

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 Hanson Advertising. The images in this document are my own and are under copyright to Rich Kurz.**

In the spring and fall of my junior/senior year, my co-op work assignment was with Baron & Associates in Boston. It was a one-man design agency specializing in children's games and toys. While I was there, we developed cardboard punch-out playsets using two 8½" × 11", die-punched, thick cardboard and using licensed Hanna-Barbera characters. Well...King Kong was the exception. I actually enjoyed the challenge and surprised myself by how much I could get out of a sheet of cardboard. I would work up the layout on the sheets and the owner would do the artwork, he being a very good artist. Special features to note are the secret entry sliding fireplace hearth for Scooby Doo, and the articulating limbs of King Kong. There was also the army playset, which was my masterpiece, and the starship playset — neither of which was produced. Nor was the Flintstones that I include to show how these looked in development. Alas!

Deliverables: two 8½" × 11" cardboard sheets per typical playset; more for King Kong

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



Rich Kurz

# YOGI BEAR PLAY SET

This set contains:

- Yogi, Boo Boo, Cindy, Ranger Smith, Picnic Family with picnic stands
- Picnic Table • Ranger Smith's Jeep • Yogi's Cave • Assembly Instructions



...ours of fun for boys and girls



# SCOOBY-DOO PLAY SET

- This set contains:
- Scooby Doo, Daphne, Velma, Fred and Shaggy with plastic stands
  - Mystery Machine
  - Fireplace with Secret Passage
  - Assembly instructions



Hours of fun for boys and girls ages 4











