Daniel Walsh

Brooklyn Outdoor Film Festival

Summary –

The Brookly Outdoor Film Festival will take place from August 5th-8th. The theme will be “It’s a Wes Ander-Thon”. We will be showing all 9 feature length Wes Anderson films. There will be 3 showing a day and the Saturday evening show will be a encore feature of the Wednesday evening films.

The Event will take place at Brooklyn Bridge Park, which has a capacity of 5000 guests. Pre-registration will ask how many guests are coming as well as which nights they will be attending. That way we can maximize the number of guests by allowing for 5000 guests each day, rather than 5000 through the entire festival.

Stakeholders –

Jennifer Viala: Founder of Brookyn Vives Events Co./Festival organizer

Daniel Walsh: Head Web Developer

Goals -

Build a website to publicize the Brooklyn Outdoor Film Festival.

Create a site that appeals to all ages.

Seamlessly direct website users to the registration sections and allow them to pre-register to attend the event.

Display information on the event, films that are being shown, and regularly published news or announcements.

Include links to the Brooklyn Bridge Park Website, Twitter, Instagram, and facebook

Budget –

Budget for the website is $3,500

Hosting: $100

Domain: $50

Backup: $50

Design: $3200

Timeline –

May 1: Meet with Jennifer to discuss additional goals and creative ideas for the website. Begin client and design research.

May 7: Complete rough design outline of site. Begin hosting research.

June 1: Finish front end design of site. Meet with Jennifer to review site. Begin coding forms. Begin bug fixing and implementation.

June 15: Set up hosting. Site goes live giving almost 2 months for pre-registration and news.

Technical Specifications-

The site applies a “Wes Anderson-like” style with deep colors and lots of symmetry. The entire site is contained within a single page with links to the different sections of the page. It is written using Bootstrap with a small amount of JS for one function.