Project Brief

Summary

"Watch it Outside" is organizing an outdoor film festival in Boston. We are going to show films from **August 5th to 8th** from 6pm to midnight in Boston Public Garden.

The tickets will be free and we can cover a number of seats up to **1,500.**

Stakeholders

Project team:

Web designer: Fereshteh Gholami

Responsible for creating a web page for the festival and hosting it online.

Project manager: Clara Dunn

Responsible for providing all information and data about the date and films time line, specifying different categories of films that are going to show during the event.

Partners:

Boston City hall: License and administeration.

Boston Public Garden: Providing the location.

SAVOY Cinema: Financial support.

Goals

Assignment:

Release a web page and publish it three months before the first day of the festival.

Objective:

Publishing a website that allows users to have easy access to the information about the films and show time and the latest news about the festival. People can pre-register and have their free tickets.

Timeline

An estimation of how much time it would take to create and launch the final product:

Design phase: (One week)

In this step we decide about the first version of the website and design a layout with a range of color and font are going to be used.

Coding phase: (One weeks):

A complete design of the website.

Testing: (One week):

The last step is testing through which we test if the website is responsive and all images are rendering properly.

Launching: (One week):

- Buy the server space
- Buy the domain name
- Install software
- Launch

Budget

Total Expense → 3500 $

Details:

Cost of a domain name → 20$ per year

Cost of hosting and subscribing→ 30$

Payroll of the web developer→ 2400$ (20$ per hour)

MISC charges: 500$

Advertising and social media pricing: 400$

Domain Name

- filmfestivalboston.org
- bostonfilmfest.org

Technical specification

- The website has been created by **HTML** and **CSS**. All codes are written in the Visual Studio IDE.
- The **Bootstrap** framework has been used to make the website responsive.

The overall view of the reasons behind color selection in different parts of the website:

The domain color for designing the website is **Red** which reminds us of the Red Carpet**.** Besides, red is a warm color that suits for a festival which is occurring in summer time.

As complementary colors, **Green** and **Yellow** have been used in some part of the website which are a symbol of nature.

As neutral colors, **Black**, **white** and different shades of **gray** have been used.

Generally, the aforementioned colors are not used as a big part of the website appearance. The idea behind is that let the images look more eye-catching in every page.