



Just the Facts:

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FG is

- ...a developer of websites, brands, games, social experiences, mobile apps, kiosks and interactive applications
- ...a content producer of books, animation and video
- ...technology agnostic with front- to back-end expertise, emphasizing open source technologies
- ...able to define or adapt to the specific needs of a project or an existing standard and infrastructure
- ...capable of delivering projects from concept through production with quality assurance

Why Us?

Our roots are firmly planted in the creative world, collaborating with clients to create ground-breaking strategies for fusing old school production values with new school ideas and technologies.

Our portfolio of work with leading entertainment brands, cultural institutions and product development companies demonstrate the strategic and creative thinking we bring to every project.

SERVICES:

Creative

- Creative Direction
- Brand Identity
- Copy Writing
- Art Direction
- Logo Design
- Character Development
- Animation
- Style Guide Development

Technology

- Technology Strategy
- System Architecture Definition
- Drupal and Open Source Development
- Website and Application Development
- Mobile Applications
- Content Management Systems
- Quality Assurance Testing

User Experience

- Information Architecture
- Prototype Development
- Focus Group Testing
- Usability Testing

Product Planning

- Competitive Analysis and Positioning
- Strategic Direction
- Content Analysis and Strategy

Project Management

- Waterfall
- Agile

AWARDS:

- 12:** Webby Nominations
- 7:** Webby Winners
- 2:** Emmy Awards
- 12:** Communicator Awards
- 2:** Global Media Nominations
- 3:** Muse Awards
- 2:** The Mark Awards
- 1:** *How*, Interactive Design Award
- 4:** Interactive Media Awards
- 9:** W3 Awards

RECENT AWARDS:

PBS Kids Go!

Cartoon Studio
pbskids.org/go/studio/

- 2011 W3 Gold Award Winner: Children
- 2011 W3 Silver Award Winner: Television

Cartoon Network

MiXiT Video Creator
www.cartoonnetwork.com/mixit

- 2011 W3 Silver Award Winner: Children

HarperCollins Publisher

Inkpop Website
www.inkpop.com

- 2011 W3 Silver Award Winner: Teen

CLIENTS:

- | | |
|------------------------------------|-------------------------|
| ABC | Mattel |
| American Museum of Natural History | MTV |
| Bloomberg | National Geographic |
| Carnegie Hall | Nike |
| Cartoon Network | NYC Arts |
| CBS | PBS Kids |
| Comedy Central | School of Visual Arts |
| Cranium | Sesame Workshop |
| Crayola | Smithsonian Institution |
| Disney | The Atlantic Monthly |
| Fox | Teen Nick |
| Experience Music Project | Turner |
| HarperCollins Publishers | Turner Classic Movies |
| HBO | University of Texas |
| Library of Congress | Us Weekly |
| | Viacom |
| | Warner Brothers |

LEADERSHIP:

- | | |
|-------------------|---|
| John Carlin | <i>Pres & Chief Executive Officer</i> |
| Kristin Ellington | <i>Chief Operating Officer</i> |
| Charlie Berg | <i>Director of Technology</i> |
| Fred Kahl | <i>Creative Director</i> |
| Andy Pratt | <i>Creative Director</i> |
| Jason Nunes | <i>Director of User Experience</i> |



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