

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 objects are owned by myself.**

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The sophomore year was the first real year in one's design major doing projects that were field-specific. Industrial design was more than just styling. It was also about making things that worked and worked better. The emphasis was on thinking outside of the box and on brainstorming a solution. But there was also trial and error.

We had two egg problems to solve: support an egg over a 30-inch span, and have an egg survive a one-foot freefall intact. One could use 1/16" balsa and thread. We were scored 10 points per inch of balsa and one point per inch of string.

Wes and I independently converged on the same solution for the span problem, with slight construction differences. It was not the perfect solution, but it counted. I won't show our solution because that would be telling, but I show the scores for the class. For some reason, they called me "Dick" and not "Rich".

The freefall problem had a more obvious solution and it was a matter of refinement and luck. I was middle of the pack for that one. The photo shows my first drop.

Deliverables: Two structures constructed of 1/16" balsa strips and thread

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



Rich Kurz



Wes

DICK	401	✓
DAVE	915	✓
JAN	1135	✓
MARK	1165	✓
WES	387	✓
MICH	1250	✓
CRIS	650	✓
RON	1070	✓
DON	1160	✓
BILL	1000	✓
WAYNE	1500	✓
JOHN	825	✓
DAVE	526	✓
FRED	1000	✓
PETE	600	✓

MARKO 900 - X

JIM - 657 - X

MARK E - 680 - X

BOUCE - 825 - X

