

October 2009

FRANCISCO GONZALEZ

Director/DP

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PAV AND BROOME DIAMOND JEWELERS

Ad2 Advertising, Inc. of Mississippi and Louisiana asked Francisco to direct & shoot 2 spots for the Gulf Coast jeweler on 24 P High Definition.



AC Ric Okoniewski takes a look at the monitor while I am on the dolly setting the camera to shoot 24P.

Key Grip Danny Rector is by the dolly ready to roll.



It was a very hot day. Danny and the crew had to fly the silks over the courtyard where we were shooting. I used an ND9 on the camera to get the ultimate F 5.6 on the lens.



Tino takes a rest while focusing the shiny board. The hot sun allowed me to overexpose the highlights making it look like a spring day. I used the dolly, the jib and the glidecam to add production value.



Ad2 President Mollie Hillburn
www.ad2inc.net - We must remember, all work and no play makes for a dull day.

3 Days 15 Actors, 20 lines...Each



Jim Miller Advertising of Gulfport wanted something distinct for his client. In creative talks we decided to shoot green screen, and let the editor do special effects



AC/Ric Okoniewski is vigilant of the composition. Bellow Chris and Jim watch as crew works the lighting



with Chris Foret



DAY ONE

THE CREW TRAVERSED THE CASINO FROM ONE END TO THE OTHER SHOOTING THE BACKPLATES WHICH WERE USED AS THE BACKGROUNDS FOR THE GREEN SCREEN FOOTAGE.

DAY TWO

AN EARLY START ON THE LIGHTING OF THE GREEN SCREEN, WHICH GAFFER/KEY GRIP DANIEL RECTOR LIT TO PERFECTION, GAVE US A HEAD START ON A LONG DAY OF SHOOTING THE TALENT.

DAY THREE

THINGS COULD NOT HAVE GONE ANY BETTER. THE TALENT FROM BEARFOOT TALENT OF MOBILE AND FROM CLAUDIA SPIKER OF NEW ORLEANS WERE EXCELLENT PROS. THE EDITING IS IN LOS ANGELES AT

www.digignite.com

Dombrowski Challenge

How do you write, produce, edit, and deliver media in two days and assure your candidate a 52% of the vote on election day, defeating the incumbent in the process?



"Francisco wrote, directed & shot the most clever 15 second spots that entertained and educated the audience"
Rick Dombrowski
Councilman
Gulfport

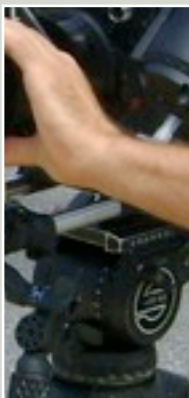
Hire Francisco



A balanced camera, yes!



With Director Ralph Madison



RED DAY

Recently I worked with Producer/Director & DP, Ralph Madison, gathering stock footage around New Orleans and Mississippi with his beautiful, pristine Red-One Camera. I was extremely happy with the Nikon lens package which included the 25, 35, 50, 85 and the 12 to 120 Zoom. I was also happy with the Red Color Corrector. It was so easy to calibrate the lenses to match exactly before bringing the footage into Final Cut Pro for editing. I shot footage at 60 fps at 3K and 24P at 4K.

www.ralphmadison.com



The Bright Viewfinder is cool!



Our Main Talent, Tony Pallo

Team Deception Writer, Producer & Co-Director Topper Jones with Francisco

Producer Topper Jones, whom I had worked with on a project in Perlington, MS., called me about a month ago and asked me to help him shoot and co-direct this frantic movie. I agreed. New Orleans is the background for the 3rd Annual New Orleans 48 Hour Film competition, where 20 teams compete writing, producing, shooting, and editing a 5 to 7 minute movie. This was lots of fun with lack of sleep being the norm for the 2 days, for sure.

The rules of the competition are that on a Friday at 7:00 pm the producers are given a subject matter, a prop, a character, a character's name and profession, and a sentence which must be spoken in the movie at some point. Then the teams go to work and

write the script over night, shoot on Saturday all day, then edit and do music, sound effects, and titles. The movie must be turned in by 7:00pm Sunday night. Improvisation is the key to success on making this a possible feat. Everyone - the crew, the actors, the editors, etc. - work hand in hand making it possible. We had a great crew and Topper and I worked very well as co-directors. I was especially happy with our main character, Tony Pallo, who played the character perfectly. Editing was done by my longtime friend, Patrick Marrero. Patrick worked non-stop on Sunday, to make the 48-hour movie tight. The following week, we viewed the film along with the other entries, and the crowd loved it! Lots of laughter!

**A
48
hour
movie**

