PROJECT BRIEF – BROOKLYN OUTDOOR FILM FESTIVAL



Creative Brief: Client

Client: Brooklyn Vibes Events Co.

Project: Create Film Festival

Website

End Date: 22/02/2019

Doc Version: 1.0

Ricardo Jacinto
BROOKLYN VIBES EVENTS CO.



1 – Summary

Our client, Jennifer Viala, Co founder of Brooklyn Vibes events CO decided to organize the Brooklyn's Outdoor Film Festival for this year and she wants us to create a website in order to promote it.

The venue holds up to 5000 people and will take place from August 5th to 8th at Brooklyn Bridge Park.

2 - Stakeholders:

Project Manager:	Bismark Frimpong	
Lead Developer:	Ricardo Jacinto	
Lead Designer:	Travis Lawrence	
Mobile Developer:	Bapu Patil	
CFO:	Mark Cuban	

3 - Goals:

The client wishes to implement the following goals throughout the project:

- Film selection needs to appeal to all audiences;
- Display information about the festival, showcased films and regularly published news or announcements;
- Display that shows are free;
- Site must be accomplished with html, CSS and Bootsrap;



- Add links to the following webpages, somewhere on the page(navigation bar, footer links, etc):
 - City of Brooklyn news website;
 - Brooklyn Bridge Park's website;
- Links to twitter, Instagram and twitter must be icons;
- Implement pre-registration section in order to determine how many people will come to the festival and if it reaches the reservation cap (5000 tickets available), close registration.
- Acquire a domain relevant to the site's theme;

4 - Budget:

The client has a budget of \$3500 to get the website up and running:

Development	Amount	Comments
Research	\$200	
Consulting fees	\$200	
Web Design	\$750	
Graphic Design	\$500	
Coding	\$1750	
Domain Name Purchase	\$100	
Total Development Cost	\$3500	



4 - Timeline

The client as provided 15 days to complete the project. With that said the project needs to be delivered on the 22nd of February 2009. Here is how the project will be structured, step by step on a timeline basis:

 Colaboration between stakeholders/developers and clients; • Meeting to brain storm and determine what features will go on the website and if all interests are aligned; Application of SCRUM/Agile environment; Poker Planning sessions; Day 2 Create sprints and divide work; Create Mockups; Last Design; •Integrate Design; •Generate HTML (scructure), CSS (style) and bootstrap grid; Integrate Js and jQuery to animate page; •Compile first Version of website; • Metting with client to determine if any changes are needed; Day 14 • Buy domain • Store website on server • Website Completion