

# **Professional Agency: An Atlanta-based Professional Workplace Drama**

## **Vision for the Series**

“Professional Agency: An Atlanta-based Professional Workplace Drama” is a comedic web series. The series follows the various client engagements of Graphic Solutions Associates, a graphic design agency led by Founder/Owner Orlando Cruz.

The series is a workplace comedy. The cast is made up of Orlando Cruz and his eight employees. Nobody in the office knows what they’re doing. And while Orlando Cruz is very good at graphic design, he is not a very capable business owner, since he knows nothing about sales or management.

Everyone in the office does their best to be as professional as possible, even though they don’t really know how to do that or what professional even means. All of Orlando’s employees are scared of computers and don’t really know how to use them. The only exception is Ashley Williams, the Illustrator, who everyone is scared of because she seems to yell often and for no apparent reason. Probably related to the computers...

In every episode, Orlando will promise a client that he will perform a service for them that his agency does not offer, and that nobody in the office knows how to do. Everyone in the office will work together to accomplish the thing that none of them know how to do. They will, unsurprisingly, fail to accomplish their business objective in the most ridiculous way possible. Orlando will ultimately save the day, and turn in to the client a deliverable that the client inexplicably loves.

The series attempts to create a world that is grounded and authentic. Everyone in the office has a secret. They don’t know what they are doing, and they spend most of their time doing their best to distract everyone so that nobody finds out. Since everyone has

the exact same secret and the exact same tactics, the situation often becomes nonsensical and extremely confusing.

Every episode of the series will follow a standard pattern. The episodes will unfold in a predictable way, similar a procedural TV show. Episodes will start with a random and extremely awkward moment in the office. The characters will be doing their best to be as professional as possible. They will also be visibly terrified that they are going to get found out, since they have no idea what they're doing.

After the opening scene, we will cut to a meeting with a client. The client will be a small business owner who wants to hire Graphic Solutions Associates to help improve their business. During the meeting, Orlando will make a lot of promises he can't keep. Orlando will be very stressed and worried as the meeting unfolds. He knows he will have to deliver on these promises, even though he has no idea how anything he is promising is even done.

After the meeting, we will cut to the "all hands on deck" scene. In this scene, all the employees of Graphic Solutions Associates get together in the office to work and to try to be professional. Orlando will lead a chaotic and extremely confusing meeting where nothing will actually be accomplished. All the employees will be very attentive and engaged in the meeting. However, everything they say will be complete nonsense since nobody there knows how to do what Orlando promised the client.

After the "all hands on deck" scene, we will cut to the final meeting with the client. Orlando and Alex Iverson will meet with the client to turn in the deliverables. Orlando puts something together to turn in to the client after the "all hands on deck" meeting, unsurprisingly, fails. Orlando is extremely nervous and anxious as he turns in the deliverables that he made at the last second.

The client is always delighted with Orlando's work. This leaves Orlando extremely confused. Nobody in the office knows what they're doing, but somehow they keep succeeding...

## **Character Breakdowns**

**Orlando Cruz, Founder/Owner** – [African-American], Orlando is a talented graphic designer. He used to have a job at a big graphic design agency. Since he was very successful at his job, he figured he could start his own graphic design agency.

Little did he know, being the owner of a graphic design agency involves a lot more than graphic design. Orlando is finding out the hard way that sales and management are extremely important skills for a business owner. He does not have these skills. The stress of having no idea what he is doing as a business owner leads him to make some ridiculous decisions.

**Alex Iverson, Account Executive** – [Caucasian], Alex Iverson grew up around money. He has an extremely polished look. He is a very intense and high energy individual. He is very passionate about his job. Because of his upbringing, Alex is professional in ways that nobody understands, and he usually says things that confuse the whole room.

Alex relies on his charm and looks to get things done. He knows nothing about sales. This doesn't seem to be a problem since clients aren't interested in talking to him because he is "just an account executive". They want to talk to the owner.

**Chase Rogers, Bookkeeping** – [Caucasian], Chase Rogers is in charge of bookkeeping. He doesn't know much about money or how to manage it. Chase is not very bright, but he knows how to be very professional. For some reason unknown to Chase, Orlando blindly trusts him with bookkeeping. Making sure Chase never takes off his suit jacket seems to be extremely important to Orlando.

Chase spends most of his time visibly confused. He knows how to be very polite because of his upper-middle class upbringing. Chase's manners inspire a lot of respect from others despite the fact that he has no idea what he is doing. He is known for asking weird and disturbing questions out of the blue.

**Anthony LeTrois, Digital Designer** – [African-American], Anthony LeTrois is a clean-cut and well-mannered professional. He has very good posture and a courteous demeanor. To everyone, except himself, Anthony looks like he is very good with computers. That's how he got his job as Digital Designer.

Anthony is absolutely terrified of computers, and has no idea how to work one. Everyone says he "looks like he's good with computers", so Anthony has to do his best to play the role of a competent and professional digital designer. He does his best to keep a positive attitude. It's how he copes with his fear of computers.

**Valen Lorenz, Print Producer** – [African-American], Valen Lorenz is somehow even more scared of computers than Anthony LeTrois. Valen always pronounces his last name differently depending on who he is talking to. Valen has no idea what a print producer does. Orlando hired Valen because, in Orlando's opinion, Valen looks like a professional and trustworthy guy.

Valen isn't good interacting with people from other cultures. When Valen speaks with Chase, Alex, Ashley, or Karen he is always extremely awkward and nervous. Valen's anxiety when interacting with other cultures forces him to say inappropriate things with an extremely respectful and polite tone. His awkwardness and inability to stay on topic always leaves everyone very confused.

**Daunte Peters, Copywriter** – [African-American], Daunte Peters is a fit and tall smooth talker. Daunte always speaks with a charming tone, but everything he says is completely incoherent. Nevertheless, not making any sense when speaking has never hurt Daunte's

confidence. Daunte is a bold risk-taker. He has no problem standing in front of everyone and speaking with a lot of confidence. His incoherence has never stopped him from making bold statements in front of everyone.

Daunte looks like a deep thinker. Nobody is sure if he is actually thinking because everything that comes out of his mouth is completely nonsensical. Daunte's charm and confidence have gotten him this far, and he seems completely oblivious to the fact that nobody has ever understood anything he's said.

**Ashley Williams, Illustrator** – [Caucasian], Ashley Williams is surprisingly good with computers, which freaks everyone out at the office. She has a gentle and polite demeanor. It's very important to her to speak and behave in a proper and professional way that is appropriate for the workplace. She does, however, begin to yell randomly about things nobody understands. Ashley's yelling scares everyone in the office.

Ashley speaks in a way that is perceived as overly polite by everyone. Because of this, nobody ever understands what she says or what her deal is. Ashley is never fazed by the fact that people don't answer when she speaks. She doesn't really notice. Ashley goes ahead and answers her own questions, and has the conversation with herself while everyone watches.

**Kristine Johnson, Office Manager** – [African-American], Kristine Johnson doesn't know much about what an office manager does. She does know that it's her job to order office supplies. She uses every chance she gets to ask people if they need anymore office supplies. Kristine secretly hopes that nobody actually needs office supplies, because office supplies are ordered using the computer. Kristine is very scared of the computer, which is why she is always scared when she asks people if they need more office supplies.

Kristine often reminds people that “it’s Kristine with a ‘K’”. It’s very important that everyone knows her name is spelled with a ‘K’. Kristine has very strong opinions about trivial things. She is a very animated person, and brings an exciting and passionate energy to the workplace. This is how she makes up for the fact that she has no idea what she’s doing.

**Karen Tsu, Project Manager** - [Asian], Karen Tsu is of Southeast Asian descent, but she pretends to be Japanese to confuse and distract everyone. Karen is scared people are going to find out she doesn’t know how to do anything. She uses her ethnicity to make everyone uncomfortable so that they leave her alone and stop asking so many questions.

Karen will stand motionless with a serious demeanor doing an impression of a Japanese person in an attempt to be scary and unapproachable, and to make other employees uncomfortable. If people approach her anyway (which they often do), she quickly switches to a fluent American accent to confuse and distract them. Karen has no idea what project management even is, but Orlando hired her because “she behaves like a serious professional”.