**BROOKLYN OUTDOOR FILM FESTIVAL PROJECT BRIEF**

*Summary*

This summary will introduce the project between us, Jennifer Viala and Benjamin Allouch.

Jennifer is the founder of company called “Brooklyn Outdoor Film Festival” which got the approval to show movies at Brooklyn Bridge Park this year from August 5th through 8th 2019, from 6pm to midnight, a major entertainment venue in New York that can hold up to 5,000 people.

To face this event, Jennifer needs to create a website, with a professional web address, where people could be able to pre-register before a movie session. On this site, Jennifer will also need to display information about the festival, the showed films, regularly published news or announcements about the festival. The website should also be links to the city of Brooklyn’s news website, the Brooklyn Bridge Park’s website, and our social media accounts.

Jennifer has a budget of $3,500 to get the event website up and running. The creation of the website will be Benjamin’s work, which has been recruited by Benjamin for this mission.

*Stakeholders*

* 1 CEO: Jennifer Viala
* 1 Freelance Developer: Benjamin Allouch
* 1 Freelance Marketing specialist: Andre Malraux.

*Goals*

The release of a functional website for the Brooklyn Outdoor Film Festival where the festival and the movies will be introduced is an important goal.

Another goal is to allow people who wish to attend to pre-register online before a movie session

The visitors should be able to access general information on the festival.

Another goal will be to attract as many people as possible on the website to redirect them to our products or partners’ websites.

*Budget*

Jennifer has a budget of $3,500 to get the event website up and running. She will need to communicate online about her festival in order to announce the upcoming showings and take reservations!

The budget includes hosting and running website and salary of Benjamin and Andre. The budget is short, therefore it will be helpful to provide, just in case, an extension of $1,500.

*Salary ($2,800)*

Benjamin will be paid $700 per day of work and the website must be done in 3 working days (total $2,100). The first version of the website should be submitted the evening of the second day or the morning of the third day to be able to edit the website.

This project brief and the pre-meeting are really important to get the website done with all the specifications it needs in 3 working days. Benjamin will use his own computer and software tools (if needed).

If the website is not ready after 3 working days, Benjamin won’t be paid more only if he’s responsible for the delay.

Andre will be paid $700 for one day of work.

*Web ($570)*

A hosting is generally yearly and not expensive, around $100 a year but, to face an important number of visitors the days close to the festival, we should have a professional hosting, which costs around $200 a year. We could try to negotiate for 6 months. The domain name (professional web address) won’t cost more than $70.

The budget must include some SEO marketing stuff (Google Ads) to attract more people to the website and our partners’ websites. It will be done by Andre who won’t need more than a day. The budget for that is $300.

To avoid phone bills, we will use WhatsApp, Skype or Viber in case of calls or video meetings.

*Unexpected expenses*

Everything which is not mentioned. $130 is really not enough and that’s why we should have $1,500 more in case of emergency. The goal is not to use this money but to have it would be a good idea.

*Timeline*

The last date on each line is a **deadline**.

2 dates are mandatory: the website availability to the public (5 March 2019), the website closure (8 September 2019).

* *13 to 15 February 2019*: pre-meeting between Jennifer, Benjamin and Andre to talk about the website, the goals, the deliverables, etc => everything has to be set this day to avoid a new meeting,
* *16 to 23 February 2019*: Benjamin’s working days,
* *19 to 23 February 2019*: Benjamin, Jennifer and Andre discussed the first version of the website. The potential modifications have to be done on 23rd February evening,
* *22 to 26 February 2019*: More days to finish the website if the result is not satisfying => we have to avoid that!
* *1 or 2 March 2019*: Andre works on the SEO marketing,
* *5 March 2019*: Site available for public, 5 months before the festival.
* *Between 5 March 2019 to 8 September 2019*: Website monitoring (correction of potential bugs, etc).
* *8 September 2019*: Website closure, 1 month after the festival.

*Technical specifications*

*The website was primarily built with Bootstrap 4. I looked for other films festivals websites to get some inspiration how to do it. It was the first time I had to build a website from scratch.*

*I chose a simple colour, I didn’t want something flashy. That’s why the grey and white colours are really simple.*

*I used the following bootstrap components and layout.*

* *The navbar is a code I found on Bootstrap and I added a script link to make the dropdown menu work. The logo was created on a website.*
* *The layout for the background image is container-fluid => I wanted that the image to be full width. The image is simple and I added some text in it. I was not able to put some animation as I didn’t learn how to do it,*
* *The rest of the website is container because I didn’t want the rest to be full width. I displayed a row on each,*
* *I used the Bootstrap grid system with columns for the news cards and the footer to face responsiveness issues,*
* *I put a carousel of 12 pictures, one by movie. The carousel is simple, I didn’t really change the code I found on Bootstrap,*
* *I added a Jumbotron with the presentation of Jennifer Viala, Brooklyn Vibes Events Co. and the 2019 festival. The signature was designed on a website,*
* *I added the Bootstraps cards system for the movies presentation. Each card has the same technical specifications and the text I found is available on IMDb website,*
* *The form is also a code I found on Bootstrap. I wanted to remain simple then I added the most basic information: name, email, which day, how many people and children or not,*
* *The footer was tricky because I had some responsiveness issues. That’s why it seemed so empty.*

*Website name*

I looked for a professional domain name on [name.com](https://www.name.com). I found that **brooklynfestival2019.com** was available and it seems to be a perfect temporary name for the festival! **Brooklynoutdoorfestival2019.com** or **brooklyn-festival-2019.com** are also available but I strongly recommend to choose the first one.