

Brooklyn Outdoor film festival (Jennifer Viala)

Summary

Build a website for the client **Jennifer** to publicize her outdoor film festival. The website would need to have the capability to take reservations from visitors. Visitors are strongly encourage to register so Jennifer will have an idea on how many people will be attending and when to close off registration, providing that the venue has the capacity to hold up to 5,000 people. Her company Brooklyn Outdoor film festival has been given the go ahead to show films from **August 5th to 8th** at the **Brooklyn bridge park**. Each day the event will start from 6pm to midnight. It is the wish of Jennifer for the event to appeal to all age group and this will need to be reflected on the choice of the films and the design of the website.

Stakeholders

In this project the two people that are directly involved are:

- David Wu, hired to design the website. As a sole web developer on the project, it is David's responsibility to create a website that is fit for purpose. This involves working closely with Jennifer to ensure the website reflect the event well. Ultimately the developer will build a framework and laying the ground work for a functional website.
- Jennifer Viala, the client. She is the founder of Brooklyn Vibes Event Co and the organizer of Brooklyn Outdoor Film Festival. Though the client will be working closely with the web designer in relation to layout, design of the website and providing content for the web designer to work with. The client will also be the one who approves the final outlook of the website.

Goals

The aim of this project is publicize the Brooklyn Film Festival. This can be measure by the number of people pre-registering for the event. The target is to have around 5,000 people registering for the event.

Budget

The total budget for the event website to be up and running is \$3,500. The breakdowns of the cost are shown below:

- \$3000 web developer wages
- \$15, for domain name
- \$30 per month for VPS (virtual private server) from January to October. 10 months, \$300
- \$170 for sneaky expense

Timeline

Day 1 of the project will be a 2 hours long meeting between David and Jennifer. The first hour will be spent on Introduction, expectation, targets, goals and timeline. The second hour will be spent discussing the layout of the website. The developer will then have 9 days to build a mock-up of the client's website. Meanwhile the client will have 9 days to get the content ready for the website.

Day 2 of the meeting will take place 10 days after day 1. This will be a 2 hours long meeting. First the mock-up of the website will be presented to the client. Next the client will give to the developer feedback and request for any changes that needs to be done. At the end of this meeting the client should transfer the relevant content for the developer to display on the website. The developer will be given 7 days to make the necessarily changes and display the content provided by the client on the mock-up version of the website.

Day 3 of the meeting will take place 8 days after day 2. The latest mock-up version of the website will be presented to the client. Regardless of any minor adjustment and fine tuning requested by the client, developer will have 6 days to get the website online.

Between **day 3** and website going **online**, the website will be rigorously tested for errors and bugs.

Technical specification

HTML 5: The version 5 of the HTML mark-up language which is used to display and structure content on the World Wide Web. Using this language the layout of the webpage is divided into headers, section, lists and footer.

CSS: Cascading Style Sheet is a stylesheet language used to customize the content of the page. CSS are used to customize many things such as font colour, background colour, font size, content layout, content position and text-align.

Bootstrap 3: Essentially a CSS framework used as a point of reference to quickly and easily build responsive and attractive website. With the Bootstrap 3 grid tool, a webpage are adaptive and responsive to various screen sizes. Bootstrap 3 have classes such as forms, carousel-slide, table, image-responsive, button and navigation bar. These classes enable a quick design of a webpage without having to code from scratch.

Other notable mention: **google fonts** for the font style on the webpage, colour inspiration from **colors.io**, resize pictures from **imageresize.org**, film poster from **moviedb.org/movie** and social icon from **fontawesome.com**.