Project brief: Brooklyn Outdoor Festival

- ## Summary

Jennifer Viala (the client) founder of the Brooklyn Film Festival, as the organizer will present films at Brooklyn Bride Park from the 5th – 8th of August in New York. She is expecting to have a presence of up to 5000 people. The films are target to all type of ages and audiences.

To promote the event and reach successfully the target she needs a website that can help her promoting it, as well as showing the line up of the movies and take the reservations from people that are interested on joining, keeping in mind the limited sits available.

Is important that the website follows the message of the project and update people on recent news about it.

- ## Stakeholders

To make this project successful there are several teams included, as you can see on the following list that points the key stakeholders.

1) Internal:
   - Project management team: the members of the team from the client from upper management that will approve changes, deliveries, etc..

2) In between:
   - Web development team: will work directly on building the website and show drafts on the progress. Will create Front and Back end of the website as well as being responsible for testing it.

3) External:
   - Partners, vendors and other people that influence the project. This group can require special initiatives to protect their interest, because the project is important for them.

- Goals

The website is a crucial part for the promotion campaign of the film festival as the client needs to communicate the whole event and target interested people, for achieving it the best way is to have a website that can show the current offer and set the registration in an organized way.

This page needs to contain general information regarding the event such as the venue, dates that will take place, movies presented and updates done by the client.

As part of the promotional campaign is needed to show client's social media applications mainly Twitter, Facebook and Instagram to assure the best visibility over target audience.

The festival has limited spots available (up to 5000 entrance), in order to keep a control on the number, there will be a contact form that will take registrations for people to go.

In order to comply with client's partner requirements there will be two links to access Brooklyn Bridge Park and the local News site.

Is important to mention that client has a fixed budget of $3500 for this project so its important to stick to client requirements.

- Budget

The client has set a fixed budget of up to $3500, which will be split as follows:

Breakdown of Costs	
Design phase, approved mock-up	$350
Front-end development of the website	$1000
Back-end development of the website	$1000
Internal testing + Bug fixing	$150
Licensing Stock Photographs	$200
Domain Registration	$20
Web hosting of the website	$30
Maintenance	$400
Possible extra costs	$350
Total	**$3500**

Time-line		
Phase	Tasks	Deadline
Design site structure and visual appearance	Structure mock-up Visual appearance concepts Sign-off on design	7th of June
Front-end Development	Creating Front-end site structure Add content Creating visual appearance Apply branding style	17th of June
Back-end Development	Create server architecture Create database Connect server to database	25nd of June
Testing and Bug fixing	Testing website on all supported browsers and targeted devices Fixing issues	29th of June
Deployment of Live Service	Put website on-line	7th of July

- Technical specifications

When creating the website it was decided to use a part from HTML and CSS, Bootstrap 4.0 as it's the most recent version of the library which offers an open source for developing responsive websites and great layouts. For this project there were several components used like: cards, carousels and navbars. Taking in consideration proportions from different screens in order to assure a responsive page.

For this specific event we consider that the following domain would be the best fit: www.brooflin-outdoor-film-festival.org as is especially referred for well-known non-profit organizations.

In order to make the partners happy we have assign a special area to show their logos and enforce the commitment of the brands with the client. This has been done by using the grid system and containers in bootstrap.

The movies area have embedded Youtube videos to make them more attractive and interesting for website's visitors.

To keep client's needs fully covered we added a form for pre registration so there is a track of the amount of people interested and once reached it can be closed.

In the footer of the website we added the icons for the social media and the two websites of the venue and news as requested.

It was agreed with the UX/UI designers the following pallet of colors used.
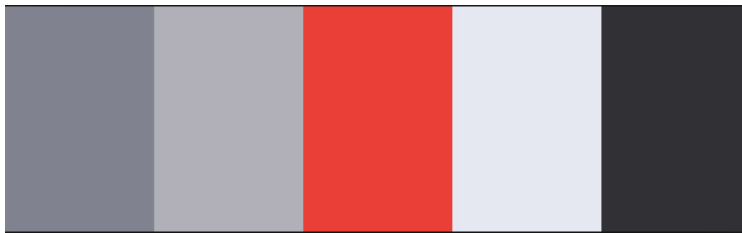
Setting a couple of shades of red to the gray color scheme adds a lot of visual interest and that's what client is looking to attract audience on the event.