



Website Design and Development for Brooklyn Outdoor Film Festival

Web Developer / Web Agency: DVN

Client: Brooklyn Vibes Events Co.

Contact Information:

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Domain: www.brooklyn-outdoor-film.org

Hosting Service: GoDaddy.com

1. Client Profile

Brooklyn Vibes Events Co. was founded by Jennifer Viala and it specializes in events organizing. This year they were chosen to organize The Brooklyn Outdoor Film Festival. It is a 4-days major entertainment venue that will show selected films from August 5th through 8th, from 6pm to midnight at Brooklyn Bridge Park in New York.

The main purpose of this event is to show that films can truly appeal to audiences of all ages. Thus traditional media coverage and social media sharing is very much welcomed by the client - the more people know about the event, the better. All costs of the event are covered by its sponsors and Brooklyn borough administration. Thanks to that, featured shows will be completely free and open to everyone, despite overall venue's capacity being 5000 people per day.

2. Project Overview

Create a website for the Brooklyn Outdoor Film Festival 2018 event based on all information provided by the client (the event's organizers).



2.1. Present Scenario // Desired Scenario

Client's present scenario is a classic non-online presence scenario, when client does not have an online presentation for the Brooklyn Outdoor Film Festival 2018 event. Thus client would like to have a website to inform the public about the upcoming events and latest news, and also to redirect the public to event's social media channels. The website also serves as a platform that lets the public to pre-register for free seats and therefore the site also provides organizers with important information about the current number of people interested in watching a particular film on a particular day. This information would make organizing such an event much easier.

Client's desired scenario is a final website that meets all the criteria above while it is easy to use for people of all ages but it also has modern features including responsive design and cross-browser compatibility.

2.2. Goals

Client would like the general visitor to engage in the following activities on their website. Items are listed in order of importance:

- Get to know the event - event's programme, which films will be shown, time and location, who we are, ...
- Pre-register for a free seat because the overall capacity for one day is just 5000 people
- Read about latest news, watch related videos
- Subscribe to our newsletter to receive regular updates by e-mail
- Follow us on social media - FB, Twitter, Pinterest, Youtube, ...
- Get to know other events in Brooklyn

This ties in with client's major objectives:

- Create awareness about the event
- Build an online community
- Advertise event's uniqueness and demonstrate organizer's commitment to the goals of the event to event's partners, the general public and the media.

2.3. Project Keys

A site for people of all generations who love watching movies outside - Modern - Friendly - Approachable - Credible



3. Target Audience

Brooklyn Film Festival is a new event and people do not know about it yet.

Target 1 - The general public:

People of all ages who love films. People that would like to try a new experience of watching a film outdoor in a beautiful and calm environment. All social status, any age.

Target 2 - Partners:

Client is continually expanding event's partnership network. That includes Brooklyn borough administration, event's patron.

Target 3 - Media:

With a support of the Brooklyn borough administration, event's partners and client's marketing channels, it is sure that the press and other media will be interested in covering the event.

4. Website Specs

4.1. Content Structure

The website will contain the following navigation structure.

- Home
 - includes:
 - call to action sections with call to action buttons: pre-registration, see programme, sign up for a newsletter, read all news
 - demonstrative video, featured films showcase, latest news
- About
 - includes:
 - basic information about the event
 - basic information about the client (event's organizer), contact details
- Programme
 - includes:
 - complete schedule
 - list of all films with a link to the film's profile page
- Pre-registration
 - includes:



- basic information about the event
 - pre-registration form
- News (blog page)
 - includes:
 - list of all news with a link to its content page

All pages need to have:

- pre-register CTA button
- event's title, time, location
- social media links
- "learn more" links
- list of event's partners
- contact details

4.2. Functionality / Features

The website should contain the following special features:

- Pre-registration form, HTML mailer
- Newsletter subscription form, HTML mailer
- Demonstrative video (event's trailer) on the homepage
- Featured films slider on the homepage
- Showcase of event's partners and their emblems
- News page serves as a blog page for listing all news
- News can be filtered via 3 main categories: news, photo, video
- Every news post has its own content page
- Every film has its own film profile page
- A Google map of event's location

4.3. Overall design and Feel

Cosmopolitan - Clean & Modern – Friendly & Playful – Warm & Hot like summer

The event's date is in August, that is why a warm playful color mixture should be used. Client wants the website to connote stability and cosmopolitanism, because film industry itself is indeed very cosmopolitan.

To meet requirements above and to support client's message a mixture of these 4 main colors will be used: orange red - yellow - light blue - white.



To achieve a clean elegant look while being playful, a set of 4 different fonts will be used. Fira Sans Condensed is selected as a default font. For header banners, Sigma One font will be used. Event's logo consists of 3 different fonts: Monoton, Sigma One, Fascinate Inline.

4.4. Technical Information and Requirements

Because of the need to have a blog-like page with news (blog posts) listed, a CMS (content management system) will be used for our website. To lower the costs, a Wordpress CMS will be used. Wordpress already has a 'blog post' post type set, hence we will only need to create a custom post type for a film profile, so that client can add and remove movies in upcoming years. A package of free WordPress plugins will be used to ensure all the functionalities and features listed above in section 4.2.

To shorten project development time and to ensure cross-device compatibility, Bootstrap CSS framework will be used for website's prototype and its final version. To simplify future modifications and to ensure cross-browser compatibility, a modern Gulp-SASS-Babel development workflow will be applied.

Concerning the hosting company, GoDaddy's Deluxe WordPress hosting will be used, since it meets all project requirements and provides a free domain with annual plan, one-click WordPress integration and bunch of additional features.

4.5. Other Websites Examples

These are the websites that promote the same type of event like the client does and will serve as a source of inspiration for project's development team.

- Rooftop Cinema Club in LA: <http://rooftopcinemaclub.com/los-angeles/>
- HotTub Cinema <http://hottubcinema.com/>
- Intrepid Museum's Summer Movie Series
<https://www.intrepidmuseum.org/movie-series>
- HBO Bryant Park Summer Film Festival
<http://bryantpark.org/programs/movie-nights?>
- Rooftop Films <https://www.rooftopfilms.com/calendar/>
- Outdoor Cinema <http://socratessculpturepark.org/programs/films/>



5. Timeline

5.1. Total Time

Total Time estimated: 5 weeks

Each phase can start only with client's approval and after client submits all materials needed for that particular phase.

5.2. Phases & Timeline

Phase 1: Research and Inspiration

Estimated time: 3 days.

Materials needed: text, links, photos, videos, contact details, company details

Phase 2: First Sketches

Estimated time: 1 week.

Materials needed: text, links, photos, videos, contact details, company details

* Meeting for sketches presentation and approval.

Phase 3: Prototype

Estimated time: 4 days.

Materials needed: approved sketches

* Meeting for design presentation and approval.

Phase 4: Coding & tests, WordPress CMS integration

Estimated time: 2 weeks.

Materials needed: prototype

Phase 5: Production

Estimated time: 2 days.

Materials needed: final website



6. Budget

Total Budget: \$3500.00

Total Cost: \$2540.00

Website design: \$730.00

Website development: \$1500.00

GoDaddy domain & web hosting (1 year plan of WordPress Deluxe Hosting package): \$310.00

TOTAL: \$2540.00

The total cost includes:

- Basic research
- UI & UX design, prototyping, logo design if needed
- Web development: coding and testing, WordPress integration
- Domain & web hosting on GoDaddy.com