Brooklyn Outdoor Film Festival

Summary

This is an outdoor Festival taking place at Brooklyn Bridge Park between the dates August 5th and August 8th between the hours of 6pm and midnight.

We are putting in place teams to prepare for the festival and to design a website specifically for this festival which will have a registry page in order to keep count of the number of people attending and to ensure it doesn't go over the capacity limit.

The website also links you to Brooklyn Bridge Park and Brooklyn City News which made this event possible.
Apart from this the website will also give info on location, films, times and news and pre-booking of tickets.

Who is involved?

Jennifer Viala, *Founder of Brooklyn Vibes Events Co.* and her team.

They will handle the organization of the festival itself and relay all the necessary information to other teams.

Marketing part of Jennifer's team will be those involved with the marketing aspect of the event: advertisement, promotion, social networks etc.

John Nash, representative, Brooklyn Bridge Park, handles the venue's information and prior arrangements.

Aashutosh Rathi, Frontend Developer: Those involved in creating the website and conveying all the necessary info on the website and also keeping tabs on the number of people registering to report back to the main team.

Goals

Our Goal is to set up a fully responsive website which can relay information about the Festival, link it to social networks and news sites so that users know the in and outs of the event.

The Festival, film times, rating, duration, trailer, Food, and various important information should be accessible to everyone.

Our Partners Brooklyn Park and Brooklyn City News should be able to verify and cite the information written about them.

One of the primary functions of the website is the 'Register' page, this will help us to get figure count for people attending and so if it surpasses 5000, it has its capacity limit and more people will not be able to register.

Budget

This budget will be allocated as follows:

First discussion of project and agreement	**$500**
Mock-ups and Layout Designs	**$1000**
Creating v1 of approved design in website	**$1000**
Doing proposed changes in v1 of website	**$500**
Creating final version with some JavaScript	**$500**
TOTAL:	**$3500**

Timeline

Steps	Sub steps	Duration	Date
Web Design	Create first version of website	10 Days	April 15th
	Collaborate with team leader for approval and or edits	2 Day	April 25th
Further Development	Modification and beautification of website.	5 Days	April 29th
	JavaScript development (Automation)	2 Weeks	May 13th
	Bug-fixing and responsiveness check.	1 Week	May 19th
Testing of Website	Final tests to ensure everything is working well.	2 Days	May 23rd
Presentation and publication	Meeting with organizer to present the final website.	1 Day	May 25th
Publishing	Buying a domain and hosting the website and Database there itself.	1 Day	May 26th

Technical specifications

The website was designed using the latest version of Bootstrap. (v4.3.1) Bootstrap is really a great tool and help us with pre-furnished classes during the creation of a beautiful and responsive website.

For icons on the page, we used the basic emojis or FontAwesome v5.8.1.

It needed to be simple, so a simple layout was chosen but with some extras thrown in to make it attractive.

For the homepage a responsive carousel was added with images of past event so that the visitor to the website would be hit with something that might catch their eye and cause them to stay.

The font chosen was Amaranth, it is pretty simple as well as one that displays something fancy.

The logo was chosen as a prototype of 3D glasses since it is one of the icon that represents watching something interesting, we could have used the popcorn icon, but the main focus shouldn't be food at least officially.

The colours chosen were primarily black and white with a tinge of blue.

The scrolling is made smooth so that user doesn't abruptly gets shifted to the bottom of the page.
For Movie Schedule, Tabs were used so that user can easily switch between them even with small screen devices.

A Locate Us section with Google Map to the address was added, so people can find the location and get directions easily, we ensured that the maps section is accessible to users with all screen sizes. Having this on the page enable user to book a cab directly from website to the venue.