Brooklyn Outdoor Film Festival Website

Project Brief

1. SUMMARY

Jennifer Viala is the founder of Brooklyn Vibes Events Co. and is also the organizer of this year's Brooklyn Outdoor Film Festival. She hopes to select and show films from August 5th to 8th at Brooklyn Bridge Park. She needs to publicize the festival, and to do this, she needs a website. My task is to create a website according to her specifications. Website will let Jennifer to have more visibility on the festival and bring her more customers.

2. STAKEHOLDERS

People involved in the project :

- Jennifer Viala who ordered the website.
- Marcin Kopka the web designer and the also the web developer who will prepare design project of the website and will create a website.

3. GOALS

Website goals:

- To put more visibility on the festival.
- To bring more people to the festival.
- To let Jennifer estimate how many people might come (registration form).

The website must contain:

- Section to display information about the festival
- Section to display the types of displayed films.
- Section to display news or announcements about the festival.
- Section with links to Brooklyn's news website, Brooklyn Bridge Park's website, Twitter account, Instagram account and Facebook account.
- Section with registration form to let people to be able to pre-register what let Jennifer to estimate how many people might come.

4. TIMELINE AND BUDGET

TASK	DURATION	BUDGET MILESTONES
Web design	1 week	$ 1000
Website creation	2 weeks	$ 2000
Server installation	2 days	$ 300
Total cost		$ 3300

5. TECHNICAL SPECIFICATIONS

Technical solutions :

- HTML5, CSS3, Bootstrap and JavaScript to create website.
- Domain name relevant to the film festival: www.brooklynbridgefilmfestival.com
- Website available on every browser (Internet Explorer, Mozilla Firefox, Google Chrome, Safari and Opera).
- Website is fully responsive (looks perfect on big screens, tablets and smartphones).

Design choices :

- 6 different colors for website design. White, black, red, green and blue for website elements design to make them colorful and diverse and thus attract more people to the festival. Gray color for sections background color because gray color is a color which suggests modernity.
- Font "chunkfiveroman" for big title of the festival because this font is bold and looks professional which will increase the seriousness of the festival.
- Font "ubuntu_monobold" for sections titles because this font is a retro-style font which will increase the positive feelings associated with watching movies.
- Font "lato" for entire website content because this font has been designed to increase the clarity and readability of the elements to which it will be used.
- Red color for sections titles to increase their validity and readability.