Project brief

**Summary:** Brooklyn Outdoor Film Festival, August 5th-6th 6pm-12pm. The website must be informative and attractive, that people would like to come. Should include links to Brooklyn’s news website and Bridge park. Also, should contain the schedule of films that will be showed and registration form, as it reaches 5000 people, the form will be closed.

**Stakeholders:**

* Jennifer Viala (founder of Brooklyn Vibes)
* Web Developer
* Web Designer
* Graphic Designer (logo and icons creation)
* Advertising company (for advertising online)

**Goals:**

* Include information about festival;
* Include films which will be showed and news section;
* Include Brooklyn’s new website and link to Brooklyn’s Bridge Park’s website;
* Include Twitter, Instagram, Facebook icons, which redirects to festival’s social media;
* Open a registration form for 5000 people;
* Domain brooklynfilmfestival.org

**Timeline:**

|  |  |  |
| --- | --- | --- |
|  | Start Date: | End Date: |
| Plan the website’s content | 2018-10-20 | 2018-11-29 |
| Create the logo of festival | 2018-10-30 | 2018-11-05 |
| Create icons of website | 2018-10-30 | 2018-11-05 |
| Design the website | 2018-10-30 | 2018-11-15 |
| Develop the website | 2018-11-16 | 2018-11-30 |
| Launch the website | 2018-12-01 | 2018-12-01 |
| Begin advertising campaigns | 2018-12-01 | 2019-08-05 |
| Receive feedback | 2018-12-05 | 2018-12-06 |

**Budget:**

* Web Developer salary 1300$
* Web Designer salary 600$
* Graphic Designer 200$
* Domain and server 100$ (for a year)
* Advertising online 1300$ (sum paid to the advertising company)

Technical Specifications

The design was chosen as one-page website. It’s very simple to use, a user can scroll down and get all the information without changing pages, also fixed navbar with active pages makes user experience even better. The dominant colours of the website are dark, as it makes a little bit mystical and interesting, also usually cinema theatres are associated with red and black colours.

The website development part was done with HTML and CSS, using Bootstrap features, such as grid system, responsiveness, navbars and footers. jQuery was used to get one-page website’s navbar active and nice scroll feature over a page (for user to understand that this is one-page website). Also, validation of registration form was done, it checks if each part of the form is filled.