

# The Brooklyn Outdoor Film Festival Website

## About the project

Jennifer Viala, founder of Brooklyn Vibes Event Co. just got the approval to show movies at Brooklyn Bridge Park this year from August 5th through 8th, from 6pm to midnight. She can't wait to help the public discover awesome films.

She need to publicise the festival, and to do this, She needs a website. On this site, she needs to display information about the festival, the films they're showing, and regularly published news or announcements about the festival.

## Project Goals

Jennifer Vialal would like to communicate to all audiences that films can appeal to the masses and wants her website to reflect that same idea. In addition to that, she wants her website to have the following features.

1. Display information about the festival, the featured films and any news/announcements they may need to make.
2. Have an operational contact form that people can use to reserve a seat during the festival. The max capacity for each night is 5000 seats (shows will be free so no need to add any sort of payment options).
3. There must be links to her social media profiles. Namely, Twitter, Facebook and Instagram. The profiles aren't created as of yet, but will be soon.
4. In addition to the social media links, the website must include links to Brooklyn's news website as well as the Brooklyn Bridge Park website.
5. Lastly, Jennifer would like to have a .com or .org web address attached to her site.
6. The website must exude a "brand identity" by means of font choice, colour, images, etc.

## About the team

The Brooklyn Outdoor Film Festival staff is made up of Jennifer Viala as well as her friends who've volunteered they're time and energy to help her with this event. She isn't particularly "digitally savvy," but she knows what type of website she likes, and she knows what she wants to achieve.

Jennifer will be busy organising the event, so we will be in charge of finding any and all imagery, fonts, videos, etc that will be needed to make the website as visually appealing as possible.

## Scope

Jennifer trusts our team to dictate process and deliverables, but she expects the site to be operational 2 months before the festival begins. This includes the pre-registration form which is a crucial part of her project. As mentioned above, she's entrusted in us the responsibility of finding all imagery, font pairings and any videos that may be used within the website as well as to create a description of her event that will captivate her audience.

## Timeline

4 months. The website must be launched and operational 2 months before the festival begins.

## Budget

Jennifer has set a budget of \$3,500 which equates to 3,114€. This will cover all expenses (imagery licenses, font licenses as well as domain hosting, etc).