



Project Brief

15.02.2018

Dorota Nowak
London, England

Table of content

Project Title	1
Client	1
Summary	1
Stakeholders	1
Goals	2
Budget	2
Timeline	3
Technical Specifications	3

Project Title

Brooklyn Outdoor Film Festival

Client

Client: Jennifer Viala (the founder of Brooklyn Vibes Events Co. and also the organizer of Brooklyn Outdoor Film Festival)

Summary

Brooklyn Vibes Events Co. is hosting a film festival at Brooklyn Bridge Park this year from August 5th through 8th, from 6pm to midnight. Festival is open for everyone and company needs a website to publicize the venue.

Stakeholders

Jennifer Viala - Client

Information/agenda provider.

Dorota Nowak -

Designer of the layout, developer of the site.

Goals

1. Publicize the venue.
2. Display information about the venue, dates and map how to get there.
3. Display informations about the films on each day.
4. Links to Brooklyn's News and Brooklyn Bridge Park.
5. Opportunity for users to pre-register for a movie in order to get estimate idea how people are interested.
6. Regularly published news or announcement about the festival.
7. Professional web address.
8. Responsive website
9. Links to social media - Facebook, Twitter and Instagram account.
10. Hashtags to promote the festival - **#brooklynfestival2018, #brooklynfilmfestival2018**

Budget

Website design — \$1.000

Website development — \$1.900

Hosting — \$100 per year

Support and maintenance — free of charge for the first two weeks, after two weeks \$40/hour

Phone bills — \$40

TOTAL —

\$3.500

Timeline

	Duration	Date
Planning	3 day	13 March - 15 March
Design	1 week	16 March - 23 March
Coding	1 week	24 March - 31 March
Testing	1 week	1 April - 8 April
Launch	9 April	
Post-Launch Support	1 week	10 April - 17 April

Technical specification

Professional web address

Available domains for the website:

filmsbrooklyn.com	
Cost for 1 year	£11.99
Cost for 2 years	£16.91
E-mail address matching domain	£2.99/mo

moviesbrooklyn.com	
Cost for 1 year	£11.99
Cost for 2 years	£16.91
E-mail address matching domain	£2.99/mo

Technologies used for the website

HTML5, CSS3, Bootstrap

Website will use one-page layout. It will be static and responsive.

Overall style of the site: modern, clean, friendly.

Choice of colours — black, red, grey.

Fixed navigation which is locked into place so that it does not disappear when the user scrolls down the page.

It makes it easy for visitors to find content they need.

Social media (facebook, instagram and twitter account) at the bottom of the page, next to links to the city of Brooklyn's News and Brooklyn Bridge Park website.

Potential hashtags to promote the festival

Users can use these in social media in order to promote the venue.

#brooklynfestival2018, #brooklynfilmfestival2018

Online communication with the client — by email or by phone.

Content structure

The website will have five section —

1. Home — On the left side will appear image of the outdoor cinema and next to it few informations about the festival and what audience is it for.

2. News section — all the news and announcements you will provide me with by email or by phone and links to the city of Brooklyn's News and Brooklyn Bridge Park website.
3. List of movies on each day. Short information about each of them and link to trailer.
4. Pre-registration form — Form with name, number of people, time and a movie your visitors would like to go for.
5. Section with a small map and how to get to the venue by public transport or by car/walk.