Brooklyn Outdoor Film Festival

**Client:** Brooklyn Vibes Events Co.

**Contact Information:**

Jennifer Viala

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**Domain:** brooklynfilmfestival.com

**Hosting Service:** Amazon Web Services (AWS)

# **1. Client Profile**

Brooklyn Vibes Events Co., based in Brooklyn, NY was formed in 2009. The company organizes several events around the city to individuals and businesses associated with weddings, parties, festivals and other occasions. They provide an excellent network of contacts to customize catering, sponsorship, and/or professional disc jockeys.

Brooklyn Vibes Events Co. is dedicated to presenting exceptional service and extraordinary programs for every client.

## 1.1. Stakeholders

* Jennifer Viala - Event Owner
* Adeline Radcliff - BBP Liaison
* Darell DeKalb - Sponsor
* Rowan Thwaite - Event security head
* Myles Herberts - Graphic Designer
* Kat Anderson - Lead Developer

# 2. Project Overview

Brooklyn Vibes Events Co. needs a temporary website to communicate, organize and advertise an annual outdoor film festival at Brooklyn Bridge Park.

## 2.1. Present Scenario // Desired Scenario

Brooklyn Vibes Event Co. has multiple social media platforms, but the information is scattered and unorganized. BVEC has no central hub of information that helps point visitors in the right direction regarding event details. The venue for the festival also has limited capacity and there is no way to keep track of potential visitors.

A new website will consolidate this information across multiple social media platforms. A temporary event landing page will address all frequently asked questions and provide regular event news. The website will include a pre-registration for visitors so that the event organizer can track the number of attendees.

## 2.2. Goals

* **Design a brand identity**
  + The graphic designer will work with the event owner and lead developer to design a logo that evokes a welcoming environment for all ages and establishes the brand identity that will be used throughout the website.
* **Design a mock-up**
  + The lead developer and graphic designer will cooperate in creating a mockup and wireframe of the Brooklyn Outdoor Film Festival event website.
* **Code the mock-up**
  + The lead developer will use Bootstrap v4 to code the mockup.
* **Publish website**
  + The website will be published two months before the actual event. All social media platforms will need to be connected and hyperlinks tested to make sure full connectivity.
  + Event Owner will need to advertise the website across all social media platforms to encourage pre-registration.

## 2.3. Project Keys

Organization. Informative. Approachable. Modern. Connectivity.

# 3. Target Audience

Ages: 15-45

Gender: all

Relationship status: Couples, families, close friendships

Interests: Enjoys going out with friends, socializing, creating memories, active social media users, film buffs, family-oriented

# 4. Website Specs

## 4.1. Content Structure

Landing Page

* 1. Links to
     1. Brooklyn’s news website - <http://www1.nyc.gov/events/index.page>
     2. Brooklyn Bridge Park website - [https://www.brooklynbridgepark.org](https://www.brooklynbridgepark.org/)/
     3. Event Facebook Account
     4. Event Twitter Account
     5. Event Instagram Account
  2. Sections
     1. Event information
     2. Featured Films
     3. Pre-Registration Form
     4. Announcements
     5. Frequently Asked Questions
     6. Contact

## 4.2. Functionality / Features

* Responsive (Bootstrap v4)
* Pre-registration form integration
* Search Engine Optimization
* Integrations with social media

## 4.3. Overall Look and Feel

Bold – Friendly – Dark – Light – Summer – Modern – Playful – Minimalist - Picturesque.

## 4.4. Technical Information and Requirements

Coded in Bootstrap v4 - a popular HTML, CSS, and JS framework used for mobile-first projects.

The website will use Bootstrap’s precompiled CSS with minor manual changes (Bootstrap CDN).

## 4.5. Other Websites Examples

* **http://virginiafilmfestival.org/** - Uses Bootstrap and has a similar page design
* **https://tribecafilm.com/festival** - Minimal bold design with social media focus

# **5. Maintenance and Support**

Website maintenance and support will be completed by the lead developer, Kat Anderson, until August 18, 2018. This includes event updates and posts requested by the event organizer. All requests can be submitted via email to [bootstrapkat@outlook.com](mailto:bootstrapkat@outlook.com).

# 6. Times & Schedule

## 6.1. Total Time

Work on the website should officially begin at least four months before the event date. This timeline is based on publishing the website two months prior to the festival.

## 6.2. Phases & Timeline

**Phase 1**: Research and Inspiration

Estimated time: 1 week.

Participants: Graphic Designer, Lead Developer, Event Owner

**Phase 2**: First Sketches

Estimated time: 10 days.

Participants: Graphic Designer, Lead Developer

\* Meeting for sketches presentation and approval by event owner

**Phase 3**: Design - creating a mockup

Estimated time: 2 weeks.

Participants: Graphic Designer

\* Meeting for design presentation and approval.

**Phase 4**: Coding and Tests

Estimated time: 3 weeks.

Participants: Lead Developer

**Phase 5**: Production

Estimated time: 3 days.

Participants: Lead Developer, Event Owner

# 7. Budget

## Available Funds: $3,500

Logo redesign: $200.

Website design: $800.

Website development: $2000.

**TOTAL**: **$3000**.

## The total cost includes:

* A full original logo design
* A website design mockup
* Website development and maintenance (regular updates till August 18, 2018)

# 8. Additional Comments

This project brief should act as a reference on every step of the development process.