**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.