

Project Brief

Overview

The project is conducted based on Brooklyn Vibes Events Co.'s request. Company owner, Jennifer Viala, is the organizer of this year's *Brooklyn Outdoor Film Festival* located in New York's Brooklyn Bridge Park. She wants to communicate with potential audiences online via a website. The aim of the project is to create a filmfest-themed, responsive website that reflects the event ideas with functional purposes:

- For company: To advertise and communicate with people about the event (time, location, news, movie show...)
- For users: To pre-register themselves for the event to secure their seats

Stakeholders

- Jennifer Viala: Owner of Brooklyn Vibes Events Co.
- Nhu Kangasniemi: Freelancer Web-Developer, responsible for developing the website

Goals

1. **Produce A Functional, Responsive Website In 3 Weeks:** The website should work as a pre-register page as it is the most important feature. Besides, it should also effectively present itself and communicate with the users about the event.

2. **Get People To Register For The Event:** Estimate the concrete numbers of attendants and achieve the required amount of maximum audiences of 5000 people. Close the registration feature once it reaches the target number.

Timeline

1. 21/05/2018 - 25/05/2018: Meet and discuss project requirements with customers.
2. 26/06/2018 - 28/05/2018: Estimate the budget and get approval from Jennifer.
3. 29/05/2018 - 01/06/2018: Create mockup for the website and send it to Jennifer.
4. 02/06/2018 - 17/06/2018: Create the website based on approval mockup design.
5. 18/06/2018: Deliver and present the project.

Budget

1. Web Hosting and Domain Name: 20 euros for the first year.
Chosen domain name: brooklynfilmfest.net
2. Freelancer Developer: 35 euro/hour. Total working hours: 80 hours.
Total freelancer cost: 2800 euros.
3. Additional Costs (Brochures, Logistics, Bills) : 680 euros

Total Costs: 3500 euros

Technical Solution

The domain name brooklynfilmfest.net is chosen since the name is perfectly relevant with the event idea of an outdoor film festival organized at Brooklyn Bridge Park, New York.

Concerning this project requirements, the website will be created using HTML, CSS and Bootstrap framework. HTML and CSS are essential elements of a web page. The choice of Bootstrap gives it a final touch with responsive features on all devices and simple integration of pre-styled components with highly customizable options.