



Brooklyn Outdoor Film Festival

Version 1.0

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Summary

Brooklyn Event co. is organizing Brooklyn Outdoor film festival from August 5th - August 8th 2018. This film festival requires a website available online on **1st of July 2018**.

A one page website will be the only channel of communication between organizer and visitors who will have to pre register to be able to watch movies for free. Also the website will be the main source of information about this event.

Stakeholders

Stakeholder	Role	Responsibilities
Ognjen Veljic Founder of Border line design Studio	designer and developer of the website	Designing the website Creating the website Hosting the website Maintaining the website
Jennifer Viala Organizer of Brooklyn Outdoor Film Festival	Client	Providing the content for the website : Images of the location Texts for news and announcements and about organizer of the Festival Schedule of movies Poster images for the movies Description for movies Participating in choosing the design for website

Goals

1. To make one page website that will publicize the Festival as an event for different all age groups
2. To have a section where client can publish latest news and announcements
3. To have a section for schedule of movies with name ,projection time and short description and poster.
4. To allow the visitors pre registration for free entrance through registration form
5. To point out partners of the Festival and to provide links to partners websites
6. To enable visitors of the website do follow the Festival on Social Media

Budget

One time costs:

Realization of Brooklyn Outdoor Film Festival website project will take 40 days.

40 x \$75 per day = \$3000

Total amount is \$3000

Recurring costs:

Online storage

Vendor: MediaFire

Capacity: 1024GB

Cost: \$2,49 monthly or \$24,99 yearly

Website hosting

Vendor: HostGator - \$2.99/month

Domain name

Vendor: Go Daddy - \$228 / 10 years

Maintenance (optional)

\$ 150 monthly or \$1500 yearly

Timeline

Task	Stakeholder	Start date	End date	Duration days
<i>Gather requirements from client</i>	Ognjen	19.05.2018	19.05.2018	1
<i>Analyze requirements</i>	Ognjen	20.05.2018	20.05.2018	1
<i>Finalize requirements</i>	Ognjen Jeniffer	22.05.2018	22.05.2018	1
<i>Design mockup of the website</i>	Ognjen	25.05.2018	27.05.2018	3
<i>Finalize mockup</i>	Ognjen Jeniffer	28.05.2018	28.05.2018	1
<i>Coding Making HTML frame of the website</i>	Ognjen	29.05.2018	04.06.2018	7
<i>Coding Designing in CSS</i>	Ognjen	05.06.2018	14.06.2018	10
<i>Testing Checking stability on different browsers and platforms</i>	Ognjen	15.06.2018	30.06.2018	15
<i>Installation and launch</i>	Ognjen	01.07.2018	01.07.2018	1
Total duration of project 40 days				
<i>Maintenance (optional)</i>	Ognjen	01.07.2018	01.07.2019	1 year

Technical specifications

For this project HTML will be used to make a frame of website. HTML is the most common language for website development and it is stable on all platforms and browsers

Using Bootstrap grid will allow making the responsive and well organized frame of the site which will significantly shorten designing of the page.

For designing the page CSS will be used and it will be responsible for size, style, color and appearance of all elements of the page

Page theme will be cinemascope as it is the most recognizable theme and clear association for movies and for this type of festival.

Font Broadway will be used for navigation bar and all the section titles. This font will highlight the nature of the website and goes well with cinemascope theme.

Edwardian script ITC font will be used for section About Festival to amplify the rafiness of this cultural event.

Roboto font will be in charge of paragraphs as it should make text readable and not aggressive for the eye of the viewer.

Extensive use of pastel colors will give liveness to the page and bring up "for all age" nature of the festival.

Using black color for background will highlight the content and color diversity of the page.

For the website domain name I suggest this **available** names :

1. brooklynoutdoorfilmfestival.org
2. brooklynoutdoorfilmfest.org
3. outdoorfilmfest.org
4. bklynfilmfest.org
5. bklynfilms.org