

# Brooklyn Outdoor Film Festival

*BrooklynOFF.com*

The domain BrooklynOFF.com is proposed. OFF standing for Outdoor Film Festival, and easier on the eyes. I also think the way “Outdoor Film Festival” becomes the word “off” is a nice detail highlighting the “movie” aspect of the event, inspiring images of lights being turned off, as if in a theatre before a show.

## 1. Background

A family-friendly, outdoor event held in the Brooklyn Bridge Park, where films will be showcased outdoors for public viewing from 6pm until midnight from August 5th - August 8th.

## 2. Objectives

Build a website for public to learn more about the event, see important updates, look at the films being shown at what times, and subsequently pre-register to attend the viewing of said movies. This is to gauge the attendance and ensure that attendance stays within the venue’s 5000 person capacity.

## 3. Your budget

The set budget is \$3500.00. According to industry standard, the following base costs are as follows:

Setup	\$150
Training on how to use website	\$500
Website Maintenance	\$500

This leaves us with a budget of \$2350 for **Website designing and building, and content creation.**

Due to this limited budget, only one platform can be prioritised for the website build.

For a build that is responsive to mobile platforms, additional costs must be negotiated.

#### 4. Staff resources and decision making

Jennifer Viala, <i>founder of Brooklyn Vibes Events Co.</i>	Event Organizer
Peter Kim, <i>Brooklyn Vibes Events Co.</i>	Accountant
Julia Jo	Developer
NYC Parks and Recreations Dept.	City licensing

#### 5. Timeline

3 weeks - Build first version of website

1 week - Test functionality and discuss client's preferences

3 days - Make additional changes

1 day - buy hosting service and website domain. Website is live.

1 day - Launch website officially and announce of social media platforms.

#### 13. Technical Specifications

Usage of Bootstrap 4, a budget friendly option which allows for attractive design with maximised customisation.

This event being a film festival, I opted for full-screen images on the header and footer backgrounds to set up a brand image with is visually impactful.

I kept all news and announcements on the homepage so that all visitors will see them.

The registration form is in the footer of every page to encourage the usage of this feature.

The Twitter feed of Brooklyn News is also embedded in the first page but this can be changed to the official Twitter of the event once created.

The About page has been set up to allow visitors to learn about who's behind the event and to build credibility to the event.

The Showtimes page has some placeholder movies as an example of how the page will look with movies in their respective slots, and some have been left blank so that it can be understood how it will look to be left blank.