**SUMMARY STATEMENT**

**The Office** is an award-winning television series, recorded in mockumentary-fashion, that follows the lives of office employees in Scranton, Pennsylvania as they work for the fictional **Dunder Mifflin** paper company. The series’ perfect mix of blending situational humor with slapstick comedy, impeccable story writing, and a cast of characters whose relationships overflow with chemistry not only help make **The Office** a magnum opus for television and mockumentaries alike, but also allows it to stand the test of time and propel it to the upper echelon of modern-day classics.

Perhaps the most important factor that makes **The Office** so great is its cast members. This presentation will be a character guide that will introduce new viewers of the show along with other audience groups to the tremendous cast members and hopefully help them understand the character dynamics and their importance in making the show a modern gem. In it, the audience will get to familiarize themselves with character biographies, their motives and goals within the company, their personalities, their quirks and flaws, and their importance in the show.

**USER PERSONAS**

**Viewers-** The first user persona are the viewers. These range from regular binge-watchers to bloggers/critics, both of whom are paramount in aiding a television series gain notoriety. Binge-watchers are a new phenomenon that consists of a large variety of people, ranging from teenagers and college students to elderly men and women, due to the rise in internet services such as Netflix, Hulu, and Amazon Video. As such, it is necessary to make a character guide that can appeal to the masses by utilizing attention-grabbing elements such as aesthetically-pleasing pictures as well as appropriate color schemes. The character guide will also emphasize each character’s appeal, charisma, and relatability. This, in turn could pique the user’s interest and ease their transition in getting into a new show. The other demographic to consider are bloggers/critics. Bloggers/critics are viewers who judge and critique the series based on their opinions, and high-profiled bloggers/critics can either attract or drive away a large amount of potential viewers. Consequently, it is important to make a character guide that allows these bloggers/critics to wholly understand the characters and give them insights to the characters so that it may assist them in writing favorable reviews.

**Producers**- The second user persona are the producers. Producers are a vital part of a television program because they are the ones who oversee, manage, and pitch the program to television networks for the tv shows to be broadcasted. With that in mind it is important to make a character guide that is clear and concise, in order to support the producer in promptly establishing a solid understanding of the show’s characters and their significance in making the show a worthy project to pursue. Being able to outline direct and indirect relationships lets the producer recognize core characters and their part in the overall story. Another thing to consider in making this presentation will be a rating system based on the significance of the characters. This is mainly for the producer to distinguish critical character elements and decide whether to add or drop certain characters that may be valuable or detrimental to the show.

**Academy Awards**- The last user persona for the presentation are academy awards. These are organizations whose purpose is to acknowledge important films and television series based on their popularity, their technical merit, and their artistic excellence. These committees are the driving force behind many television shows because of the value of their appraisal, which has the ability to launch a television series’ cast and crew into success and support their careers in future endeavors. It is important to design a character guide with the inspection of sanctioning committees in mind and incorporate aspects/details that showcase the characters’ personal growth and their overall impact on our culture/society. These aspects/details will display the artistic and technical progression in the series’ staff and crew, demonstrating the series’ ability to evolve as a whole.

PROJECT

GUIDELINES

**DELIVERY MEDIUM**

The Office tv guide will be delivered in PowerPoint format. This is because PowerPoint is simple and easy to use. Below are some guidelines that were used in the planning of this project.

**CHOICE OF FONT**

American Typewriter and its variants were the choice of font for this project. This is because American Typewriter can be easily read and it was the font that was used in the tv series.

**COLOR SCHEME**

The color scheme that was chosen was red, light gray, dark gray, purple, green, black and golden brown. These colors were chosen to match the feel of the setting within The Office, which was bland and are common colors that can be found day-to-day in a real office setting.

**NAVIGATION LABELS**

The labels that were chosen to navigate within the project are a right arrow, a left arrow, a home icon, and the faces of each character as a mini icon in the character navigation screen which would redirect the user to their matching character-specific pages.

**BUTTON SIZES**

The button sizes for the arrows are small and identical to each other so as to give each page enough room to breath, while the home button is big enough to be distinguishable. Buttons will also be 3-dimensional to let the user know that they are clickable.

BASICS

**PLACEMENT**

The left-arrow is placed on the lower-left side of the page and the right-arrow is placed on the lower-right side of the page beneath the other elements of the page in order to be for them to clearly be seen and each arrow points in the direction the slide will go if clicked upon. The arrows will also have the same distant between them from the center of the page. The home button is placed in the high-left corner of the page in order to have visibility.

**CHARACTER IMPORTANCE METER**

The Character Importance Meter is a feature that will be placed on every character’s page. It will allow the user to distinguish each character’s importance to the show, with the gauge getting taller and move more towards the right in proportion to the character’s significance to the show.

AMERICAN TYPEWRITER

ABCDEFGHIJKL

MNOPQRSTUVWXYZ

1234567890

**16 BOLD**

**ABCDEFGHIJKLMNOP**

**QRSTUVWXYZ**

**1234567890**

THIS TYPEFACE WAS CHOSEN BECAUSE IT IS THE SAME FONT USED IN THE TV SERIES. IT IS EASY TO READ AND CAN BE USED FOR A HUGE VARIETY OF TASKS. FOR TITLES AND NAMES, AMERICAN TYPEWRITER SIZE 41 ,BOLD, IS USED, WHILE AMERICAN TYPEWRITER 24, LIGHT, IS USED FOR smaller labels. CHARACTER BIOS will be using American TypeWRITER, 16 REGULAR, (MAY BE BOLDED FOR VISIBILITY). the “fun fact” feature will be written in red font.

**TYPOGRAPHY**

**41 BOLD UNDERLINED**

**ABCDEFGHIJ**

**KLMNOPQ**

**RSTUVWXYZ**

**1234567890**

24 LIGHT

ABCDEFGHIJKLMN

OPQRSTUVWXYZ

1234567890

These are the colors that are utilized in this project. The background of each page will be using a gradient of white-gray and golden brown to be aesthetically-pleasing while also being subtle in keeping the theme of the project simple and easy to use. Bright colors like green, purple, and red are used because they compliment the white-gray, golden brown gradient of the background and are easy to see. Dark gray and black are used for distinguishability in clickable features and buttons, being the color for the shadows underneath them. Having character pages with many different color schemes may overload the senses and confuse the new user, along with going against the intention of making the project simple, yet elegant therefore keeping one color scheme for every page was decided.

MAIN COLOR

WHITE-GRAY

MAIN COLOR

GOLDEN BROWN

**SECONDARY**

**COLOR**

**PURPLE**

**SECONDARY**

**COLOR**

**BLACK**

**SECONDARY**

**COLOR**

**RED**

**SECONDARY**

**COLOR**

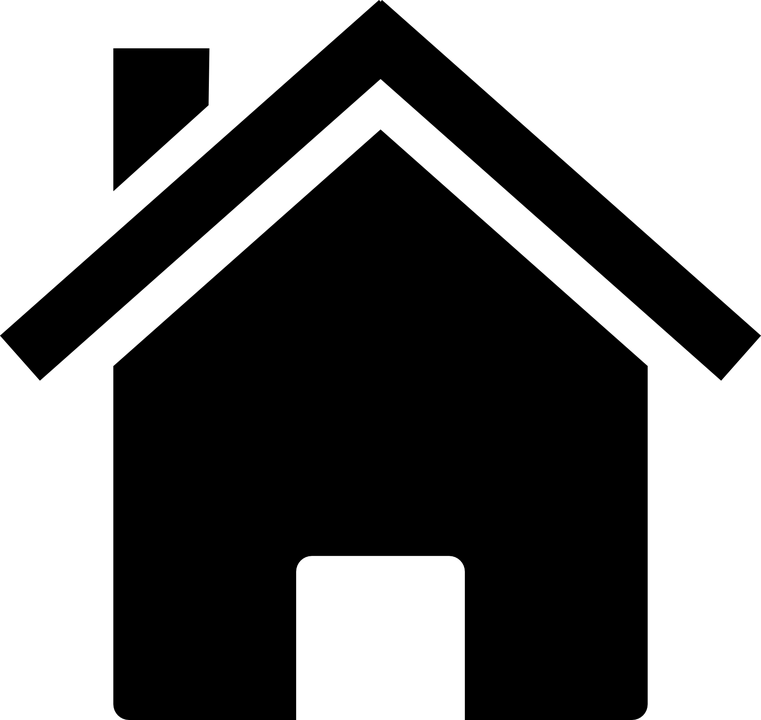
**GREEN**

**COLOR SCHEME**

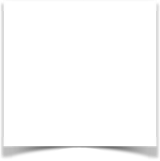
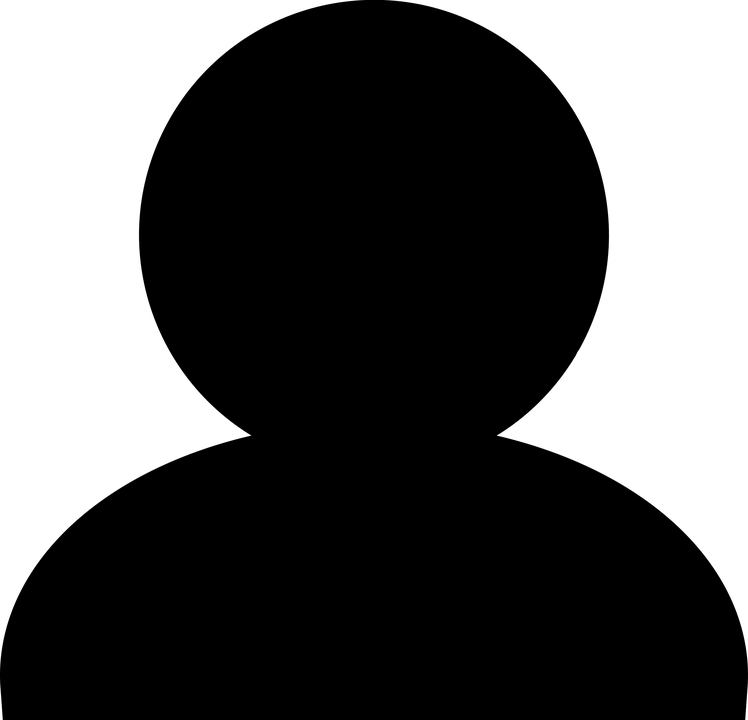
**SECONDARY**

**COLOR**

**DARK GRAY**



**NAVIGATION LABELS**



**HOME**

**BUTTON**

**LEFT ARROW**

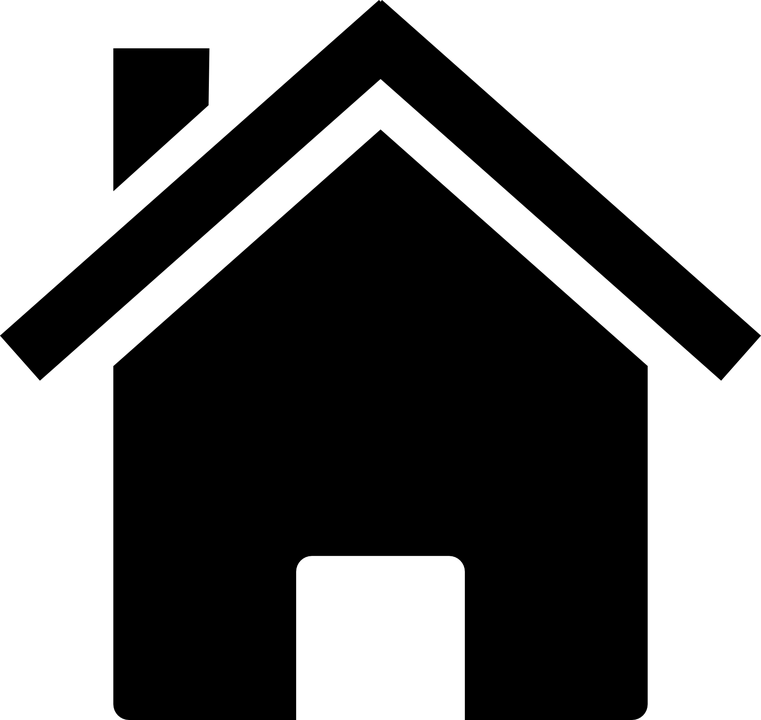
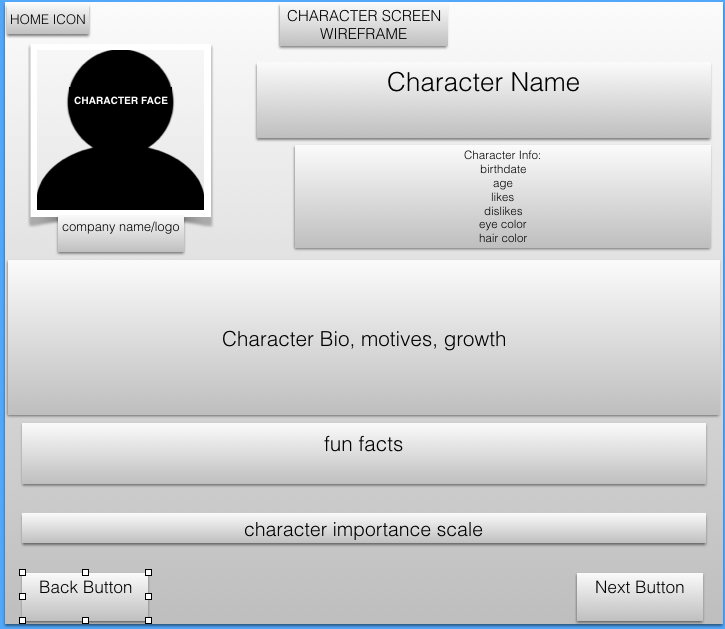
**CHARACTER ICONS**

**RIGHT ARROW**

**NAVIGATION BOX (USED ONLY USED IN TITLE SCREEN AND VIDEO SCREEN**

Above is an example of a character page. In it are labels of where the “back” and “next arrows” should be placed. Each arrow should be placed in the lower-left or lower-right corner of the page, depending on the direction they are pointing. They should be able to fit within the box labeling their supposed position of placement along with being spaced exactly the same distance from the Character Importance Meter. The Home Button is placed in the upper-left corner of each character’s page. It is black since black is a dark color that will have a lot of visibility on the characters’ more brightly-colored pages. Also, all clickable buttons will have shadows underneath them, allowing the button to “pop” out from the background, which will let the user know to click upon them.

**BUTTON SIZE AND PLACEMENT**



Below is the Character Importance Meter. It is a bar graph that portrays an individual character’s significance within the show. The longer and more bars there are in the meter, the greater the character’s significance in the show, with the opposite being true for characters with less significance. The meter will also be labeled with numbers from 1-10, with 1 being the lowest and 10 being the highest, for further clarity in case the user has trouble interpreting its meaning

**CHARACTER IMPORTANCE METER**

CLIPS

TITLE PAGE WIREFRAME

BACKGROUND IMAGE

PROJECT TITLE

**WIREFRAMES**

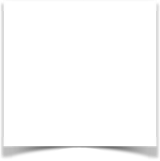
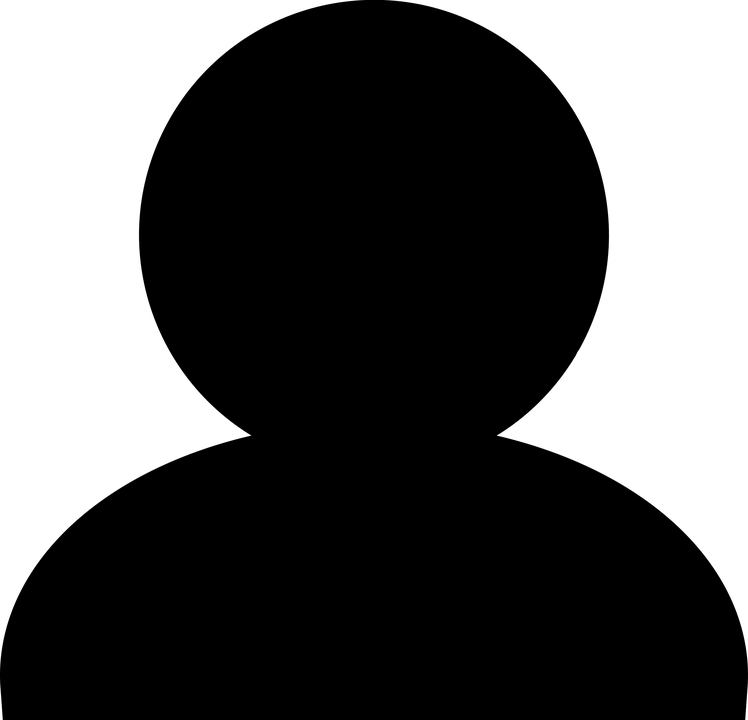
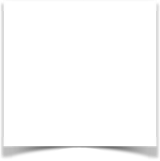
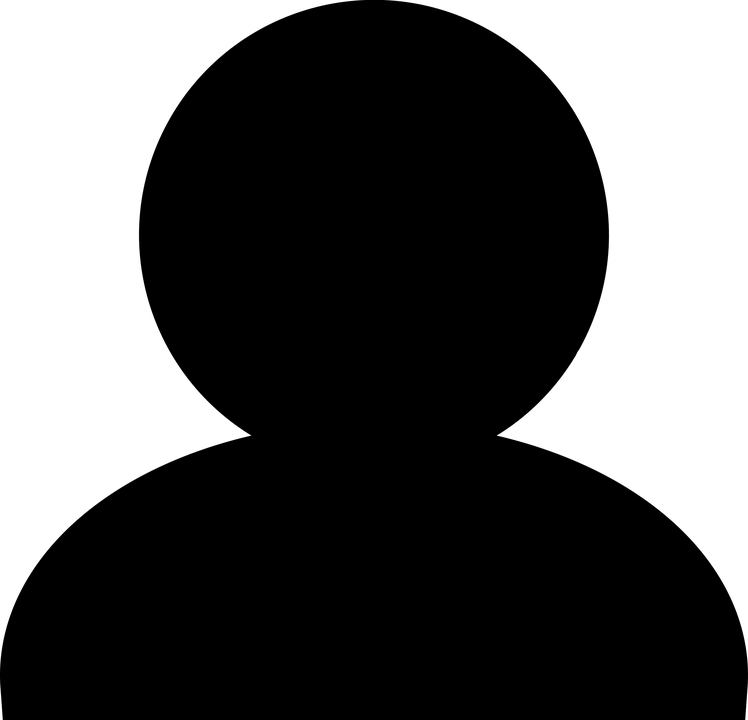
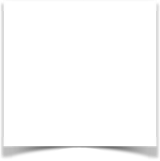
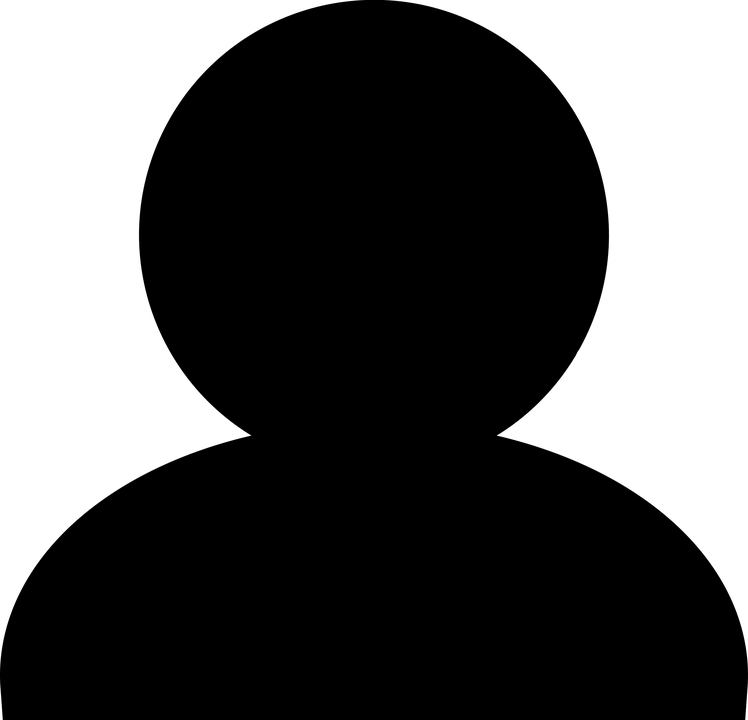
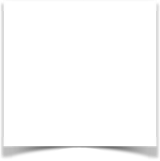
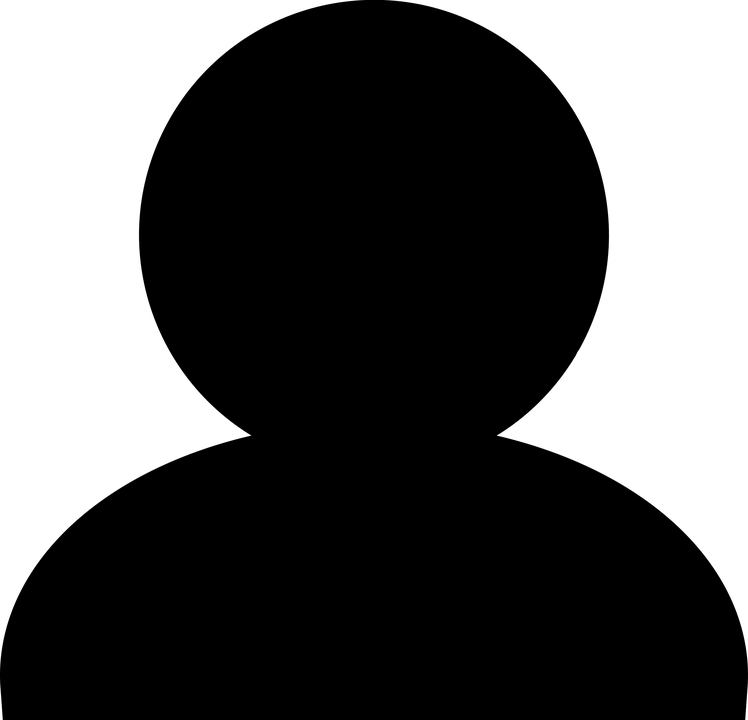
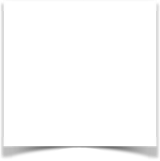
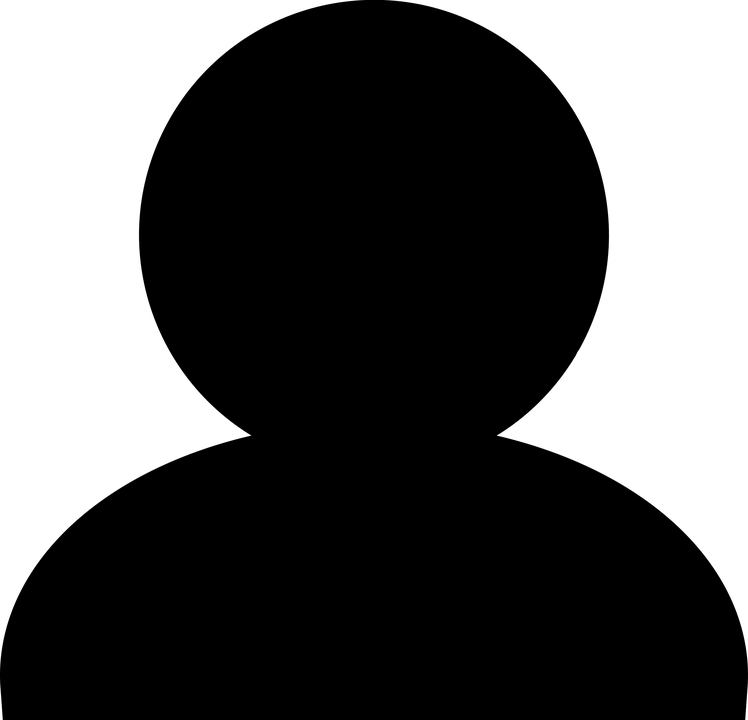
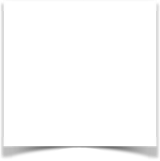
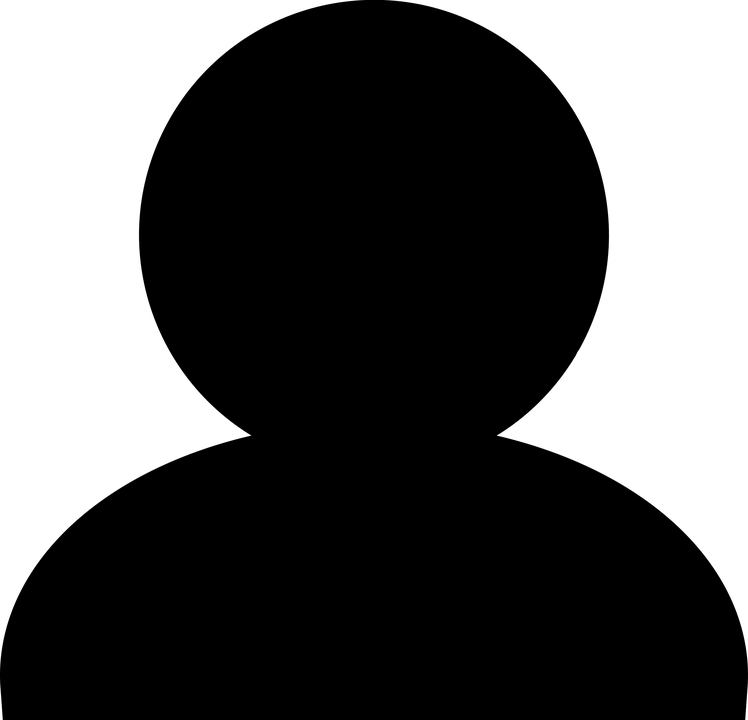
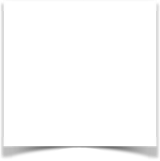
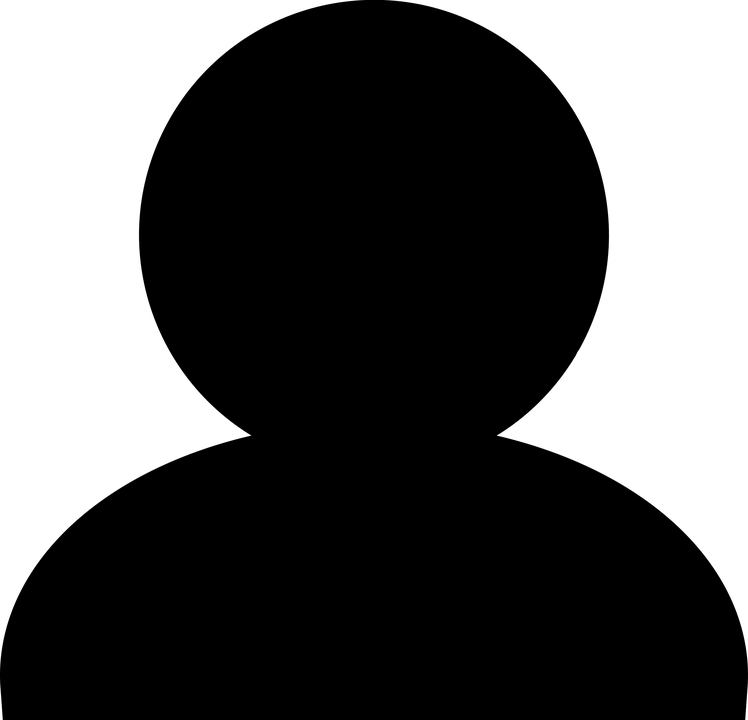
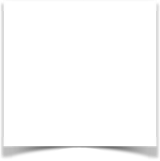
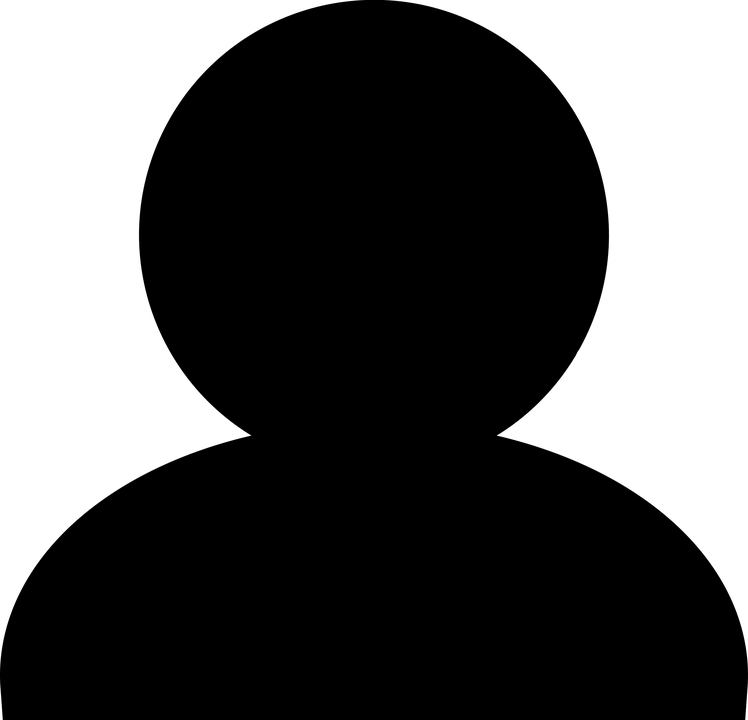
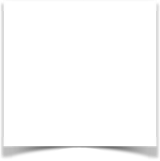
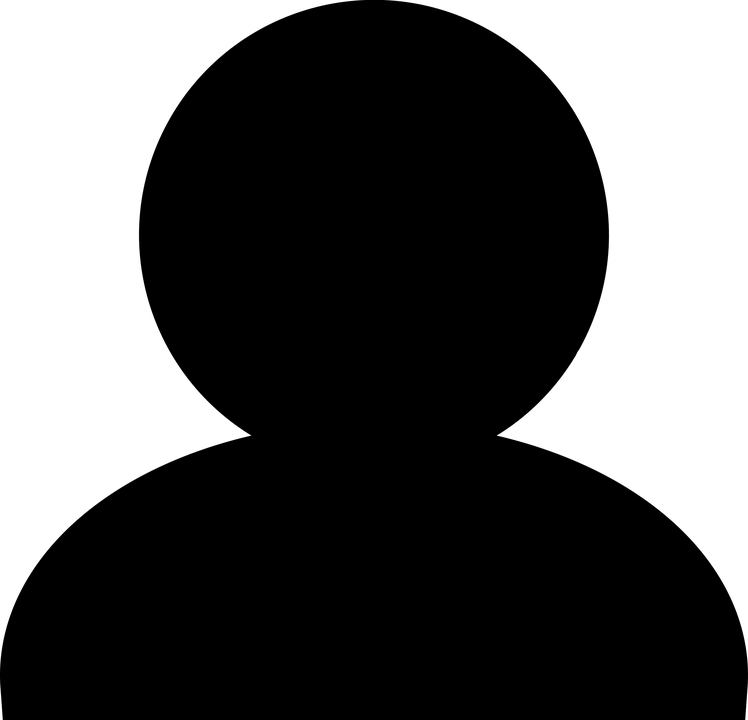
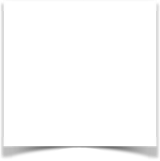
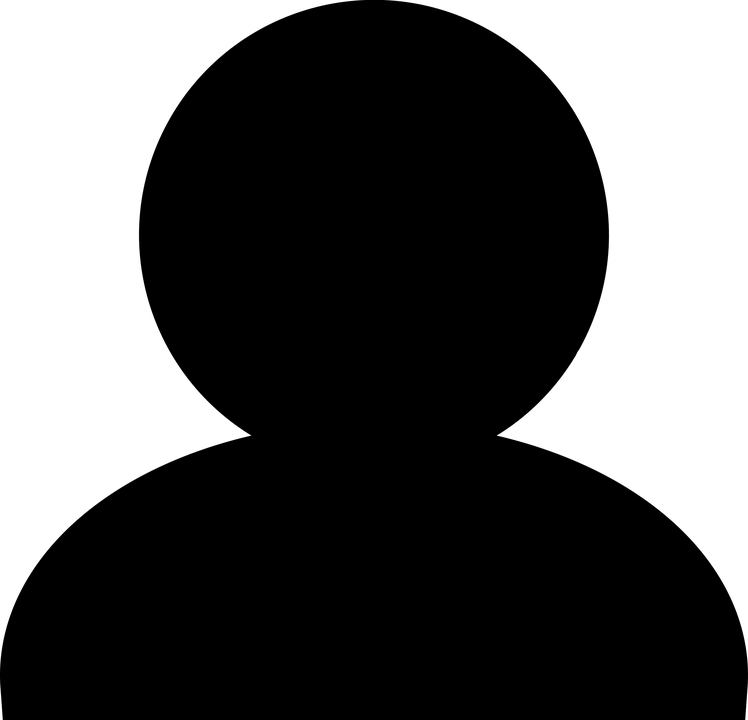
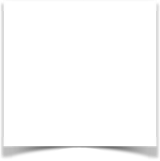
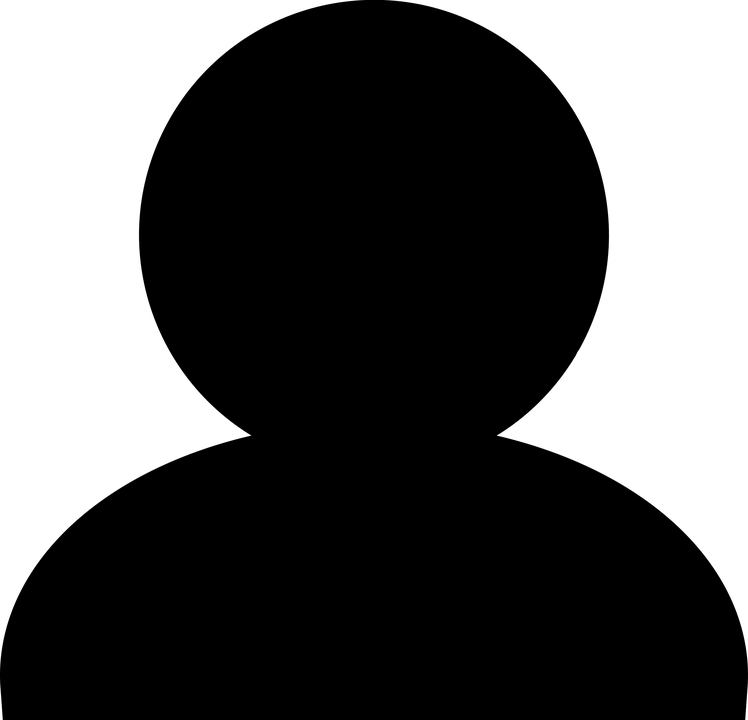
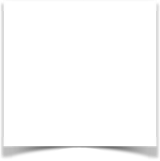
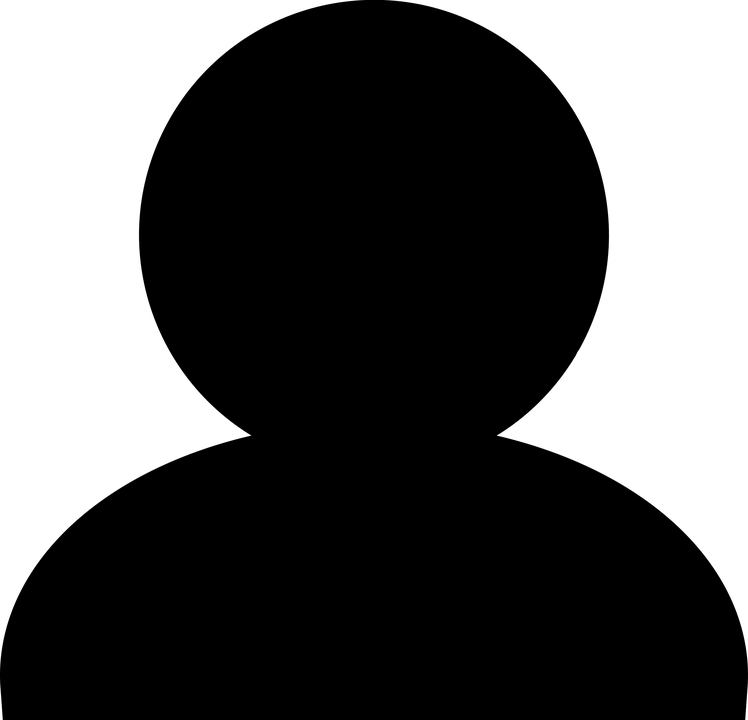
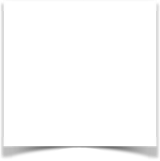
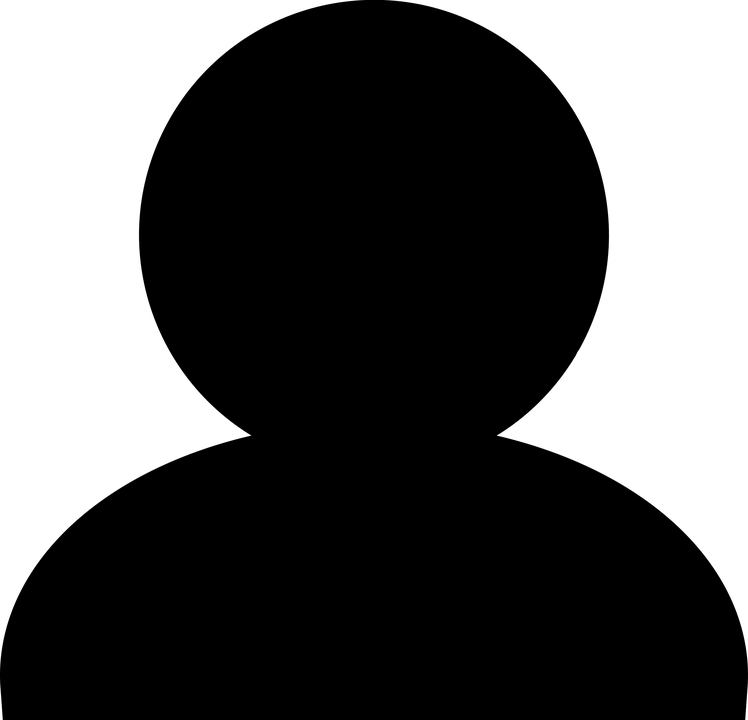
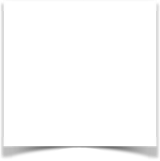
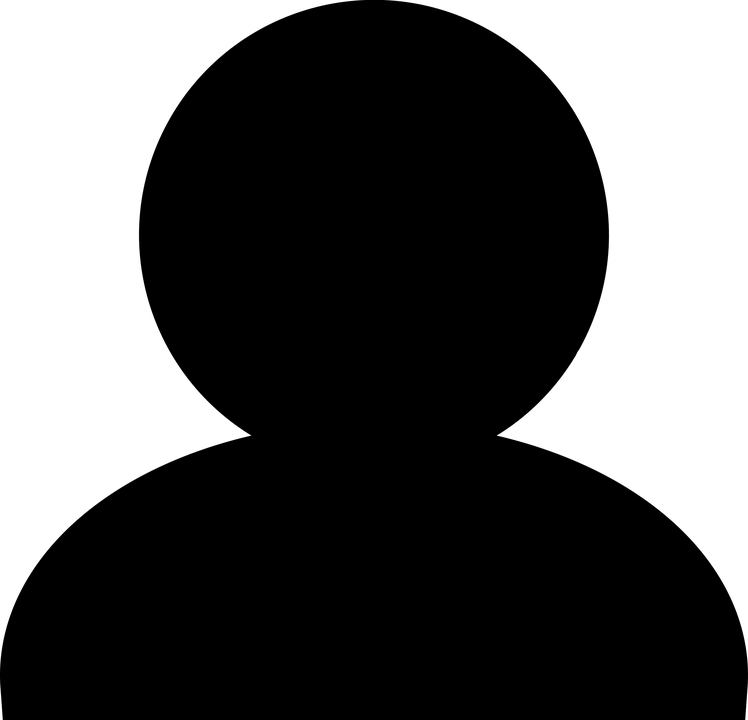
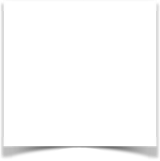
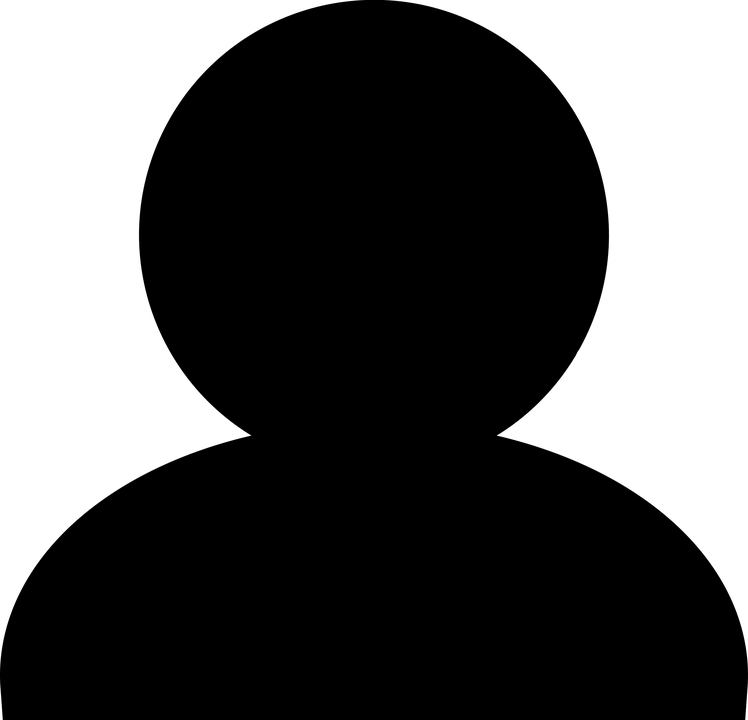
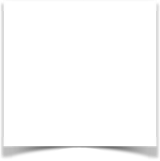
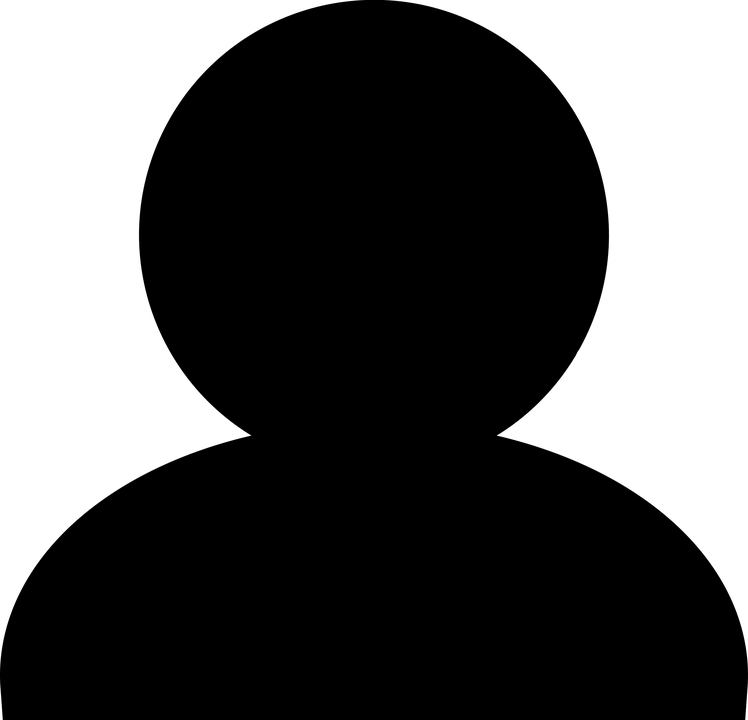
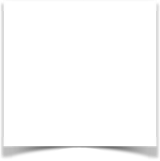
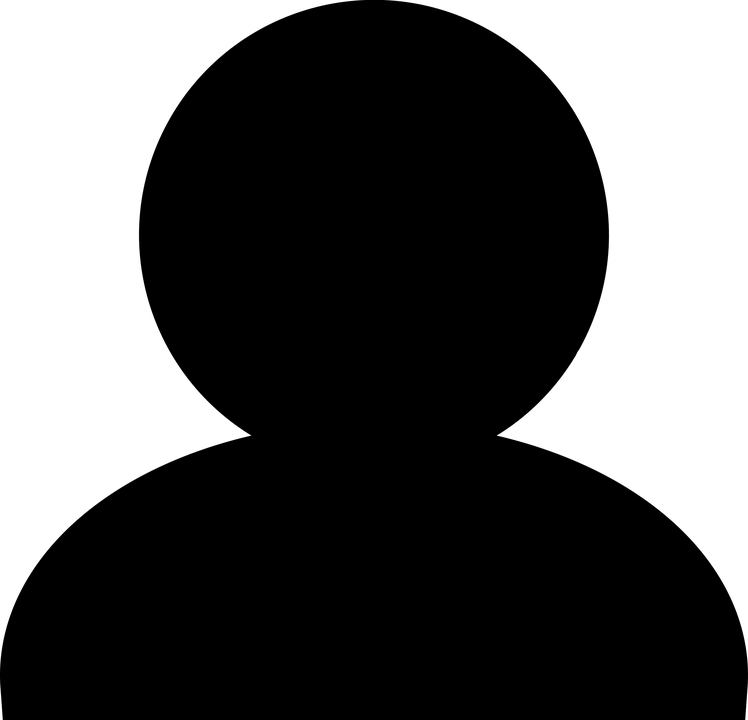
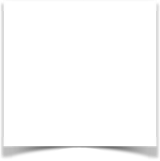
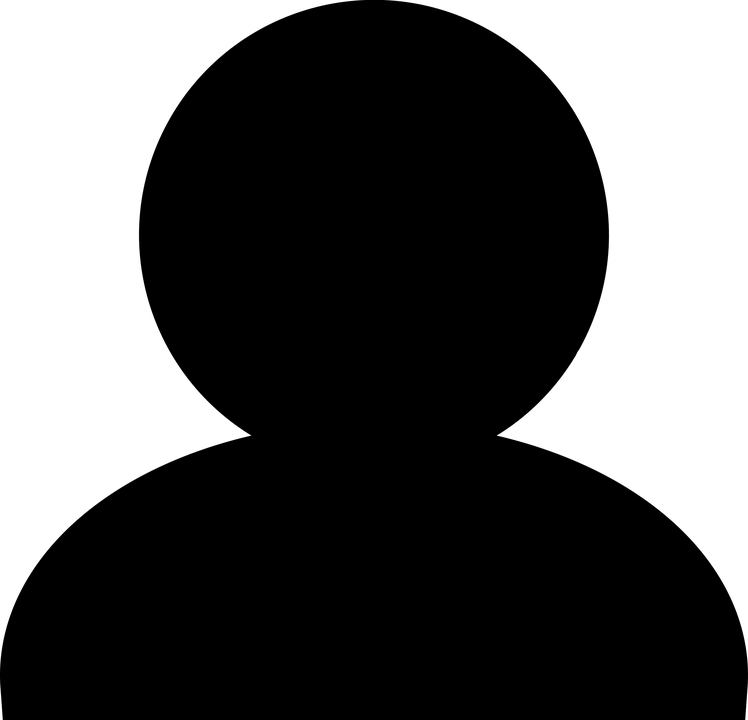
**TITLE PAGE**

**WIREFRAMES**

**CHARACTER NAVIGATION SCREEN**

CHARACTER NAVIGATION SCREEN WIREFRAME

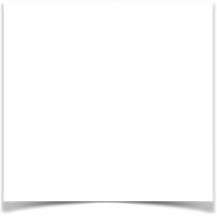
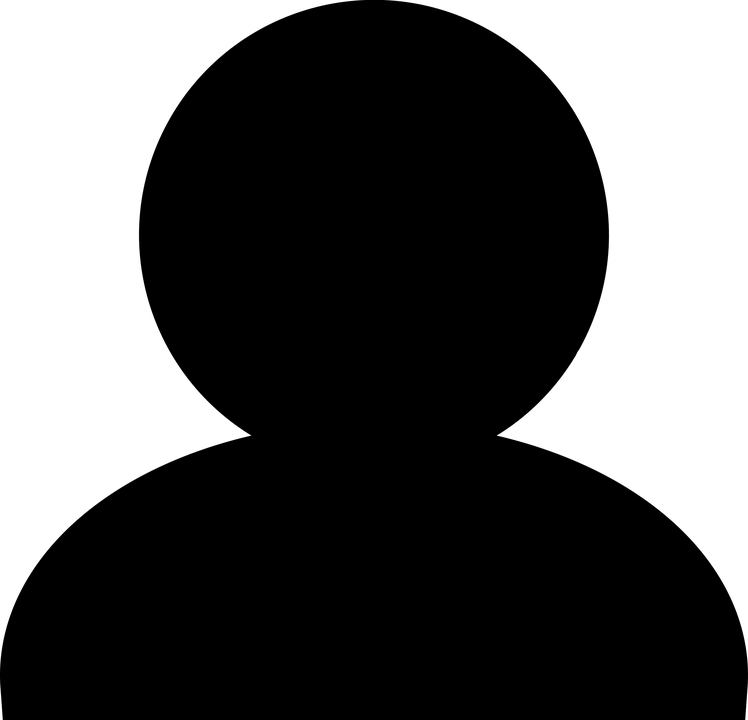
C



**CENTRAL/CORE CHARACTERS**

**SECONDARY/SUPPORTING**

**CHARACTERS**



CHARACTER SCREEN WIREFRAME

Character Bio, motives, growth

company name/logo

HOME ICON

Character Name

Character Info:

Actor/actress

birthdate

likes

dislikes

Next Button

Back Button

fun facts

character importance scale

**CHARACTER FACE**

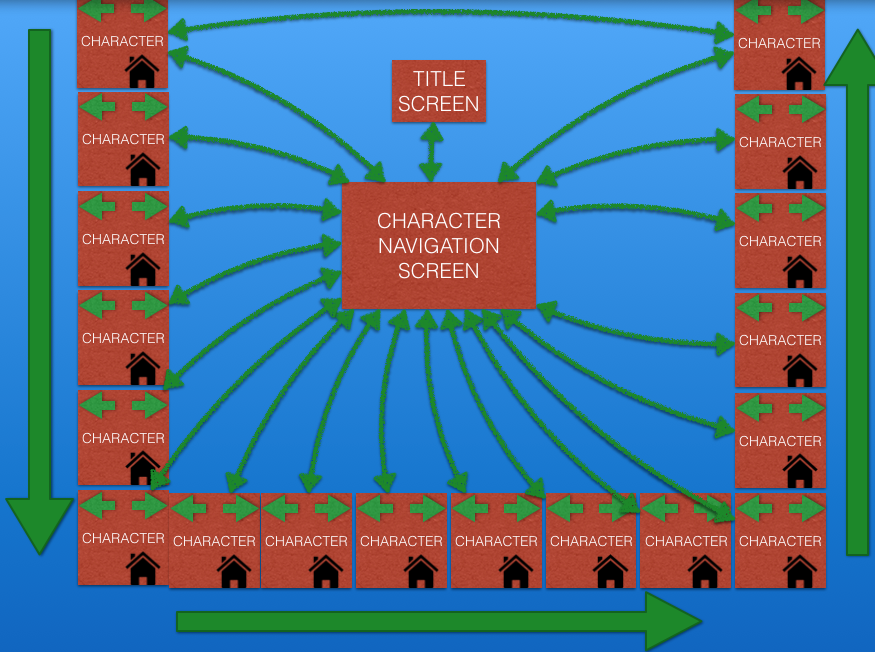
**WIREFRAMES**

**CHARACTER BIO SCREEN**

**WIREFRAMES**

**VIDEO SCREEN WIREFRAME**

TITLE



VIDEO

This is the screen flow of the project. The direction of the largest green arrows symbolizes the regular flow of the character screens. The “Character Navigation” screen will be the base at which the user can choose what character they want to view. The first and last screens are linked to each other using the left and right arrows; the first screen will redirect to the last screen if the user clicks on the left arrow while the last screen will redirect to the first with the right arrow. There will also be a video screen, separated from all of the other screens, which will only be accessible through the title screen (the link between the two is highlighted by the purple arrow.)

**PROJECT SCREEN FLOW**

* <http://www.hdwallpaper.nu/the-office-wallpapers/>
* <http://theoffice.wikia.com/wiki/Michael_Scott>
* <http://www.fanpop.com/clubs/michael-scott/images>
* <http://media.photobucket.com/user/BearBumm19/media/Icons/TV-%20The%20Office/hypnotized_moon-0.jpg.html?filters%5Bterm%5D=jim%20halpert%20icons&filters%5Bprimary%5D=images&filters%5Bsecondary%5D=videos&sort=1&o=13>
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* <http://www.fanpop.com/clubs/pam-beesly/icons>
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* <http://www.springfieldspringfield.co.uk/view_episode_scripts.php?tv-show=the-office-us&episode=s03e17>
* <http://theoffice.wikia.com/wiki/Holly_Flax>
* <http://theoffice.wikia.com/wiki/Roy>
* <http://theoffice.wikia.com/wiki/Meredith_Palmer>
* <http://theoffice.wikia.com/wiki/Toby>
* <https://www.pexels.com/photo/business-chair-coffee-computer-265072/>
* <https://www.youtube.com/watch?v=b9GilKnpiv0>

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**CITATIONS**