

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 original drawings are owned by Design Forum. The images in this document are my own and are under copyright to Rich Kurz.

At Design Forum, I continued in environmental design track that was begun with Canada’s Wonderland. Huffman-Koos is a home furnishings chain in New Jersey. This client wanted a face-lift of their store exteriors. We visited the stores to survey them and gather pertinent details for the future control drawings. I provided exterior concepts and then helped build the presentation model, which I delivered to the client as well.

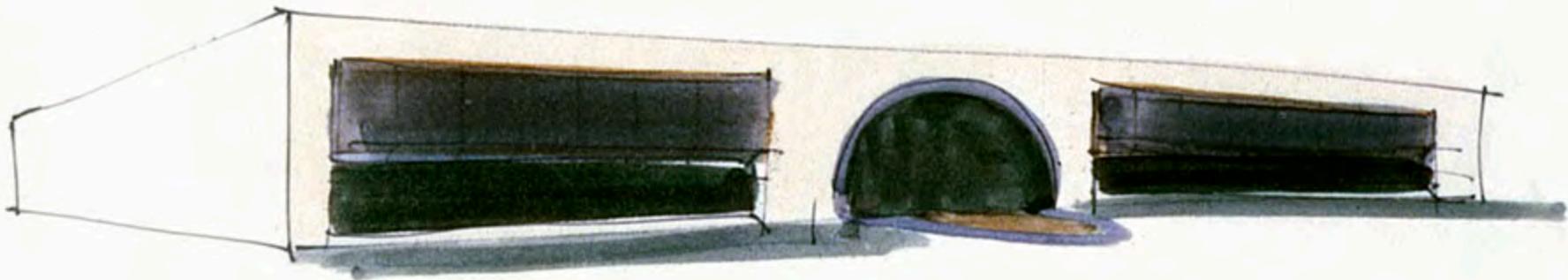
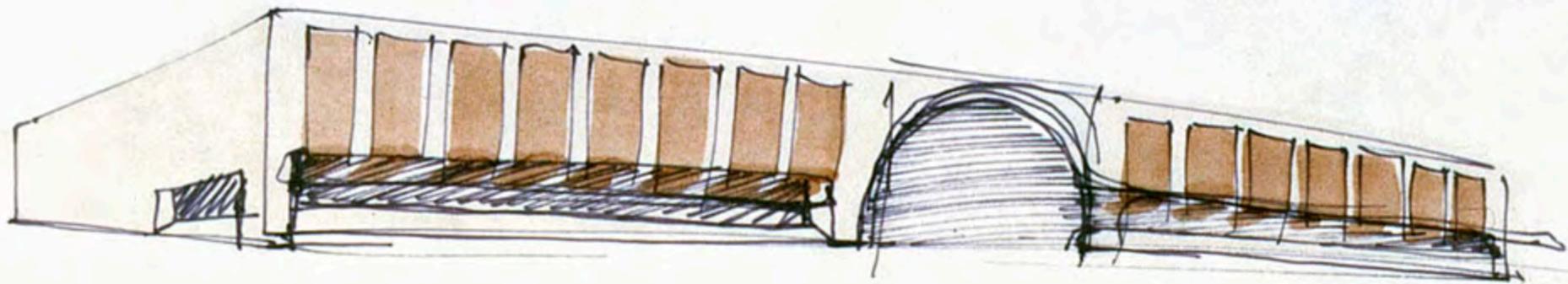
The sketches were internal explorations for design direction. The renderings give a flavor of what we wanted to convey about the quality of furnishing to be found within.

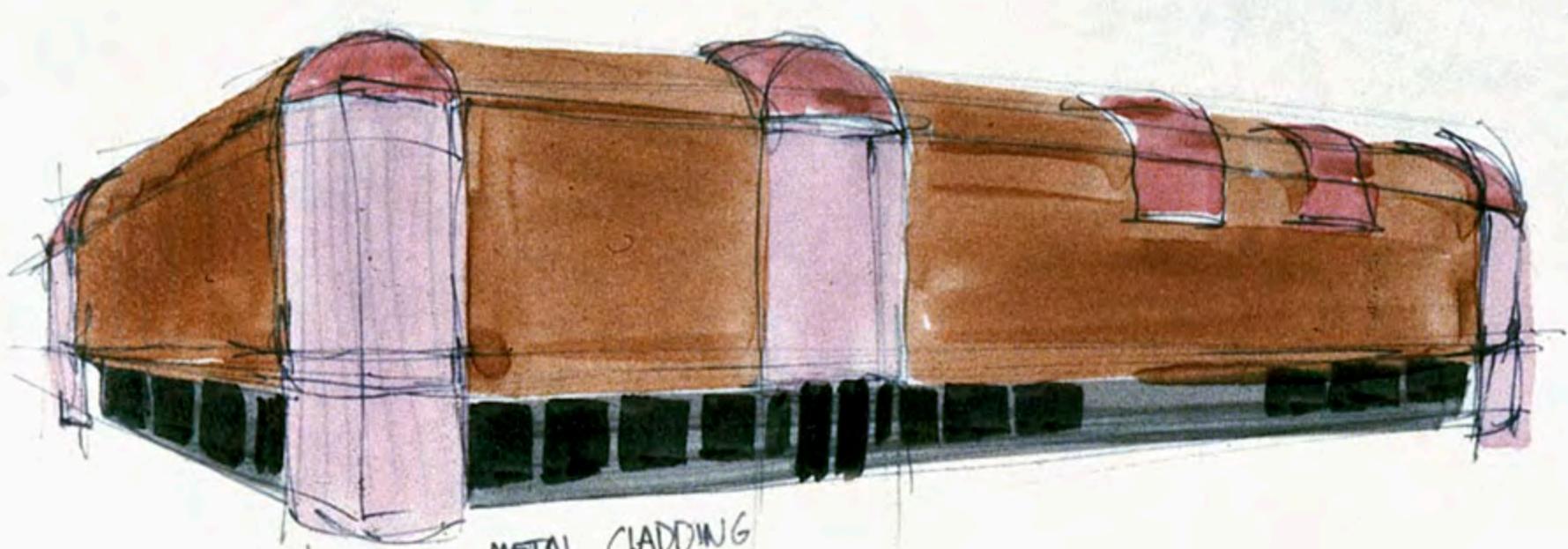
Deliverables: presentation boards 18”x24”, sketches 9”x12”, model in 1/87 (HO) scale

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

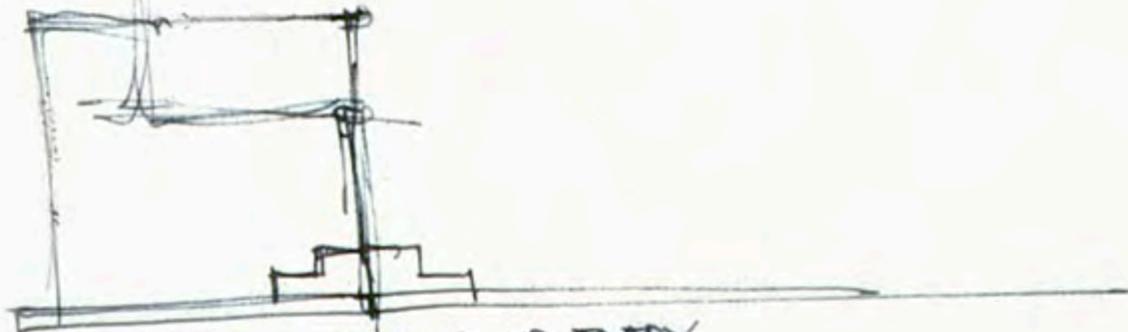


Rich Kurz





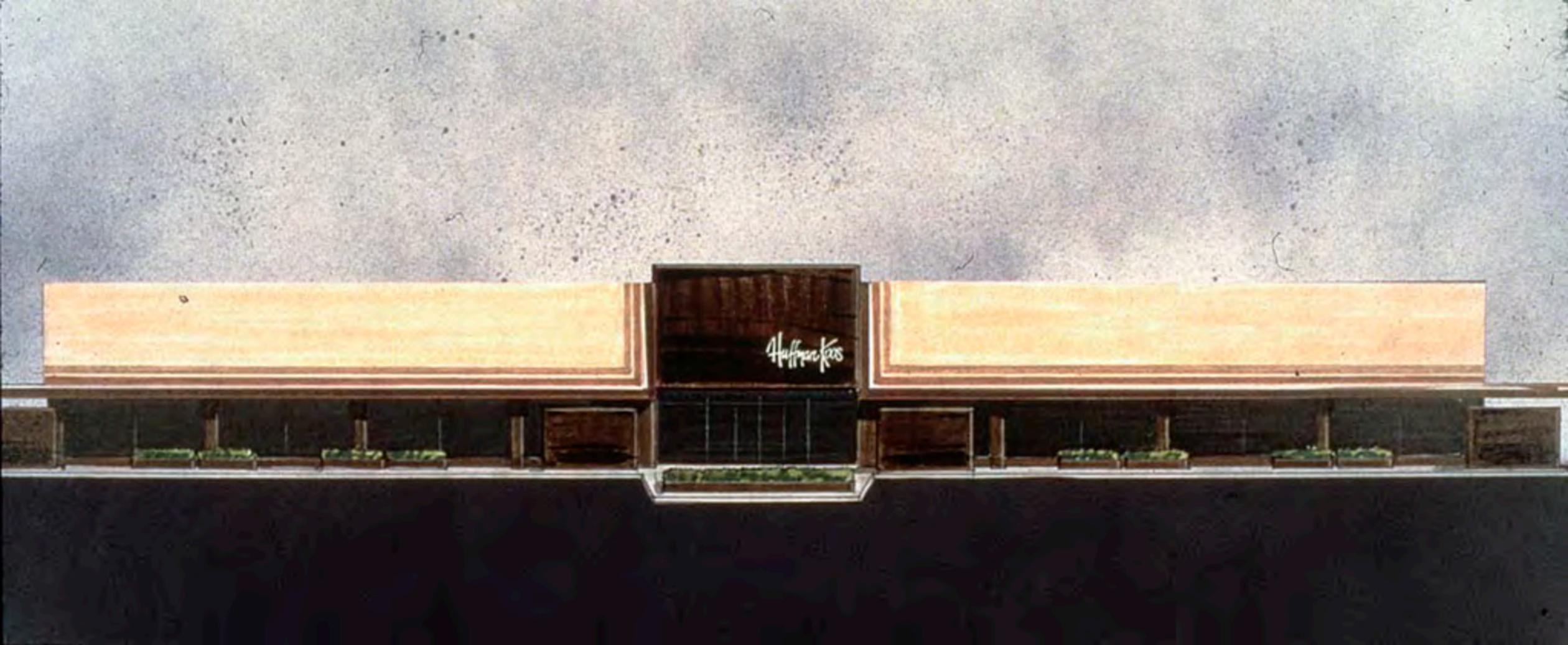
METAL CLADDING



STEPPED UP ENTRY



Huffman Koos



The image shows a detailed architectural model of a building facade. The structure is composed of three main horizontal sections. The central section is a dark, recessed entrance area with a large glass window. Above the window, the name "Haffner Kos" is written in a white, cursive script. This central section is flanked by two long, horizontal panels with a light-colored, wood-grain texture. Below these panels, the building's base is supported by a series of dark, rectangular columns. Small, rectangular planters with green foliage are placed along the base of the building, particularly under the long panels and the central entrance. The entire model is set against a dark, textured background.

Haffner Kos





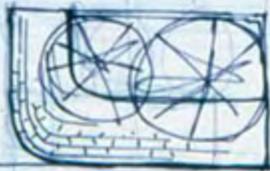
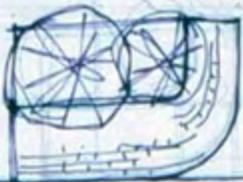
Haffman Koos

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