



Brooklyn Outdoor Film Festival

Website Design Project Brief for Brooklyn Vibes Event Co.

SUMMARY

In preparation for the coming Brooklyn Outdoor Film Festival, a website will be created as a means of communication to the potential attendees, the media and the community. This website will contain general information about the festival, it's location, the film line-up and schedule, as well as have the ability for attendees to preregister for the event.

In addition to providing useful information and an avenue of publicity for the festival, the website will also allow Brooklyn Vibes Event Co to gather an accurate count of attendees who have preregistered, allowing the event organizer the ability to cap registration at the max capacity of the park as allowed by city permit.

STAKEHOLDERS

The following team members are the people who will be involved in creating and managing this project, from both the client and agency side.

Brooklyn Vibes Events Co.

Jennifer Viala – *Event Organizer/Founder*

Peter Douglas – *Assistant Event Manager*

PaperPixel Inc

Tami McInnis – *Lead Web Developer/Project Manager*

Sally Smith – *Back End Web Developer*

OBJECTIVE

To create a well-designed, responsive website that appeals to all audiences and communicates details of the upcoming "Brooklyn Outdoor Film Festival". The website will include:

- Event dates and hours
- Location and admission info
- Registration form capping at 5,000 registrants
- Film lineup and show times
- Announcements and media attention
- Links to city and park websites
- Links to social media accounts and contact info

BUDGET

The overall budget for this project is **\$3,500** and includes:

- Consultation and mock-ups
- Initial design and development
- Responsive testing and debugging
- 1 round of revisions

Not included in budget:

- Domain purchase and registration fees
- Web hosting fees
- Future maintenance or revisions

TIMELINE

TASK	START DATE	END DATE	DURATION
Prep for development			
• Create mock-up sketches	May 24	May 28	12 hours
• Obtain design assets and content	May 28	May 29	4 hours
Build overall site structure			
• Header, navigation menu and footer	May 30	June 1	8 hours
Build individual site pages			
• Home	June 4	June 8	8 hours
• About	June 4	June 8	4 hours
• Details	June 4	June 8	6 hours
• Film schedule	June 8	June 12	12 hours
• Registration	June 8t	June 12	8 hours
Responsive testing and debugging			
• Test on various devices	June 13	June 13	2 hours
• Test on various browsers	June 13	June 13	2 hours
• Make adjustments as needed	June 14	June 15	6 hours
Client Revisions			
• Presentation and discussion	June 18	June 18	2 hour
• Make adjustments as needed	June 19	June 21	8 hours
Total:			80 hours

TECHNICAL SPECS

The Brooklyn Outdoor Film Festival website will be a multi-page website using **HTML/CSS** and **Bootstrap** to ensure a smooth responsive experience on all device types.

It is recommended that the purchase of the available domain of “**boff.com**” be made as the hosting address for the festival website and email.

- **Navigation Menu:** This will be fixed at the top of the page throughout navigation, and contain links to the various sections of the site, with special attention drawn to the “Register” Button. In mobile format the navigation bar will collapse into a drop-down menu represented by the “hamburger” icon.
- **Footer:** The footer will contain an email link, social media links, as well as “in participation with” the city of Brooklyn and the park, with respective links to their websites.
- **Home:** Upon initial loading, the home page will be displayed. The home page will display a friendly graphic illustration of a park, with the image of the Brooklyn Outdoor Film Festival wordmark against a simulated movie screen.
- **About:** The about page will display a summary of the event, and it’s goals. A small blurb on Brooklyn Vibes Event Co will also be displayed. Also featured will be what the media is saying about the event in three block-quotes. This area is highlighted in the code for easy updating by Brooklyn Events Co staff. A special thanks and links to both the city and park websites will be included here.
- **Details:** This section will contain information regarding the festival itself such as: date and time, admission details, what to bring, and an iframe featuring google maps.
- **Schedule:** The schedule section will display each day of the event, in collapsible sections. Within each day, the films playing will be represented by their movie poster, the title underneath, and the start time. When the poster is hovered over, it will fade and display a “view trailer” link. This will lead to a new window linking a trailer for the movie.
- **Register:** Visitors are encouraged to arrive at the “register” page by mention of it in the “Details” section, and by a coloured button to draw attention. We really want the visitor to register for this event, enabling the event coordinator to have an accurate read on the number of attendees, and be able to cap the registration at event max capacity of 5000. This page will contain a form with input area for: name, email, number of attendees, which movie they are attending and an opportunity to join the Event Co mailing list for future events.