

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 Huffman Mfg. Co.
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Initially my job as the co-op student was to help produce the mockups of bike labels. This was done by transferring the layouts to solid color paper and cutting them out by hand by Xacto knife. I developed a strong wrist. And speed. And accuracy. Each model name actually needed a set of labels for the frame, forks, seat post, and maybe fenders. Labels were created for all different models of bicycles: 10-speed 36-inch and 24-inch, both male and female frame styles, as well as BMX-styled 20-inch bikes, which also used an oval plaque between the frame tubes.

Having earned their confidence in my ability, I was encouraged to create my own ideas of the different name concepts into a set of labels, just like the rest of the designers. And a few of mine did make it into the lineup. Pretty exciting for a 2nd year design student!

“Sundance” shows the exploration of a name concept for a 10-speed.

“Hombre” shows the same for a BMX front plaque.

BMX labels. “The Look” began as “Boulder”.

“Discover America” shows the mockup (top) and production (bottom).

“Barnstorm” & “Thunder Star” shows the production versions of BMX bikes.

The job led to my next co-op assignment, as well as a job at an agency a few years later.

Deliverables: 8½"×11" sketches, marker on copier bond or tracing paper
full-size mockups of labels for management evaluation

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



Rich Kurz



SUNDANCE

The logo features the word "SUNDANCE" in a red, serif font. To the left of the text is a horizontal row of seven overlapping circles in shades of red and orange. The entire logo is centered on a white background, flanked by two thick, horizontal red brushstrokes.

SUNDANCE
SUNDANCE

The logo consists of the word "SUNDANCE" repeated twice in a bold, yellow, sans-serif font. The text is set against a background of horizontal lines that transition from yellow at the top to red at the bottom. The logo is centered on a white background, flanked by two thick, horizontal red brushstrokes.

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