

# Portfolio

René J. Pinnell





# Resumé

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## Education

### B.S. in Radio Television Film from the University of Texas at Austin, 2005

Ruth M. Martin Endowed Presidential Scholarship  
Warren E. Skaaren Endowed Presidential Scholarship  
University Co-op Scholarship for Film Production  
Target All-Around Scholarship

**Software :** Final Cut Pro, DVD Studio Pro,  
Compressor, After Effects,  
Movie Magic, Photoshop, Illustrator

HVX, VariCam, Arri SR2, et al. **: Hardware**  
250w Sunguns to 18,000w HMI's  
booming & mixing

**Humanware :** Problem Solving, Team Building,  
Crisis Management,  
Excitement Generation

## Summary of Qualifications

**2000 - NOW :** Writer, Director & Producer for  
Film, Television & Theater

**01.2008 - 10.2008 :** Content Director for ON Networks in charge  
of designing an automated & scalable  
content development system

**05.2007 - 08.2008 :** Directed & Produced 30 episodes  
of the acclaimed comedy show, “Backpack Picnic”

**2006 :** Directed & Co-executive Produced  
the MTV pilot “Meet The Bulldogs”

**2006 :** Associate Editor on “Homo Erectus,” starring  
Ali Larter (Heroes), David Carradine (Kill Bill)  
& Talia Shire (Rocky)

**2002 - 2005 :** Executive Director of The Elevator Art Club  
which received a Best of Austin Award  
from The Austin Chronicle 2003

# Filmography

## Writer / Director / Producer

### Television

**Backpack Picnic** (2007- 2008) / 30 episodes, On Networks  
**Fort Ricky** (2008) / pilot, On Networks  
**Office Furniture NOW!** (2007) / pilot  
**Edmond Bulldogs** (2006) / pilot, MTV

### Film

**King of Texas** (2008) / feature doc, Watchmaker Films  
**Night Terrors** (2006) / feature development, UTFI  
**Spare Change** (2004) / short, Elevator Art Club  
**Julia Thompson: A Case Study** (2003) / short  
**The World Of Maya** (2001) / short  
**The Fish** (2000) / animated short

### Music Video

**Hump Dance** (2008) / Little Stolen Moments  
**Makes Me Love You** (2004) / Handsome Charlies  
**Love Ya Like** (2003) / Elliot Cole

### Commercial

**Fireteam Reloaded spots 1 - 6** (2007) / Pixel Mine Games  
**Lost & Pull spots** (2007) / Shelf Conversions™

### Theater

**Hot Air** (2002) / drama, Elevator Art Club  
**The Café Du Caché** (2003) / musical, Elevator Art Club

**Montreal Comedy Festival 2008**  
**Chicago Sketchfest 2008**  
**San Francisco Sketchfest 2008**  
**New York Sketchfest 2008**  
**Austin Film Festival 2007**

**Dallas Video Film Festival 2006**

**SXSW Film Festival 2008**  
**USA Film Festival 2008**  
**Bradford International Film Festival 2008**

**Dallas Video Film Festival 2006**

**Cinematexas 2004**

**California Independent Film Festival 2005**  
**Raindance International Film Festival 2005**  
**Filmstock International Film Festival 2005**  
**TGAFP Festival 2004**

**BEST EDITING** at **Cinematexas 2004**  
**GRAND PRIZE** at **TGAFP Film Festival 2004**  
Regional Finalist at **The Student Academy Awards 2004**  
**Hollywood Showcase 2004**

# Film Reel

writer / director / producer  
2000 - 2008

## Playlist

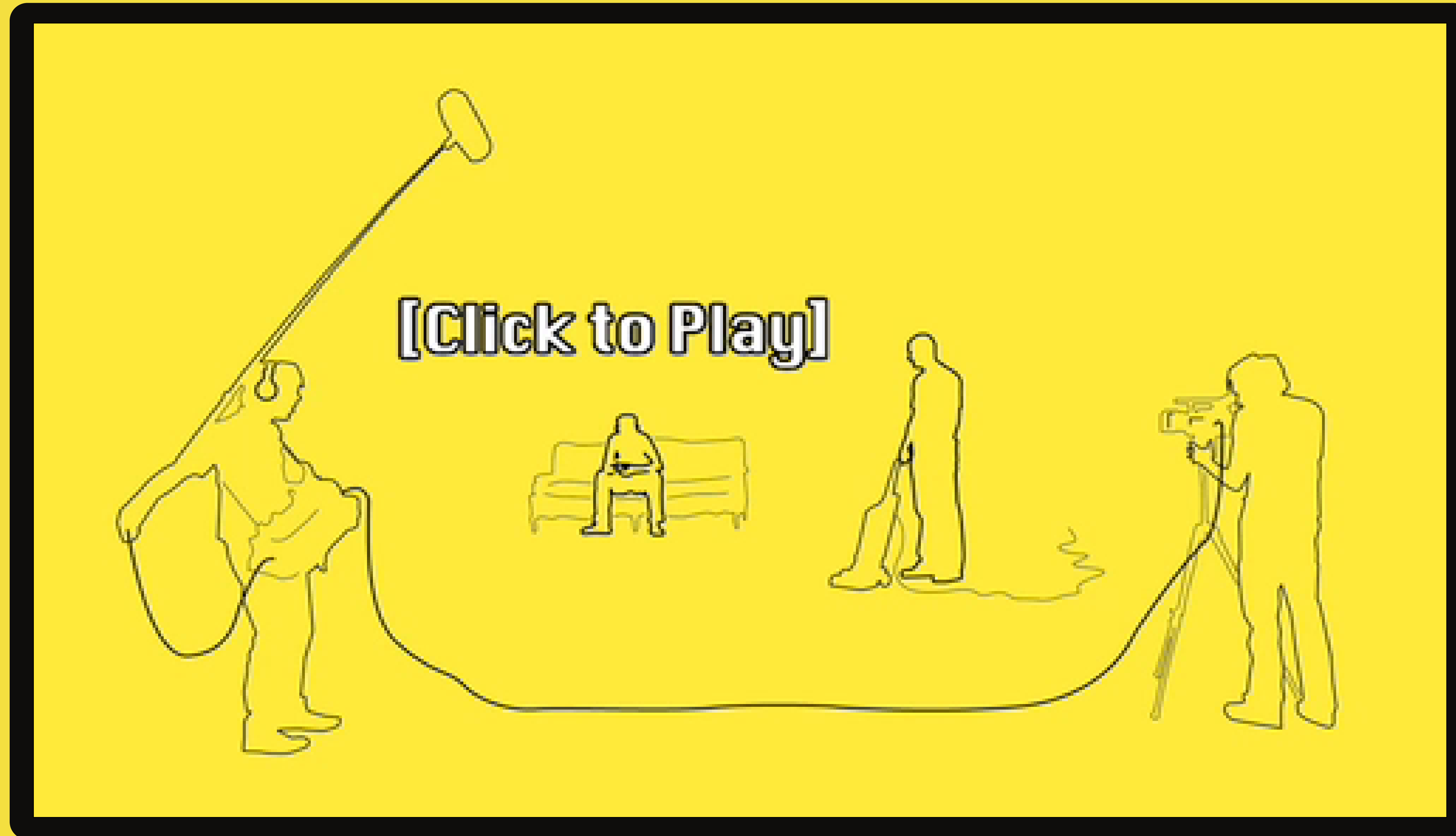
**The King of Texas** (2008) – feature documentary

**Backpack Picnic** (2007, 2008) – internet TV show

**Edmond Bulldogs** (2006) – MTV pilot

**Makes Me Love You** (2004) – music video

**Love Ya Like** (2003) – music video





# Film Design

Office Furniture NOW! (2007) – TV pilot



## Systems Approach

A film is the product of a complex system made up of many elements (crew, cast, equipment, etc.) & processes (writing, filming, editing, etc.) that operate in a dynamic environment.

As a filmmaker I strive to create the ideal system rather than the ideal product.

I trust that if I select the actors & crew well & foster an environment of creative collaboration the best film will naturally emerge.



# Film Design

Backpack Picnic (2007, 2008) – internet TV show



## Simplicity

The simplification of design elements gives greater importance to what remains.

When composing the mis-en-scène I simplify color, line, & shape to focus an audience's attention.

In the sketch comedy show *Backpack Picnic* design simplicity allowed for the quick & effortless understanding of jokes.



# Film Design

Makes Me Love You (2004) – music video



## Controlled Chaos

Filmmaking is controlled chaos.

As a director I select the elements of chaos (improvised dialogue, rain, children, natural light, etc) & set the parameters for those elements to operate in (framing, blocking, scene beats, plot points, etc).

In the music video *Makes Me Love You* I force a band to continue playing (control) as the pool they're in fills with water (chaos).



# Film Design

Backpack Picnic (2007, 2008) – internet TV show



## Delight of the Unexpected

A good surprise is always delightfully unexpected.

Whether it's a plot twist, a character tick, or visual gag  
I use surprises to hook my audience  
& reel them from one scene to the next.

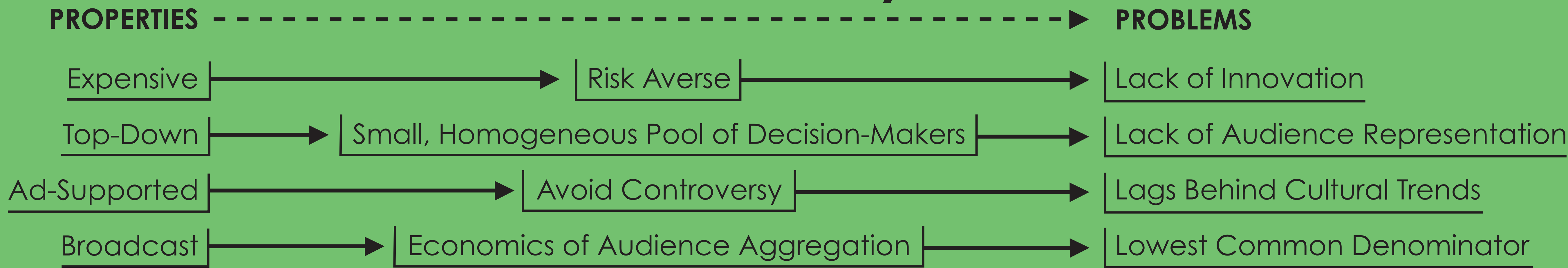
In the sketch comedy show *Backpack Picnic*  
our absurdist humor is based on the motto  
"all jokes must revel in the delight of the unexpected."



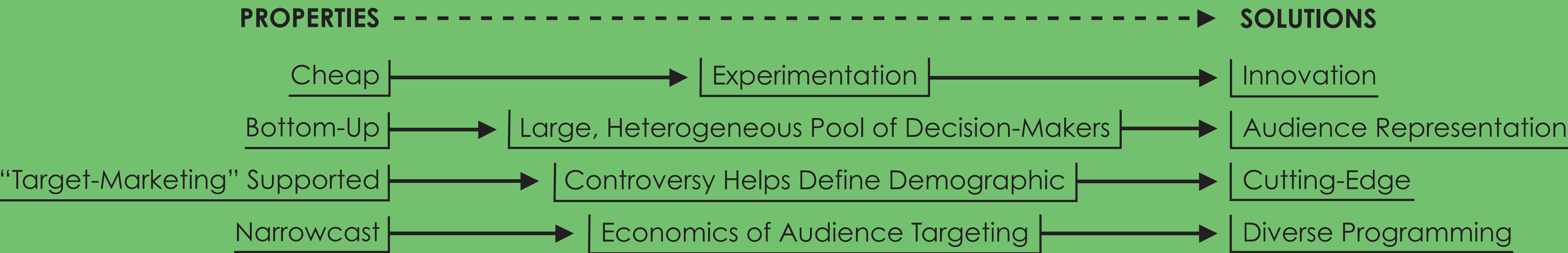
# Pilot TV

On Networks, client  
lead designer  
proposal  
06.2008

## Television Industry

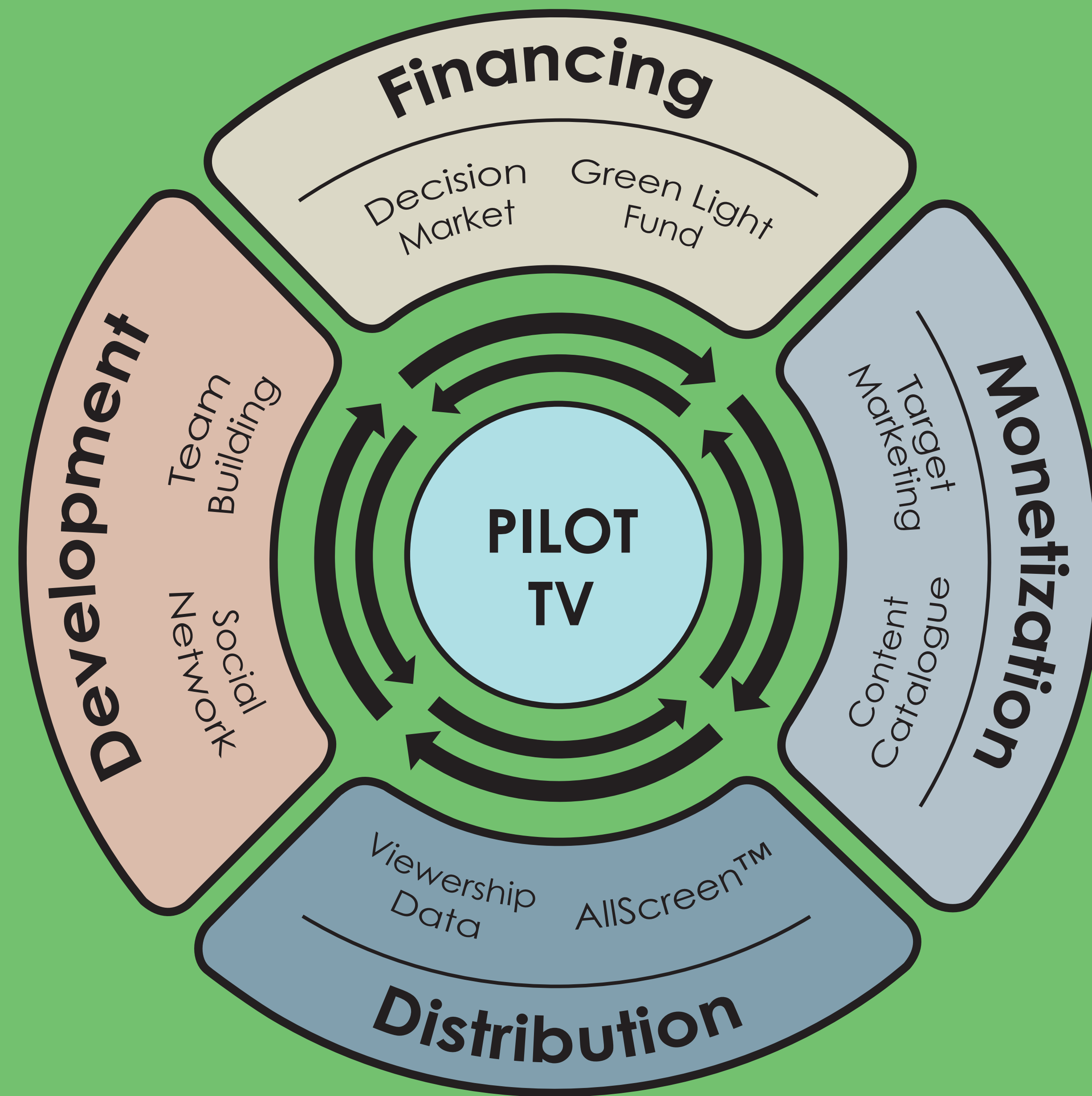


## Pilot TV



# Pilot TV

On Networks, client  
lead designer  
proposal  
06.2008



## Emergent Systems Approach to Internet TV

*Pilot TV* is a web-based suite of applications & services for filmmakers to develop, finance, distribute & monetize original Internet TV shows.

**Development** - Quality is ensured through the collaboration & competition of many individuals (Collective Intelligence).

**Financing** - All funding is determined by the aggregate decision of a large & diverse group of experts & non-experts who each exert their independent judgment (Wisdom-of-Crowds).

**Distribution** - Filmmakers self-distribute their show(s) & grow audience across AllScreen™ Distribution Network (Internet, VOD, IPTV, Etc) while collecting viewership data (# of views, demographics, etc).

**Monetization** - Advertiser orders # of views for target demographics & has media buy delivered over many different shows, thus insulating the filmmaker from the coercive effects of sponsorship.

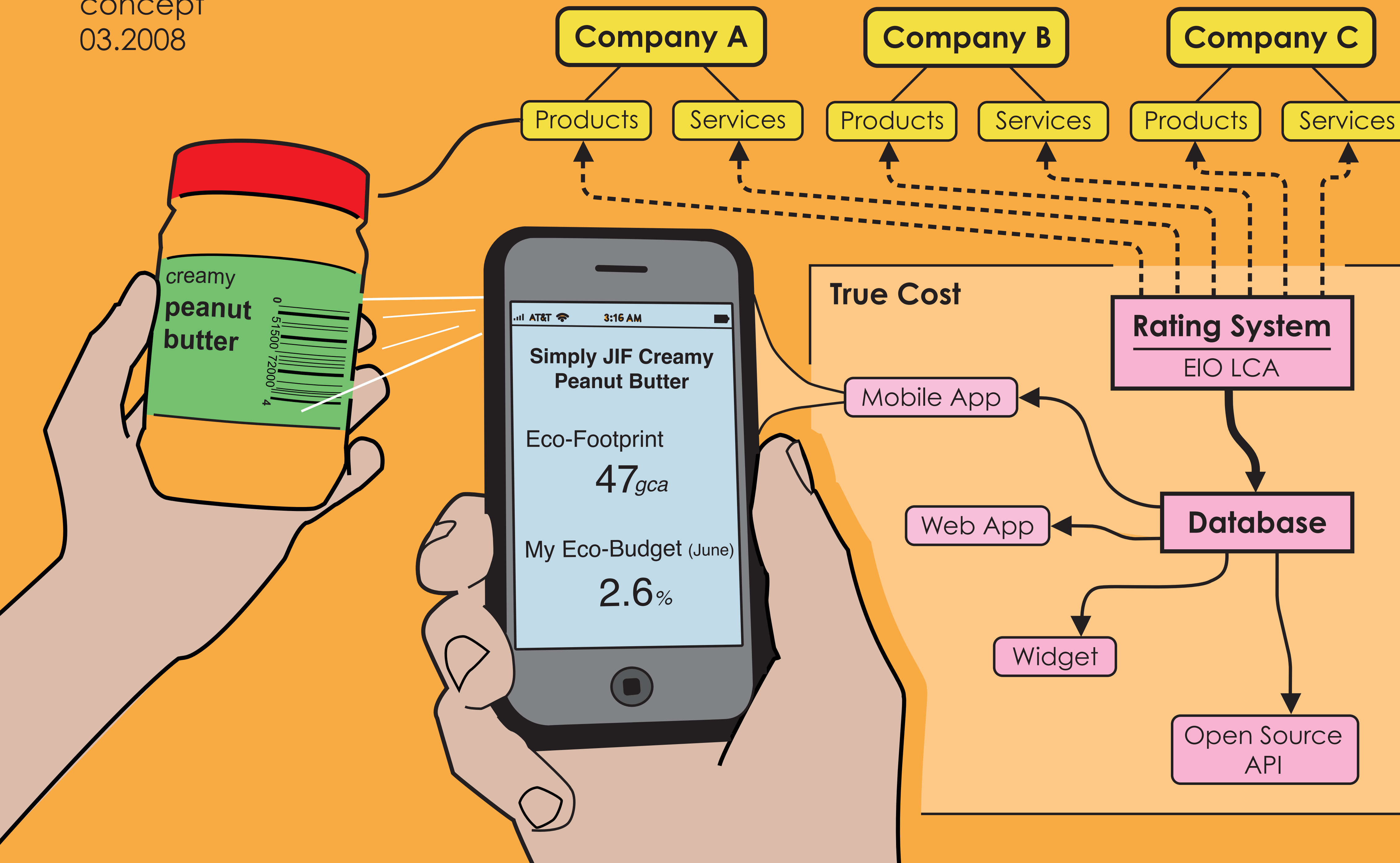


On Networks, client  
lead designer  
proposal  
06.2008



# True Cost

lead designer  
concept  
03.2008



## Eco Rating & Budgeting System

*True Cost* is a system that rates the total environmental impact of products & services then distributes the resulting database to individuals and groups for eco-budgeting.

**Rating System** - Using the Economic Input / Output Approach to Life Cycle Assessment (EIO LCA) with publicly available info from governments & the financial investment community, *True Cost* is able to quickly, accurately & cheaply calculate the total environmental impact of products & services.

**Mobile App** - Using barcode or RFID scanning technology the mobile app helps consumers stay on eco-budget & make more informed decisions at point of sale.

**Web App** - Links with mobile app, does "heavy lifting" (iTunes model).

**Widget** - Allows for viral distribution of *True Cost*.

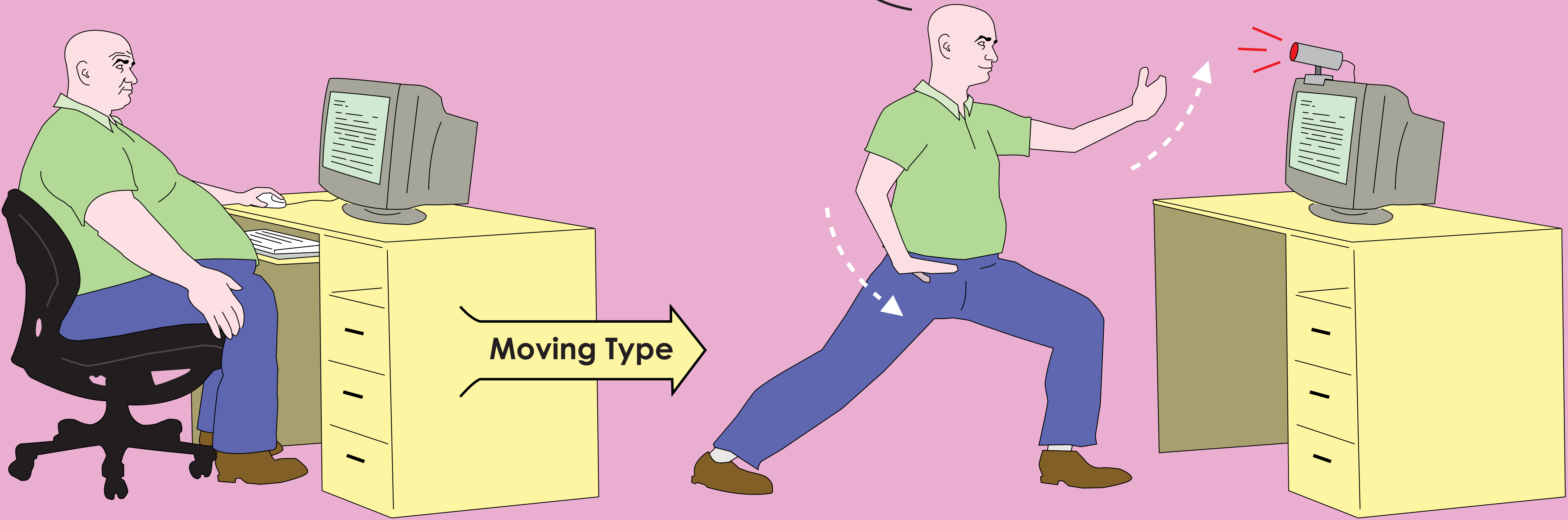
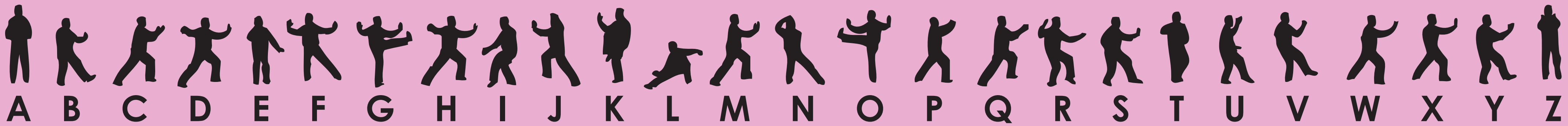
**Open Source API** - Allows other programmers to use *True Cost* in new & innovative applications (Google Maps model).



# Moving Type

lead designer  
concept  
08.2007

Tai Chi Type



## Human Kinetics Approach to Computer Interface

*Moving Type* is a touchless computer interface system that allows users to navigate & write using the natural movements of their bodies.

A 3D infrared sensor allows *Moving Type* to translate a user's body movement into commands & words.

*Moving Type* is an open system that encourages users to create & share new languages based on either existing movement disciplines (tai chi, kung fu, yoga, modern dance, Hip-hop) or individual movement needs & preferences.

The average American spends 7.7 hours/day sitting.  
- The National Center for Health Statistics