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# Brooklyn Outdoor Film Festival

## Project Brief

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## Summary

This website aims to present to Brooklyn and broader New York City residents and visitors a family friendly and diversified film festival, centering around a social gathering in Brooklyn Bridge Park. The website visitors are encouraged to register in order to help manage the limited venue capacity, and to receive information, current updates and future update if they select so. Finally, the Website should reflect Both the client brand identity and the Brooklyn Bridge Park brand identity in order to be differentiated as a local independent event and at the same time create a coherent identity for SEO and advertisement purposes for this event.

## Stakeholders

- **Client:** Brooklyn Vibes Events Co. (BVE Co. from now on)

- **Resource person/Contact:** Jennifer Vala, founder of BVE Co. and organizer of BOFF

- **Web developer:** Mx Rtilla

- **Audience:** Public / Brooklyn resident, NYC residents, tourists, all ages

## Goals

- Advertise the objective of the festival as "Show movies at Brooklyn Bridge Park from August 5th through 8th, from 6pm to midnight"

- Display information about the festival, the films and their schedule

- Regularly update news or announcements about the festival

- Choose a meaningful domain name in .org or .com (most appropriate)

- Encourage people to pre-register to estimate attendance. Venue capacity limited to 5000.

# Budget

BVE Co. is reserving a budget of $3,500 for the website developpement. This does not include the website hosting, registering a domain name, or promotion.

The budget breakdown is as follow:

- $1300 developpement man-hours

- $1200 design work

- $700 artwork purchase, including rights and licenses for photos and icons

- $300 Miscellaneous including surveys and A/B testing for the deliverable

# Timeline

■ Collect relevant material related to stakeholders brand names and signs (1 week)

This includes but not limited to: movie titles, movie posters, movie description, movie parental rating, movie synopsis (ex IMDB), movie trailer, city of Brooklyn brand and relevant authorizations to use it.

■ Create prototype website (2 weeks)

★ Including the previously collected material.

★ The website must prominently invite the visitors to register

★ The website must have social media links related to BOFF, Brooklyn bridge park and relevant stakeholder links

★ The registration form doesn't need to be functional at the stage

■ Present prototype to resource person (1 day)

      ★ Confirm the design, branding and presented material

      ★ Confirm the registration form fields and eventually add/remove/update them

      ★ Discuss possible domain names. Favor .org to convey community-oriented image

      ★ Obtain authorization to acquire a domain name and host the website ★ Discussed and suggested various domain names with resource person, including BOFF.org and brooklynoutdoorfilmfestival.org

■ Make adjustments to prototype based on previous meeting (2 weeks)

■ Present final version of website for delivery approval (1 day)

■ Test final version of website (3 days)

■ Deliver production version to resource person (1 day)

# Technical Specifications

■ HTML5/CSS

Choosing standard compliant technologies for broader compatibility, accessibility features and easier/structured content maintainability for the future and to align with SEO best practice.

■ Bootstrap 4/Sass

Front-end framework for fast website prototyping and update, fully customizable, open source and industry standard. Bootstrap 4 is compatible out of the box with multiple device sizes from smartphone to tablet to laptop and allows out of the box to target a the broadest number of devices.

■ Design Consideration and theme

The website uses as much as possible of New York City and Brooklyn design, color, flag and visual reference elements, this facilitated by Bootstrap/Sass customization tools, in order to convey a familiar and local feeling to the visitors.

■ Font Awesome

Effective and industry standard icon library, with familiar and easily recognizable icons, more lightweight than embedding images, thus allowing for a faster website loading.

■ WordPress

Deliverable will be using WordPress platform for:

- ease of update by client
- widespread support on hosting platforms

■ Git/Github

Version control management and source code collaboration will be using git/Github:

- Open source, secure, effective platform
- Industry standard technology and tool

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