

Brooklyn Outdoor Film Festival Website

Project Brief

1. Summary

The project consisted in creating a website for the “Brooklyn Outdoor Film Festival” with the aim of publicizing the festival. The website presents all key information related to the festival agenda and movie selection, and includes basic information related to the festival organization, organizers, and sponsors. Due to attendance capacity constraints, the website includes a pre-reservation form so that the organization can manage the available seat capacity.

2. Stakeholders

- Client: Jennifer Viala, Brooklyn Vibes Events Co.;
- Web Developer: Carlos Martins.

3. Goals

The goals of the project are:

- Propose a technical solution suiting the functional requirements of the website and budget availability;
- Create and implement a website for the “Brooklyn Outdoor Film Festival” presenting all key info about the festival agenda and organization, and including links to other relevant websites and to social media;
- Integrate in the website a pre-registration form so that the organization can manage the attendance capacity.

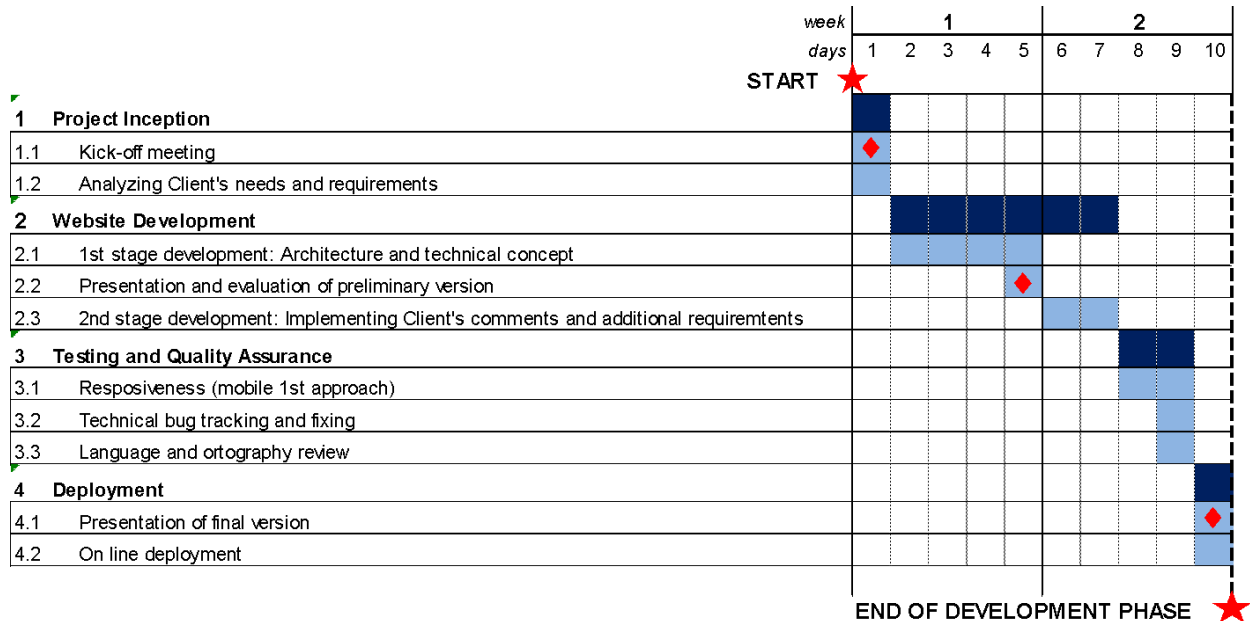
4. Budget

The budget for the project is 3500 USD covers:

- Domain acquisition and hosting costs = 25 USD;
- website development costs = 3000 USD;
- technical support until the end of the festival = 475 USD.

5. Timeline

The project will be developed according to the following timeline:



6. Technical Specifications

The website is designed based on Bootstrap, an open source toolkit allowing creating and building customized responsive mobile first projects on the web. Being one of the world's most popular front end libraries, Bootstrap allows building a functional, customizable, modern, and appealing website in a simple and quick way, making it a perfect solution for addressing the current project requirements while fitting into the available budget.

The website is developed according to the following technical specifications:

1. Domain and Hosting:
 - a. .org domain due to the non-commercial nature of the project and lower cost for domain registration;
 - b. proposed domain: www.brookofilmfest.org;
 - c. basic web hosting solution including one website, 100 GB of storage;
 - d. 25 email addresses available each with 2GB mailbox capacity;
2. Architecture and design: Bootstrap used for allowing a modern and responsive project consisting of a single page where all required information and links are displayed either directly or in menus.
3. User interface:
 - a. Top menu with key tabs: Program, News, About, and useful links and social media
→ **Bootstrap component: Navbar;**
 - b. Banner including the name of the festival and a button that opens a form where the user can pre-register for the required session(s)
→ **Bootstrap component: Jumbotron + Button, Modal, and Forms;**
 - c. Agenda for each festival day: Each day program expanding and collapsing under a card, i.e. when the user clicks on the card, it opens an additional in line layer of

information with the day sessions. Each session movie is briefly presented (picture and synopsis) and when the user clicks on it, opens the respective **imbd** webpage. By clicking again on the card, the list of sessions collapses. All combination of expanded / collapsed day sessions' list is possible giving the user to visualize simultaneously the complete festival agenda or only selected days;

→ **Bootstrap component: Cards and Collapse ;**

d. List of recent news;

→ **Bootstrap component: Media object;**

e. Sections including information on the festival (history / background) and the people involved in the organization;

→ **Bootstrap: Layout and Grid;**

f. Footer including icons that link to social media and the name of the company promoting the festival.

→ **Bootstrap: Layout and Grid;**