Project Brief

Brooklyn Outdoor Film Festival

Fabian Pasin

Web Developer

Technical Information

Project title: Website for Brooklyn Outdoor Film Festival

Responsible: Fabian Pasin, Web- and Software Developer

Client: Jennifer Viala, founder of Brooklyn Vibe Events Co.

Date: November 1st, 2017

Document Version: 1.0

Summary

Background

The Client, Brooklyn Vibes Events Co represented by the founder Jennifer Viala, received the approval to showcase movies at the "Brooklyn Outdoor Film Festival" at Brooklyn Bridge Park from August 5th through 8th 2018. They now need a website to communicate about their festival.

Assignment

Build a website for the 2018 Brooklyn Outdoor Film Festival. The website will support Ms. Viala's communications about her festival, allow her to announce movies that'll be shown during the festival and allow people to pre-register for movies.

Stakeholders

Fabian Pasin, Web Developer

Jennifer Viala, Founder of Brooklyn Vibe Events Co.

Sam Miller, Marketing Manager Brooklyn Bridge Park

Target users: General public, media and news agencies, film industry

Objectives

- ✓ Create awareness of the "Brooklyn Outdoor Film Festival"
- ✓ Advertise the film selection
- ✓ Display information about the festival
- ✓ Announce news and/or changes about the festival
- ✓ Allow the client to estimate the number of visitors

Budget and Timeline

Budget

Up to USD 3500 incl. GST and domain for 2 years
excl. upkeeping, content management after release

Timeline

Release of the website approx. 6 months before venue.

Steps	When	Invoicing
Meeting with client to discuss project, budget, requisites	6 weeks before release	USD 1000
Research into film festival websites, rough design, and wireframe		/
Send wire-frame and design principals (colour schemes etc.) to client	5 weeks before release	USD 1000
Prepare mock-up, research hosting providers, research available domains		/
Meeting with client, presentation of mock-up	4 weeks before release	USD 1200
Finalize website, arrange web hosting and register domain		/
Presentation of the website	2 weeks before release	if light changes requested: USD 300
Website Release	Approx. 6 months before venue	/

Technical Specifications and Design

Technical Specifications

HTML5 to structure the webpage

CSS3 to style elements of the website

Bootstrap to add pre-coded components such as carousels and forms to the website and ensure performance and responsiveness of the website.

CSS-media-queries: to allow the website to be properly displayed on mobile devices too

Design

Modern and simple with a film themed background

Proposed domain

 www.brooklynpark-filmfestival.org