

picture  island

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Picture Island Entertainment

Film and Television Production — *from concept through finished product.*

We make award-winning documentary films, reality television programming, music and fashion videos, corporate image films, and TV commercials. Our programs are noted for their high caliber of craftsmanship, exceptional storytelling, and bold visual style - you can see our work on MTV, VH1, PBS, The Discovery Channel, IFC, AMC, Metro TV, Bravo, and in movie theaters across the country.

Development and Pre-Production

Sound planning defines the way we work. We collaborate extensively with our clients to bring a unified creative vision to life. We start with a comprehensive production outline and work our way systematically through:

📍 *Story Design* - We work to define the concept and story objectives right from the start, then we write a treatment, script, and create story-boards.

📍 *Budgeting* - We prepare detailed line-item budgets for every project. Budgeting is planned for maximum efficiency and economy. Work begins only after the client has approved and understands all of the estimated expenses.

📍 *Financing* - Most of our work is done under contract as “work for hire”. Though for promising documentary projects, we have raised over \$5 million via government and private foundation grants.

📍 *Production-prep* - Location scouting, casting, prop selection, and art direction.

Production

Every shoot presents unique obstacles and challenges. Our ability to manage a focused team of creative professionals distinguishes us and enables us to capture exceptional material every time we send out a crew. When production begins, whether on a sound-stage or location, we’re flexible and adapt to make the best use of our resources.



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📍 **Staffing** - We keep a small full-time staff, and through established relationships with skilled technical professionals scale ourselves to take on any project large or small. We hire crews for local, national, and international shoots. Each crew member is selected on the basis of skills and expertise needed to suit the specific production.

📍 **Specialties** - We shoot film: 16mm, 35mm, or large format. We specialize in producing aerial and underwater photography. We've logged more than 100 hours of small plane & helicopter footage and more than 20 hours of deep-sea under-water footage.

📍 **Scale** - Past productions have ranged in cost from \$15,000 to \$5.5 million, with crews as small as two and as many as 45. We have managed over 75 unique location shoots in more than 25 of the continental United States, and 10 foreign countries.

Post-Production

Our editing capabilities are perhaps our greatest strength. Our editing personnel are highly experienced creative and technical craftsmen. We believe that our effectiveness as storytellers results directly from the work we do in post.

📍 **Editing** - We own and maintain several digital non linear editing suites; including Avid Media Composer, Avid Xpress, and Final Cut Pro.

📍 **Graphics** - Our designers work with a full complement of design tools; including MAYA, 3D Studio Max, After Effects, Photoshop, Illustrator, Commotion, Flash, and Dreamweaver.

📍 **Music and Sound Design** - We have a stable of veteran music composers who oversee music scoring and creative sound design on all of our projects. We use Pro Tools, Soundtrack, Acid and Sound Forge for recording, mixing and mastering. We have a library of hundreds of hours of digitally recorded music and sound effects, and a complete location sound recording package for anything we don't currently have in-house.

📍 **Finishing** - We finish on film, video, CD-ROM, DVD, and for internet delivery. Our video and audio mastering formats include HD, Digibeta, Beta SP, DVCam, 3/4", VHS, SVHS, and DAT.



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Company Bios

Charles Marquardt

Producer / Director

After studying film production at Boston University and British literature at Oxford University in the late 1980's, Charles started his career working as a production manager on music videos for Polygram, Epic, and Island Records in London and Los Angeles.

From 1991-1999 he produced of television commercials, documentary, and IMAX films for Rosalini Film Productions in Chicago. Clients included MFC Bank, The Lincoln Park Zoo, Liberty Science Center, Audubon Institute, The Museum of Science and Industry, and SC Johnson Wax.

Charles established Picture Island in New York City in early 2000. Recent productions include a six-part travel series for Cablevision and Travel and Leisure Magazine, a six-part series of inspirational stories about teenagers for Mag Rack, natural history documentaries for Rainbow Media, and Vogue branded fashion programming for Metro TV.

As an editor his credits include the critically acclaimed *Control Room*, a feature documentary about Al Jazeera and the 2003 War in Iraq. *Film School*, a documentary series on IFC from Academy Award nominee Nanette Burstein, *MADE* on MTV, and *Press On*, a feature documentary about pedal steel guitar virtuoso Robert Randolph and the history of Sacred Steel music in the House of God Church.

His work has been nominated for the Emmy Award twice.

Elizabeth Hummer

Producer

In 2001, Elizabeth Hummer won an Emmy award for *MY TAKE*, a student-shot documentary, and has received 4 additional nominations for her work with teenagers in New York and Northern California. She has worked at MTV, Court TV, Nickelodeon, PBS (*In the Mix*), and Metro TV, where she launched an after school program for teenagers. For the past two years, she has produced weekly segments featuring Vogue's André Leon Talley on Metro TV's *Full Frontal Fashion*. Her half hour Vogue's Talley special was nominated for a 2001 New York Emmy.



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John Swamy

Music Composer / Sound Design

John's unique style and dedication to creative excellence propelled him to become one of the top musical innovators in the Chicago area in the 1990's. After logging some great years with several distinguished bands, John's solo recording, *Everybody Sees You*, was recognized as one of the Top 5 Local CDs of 2001 by the legendary rock station, 93.1 WXRT. Concurrently, *Adweek* magazine has honored a national tv spot for Sears featuring John's music in their list of The Best Spots of 2001.

Clients include: Sears Roebuck, Co., Nascar, Knob Creek Bourbon (Young & Rubicam) Fosters Lager (Y&R), Vidal Sassoon, General Motors (Leo Burnett), Ford Motors, Kraft Foods (iXL/Scient)

Gordon Fales

Design / Animation

Gordon Fales is a digital artist with a wide range of experience that includes work on feature films, commercials, broadcast design, architectural pre-visualization, and game design. He worked for several years as an illustrator and animator for newsweekly magazines and children's video game companies. Clients include: National Geographic Software, Humongous Entertainment, PBS.

Recently, Gordon completed digital compositing work on the feature film *Sky Captain and the World of Tomorrow* starring Jude Law.



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Client List

Bayer
CableVision
Coca-Cola
Columbia University
CFDA Awards
Excite@Home
Eyeboogie, Inc.
Fonar Corporation
Ford Motors
Fruit of the Loom
General Motors
General and Specific
GLAAD Awards
HBO
Humongous Entertainment
IFC
iXL/Scient
Johnson & Johnson
Knob Creek Bourbon
Kraft Foods
Latrobe Brewing Co.
Liberty Science Center
Learning Matters Inc
Leo Burnett
L'Oréal
SC Johnson & Son
Mag Rack Entertainment
The Mead Corporation
MetroTV
McCann-Erickson
MTV
NASCAR
National Geographic Television
New York State Museum
PBS
Pfizer
Rainbow Media
Riverside Park Fund
St. Louis Science Center
Museum of Science & Industry
Sears Roebuck Co.
The News Hour
Travel and Leisure Magazine
UNext.Com
VH1
Vidal Sassoon
Wieden & Kennedy
Wine Commision of Spain
Working Dog Productions
Young & Rubicam



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Equipment List

Audio

Interfaces

Digidesign 888, 442
Digidesign DIGI001
MOTU 828

Signal Processing

Avalon 737 mic pre-amp/compressor/EQ
Lexicon MPX-1 Multi Effects Processor
Presonus Bluemax Compressor

Software:

Sonic Foundry ACID, Sound Forge
Waves Gold Bundle Mastering Plug-ins
Digidesign Pro Tools
Digidesign Audiosuite plug-ins for Avid

Audio Decks

Denon DN-C680 Pro CD Player
Fostex D-30 DAT Mastering
HHB PortaDAT PDR1000TC
Sony PCM-R500 DAT
Marantz PDM520 Dual Cassette

Mics

AKG C3000
AKG C1000
Lectrosonics UCR190 Wireless Lav.
Senheiser MD421 MKII
Senheiser MKH60 Short Shotgun
Schoeps MK41 Collette System
Tram G3 Lavalier

Mixers

Mackie 1604
Mackie 1402
Shure FP-33

Instruments:

Fender Guitars & Bass
Yamaha Digital Piano - S80
Dean Resonator Guitar

Video

Camera

2 x Sony PDR-150 Camera Pkgs.
Deneke TS-2 Time Code Slate

Lights

Arri Softbank D2 Lighting Kit

Editing

Avid MC 9000XL - Mac Based/Meridian
1:1 Dual Stream Video Compression
Digital Video I/O (SDI)
8 Channel Digital Audio I/O
2-D DVE with realtime effects
Boris FX for Avid
2 x Avid Xpress DV Edit Stations

Video Decks

Sony PVW-2800 Betacam SP
Sony DSR1800 DV Cam
Sony BVU870 3/4"
Sony SLV-998 VHS x4
Panasonic AG-DS555P VHS/SVHS
DVD player/recorder

Misc. Video Hardware

Leader 5870 Waveform/Vectorscope
Time Base Corrector (for bump-ups)

Computer & Graphics

Hardware

Mac G5 /2.5GHz Graphics Workstation
Dual Processor NT Graphics Workstation
Color Scanner (for artwork & photo capture)
Zip & Jaz drives
CD-ROM & DVD burners
DLT media backup
More than 500GB of networked storage.

Software

Final Cut Pro, After Effects, 3D Studio Max,
Photoshop, Illustrator, Commotion, Media Cleaner,
DPS Reality, Flash, and many others.