

royce steele
PHOTOGRAPHY portfolio

- ADVERTISING
- EDITORIAL
- EVENTS
- PORTRAITS
- STOCK
- LOCATION
- RESTORATION
- RE-TOUCHING
- EFFECTS
- COMPOSITING

royce steele
PHOTOGRAPHER * DESIGNER
864.574.9776

FOUNDRY
Design+FX

Vision

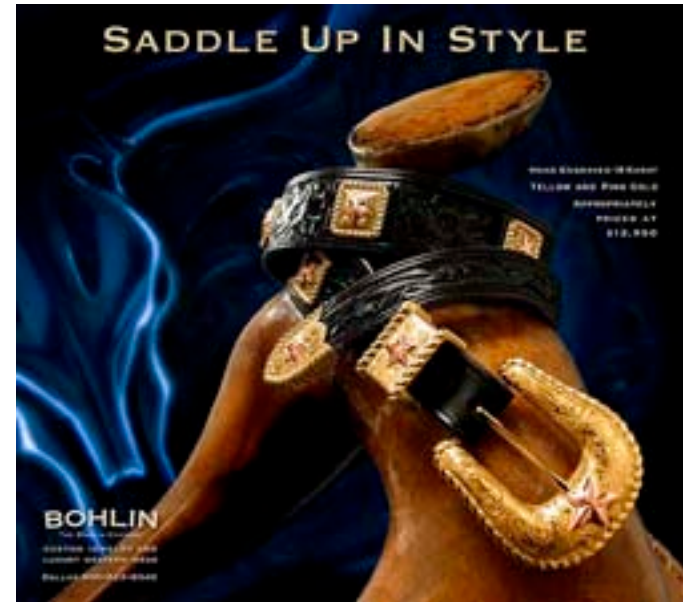


PERSONALITY

frozen in time

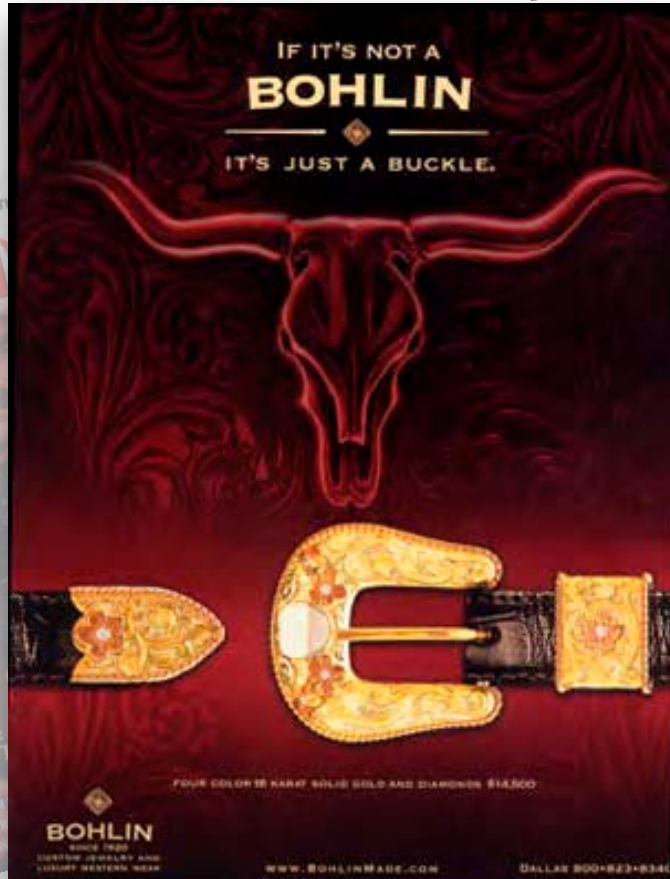


PRODUCT



PRINT

Full Page Back Cover



As Featured in the Debut Issue



PRINT FOR TV



family events



Blanton Family Reunion

family events



Blanton Family Reunion

KIDS



KIDS



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PHOTOGRAPHY * DESIGN

Location



Bar Harbor Pool, Marina del Rey, California

royce steele PHOTOGRAPHER * DESIGNER

Location



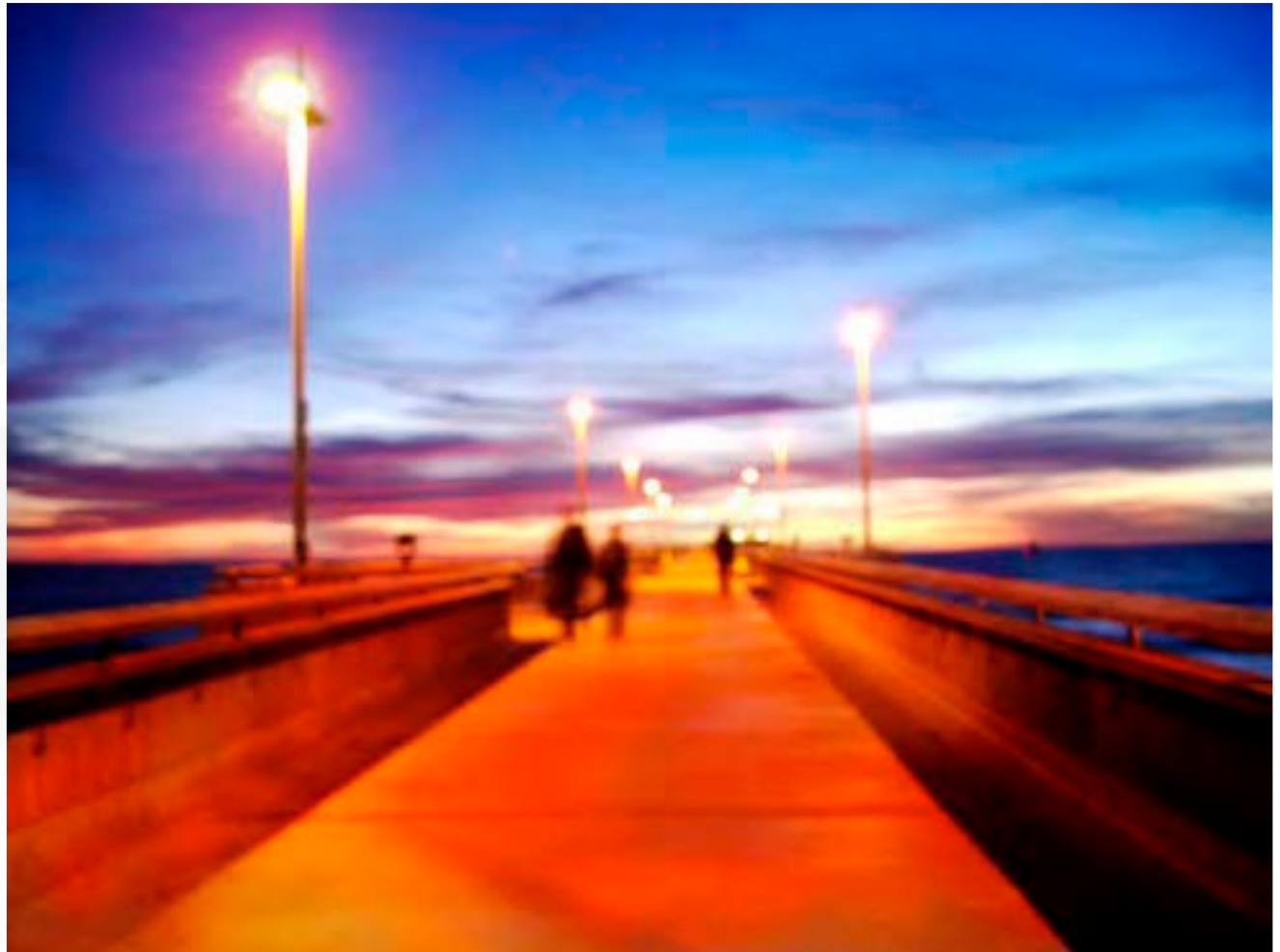
Parking Lot Venice Pier, Venice, California 2002

Location



Egret on the Rocks. Marina del Rey

Location





self portrait

FOUNDRY
Design+FX

ADVERTISING

EDITORIAL

EVENTS

PORTRAITS

STOCK

LOCATION

RESTORATION

RE-TOUCHING

EFFECTS

COMPOSITING

royce steele photography * design

864.574.9776

rates and availability

RESUME FOLLOWS

Royce steeLe

BROADCAST
creative direction
on-air promotion
commercial production

ADVERTISING
photography
design

CORPORATE
COMMUNICATION

VIDEO EDITORIAL

23 years network tv
production experience in Los
angeles. extensive television
industry client base.

specializing in:
broadcast design, program
branding, digital visual effects,
video editorial, high-end
compositing and finishing for:
network television shows, feature
films, commercials, music videos,
network promos and video
program sales presentations.

eight years experience
interacting directly with: studio,
network and program creative
executives.

FOUNDRY
Design+FX

FOUNDRY Design+FX
opened in August of 2000 with
a slate of six television main
titles for the 2001/2002
television season. In addition,
we also created: pilot main
titles, television visual effects
projects, promos, video sales
presentations, and print
projects. Worked directly with
studio executives and executive
producers to develop program
branding concepts (main titles).

Clients Include:

Paramount Network Television,
Paramount Television Group
Operations, The WB, Viacom
Productions. Bank of America,
Garfield Grove, Special
Entertainment Events, Gerbson
Productions, Triax, Bohlin, Sexton
Productions, Holden
Productions, Turner Productions,
Gambaru Productions

August 2000-Present

Series Main Titles:

Andy Richter Controls The
Universe - FOX, That's Life-CBS,
Level 9-UPN,
The Best TV Shows Never
Seen-ABC Special, Some of My
Best Friends-CBS, The Trouble
with Normal-ABC, The
Division-Lifetime,
7 Days-UPN, Class of '06 pilot-
NBC, Do Over pilot-WB,
The O'Keefes pilot-WB,
Manhunt-WB, A Diva's Christmas
Carole-ShowTime, Viacom
Productions-Prod Logo

Visual Effects:

Paramount Television Group
Operations: Apocalypse Now
Redux [58 Shots], Bride of the
Wind, Clockstoppers, Rat Race

Sales Presentations:

Bank of America: Mars and
Beyond, Special Entertainment
Events: Motorcycles, Holden
Productions, Golden West Yachts,
Print: The Bohlin Company,
Babarellas [Feature Film-Key Art]

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royce steele

IN ADDITION TO
PROVEN STRATEGIC AND POLICY MAKING
ABILITIES, DEMONSTRATED SUCCESS
MANAGING: CREATIVE DIRECTION AND
MANAGEMENT OF PROJECTS AND THEIR
PROFITABILITY, CLIENT LIAISON, SALES AND
MARKETING.

EXTENSIVE EXPERIENCE
IN ARTIST AND STAFF RECRUITMENT,
SELECTION, CREATIVE DIRECTION AND
SUPERVISION.

NINE YEARS LOCAL
TELEVISION AND EDUCATIONAL
TELEVISION EXPERIENCE.



PARAMOUNT PICTURES
Paramount Digital Design p(d)2

As Executive Producer and a Creative Director, spearheaded rapid growth of Paramount Studios' Digital Design and Visual Effects group. Increased revenues over 1000% between 1995 and 2000.

Responsible for transformation from in-house design department to world class Broadcast Design, Animation and Visual Effects boutique.

Reported to Vice President of Paramount Pictures Studio Group. Interacted directly with senior studio management including: the Chairman, and the President of Paramount Network Television, and Creative Executives including Executive Producers of network television shows, who comprise the clientele for series television main titles and visual effects projects.

October 1995 – August 2000

Feature Film Main Titles:
Kiss the Girls-Paramount Pictures,
Family Plan -Viacom Productions
[TellyWinner]

Television Main Titles:
Sabrina The Teenage Witch-ABC,
King of Queens - CBS, 7-Days -UPN,
Fired Up - NBC, Hitz - UPN,
Diresta-NBC, Maggie-Showtime
[TellyWinner], Martial Law - CBS,
Desmond Pieffer-UPN,
Encore,Encore-NBC

Live-Action Director-Main Titles:
Sabrina The Teenage Witch-ABC,
Fired Up-NBC, Sister,Sister-WB,
Jenny McCarthy-NBC, Hitz-UPN,
Rescuers-ShowTime

Sales Presentations Writer-Producer:
Sabrina The Teenage Witch, Avalon,
Investor Relations Presentations

Visual Effects Producer/Supervisor:
I married a Monster-TV Movie,
Mattel-Industrial, Good Burger -
Feature, The Tiger Woods Story -
TV Movie



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STORM MEDIA STUDIOS

Vice President of Production
Live Action Producer

1995

- CBS-TV** "37th Annual Grammy Awards Promos" / Glen Kasper
- GROUP W** "Paget" / Series Launch/ Yuri Sibov
- GROUP W** "Day & Date" / Series Launch / Yuri Sibov
- TIME-LIFE TV** "Your Mind & Body" / Series Launch / Glen Kasper
- CBS-TV** "Wright Verdicts" / Series Launch/ Glen Kasper
- CBS-TV** "A-MAY-Zing" / Glen Kasper
- UPN** "Star Trek: Season II" / UPN Direct
- UPN** "UPN Kidz" / UPN Direct

TWISTED ENTERTAINMENT

Head of Production

1994

- NEW WORLD** "Valley of the Dolls" / Series Launch/ Glen Kasper
- GROUP W** "Marilu Henner Show" / Marilu Henner / Glen Kasper
- FX** "The Bob Spots" / Image Campaign/ Glen Kasper
- CBS-TV** "Premier Week" / Glen Kasper
- CBS-TV** "Due South" / Series Launch / Glen Kasper

STEELE FILMS

Freelance Live Action Producer, Writer-Producer

Key Client Production Companies:

NBC ON-AIR PROMO, ELECTRIC IDEAS, PLANET 3 ENTERTAINMENT,
MULTIMEDIA FILMS, DIRECTIONS INTERNATIONAL

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1993

- CBS-TV** "35th Grammy Awards" / Planet 3 Entertainment / Glen Kasper
- NBC-TV** "The Mommies" / Planet 3 Entertainment/ Richard Squire
- CBS-TV** "A League of Their Own" / Jacobs & Gerber/ Planet 3 / R. Squire
- CBS-TV** "The Trouble with Larry" / Bronson Pinchot /Planet 3 / R. Squire
- CBS-TV** "South of Sunset" / Glen Frey/ Electric Ideas/ Moe Ginsberg
- NBC-TV** "For the Love of My Child" / Seinger Advertising/ R. Squire
- ABC-TV** "Thea" / Electric Ideas/ Richard Squire
- LIVE ENT** "Tom and Jerry: The Movie" / Electric Ideas/ Ted Eccles
- CBS-TV** "MAFTA" / Jacobs & Gerber/ Electric Ideas/ Richard Squire
- NBC-TV** "Witness To An Execution" / Electric Ideas/ Moe Ginsberg
- ABC-TV** "Lily Tomlin Special" / Lily Tomlin/ Electric Ideas/ Richard Squire
- CBS-TV** "36th Grammy Awards" / Electric Ideas/ Glen Kasper

1992

- CBS-TV** "34th Grammy Awards" / Directions International/ Glen Kasper
- CBS-TV** "Hearts Afire" / Series Launch / John Ritter, Markie Post/ Planet 3
- NBC-TV** "The Roundtable" / Series Launch / Planet 3 / Richard Squire
- GEL** "Stealth Force" / Feature Trailer - Sales Presentation
- CBS-TV** "Friday the 13th" / Elvira/Planet 3/ Glen Kasper
- HOLLYWOOD PICTURES** "The Son - in - Law" / Theatrical Trailer /Paulie Shore / Planet 3 / Oren Aviv
- PILOT** "Paul Ryan Show" / Planet 3 Entertainment / Richard Squire
- GENESIS ENT** "Infatuation" / Main Title Design
- NBC-TV** "Olympics Triple Cast" / Planet 3 Entertainment / Richard Squire

1991

- NBC-TV** "Fresh Prince of Bel Air" / Series Launch/ Will Smith & Buddy Ebsen/ Directions Int / Rick Squire
- CBS Sports** "NFL Today" / Terry Bradshaw & Greg Gumbel/ Directions Int
- CBS Sports** "American League Championship" / Directions Int/ Doug Towe
- ABC-TV** "Civil Wars" / Mickey Rooney/ Zsa Zsa Gabor/ Directions Int
- KNBC-TV** "Spicing Up Your Sex Life" / Directions Int/ Rick Squire
- NBC-TV** "Do it Yourself TV" / Directions Int / Rick Squire

1980
1990

**FREELANCE
COMMERCIAL PRODUCER**

Client Production companies included:
MULTIMEDIA FILMS
SHADOE STEVENS PRODUCTIONS
FEDERATED SUPER STORES
[Over 100 commercials]
THE VIDEOGRAPHY COMPANY
EUE SCREEN GEMS

1977
1980

**CREATIVE DIRECTOR
PRODUCER-DIRECTOR**

WBTV / Jefferson-Pilot Broadcasting
Charlotte, North Carolina

**PRODUCER-DIRECTOR
LIGHTING DIRECTOR**

ISC- ETV / South Carolina Educational Television
University of South Carolina
Columbia, South Carolina

EDUCATION

University of South Carolina
Major: Media Arts

REFERENCES

Hal Harrison
Sr. VP TV Post Production
Paramount Network TV
5555 Melrose Avenue
Hollywood, CA 90038
(323) 956-5000

Paul Mason
Sr. VP Production [Retired]
Viacom Productions
(310) 276-9310

Paula Hart, Exec Producer
[Sabrina:The Teenaged
Witch]
Hartbreak Films
5555 Melrose Avenue
Hollywood, CA 90038
(323) 956-5000

Steve Stark, President
Grammnet Productions
[Frazier] [Medium]
5555 Melrose Avenue
Hollywood, CA 90038
(323) 956-5000

Victor Fresco, Exec Producer
[Andy Richter]
Garfield Grove Productions
5555 Melrose Avenue
Hollywood, CA 90038
(323) 956-5000

Rick Squire
Sr. VP On Air Promotion
FOX Broadcasting
[COLBY+PARTNERS]
(310) 586-5600

Dale Lanier
Sr. VP On-Air Promotion
UPN
[COLBY+PARTNERS]
(310) 586-5600

John Luma
Sr. VP On Air Promotion
fX-Fox Broadcasting
(818) 981-9745

