

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 Hewlett-Packard Co. The images in this document are my own and are under copyright to Rich Kurz.

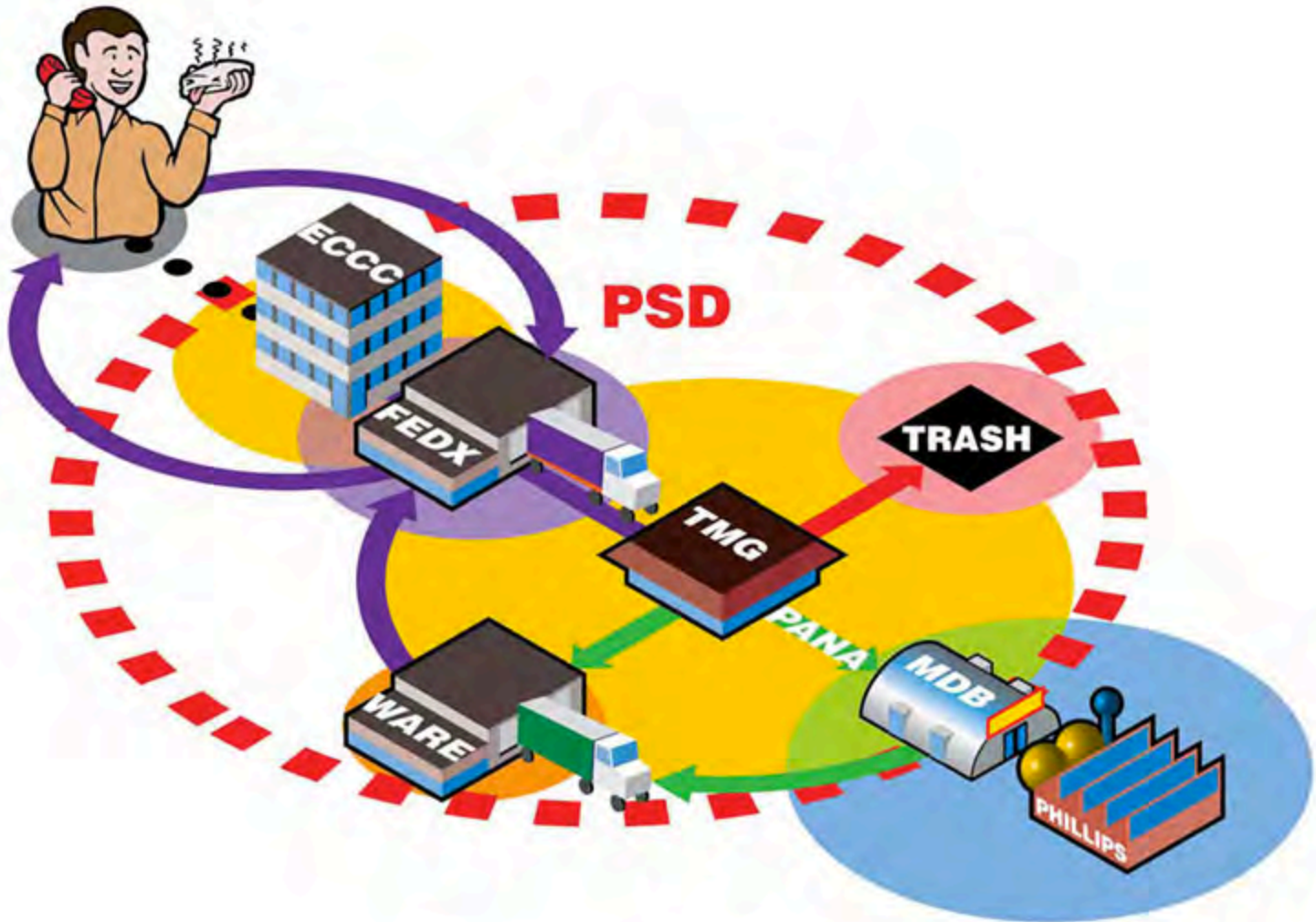
A good visual really speaks when the visual reveals a whole new perspective to the audience. This was an internal presentation to educate management about the division's process of handling returns for repairs. It was important to distinguish the multi-step, multi-location process used by the division from what they wanted the customer to experience. One phone call would set the whole machine into motion. That was all the customer needed. But how to convey that clearly on one Powerpoint slide? Thus was born the two-view visual metaphor. This shows different treatments to get the idea across.

Deliverables: Powerpoint slide sets of four concepts

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



Rich Kurz



Stimpy Repair Process – Worldwide

What the Customer Sees . . .

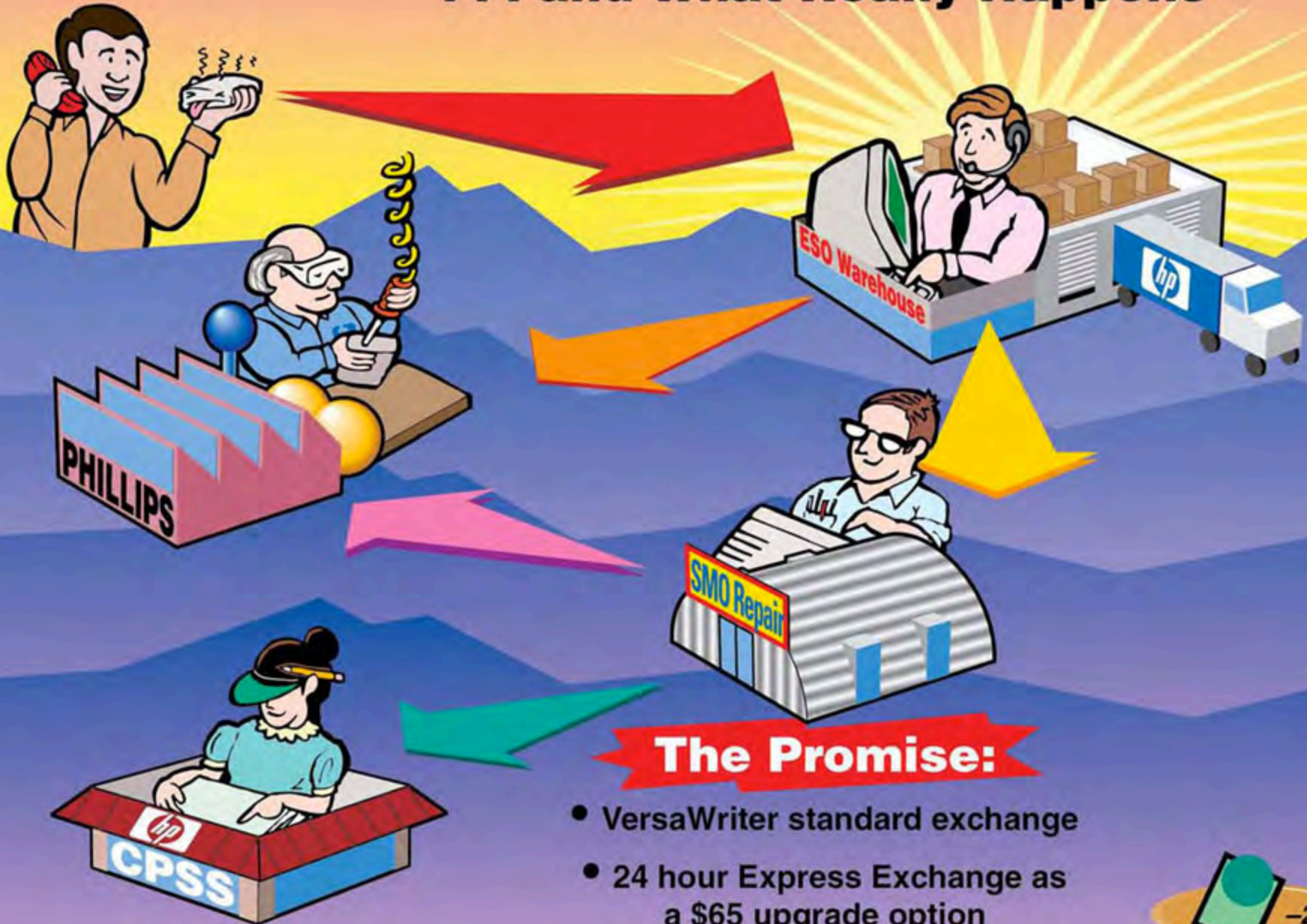


The Promise:

- VersaWriter standard exchange
- 24 hour Express Exchange as a \$65 upgrade option

Stimpy Repair Process – Worldwide

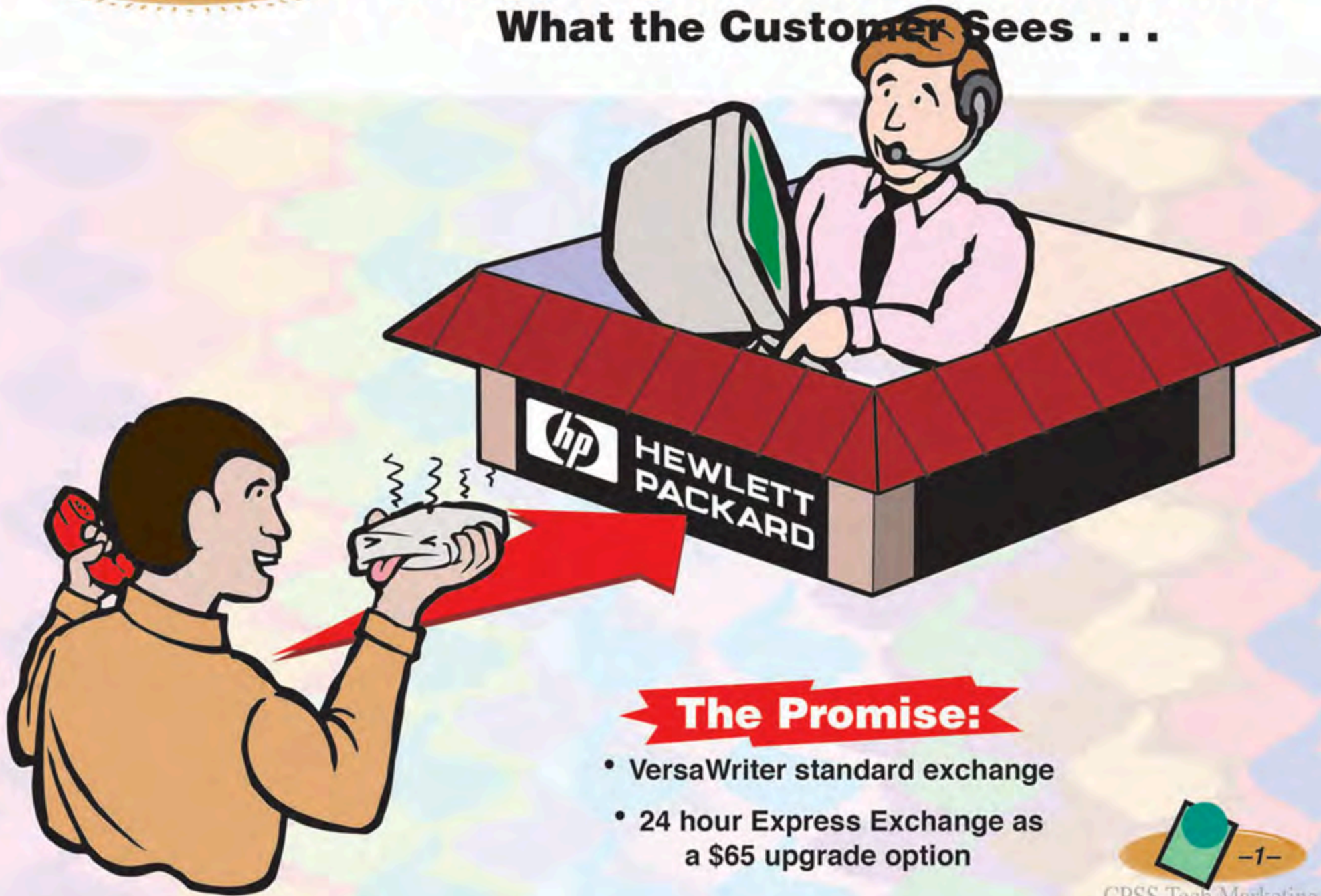
... and What Really Happens





Stimpy Repair Process – Worldwide

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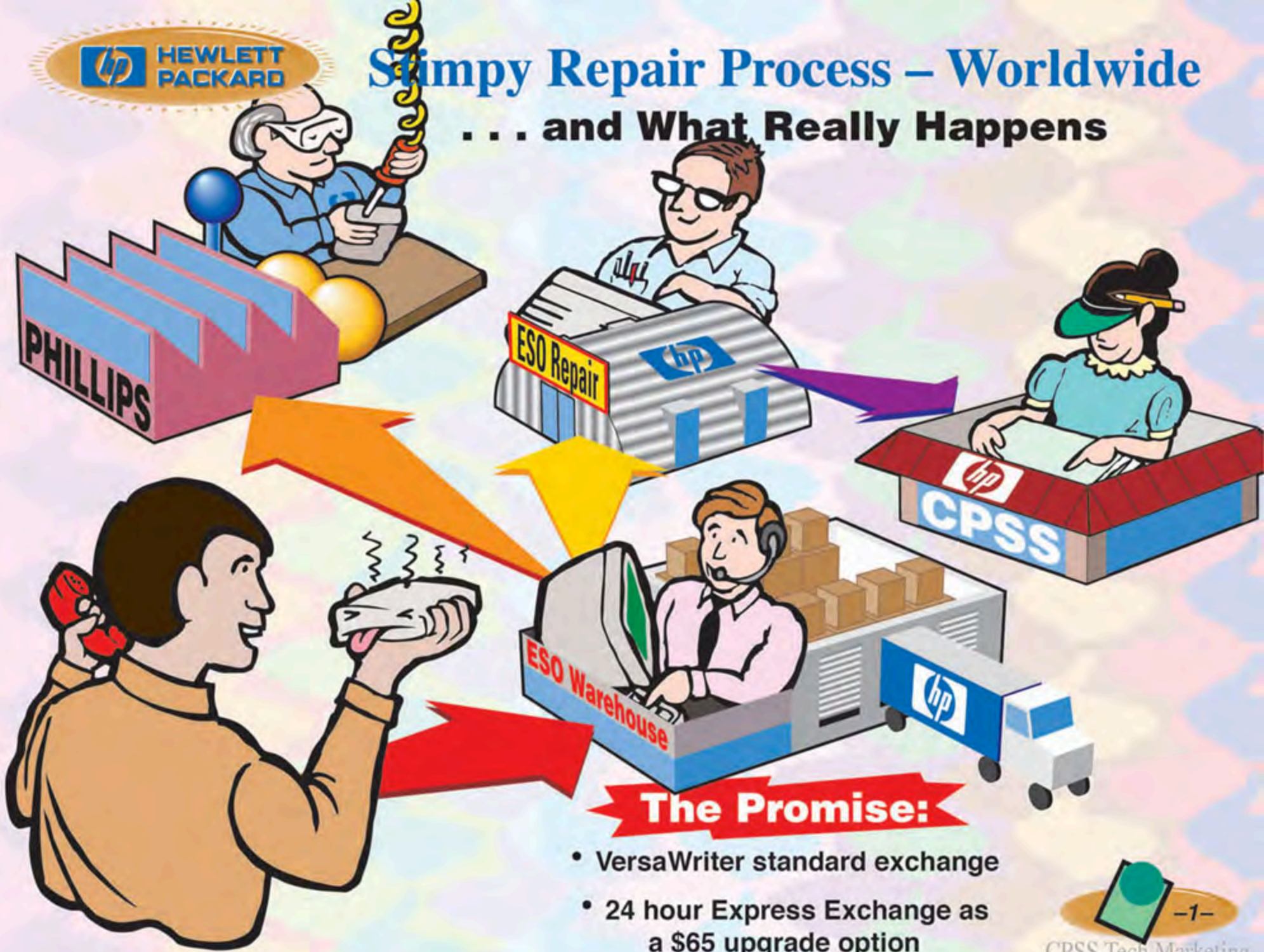


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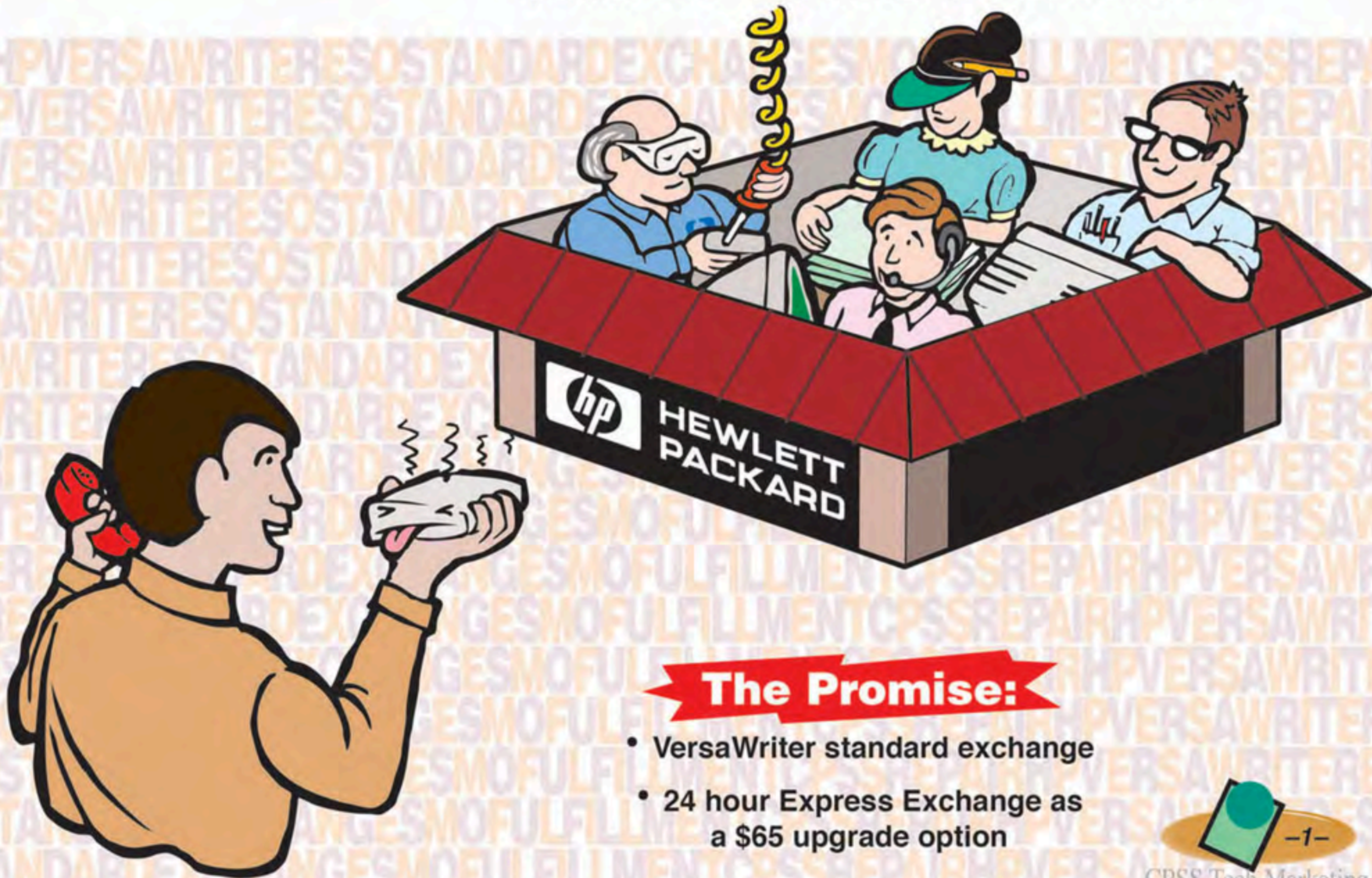
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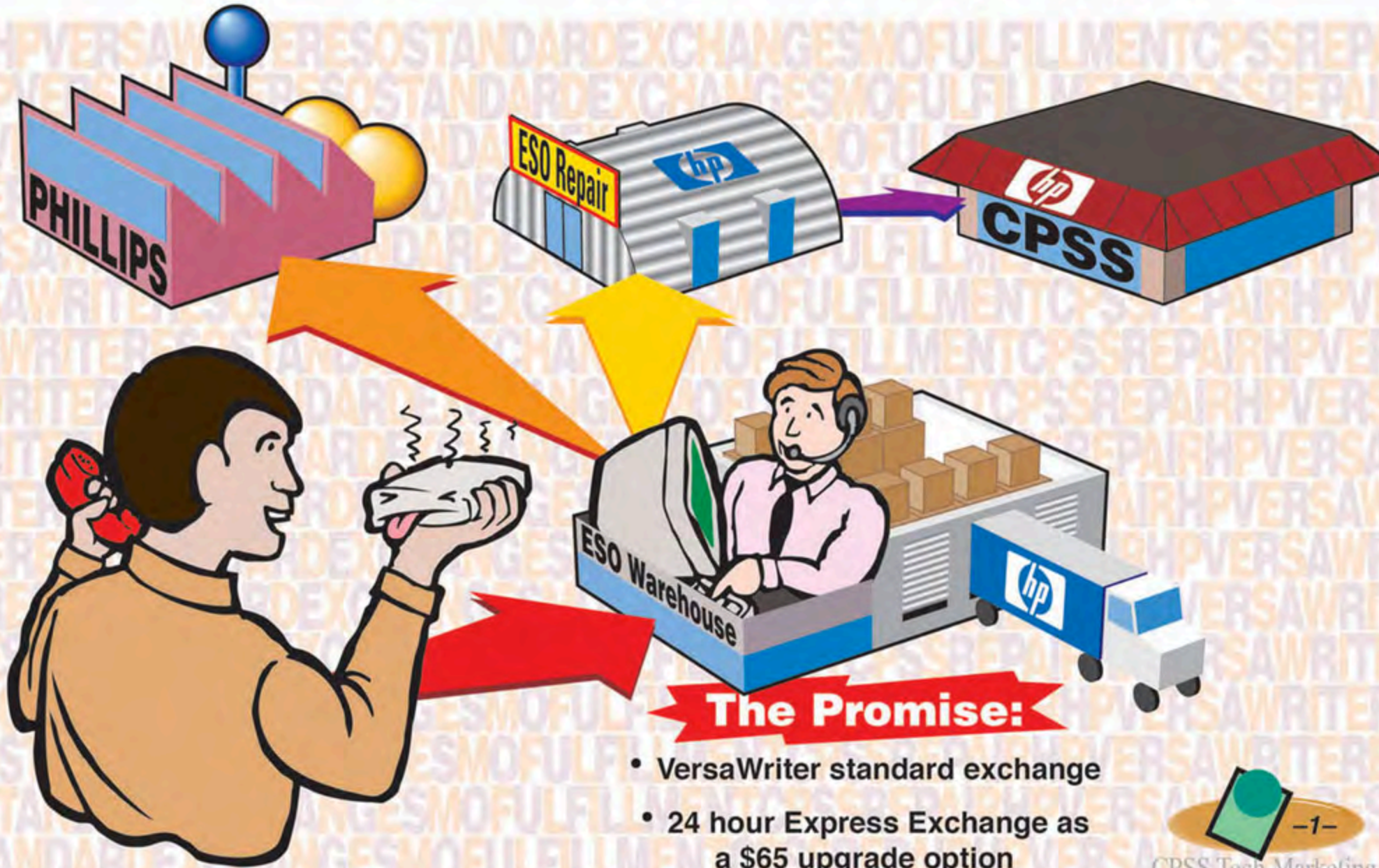
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