

Summary

Outdoor Film Festival in Brooklyn. The event runs from August 5th-8th and can hold a maximum of 5000 people.

Goals

The festival will appeal to a wide range of audiences. The festival will be free but those who want to go must pre-register for the event.

Stakeholders

Coordination with Brooklyn City as well as the Brooklyn Bridge Park. Jennifer Viala-festival coordinator. Darian Welch-web developer

Budget-\$3,500

For a paid domain name and web-hosting I would try 1&1 IONOS <https://www.ionos.com/domains/>

Domain Registration
\$1/1st year, \$12/year after that

Web Hosting
\$1/1st year, \$8/month after that

Official Logo

Custom logo showing filmstrips and the Brooklyn Bridge



Header

- Firework animation-shows how the event is fun for a wide range of audiences
- Jumbotron includes menus that link to other pages

Menus

Festival Info

- Shows date and time of festival
- Yanone Kaffeesatz-typeface
- #89CFF0; color

Social Media

- icon links to Facebook homepage
- icon links to Twitter homepage
- icon links to Instagram homepage

News links

- Brooklyn Bridge website
- Brooklyn City News website

Festival Dates

- Dropdown menu showing which movies are playing on the corresponding festival
- Yanone Kaffeesatz-typeface
- Easy to select

Registration Page

- Movie and ticket selection for each date.
- Enter personal information to register.

Pages

Gallery

- Pictures of the festival
- Sponsors and partners
- Black background
- Links to other pages

Movies

- Poster links to movie detail page
- Movie details and ticket showtime schedule for each date.
- Colored buttons showing current movies, cleaning schedule, and additional movie pages.



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News

- Festival news
- Previous festivals
- Other Events
- Park news
- City News
- Tourist Attractions

Timeline

March 21

- = Coordinate with Brooklyn City and Brooklyn Bridge Park

March 22

- = Site Plan

Logo, movies, showtimes,
contact page, firework,
animation, gallery, registration page

March 23

- = Find movie details/determine showtimes
- = Registration page

March 25

Firework Animation

March 26

Gallery/News

March 28

Website Styling

April 5

Website Testing/debugging

April 10

Website Live

