



# BOSTON OUTDOOR FILM FESTIVAL

Project Brief

## SUMMARY

This document covers logistical details about the overall project as well as technical details about the website

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# Project Brief

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## Summary

### Request

The company, "Watch it Outside" just got the approval to show movies in Boston Public Garden this year from **August 5th through 8th**, from 6pm to midnight.

Clara needs to publicize the festival, and to do this, she needs a **website**. She has a budget of **\$3,500** to get the event website up and running. 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. There should also be links to the city of **Boston's news website**, the **Boston Public Garden's website**, and our Twitter, Instagram, and Facebook accounts somewhere on the page (navigation bar, footer links, etc). Shows will be **free** and open to everyone, but she wants people to be able to **pre-register** so that she is able to estimate how many people might come and so that they can close registration if it reaches the venue's capacity of **1,500** people. And finally, she'd like to have a professional web address, either a **.com or .org**

So, this project is to make a website about the Film Festival that is taking place from August 5th to 8th in Boston Public Garden. This project aims to display films appealing the audiences of all ages, and making sure they have a good time. A freelance developer has been hired and a total budget of \$3500 has been allocated to develop the event website up and running.

### To sum up

NEEDS	CONSTRAINTS
Develop the festival's online presence	Young association with a limited budget
Communicate regularly on festival news	
List the films shown	
Collect public reservations for screenings	
Define the graphic charter	
Be advised in the choice of domain name, extension and hosting	

### Proposed technical solution

#### A RESPONSIBLE WEBSITE \*, SET UP USING A CMS \*

Due to the need for autonomy in updating the content of a part, and the budget constraint on the other hand, the use of a CMS for setting up the site should save time considerable by adopting an existing theme, and avoiding re-developing an administration interface and features.

## Stakeholders

NAME	ROLE	RESPONSABILITIES
Clara Dunn	- Owner  - Founder of  “Watch it Outside Events Co”.	Set up social media accounts  Write news articles
Jonathan Heyman	Web Developer	Design and build Graphical User Interface (GUI) and back-end  Functionality of site  Find media for site  Purchase Domain Name

## Goals

- Design a responsive film festival news/registration website using HTML/CSS and the Bootstrap framework (not mandatory). This means that the website will also scale responsively to different screen sizes, including standard monitors, tablets, and mobile devices.
- Create the Home, News, About, Schedule, and Directions sections of the website
- Build a submission form for event registration to garner 5,000 registrants
- Purchase a domain name and deploy the site for public viewing

## Budget

A total budget of \$3500 has been allocated for this project. Following costs are to be kept in mind.

Stage	Price	Length of time	Total
Gathering Information and make a plan	\$25	25 hours	\$625
Design & Development	\$30	50 hours	\$1500
Deployment (Test/Release)	\$20	30 hours	\$600
Domain/URL	\$4.28/month <del>+\$13 URL purchase</del>	1 year	\$51.36
Maintenance	\$15/month	3 months	\$35
Hidden Expenses/ Emergency Funds	\$200	N/A	\$200
Total			<b>\$3011.36</b>

## Timeline

Stage	Details	Length of Time	Dates
Gather of information	Collecting all the information about the festival and the films.	10 hours	Feb. 15
	Making logo and gathering suitable images to be used for the website also deciding upon the colors and fonts to be used	15 hours	Feb. 16-17
Design	Design the overall layout/wireframe of the website	3 hours	Feb. 18
	Strategically plan out Calls to Action and interactive sections of website	1 hour	Feb. 18
	Design the graphical interface of the website for screens and/or tablets and/or mobile	5 hours	Feb. 18

	Find/pay for images to be displayed on the site	1 hour	Feb. 19
<b>Dev</b>	Build the Home section of the website	3 hours	Feb. 22
	Build the registration form	4 hours	Feb. 22
	Place registration form in the Home section		
	Build the News section of the website	6 hours	Feb. 22
	Create the About section of the website	3 hours	Feb. 23
	Build the Schedule section of the website	6 hours	Feb. 23
	Build the Directions section of the website	4 hours	Feb. 23
	Create a navigation bar to navigate to each of these sections from anywhere on the page	4 hours	Feb. 24
	Create a footer with links to social media and partners	3 hours	Feb. 24
	Place images in appropriate sections on the site	2 hours	
	Enable hyperlinks to partners, IMDB, and other sections of this website		
	Adding links to all the social media handles and other news websites as asked by the stakeholder	5 hours	
<b>Test/Release</b>	Test site for bugs	3 days	Feb. 25-26
	Register domain name	1 day	Mar. 1
	Upload site to hosting space	2 days	Mar. 2-3
	Fix bugs/Integrate client feedback (limited service)	1 day	Mar. 4
<b>Site Launch</b>		<b>March 04</b>	

## Technical Specifications

### Creative Brief

The aim of the festival is to present films to the general public, in an open-air setting.

The event now has no visual identity. The graphics of the site owe it to him create a strong identity, to allow it to stand out in the cinematographic and cultural landscape of Boston.

The desire to unite as many people as possible around a cultural and educational event, by moving the cinema outside the walls, it can thus be coupled with an offbeat layout, dynamic, pop and colorful.

Beyond a simple online presence, the use of a one-page device allows the site to be registered in a storytelling logic. First, a cover showing the name of the event in the foreground Cinema Script letters, reminiscent cinema signs and, in the background, the Boston Park with firework at nightfall.

Then, to this cover succeeds a series of ventilated blocks, declining the different chapters of the festival: its genesis, its news, its program, a shop of some products of the festival if the owner wants to add them and finally the information practical and contact.

### Graphical Charter

#### Overall Design

The picture of the Boston Statue at night matches the time and location of the film festival and sets the theme for the rest of the webpage. A combination of dark and light shades of red and black complements the tones of the image, a darker hue of red to match the mystery ambiance of the festival and a combination of lighter greys to complement the color in the movie posters.

#### Logo



## Font





### [Cinema Script Regular - Glyph Count: 526](#)

This is a listing of all 526 glyphs contained in the font, including OpenType variants that may only be accessible via OpenType-aware applications.

Each basic character ("A") is followed by Unicode variants of the same character (Á, Ä...), then OpenType variants (small caps, alternates, ligatures...). This way you can see all the variations on a single character in one place.

## Color Palette

### Colors in Palette

Color	Hex	RGB
	<a href="#">#db0000</a>	(219,0,0)
	<a href="#">#000000</a>	(0,0,0)
	<a href="#">#ffffff</a>	(255,255,255)
	<a href="#">#564d4d</a>	(86,77,77)
	<a href="#">#831010</a>	(131,16,16)

## Functional Principle

### Single-page Setup

The site relies on a one-page device, it does not unfold according to a classic tree of pages, but it is built in length, around a succession of blocks, call-to-action\*, intuitive navigation and Modal window system.

By limiting users to a single page, they will be less likely to wander away from the main goal of the site – registration. By keeping them in one place, they will be far more likely to fill out the form than if they had the option to leave it behind. Additionally, the fact that the registration form is near the top with additional buttons alongside showings adds ease of use and redirects focus back to registration



## Tree

NAVBAR	Fixe Position – Modals Window to Signup/SignIn/Cart
HEADER - Overview	
Presentation of Festival	
ABOUT US	Modal Windows to Support Us/View Guests/View Gallery/View Sponsors
TEAM	
NEWS	Call-to-action to sign up for the newsletter containing Load more button news
SCHEDULE	Modal Windows containing movie description and a booking module
MOVIE VOTE	Modal Windows containing movie description and a submitting vote
SHOP	Modal Windows for the Product/the shop
TESTIMONIALS	
PRACTICAL INFOS	Google Map
CONTACT US	
FOOTER	Contact form

To precisely illustrate the mockup of the site, a [wireframing](#) and a prototyping was carried out!

## Features

FRONT-OFFICE	BACK-OFFICE
Newsletter registration form	Newsletter subscriber management
Registration form for screenings	Newsletter edition
Contact form	Managing screening registrations
Modal windows	Content update and management
Viewing news in <i>masonry</i> format	
Load More button for the News block	
Video	
Google Map	

### Material Design Bootstrap:

The Bootstrap framework will allow for easy scalability, enabling users to access the information on the site not only on computers but also on tablets and mobiles.

### Fixed Navigation Bar:

By fixing the navigation bar to the top of the page, users will always be able to navigate to the various sections of the site with ease.

### Registration Form:

The registration form will allow users to inform us if they will be coming and when. The form is displayed at the forefront of the website when you click on the dedicated buttons so users can register the moment, they access the site. Also, many users won't scroll down the page, so putting it with a button at the top will garner more submissions.

## Technology Choices

Given the needs and constraints expressed by the client, the choice to use a CMS was quickly imposed. The CMS chosen for this project is WORDPRESS. As evidenced by the scorecard below, several reasons dictate this choice: in-house expertise, intuitive administration interface, themes and functionalities in line with the needs of the project.

	Administration (0,3)	Modules (0,3)	Internal expertise (0.4)	Total score on 1
<b>WORDPRESS</b>	0,9	0,9	0,9	<b>0,9</b>
Joomla	0,6	0,5	0,5	0,53
DRUPAL	0,5	0,4	0,4	0,43

## Design

We will be using the Shapely theme, a one-page, responsive and free theme that has extensive documentation and regular updates. After installing this theme, you must create and install a child theme to prevent the changes made from being overwritten during updates.

## Domain Name

Different extensions are possible for this project: .com which is the reference, the least expensive but which is rather intended for commercial enterprises; .org extension theme that characterizes organizations with non-commercial and synonymous with the world associative. It is the .org extension that we will retain here.

For the domain name, it is necessary to adopt a short, readable name without a hyphen and consistent with the purpose of the association. We offer the following domain names:

**bostonfilmfestival.org, bostonoutdoorfilm.org, bostonfilmfest.org, boff.org**

## Hosting

Hosting the site on a shared server is suitable for the project. If the traffic becomes more intense, a migration to a dedicated server may be considered. We offer to host the site with OVH, which is a French host and whose reputation is well established.

**Cost of accommodation \$ 4.28 including tax / month.**

**Domain name offered the first year.**

**Or: \$ 51.33 including tax for the first year.**

**Then: \$ 71.34 including tax / year.**

### Database:

While the registration form will allow users to register, the data will still need to be organized for easy viewing and assessment. The easy-to-read database will allow an administrator to view: a) who is coming, b) which film they are coming for, and c) which viewing of the film they will be at. The database will show how many people have registered for each film so registration can be closed when the venue reaches capacity.

## Plugins

These Plugins will allow to install features that are not proposed by the chosen theme. Some of these extensions will also act for the site's referencing and optimization. All of these Plugins are free.

Plugins	Use	DESCRIPTION
Page Builder	Page builder	Free yourself from the constraints of the theme. Create templates for articles. Incorporate a Google Map.
Contact Form 7	Contact form	Create contact forms
Ewinds	Booking form	Generate booking forms. Manage registrations in the backoffice.
MailPoandT	Newsletter	Create registration forms. Manage subscribers. Create mailing lists. Edit newsletters
Easy Modal	Modal windows	Create modal windows for displaying items.
Wordpress Infinite Scroll - Ajax Load More	Bouton « Load More* » Affichage Masonry*	Install "load more" feature allow "Masonry" to display items
Yoast SEO	Seo	Optimize site referencing in search engines

GA Google Analytics	Statistical	Analyze user behavior to improve site performance
WP Optimize	Databases	Clean up the database to improve display performance
WP Super Cache	Cache	Cache data to improve display speed
PNG News	Images	Compress images to speed up display speed
Autooptimize	Minify HTML, CSS, Javascript	Minify CSS files and javascript in a single cached file

## Glossary

- \* Responsive: Ability of a website to adapt to different media (computers, tablets, etc.)
- \* CMS: Content management system
- \* Call-to-action: Device that prompts the user to perform an action
- \* Modal window: Dynamic window that opens in the page
- \* Load-More: Button that allows you to load more elements in the page
- \* Masonry: Column layout of the content. Adaptive to the height of the content.