

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

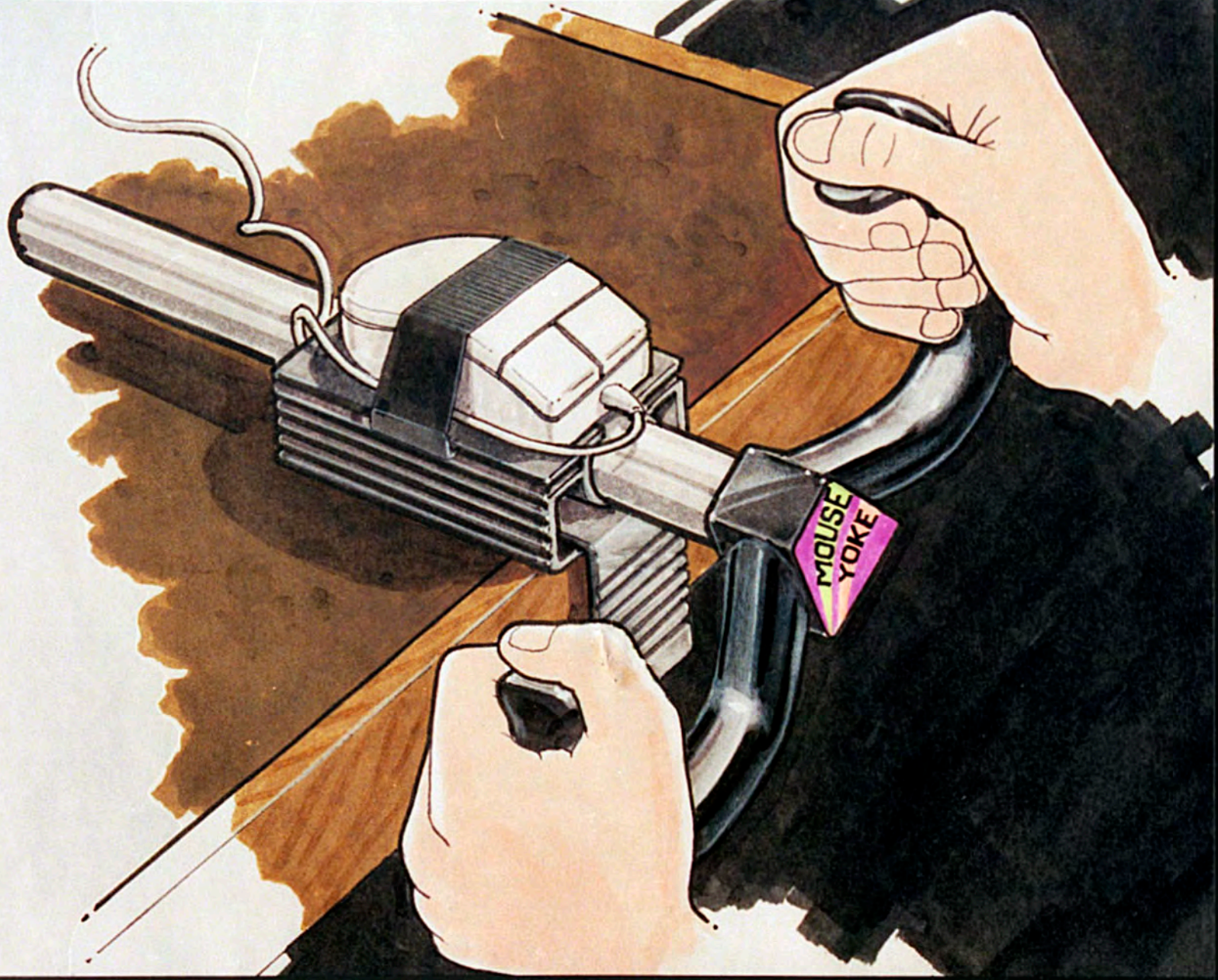
I was asked to produce an illustration of a mouse-base yoke for flight simulator programs for marketing purposes while waiting for the production units to be made and shipped. So I got out my trusty markers and created a presentation sketch. The product sold well enough, but as we all learned, the real problem was to get the large distributors interested. They were the real gate-keepers in the marketing distribution chain. If they did not want it, it would not be sold in the large chain stores. And that is what did not happen. It was simple technology, affordable, performed well, but could not find its sales channel.

Deliverables: 8" x 10", marker on Bienfang bond

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



Rich Kurz



# Convert your mouse into a realistic aircraft yoke.



The Mouse Yoke is the first product to receive Microsoft Flight Simulator's new "Seal of Approval." It adds an exciting new dimension of reality to your flying experiences – a dimension the keyboard or mouse alone can't provide.

The Mouse Yoke's creatively simple design turns any ball-type mouse into a realistic aircraft yoke. Your mouse's position sensing ball sits in direct contact with the yoke shaft, translating yoke movements into equivalent aircraft movements. It provides digital precision without any additional electronic parts, hardware, or software. Secure the base to any desk or table with the turn of a knob. Then pull back on The Mouse Yoke to nose up, push forward to nose down. Bank left or right with complete control. It works as well with a portable and mouse as with a desktop Mac. The Mouse Yoke brings you the realism, accuracy, and simplicity you've been looking for, at a price you can afford.

*Colorado Spectrum*  
4826 The Mouse Yoke ..... \$30.