



Brooklyn Outdoor Film Festival

PREPARED FOR

Jennifer Viala

Brooklyn Vibes Events Co. & Brooklyn Outdoor Film Festival

PREPARED BY

Daniel Rodriguez

Imaginative Works, Fictitious LLC



SUMMARY

To create a website with a budget of \$3,500 for the Brooklyn Outdoor Film Festival that displays the ideal of the event, which is to show that films can appeal to all audiences of all ages and ensure advertisements and publications reflect this same ideal.

This website will include news, or a communication portal to announce the latest or regularly published updates, the film selection, a registration form, as well as affiliated social media icons for accounts on Twitter, Instagram and Facebook, as well as a professional web address - which is relevant to the the event [www.BrooklynFilmFestival.org].

Website will also include links to the city of Brooklyn's news website and the Brooklyn Bridge Park's website. Website will display that film showings are free and open to everyone, and allow a form to register to attend the event --which would allow to close registration if it reaches the venue's maximum capacity of 5,000 people and to also help in estimating how many people might attend.



GOALS

To create a first version of the site with a professional website address, which includes a news section, social media icons in footer and navigation, a film list prototype, a registration form prototype and links to the City of Brooklyn's news website and the Brooklyn Bridge Park's website in footer. Site should be fully responsive and aesthetically appealing.



STAKEHOLDERS

- Daniel Rodriguez- Developer- Imaginative Works, Fictitious LLC
- Jennifer Viala -Founder- Brooklyn Vibes Events Co. / Organizer -Brooklyn Outdoor Film Festival
- Michael Smith- Q&A Freelancer and Graphic Designer



BUDGET

Amount	Category
\$200	Hosting Fees, Custom Domain Name & Premium Mailbox
\$500	Freelance Collaborators (Designer & Q&A)
\$1,500	Developer Fee
\$500	Social Media and Online Marketing Fees
\$200	Travel Expenses
\$200	Materials
\$400	Unplanned and Miscellaneous Expenses.
\$3500	Total Expenses



TECHNICAL SPECIFICATIONS

- Custom Domain:** www.BrooklynFilmFestival.org -use of professional and relevant url.
- Fully Responsive Design:** Design made to be fully responsive in all media sizes.
- Summer Color Palette:** Colors used in site were selected from a summer color palette to create a summer vibe.
- Letter Spacing:** Golden rule was used to make it easier to read
- Fixed Navigation Bar:** Allows for visitor to quickly navigate site and find relevant links.
- Background Image:** Background image was placed inside Jumbotron to be adaptable rather than distorted.
- Prioritization of Content:** Content available in media size type is prioritized to allow an uncluttered experience that allows visitors to focus only on the essential content.



TIMELINE

Steps	Tasks & Substeps	Reporting	Duration	Date
1 - Analysis & Data Gathering				
1.1	Client meeting to review work plan	Client meeting to review work plan	2 hrs	January 7
1.2	Analysis and design stage	None	3 hrs	January 7
1.3	Create Website Mockup	None	5 hrs	January 10
2 - Development and Q&A				
2.1	Create Custom Domain	None	1 hr	January 11
2.2	Subscribe to Host Service	None	1 hr	January 11
2.3	Collaborate with Design Freelancer	None	5 hrs	January 13
2.4	Present Website Progression to Client of Mockup	Client meeting to review progress site	1 hr	January 18
2.5	Gather data to be imported to site from client	Client meeting to gather data & files	1 hr	January 18
2.6	Integration of data and modification of site	None	3 hrs	January 19
3 - Finalize and Deployment				
3.1	Testing of site	None	1 week	January 25
3.2	Collaborate with Q&A Freelancer	None	1 week	January 31
3.3	Finalize Site Development & Documentation	Email report	1 week	February 7
3.4	Present Client with Finalized Version	Client meeting	2 hrs	February 10
3.5	Live Deployment of Site	Email report	2 hrs	February 11

