**PROJECT BRIEF**

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| **CLIENT** | | |
| **PROJECT NAME** | **Brooklyn Outdoor Film Festival Website** | |
| **CLIENT NAME** | Jennifer Viala | |
| **BRAND** | Brooklyn Vibes Events Co. | |
| **PRODUCT** | **Website page** | |
| **NAME** | | **MAILING ADDRESS** |
| **PHONE** | |  |
| **EMAIL** [JenniferViala@gmail.com](mailto:JenniferViala@gmail.com) (online) | |  |
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| **PROJECT Initiation | *purpose and opportunity*** | | |
| Client needs to **communicate online** about her festival in order to announce the upcoming showings and take reservations!  Stakeholders:  Client  Front-End Dev:  Sergey Uskov | | |
| **GOALS | *what does the project work to achieve?*** | | |
| Publicize the festival through website. Show information about the festival, the films are showing, and regularly published news or announcements about the festival. | | |
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| **TARGET AUDIENCE | *who are we trying to reach?*** | | |
| All ages | | |
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| **ATTITUDE | *style and tone*** | | |
| Friendly and Informative | | |
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| **MESSAGE | *what is the key idea to be remembered?*** | | |
| Shows will be FREE and open to everyone  /\* Add Social Media Icons \*/ | | |
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| **DELIVERABLES & FORMAT | *describe key pieces to be produced*** | | |
| Original cooding files for client. HTML+CSS+JS | | |
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| **SCHEDULE | *projected timeline, important dates, deadlines, etc.*** | | |
| External file named "timeline.html" | | |
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| **BUDGET** | | |
| 3500 USD  Budget 2200 / 2500 according to timeline and 100$/hour rate.  25 hours total. | | |
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| **COMMENTS** | | |
| **August 5th to 8th** at **Brooklyn Bridge Park**, , from 6pm to midnight.   We discover awesome films! Absolutely Free for First 5000.  The **pre-registration page doesn't need to be functional**. It should be a simple page with a form that doesn't actually submit data to a real codebase. | | |
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