



BROOKLYN PARK . FILM FESTIVAL .

project brief

Client : Brooklyn Vibes Events Co

Project : Create website to promote upcoming
outdoor film festival

SUMMARY

The project is to create a fully responsive website for Brooklyn Vibes Events co. The website is to be used to promote an up-coming outdoor film festival which will be held in Brooklyn Bridge park.

The website must display the films that are to be shown at the festival as well as any news and announcements regarding the festival itself.

STAKEHOLDERS

Web Developer:

Christopher Hely

Art Designer:

Beata Kuraczycka

Product Owner:

Jennifer Viala
(Brooklyn Vibes Events)

Copywriter:

Patrick Smith

CFO:

Julian Cuavas

GOALS

- To have a fully functioning and reflexive website ready for client's approval by May 1st 2019
- To have registration page functional with a maximum of 5000 tickets per day as agreed upon with client.

BUDGET

Hours = 80 hours x 40 =	\$3200.00
Website Hosting = 1 year hosting with Mochahost =	\$100.00
Font Licence = One time payment of \$15 =	\$15.00
Domain Hosting = Free with Mochahost subscription.	\$00.00
Expenses = \$150 =	\$150.00
Total	\$3475.00

TIMELINE

PROJECT
START
Coordinate
with team
18 hours

- | | |
|--|---------|
| 1. Team introduction meeting = | 2 hours |
| 2. Meeting with CFO regarding budget = | 5 hours |
| 3. Initial meeting to discuss creative direction = | 5 hours |
| 4. Finalize creative direction and deadlines= | 8 hours |

Build
Site
100 hours

- | | |
|---|----------|
| 1. Meeting with web-designer, journalist and art-designer to mock up the full site using Balsamiq = | 20 hours |
| 2. Art designer to deliver final art for site = | 20 hours |
| 3. Journalist to deliver final script for site = | 10 hours |
| 4. Web designer to code HTML for full site = | 10 hours |
| 5. Web designer to complete all css and Javascript = | 20 hours |
| 6. Site to be checked for bugs and errors = | 20 hours |

Site
launched
10 hours

- | | |
|---|----------|
| 1. Site to be presented to client = | 5 hours |
| 2. Final feedback from client and changes = | 20 hours |
| 3. Launch of site = | 1 hour |

TECHNICAL SPECIFICATIONS

GENERAL

The website was built from scratch on Visual Studio Code using HTML, CSS and Javascript.

Bootstrap was used for the carousel on the homepage. The site is hosted on Github. The site is fully responsive and has been tested on all major devices.

HOMEPAGE

I wanted to make an impact with the homepage and also to get the feel of Brooklyn and the fun of the movies. The homepage is big and bold, utilising modern design but with a retro twist to evoke the modern artisan outdoor festival and the retro movies from the 40's through 80's.

COMPONENTS

NAVIGATION

Navigation is a component that has been used on each page to give the site an identity. The logo for the festival is floating to the right hand side of the navigation bar and also acts as a refresh/home button. To the right we have the links for the other pages within the site.

There is a hover over effect that changes the color of the text and also a CSS animated bar that appears over the words on the top of the screen. On smaller screens the logo is centered and the links sit in-line underneath.

PARALLAX SCROLLING

To make the homepage unique a subtle Parallax Scrolling effect has been introduced. The effect is built using html, Css and Javascript.

CAROUSEL

The carousel is a bootstrap component that i modified with CSS to fit in with the website's aesthetic. Images and text were added. The text was added by using ::BEFORE and ::AFTER pseudo elements.

NEWS

The news container is minimalist in design while still remaining eye-catching. The choice to have the news title sticky is a nice clean effect allowing the news to scroll underneath the title. You can scroll past news content by either using a mouse or finger on a mobile device.

FOOTER

The footer is the second component that has remained the same throughout the site.

The footer contains links to Brooklyn Park Bridge and Brooklyn News websites as requested. Social media links are also situated in the footer and are fully functional.

FILMS PAGE

For the films page I wanted to capture the facade of old movie theatres, The huge movie posters that were outside enticing people to go in. The information boxes are made to look like ticket stubs to add to the mix of the modern/retro design of the site.

FOOTER/HEADER

The same components with the same features as on the home page.

FILMS

The films page was built using a 'container grid' which allows us to build a responsive container that can be easily manipulated for example if the shedule needs to be changed or a new movie added to the bill. On mobile devises the films page becomes a singular column with just the movie posters for a cleaner look.

LIGHTBOX

A lightbox was built using HTML, CSS and Javascript to display the information of the movies. To activate the lightbox the user clicks on a poster that opens the lightbox to reveal a synopsis of the movie, a larger image of the poster and finally a trailer for the movie itself. To close the lightbox the user can either click on the circle in the lightbox or anywhere in the background.

REGISTRATION

FOOTER/HEADER

The same components with the same features as on the home page.

REGISTRATION BOX.

The fully responsive registration box was built using HTML and CSS. The client can fill in their details on the text-boxes provided and choose the number of tickets and dates from the drop-down 'option' lists.

On a mobile device the main difference is that the 'number' and 'ticket' option bars stack on top of each other.