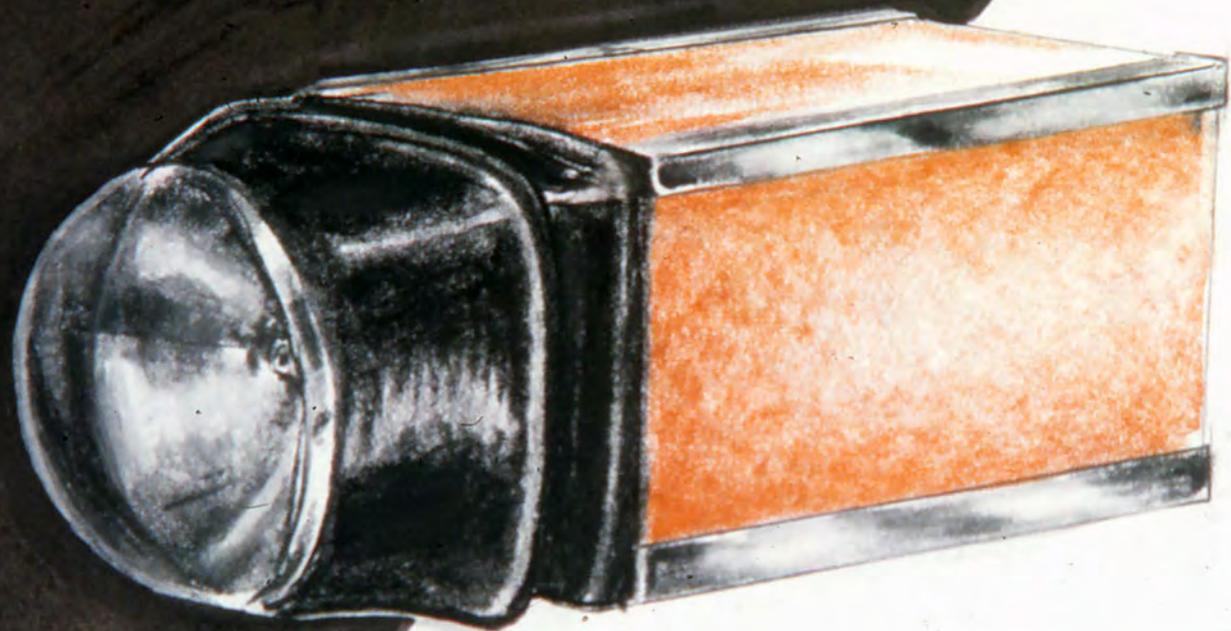
Rich Kurz

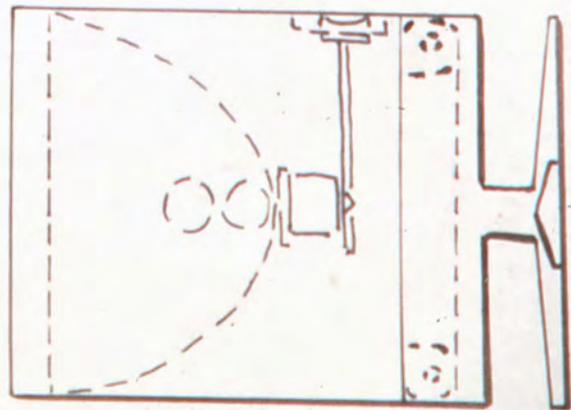
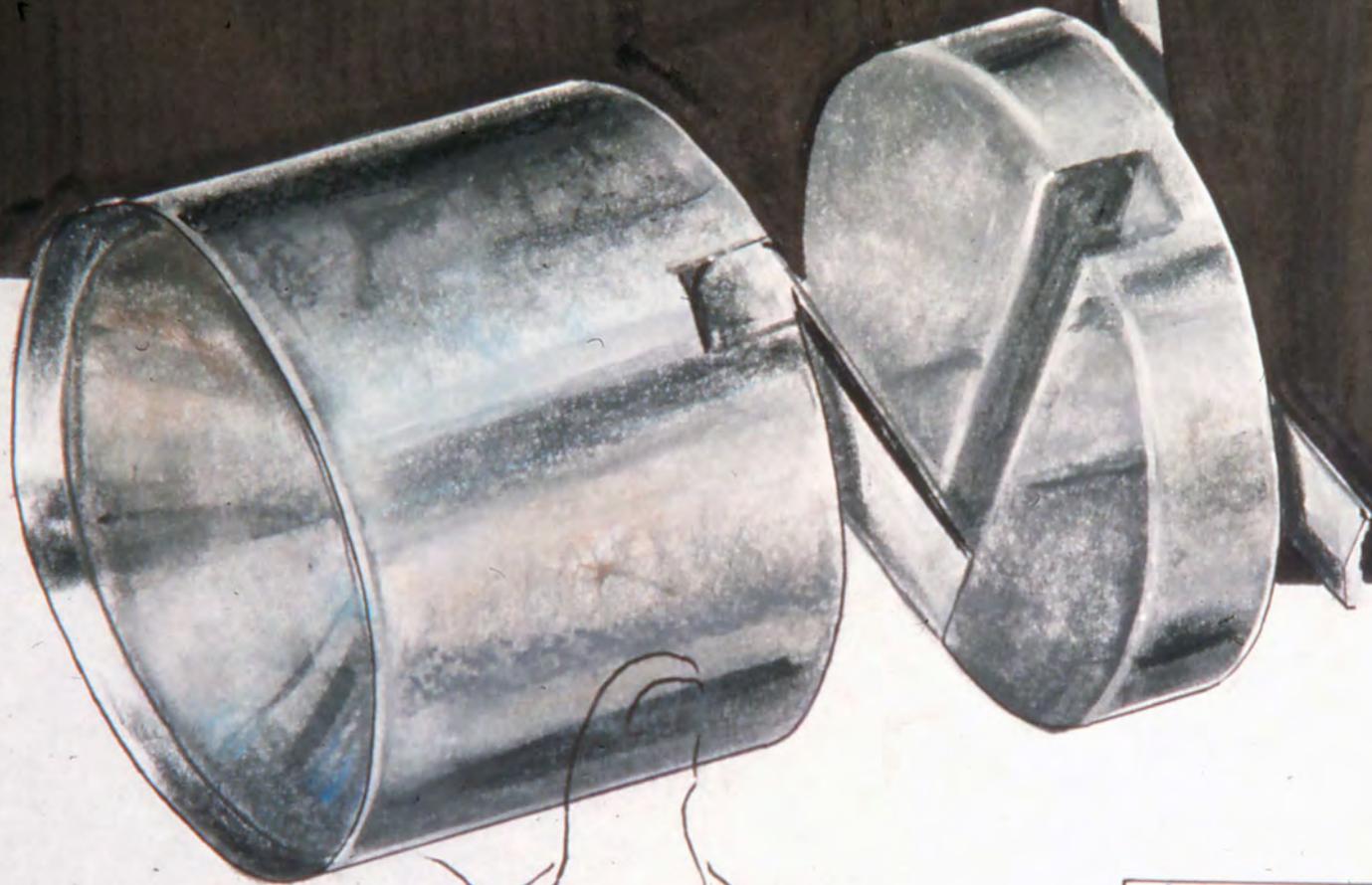


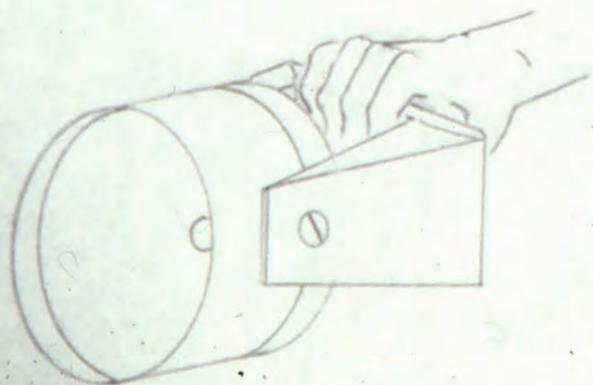
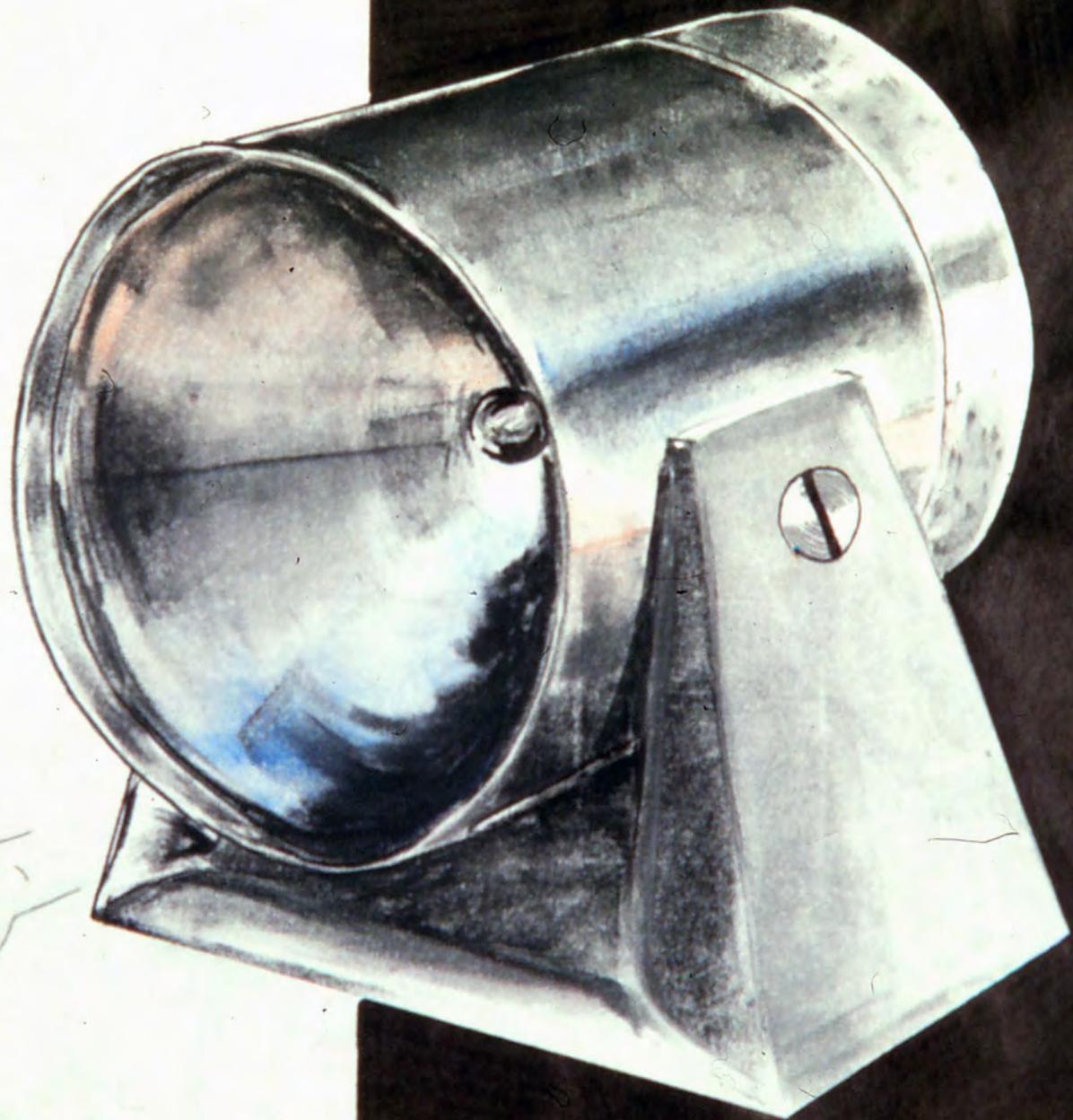
AUTO LIGHT

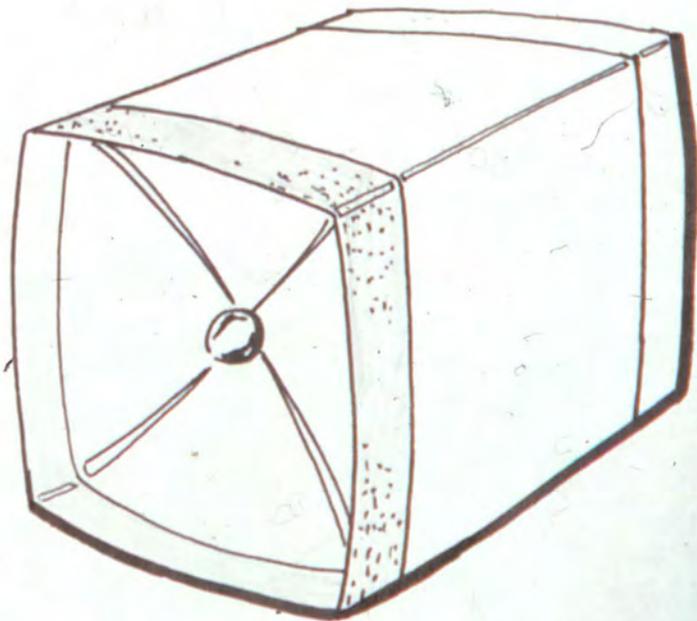


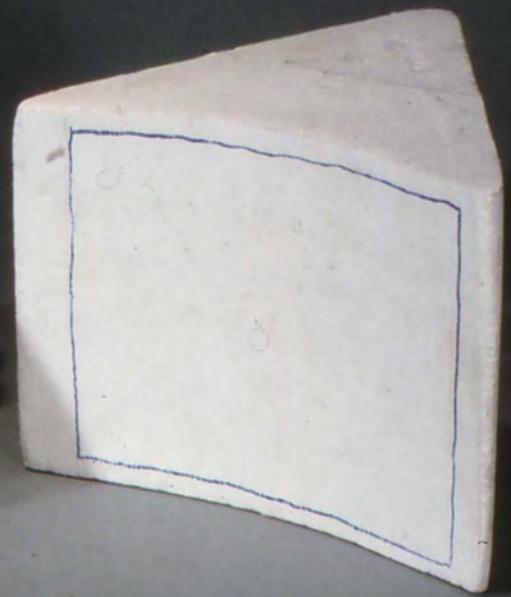






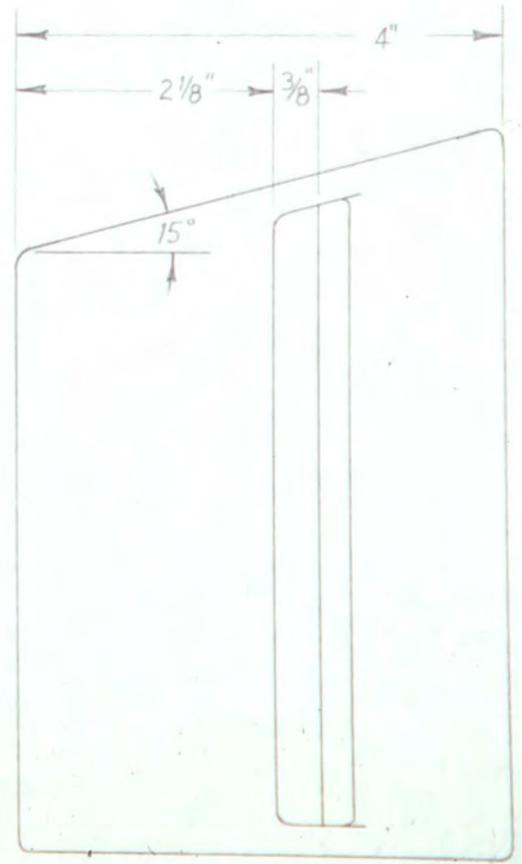
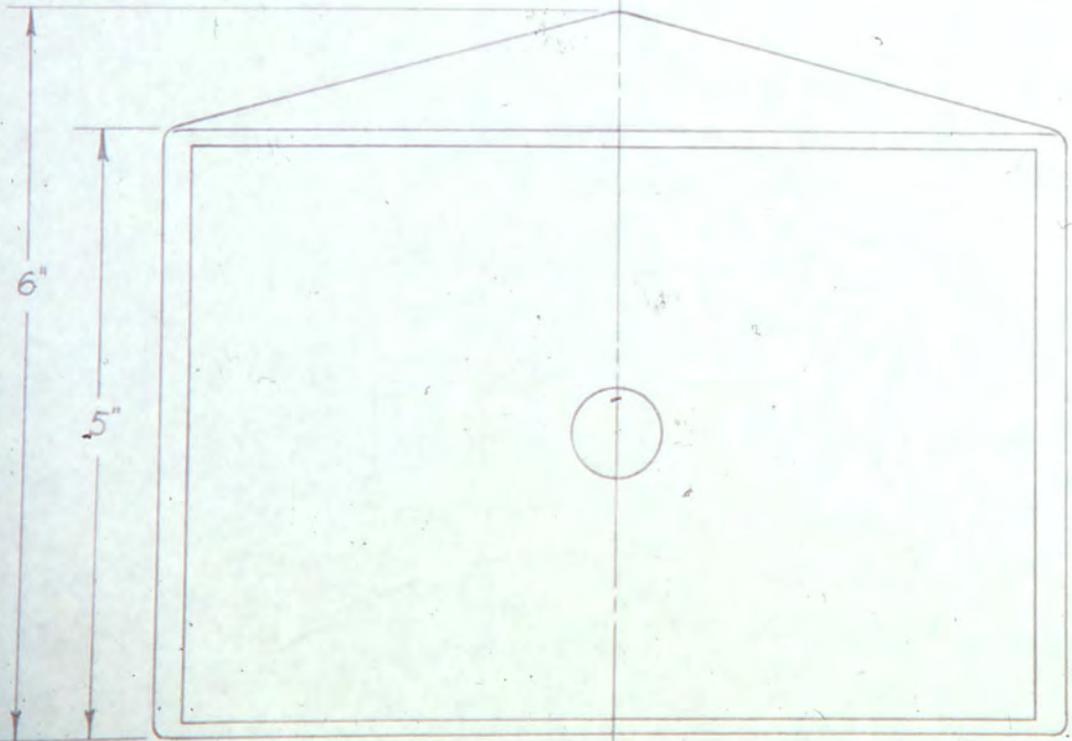
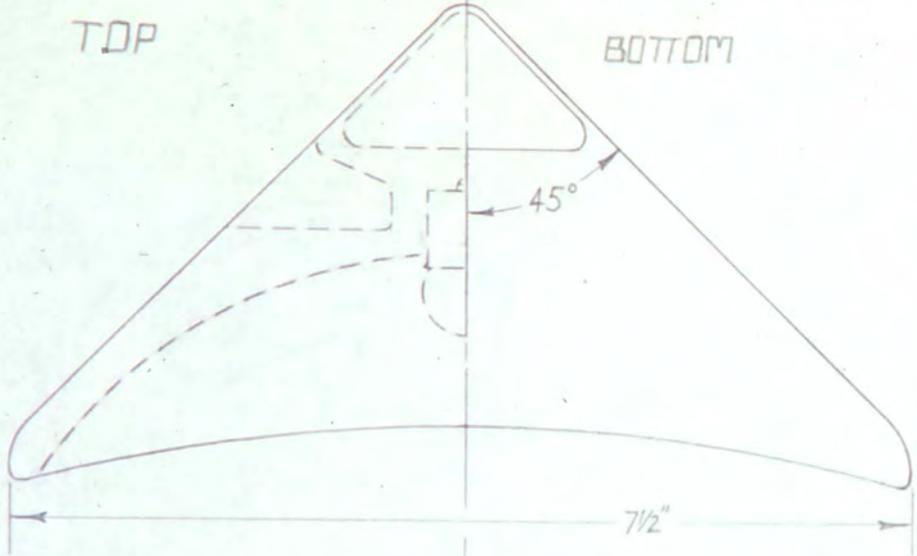


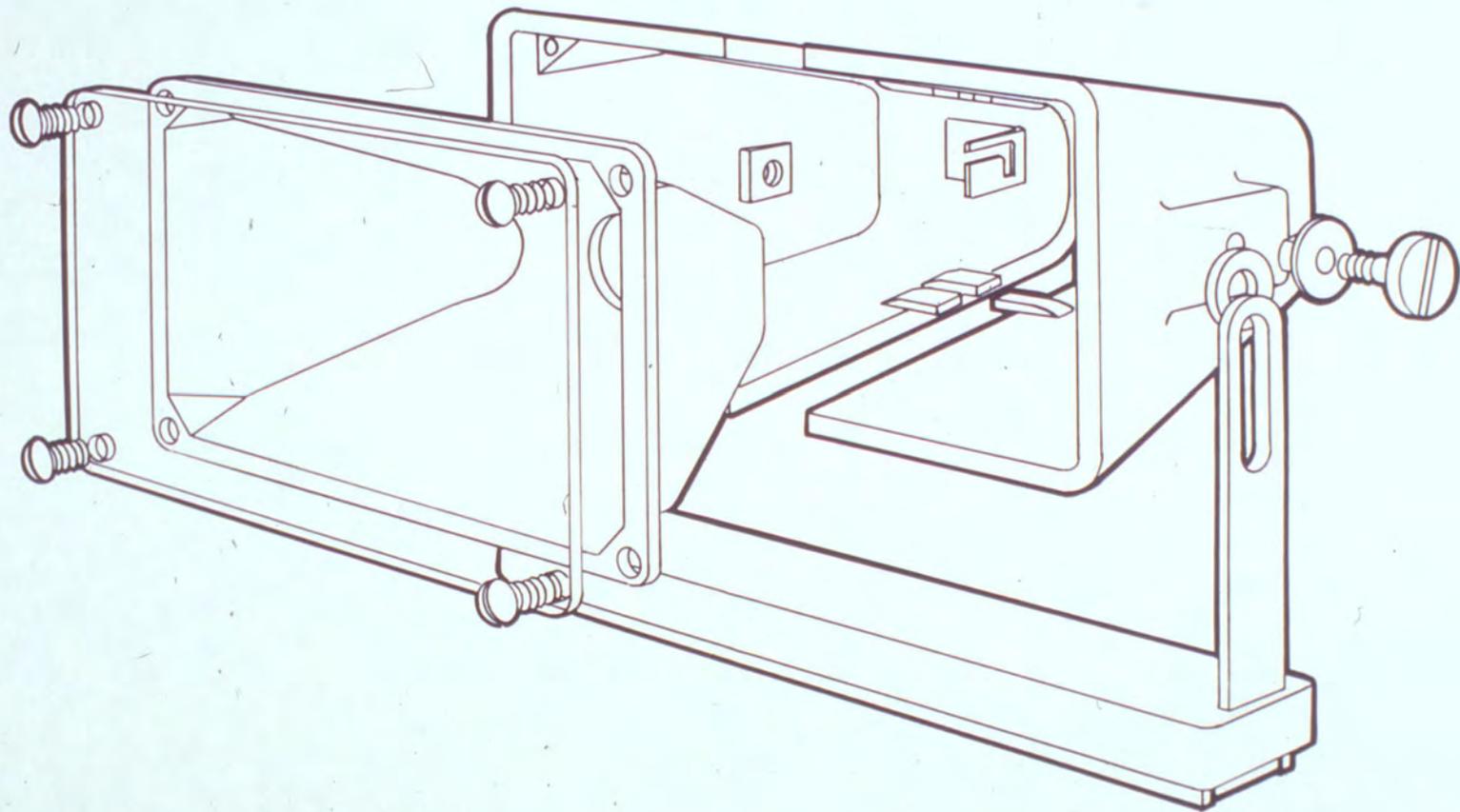




TDP

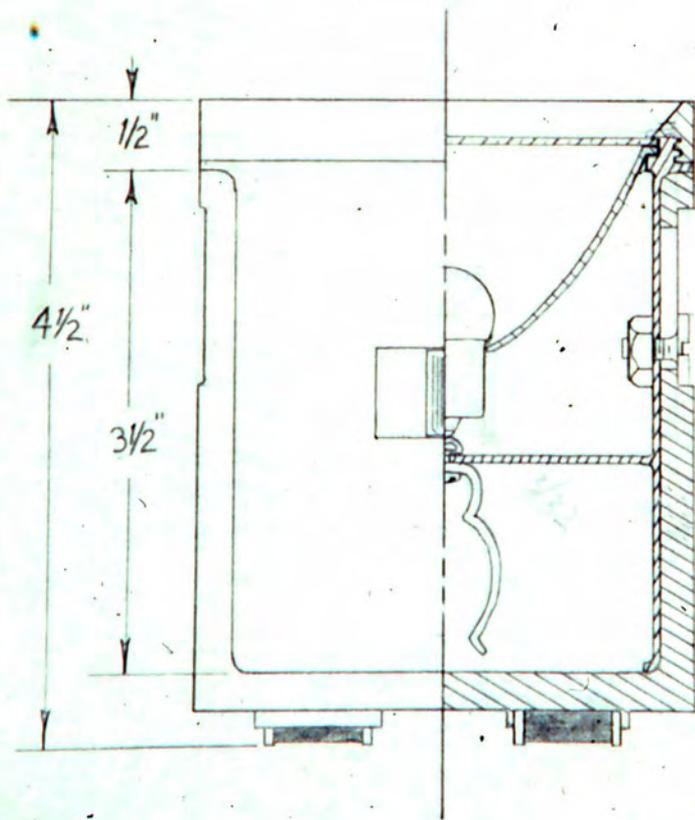
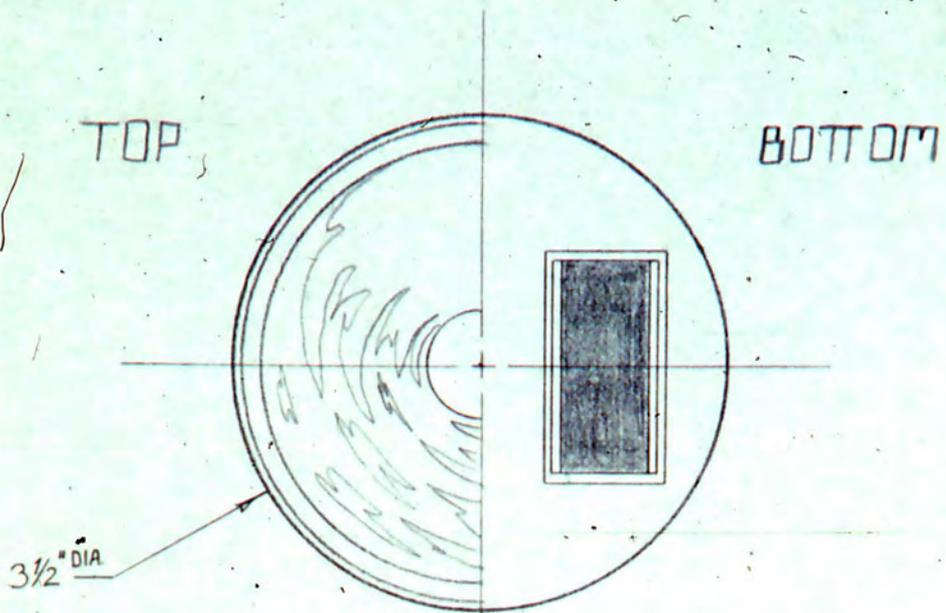
BOTTOM











AUTO LIGHT

PROBLEM

design a general purpose auto flashlight

CRITERIA

provide a large area of illumination
achieve flexibility of use
maintain compactness

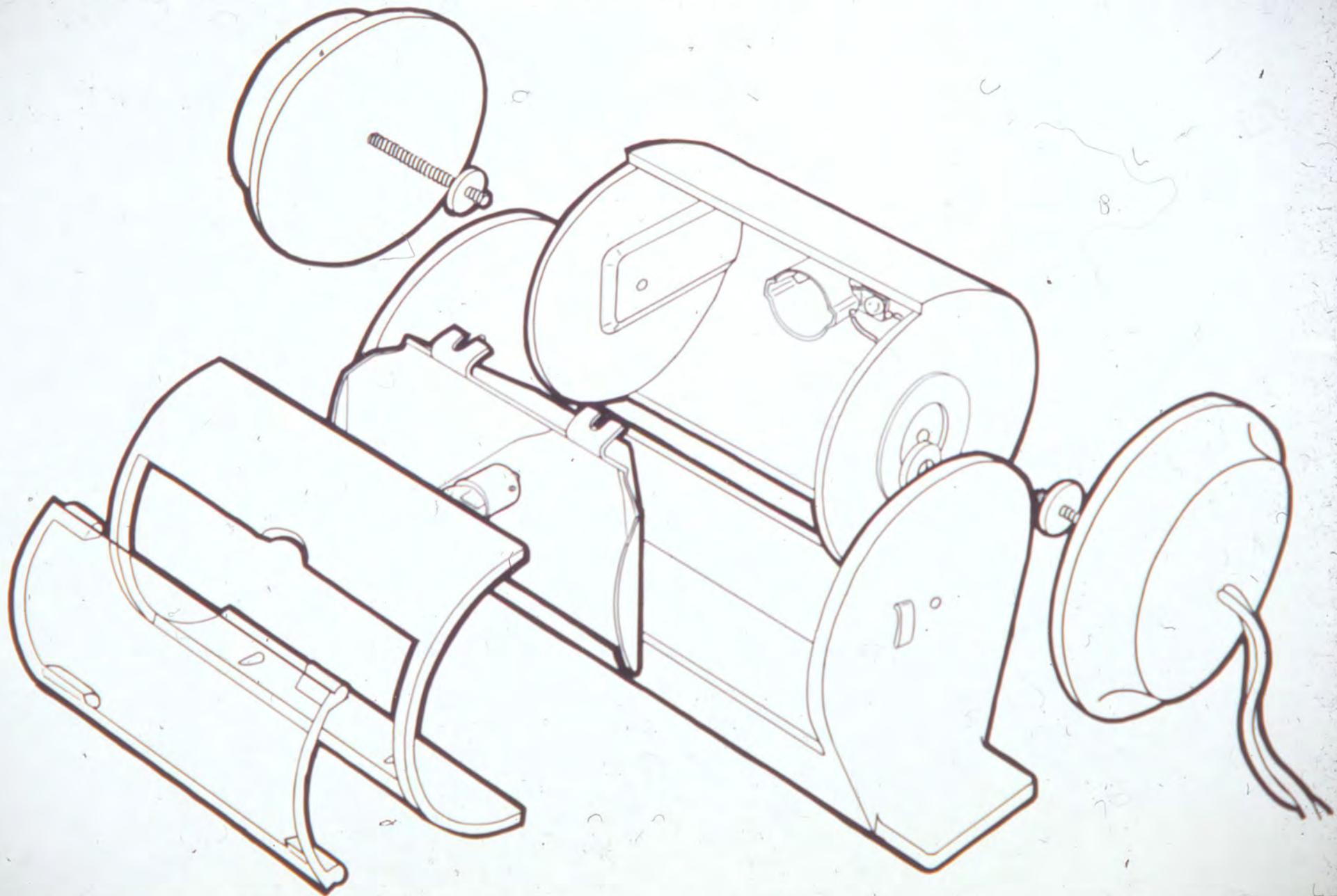
MATERIALS

BODY & BASE— injection molded, heat resistant,
phenolic plastic

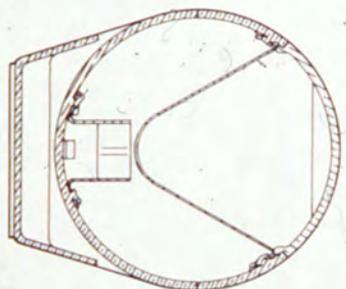
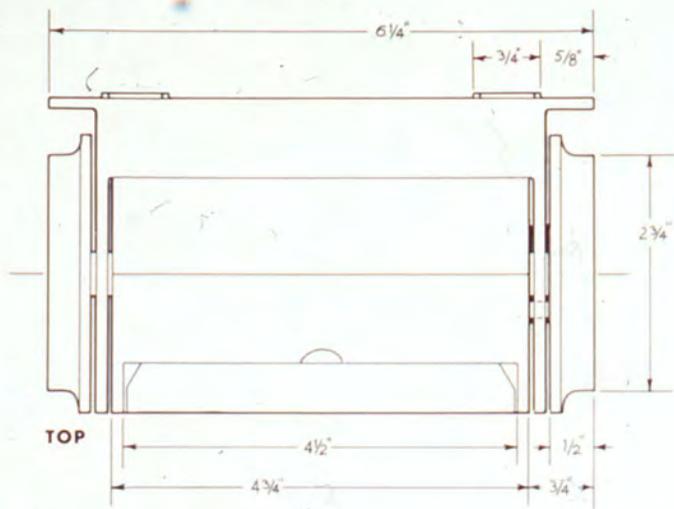
REFLECTOR— stamped metal

LENS— clear styrene plastic

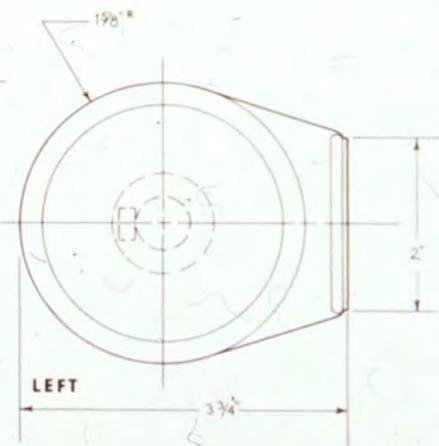
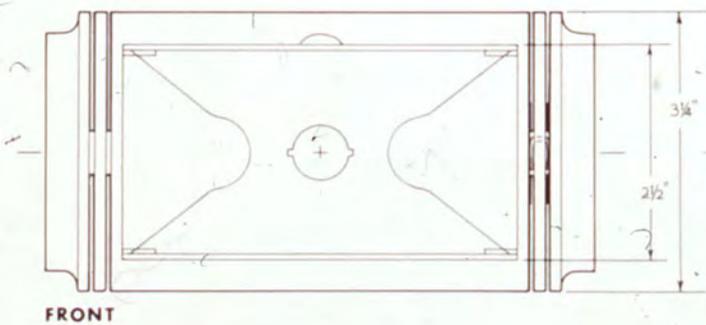








VERT. SECT.



HOR. SECT.

