

# PROJECT BRIEF

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## Brooklyn Outdoor Film Festival

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Brooklyn Outdoor  
Film Festival

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## Summary

Brooklyn Outdoor Film Festival will be screening movies at the Brooklyn Bridge Park this year from August 5<sup>th</sup> through 8<sup>th</sup>, from 6pm to midnight. The venue's capacity is 5,000 people.

The company needs a website to publicize the festival and to take reservations. Brooklyn Outdoor Film Festival has a budget of \$3,500 to get the event website up and running.

## Stakeholders

NAME	ROLE	INFLUENCE LEVEL (H, M, L)	INTEREST LEVEL (H, M, L)	EXPECTATIONS	ACTION
Jennifer Viala	Founder / Organizer	H	H	Project must be done on time, with requested functionalities and within given budget.	Support on website design and content requirements and sign-off. Communicate any unexpected issues / modifications to website design and functionalities
Chloe Litrico	Website Developer	H	H	Deliver website as requested by the client	Build website and include requested functionalities. Create support documents. Communicate with organizer to obtain sign-off.
Brooklyn Bridge Park	Venue Provider	M	M	Ensure smooth running of the event and provide support for issues at venue	Confirm event dates and time and communicate any unexpected issues / modifications to organizer.

# Objectives

## 1. INFORMATION ABOUT THE FESTIVAL

- A front page displaying the:
  - Name of the festival : Brooklyn Outdoor Film Festival
  - Location : Brooklyn Bridge Park
  - Date & Time : 5<sup>th</sup> - 8<sup>th</sup> August, from 6pm to midnight
  - Pre-registration button option
  - Information that the festival is open to all ages

## 2. PUBLISHED NEWS OR ANNOUNCEMENTS ABOUT THE FESTIVAL

- Announcement section located right below the front page (scroll down) with announcement title and collapsible detailed information.

## 3. FILMS SHOWING

- List of films separated in 3 categories:
  - Action : The Dark Knight, Matrix, Bourne Identity, Black Panther
  - Drama : Titanic, Shawshank Redemption, Forrest Gump, Boyhood
  - Kids : Incredibles 2, Spirited Away, Matilda, Monsters Inc.
- Each film listing contains :
  - Movie poster
  - Short description of the movie

#### 4. FESTIVAL PROGRAM

- Table displaying the festivals program:
  - Rows : time - 6pm to midnight
  - Columns : date - Aug 5<sup>th</sup> to 8<sup>th</sup>

#### 5. PRE-REGISTRATION

- Pre-registration section for festival attendees to pre-register to ensure a spot
- Input section for:
  - First & Last name
  - Address
  - Email
  - Movie choice and date of screening

#### 6. LINKS TO THE CITY OF BROOKLYN'S NEWS WEBSITE AND THE BROOKLYN BRIDGE PARK'S WEBSITE

- Link to the Brooklyn Bridge Park website w/ logo
- Link to the Brooklyn News website w/ logo

#### 7. LINKS TO SOCIAL MEDIA

- Link to Facebook
- Link to Twitter
- Link to Instagram

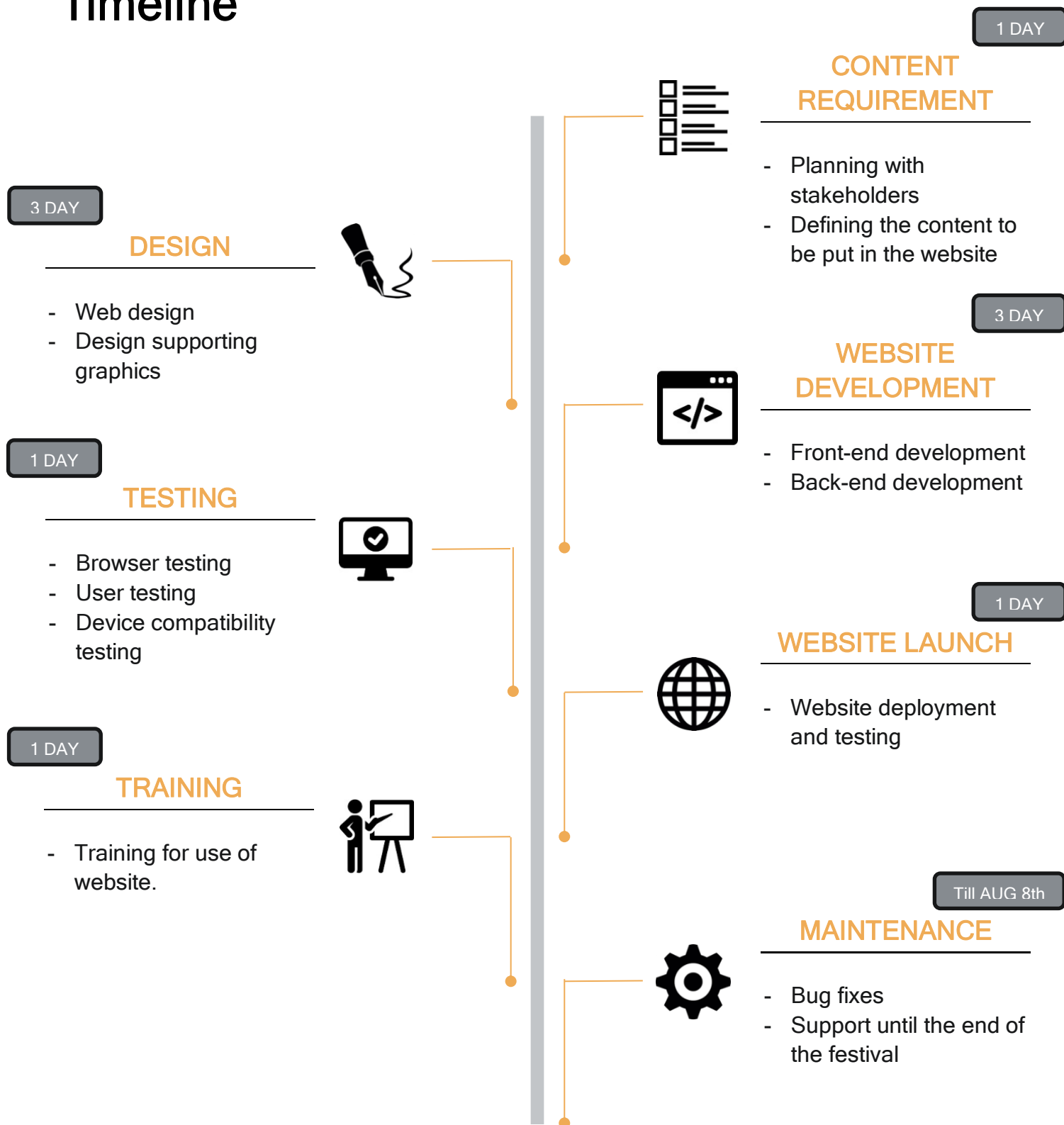
# Budget

TOTAL BUDGET OF **\$3,500** TO GET THE EVENT WEBSITE UP AND RUNNING

Split up of the budget:

Strategic planning & development	\$200
Web design and graphic design	\$900
Web development	\$1,500
Search engine optimization	\$200
Web hosting: shared-server space	90\$
Domain name registration: Brooklynoutdoorfilmfestival.org	10\$
Testing & Training	\$200
Website maintenance (up until the end of the festival)	\$400
<b>TOTAL</b>	<b>\$3,500</b>

# Timeline




TOTAL ESTIMATED TIME: 10 DAYS

# Technical Specifications

Scrolling single-page website:

Brooklyn Outdoor Film Festival
Movies Program Book Tickets



Brooklyn Outdoor Film Festival  
@ The Brooklyn Bridge Park  
• 10.6

## Announcements


Registration is now open!

Interview with Brad Pitt


First year of the Brooklyn Outdoor Film Festival

## Movies


ACTION
DRAMA
KIDS




When the menace known as the Joker emerges from his mysterious past, he wreaks havoc and chaos on the people of Gotham. The Dark Knight must accept one of the greatest psychological and physical tests of his ability to fight injustice.



Have you ever had a dream that you were so sure was real? What if you couldn't awaken? How would you know the difference between dream and reality?



A man is picked up by a fishing boat, bullet-riddled and suffering from amnesia, before rising to elude assassins and attempting to regain his memory.



After the death of his father, Prince T'Challa ascends to the throne of the small African country of Wakanda. T'Challa is also Black Panther, superhero. Now not only must he govern his country but defeat a dangerous adversary.

## Program

Times	August 6th	August 6th	August 7th	August 8th
6:00PM	Incredibles 2	Spirited Away	Matilda	Monsters, Inc.
8:00PM	Black Panther	Titanic	The Bourne Identity	Biopass
10:00PM	The Dark Knight	Forest Gump	Matrix	The Shawshank Redemption

## Book Tickets

Shows are free and open to anyone. Pre-register today to reserve a spot. Limited venue capacity of 5,000 people.

First Name

City

Street

State

Email

Date of Screening



Last Name




State

Email

Date of Screening

## Partners

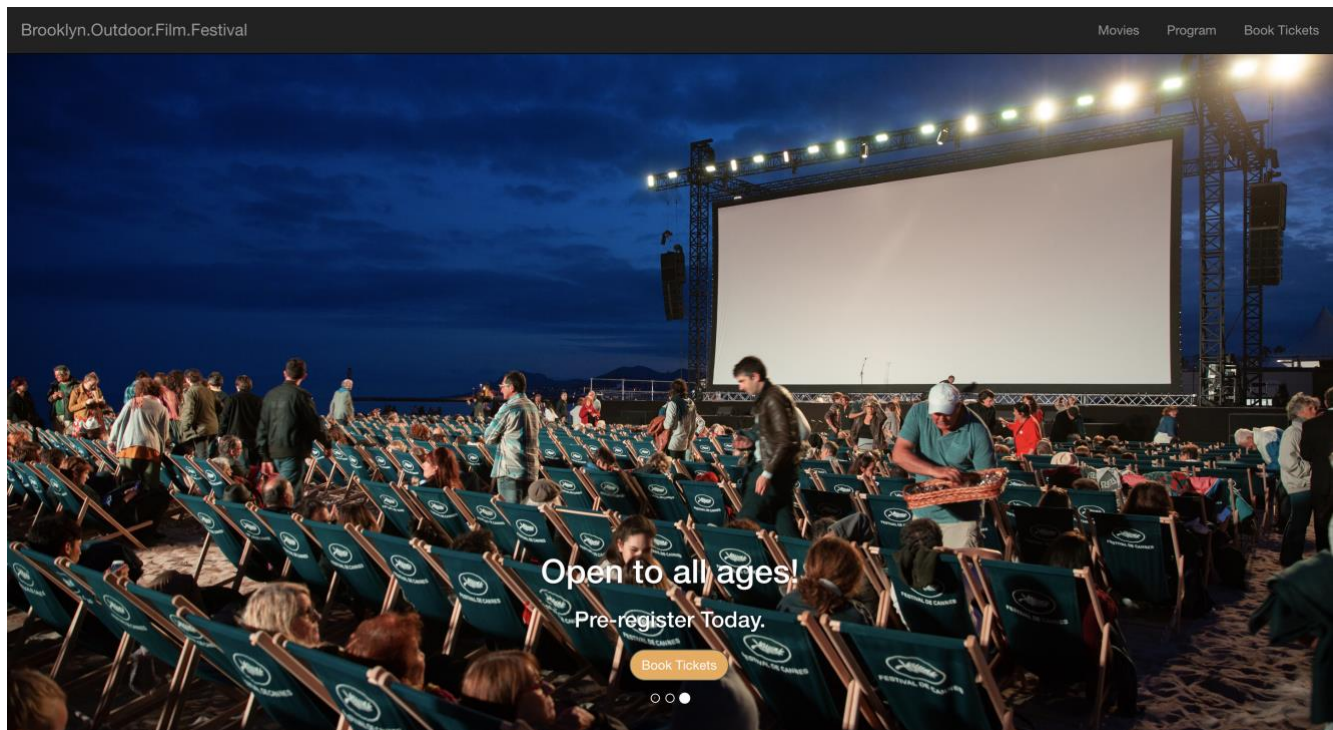





## HEADER

Landing page containing a navigation bar and a carousel of images with festival information.



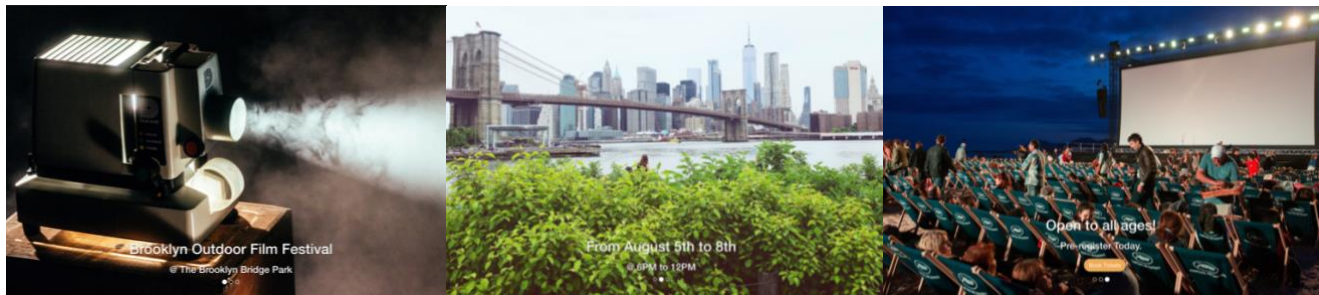
## NAVIGATION BAR



- Fixed navigation bar : always present at the top of the web page
- Festival name in top left corner : redirects user to the top of the page
- 'Movies', 'Program', and 'Book Tickets' links allows user to be directed to the corresponding sections on the page.
- Highlight color of selected menu items : white (as seen with 'Movies')

## IMAGE CAROUSEL

Meets Objective 1



- Three images with information:
  - Image 1 : Festival name and location
  - Image 2 : Festival dates and times
  - Image 3 : Information that the festival is open to all ages and pre-registration button

## ANNOUNCEMENTS

Meets Objective 2

Published news and announcements about the festival.



- Highlight color of selected announcement items : orange (as seen with 'Registration is now open!')
- Collapsible detailed information :



## MOVIE LISTINGS

Meets Objective 3


Listing of the movies that will be screening during the festival

### Movies


ACTION

DRAMA

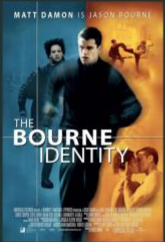
KIDS




When the menace known as the Joker emerges from his mysterious past, he wreaks havoc and chaos on the people of Gotham. The Dark Knight must accept one of the greatest psychological and physical tests of his ability to fight injustice.



Have you ever had a dream that you were so sure was real? What if you couldn't awaken? How would you know the difference between dream and reality?



A man is picked up by a fishing boat, bullet-riddled and suffering from amnesia, before racing to elude assassins and attempting to regain his memory.



After the death of his father, Prince T'Challa ascends to the throne of the small African country of Wakanda. T'Challa is also Black Panther, superhero. Now not only must he govern his country but defeat a dangerous adversary.

- Listed movies divided into 3 categories : action, drama, and kids.
- Highlight color of selected movie genre : orange (as seen with 'ACTION')

## PROGRAM

Meets Objective 4

Program of the movies that will be screening during the festival

Program				
Times	August 5th	August 6th	August 7th	August 8th
6:00PM	Incredibles 2	Spirited Away	Matilda	Monsters, Inc.
8:00PM	Black Panther	Titanic	The Bourne Identity	Boyhood
10:00PM	The Dark Knight	Forest Gump	Matrix	The Shawshank Redemption

- Highlight color of table row when hovering over desired option : white (as seen with '6:00PM')

## PRE-REGISTRATION

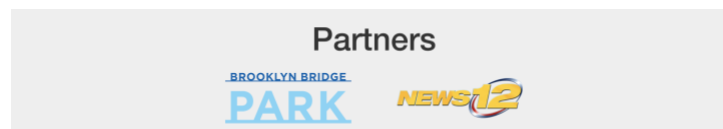
Meets Objective 5

For user to be able to pre-register a spot online by giving their name, email, address, and specifying the movie and time they desire.

## LINKS

Meets Objective 6

LINKS TO THE CITY OF BROOKLYN'S NEWS WEBSITE AND THE BROOKLYN BRIDGE PARK'S WEBSITE



- When clicked on, the Brooklyn Bridge Park and Brooklyn News logos will redirect the user to the corresponding website.

LINKS TO SOCIAL MEDIA

Meets Objective 7



- Links to facebook, twitter, and Instagram at the bottom of the web page
- Highlight color of social media icons when hovering over: white (as seen with the facebook icon)



## RESPONSIVENESS

Website is fully responsive : adapts well to any screen size from phone to large screens.

Tablet

Phone

Brooklyn Outdoor Film Festival

From August 5th to 8th  
6PM to 12PM

### Announcements

Registration is now open!  
Interactive with Best Film  
First year of the Brooklyn Outdoor Film Festival

### Movies

ACTIVE | UPDATES | BOOK

**THE DARK KNIGHT TRILOGY**

When the menace known as the Joker emerges from his mysterious past, he wreaks havoc and chaos on the people of Gotham. The Dark Knight must accept one of the greatest psychological and physical tests of his ability to fight injustice.

**THE DARK KNIGHT RISES**

Have you ever had a dream that you were too sure was real? What if you couldn't awaken? How would you know the difference between dream and reality?

**BOURNE IDENTITY**

A man is picked up by a fishing boat, badly injured and suffering from amnesia, before being taken to a secret facility and attempting to regain his memory.

**THE BOURNE TRILOGY**

After the death of his father, Jason T'Challa returns to the throne of the small African country of Wakanda. T'Challa is also Black Panther, superhero. Now not only must he govern his country but defeat a dangerous adversary.

### Program

Times	August 5th	August 6th	August 7th	August 8th
6:00PM	Inception 2	Spirited Away	Madiba	Monsters, Inc.
8:00PM	Black Panther	Thelma	The Bourne Identity	Baywatch
10:00PM	The Dark Knight	Planet Gump	Madiba	The Broadway Redemption

### Book Tickets

Shows are free and open to anyone. Pre-register today to reserve a spot, limited venue capacity of 5,000 people.

First Name:  Last Name:

City:  State:  Zip:

Street:  Email:

Phone:  Date of Birth:

Movie:  Date of Booking:

### Partners

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Brooklyn Outdoor Film Festival

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### Partners

BROOKLYN BRIDGE PARK NEWS 12

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