"Watch it Outside"

Summer film festival

Summary

The project deals with creation of the website for the summer film festival "Watch it Outside", that will be organized from August 5th to 8th in Boston Public Garden, a park in Boston and can hold up to 1,500 people.

Stakeholders

Client: *Clara Dunn*

Developer: *Alona Vasylchenko*

Designer: *Alona Vasylchenko*

Key advisor: *Mostafa Elbakly*

Goals

Release a website that allows online communication between festival organizer and public in order to announce the upcoming showings and take reservations. One of the purpose is audience engagement of all ages. Next purpose is to display and regularly update information about the festival and the films.

Budget

Rate: *$3,000*

Web hosting: *$500*

Total: *$3,500*

Timeline

Steps	Substeps	Duration	Date
Mockup in Photoshop	Mockup for big screens (computers, notebooks)	1 week	7 June
	Mockup for small screens (tablets. mobile phones)	1 week	14 June
Raw web prototype		2 weeks	28 June
Client approvement and corrections		1 week	5 July
Fully functional website		2 weeks	19 July
Client approvement and corrections		1 week	26 July
Hosting of the website		1 week	2 August

Technical specifications (explanation of design and technical choices that were made, even if they're basic)

Technologies: HTML 5, CSS 3, Bootstrap 4, JavaScript.

*The prototype is built with **HTML** and **CSS**, as a result, the prototype has full advantage of all the web has to offer. For example, it could adapt to the width of the browser window. This is one of the advantages of these technologies instead of a graphic wireframe. This is useful for demonstrating how the site adapts at different screen widths.*

***Bootstrap** was chosen for the project because it is a quick way to create a prototype of the responsive website.*

***JavaScript** makes it possible to create a responsive menu and interactive components such as a carousel, which is a slide show of images.*

The main theme of the website are old films. The main colors are beige and brown that simulate sepia style of old films. Festival is in summer, so orange color as a positive symbol of sun and summer was added to color pallet of the website to make contrast with other colors.

Navigation menu in the header allows to visit pages with information about Boston's news website and the Boston Public Garden's website, as it was required by the client.

The main page contains info cards with links to three pages: "About festival", "Films" and "Ticket Booking". The page "About festival" will contain all basic information about the festival. This page thanks to the easy blog plugin will allow the client to add announcements and updates about the festival. The page "Ticket Booking" will contain plugin with form for tickets pre-reservation.

The page "Films" will give all information about demonstrated films and schedule. Footer contains links to Facebook, Twitter and Instagram accounts of the festival.

As it is social project it is recommended to choose *"Wach-it-outside.org"* web address.