**Project Brief: Jennifer Viala**

**Client:** Brooklyn Vibes Events Co.

**Project:** Brooklyn Outdoor Film Festival website

**Date:** February 16, 2019

**Document Version:** 1.0

**Summary**

Brooklyn Vibes Events Co. is an event organizer company that is located in Brooklyn, New York. Brooklyn Vibes Events Co. has operated for more than ten years, created and managed by Jennifer Viala and she is also the organizer of this year’s Brooklyn Outdoor Film Festival. She hopes to select and show films from August 5th to 8th at Brooklyn Bridge Park, a major entertainment venue in New York that can hold up to 5,000 people. She needs to publicize the festival and to do this, she needs a website.

**Stakeholders**

Front-End Developer: Mohammad Reza

Content writer: John Doe

**Brooklyn Vibes Events Co.**

Director: Jennifer Viala

**Goals**

Create a website to display information about the festival, the films that they are showing and regularly published news or announcements about the festival. Create a pre-registration form so they can estimate how many people might come and so that they can close registration if it reaches the venue’s capacity of 5,000 people. Create links to the city of Brooklyn’s news website, the Brooklyn Bridge Park’s website, and their Twitter, Instagram, and Facebook account on the footer.

**BUDGET**

**Project Essentials: brooklynfilmfestival.com**

**Salary**

**Front-End developer $2,000**

**Content writer $ 800**

**Others**

**Hosting & domain name (for one year) $ 400**

**Stock images $ 300**

**Total $3,500**

**PROJECT TIMELINE**

Create wireframe and website mockup 3 Weeks

Conver PSD to HTML5 & CSS3 3 Weeks

Develop responsive breakpoints for tablet and mobile experience2 Weeks

Integrate Search Engine Optimization best practices 2 Weeks

Test and debug the website 2 Weeks

**TECHNICAL SPECIFICATIONS**

To create the website wireframe, we are going to use Balsamiq, it’s one of the best wireframe software available in the market.

To create the website mockup, we are going to use Adobe Photoshop, it’s one of the best graphic design software to create a website mockup and it’s widely used by web designer and Front-End Developer.

For the website itself, it’s going to be a responsive website and we are going to use the latest technology, which is HTML5 and CSS3, and also we are going to use a framework called Bootstrap 4 to make the website development process a lot faster and create a responsive website that looks consistent across different devices.

For the design of the website, it's going to be minimal, modern and responsive. There are CSS effects like transform, fade-in, and fade-out. For the color scheme, I use blue (light blue and dark blue), because the festival location is next to a river, so I use blue for the representation of water. The font that I use for this website is Lato because it's a modern font and it looks fit with the design concept of the website.