# **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.  
Apart from this the website will also give info on location, films, times and news.

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.

**Web Development Team (Front-end developer and back-end 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 they are in the know about it.

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

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:**

**Development Team:**

Web Designer + Web Developer (Front end) - **$1200**

Web Developer (Backend) - **$1250**

**Testing and bug fixing:** **$300**

**Services:** Web Hosting **$60pa**

**Travel expenses:** **$350**

**Emergency expenses** (*for unforeseen problems*)**:** **$340**

**TOTAL: $3500**

Timeline

|  |  |  |  |
| --- | --- | --- | --- |
| Steps | Sub steps | Duration | Date |
| **Web Design** | Create first version of website  Collaborate with team leader for approval and any modifications. | 10 Days  2 Day | April 15th  April 25th |
| **Further Development** | Modification and touch up of website.  Backend development  Bug-fixing | 5 Days  2 Weeks  1 Week | April 29th  May 13th  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  Publishing the website online | 1 Day | May 25th |

Technical specifications

The website was designed using the latest version of Bootstrap.  
This greatly helped me to create a functional, responsive website which is aesthetic to the eye.

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 carousel was added.

A picture slider so that the visitor to the website would be hit with something that might catch their eye and cause them to stay.

Trendy styles for fonts and colours were chosen for the website.  
On the Schedule page, coloured tables were installed with a hover effect to make them look nice.

A Reach to us section with Google Map was added, so people can find the location and get directions easily.

Furthermore, the registration page is already set up for people to register their attendance.