PROJECT BRIEF

**SUMMARY**

Our client Brooklyn Vibes Events Co needs a web page to promote the Brooklyn Outdoor Film Festival event that start in August 5th to 8th at Brooklyn Bridge Park and shows films to audiences of all ages.

This web page has several sections like “About Us”, “Schedule Films”, “New”, “Partnes” and a section where the audience can book tickets for any film.

They need a good design, clear information about the event and hosting where the web page will be available.

**STAKEHOLDERS**

**Client:** **Jennifer Viala** is the founder of **Brooklyn Vibes Events** and is also the organizer of this year’s Brooklyn Outdoor Film Festival.

She is the person responsible to demand us the requirements of the project and approve all the changes.

**Phone:**+44 897 257 412

**Mail:**[jviala@brooklynvibes.es](mailto:jviala@brooklynvibes.es)

**Web Developer:** **David Ruiz de la Rosa**, he is responsible of create the Web Page according with the requirements and the design provided from the Design Department.

Also he has to buy a domain and hosting for the Web Page.

**Phone:** +34 669 87 45 21

**Mail:** david.ruizdelarosa@gmail.com

**Web Designer:** **Alberto Cañizares**, he is responsible of create a good design for our Web Page, he has to provided the template, theme, fonts, colors … to the IT Department.

Also he has to create a new logo for the event.

**Phone:** +34 698 58 41 58

**Mail:** acañizares@gmail.com

**GOALS**

The main Goal of this project is create a attractive web page to promote the Brooklyn Outdoor Film Festival.

This web page has to be a responsive web page so it has to run in any device from smartphone, tablets, pc …

The web page has to be finish one month before that the event “Brooklyn Outdoor Film Festival” so it has be running from 5th of July.

We are responsible of creation, designed and hosting, we have to promote this important event with clear information, attractive design and we have to be able to reach the largest number of people.

We have a budget of 3500$, we need to hire o use our resources (IT Department, Design Department) to finish this project in time.

The web page hast to contain the next sections:

**About Us:** We have to explain the place, time and any information relevant to event.

**Schedule:** We have to explain the films and timing.

**News:** We have to show, relevant news about the event

**Partners:** We have show our Partners like Brooklyn News and Brooklyn Bridge Parks

### **Budget**

### **Core Budget**

### We have a Budget of 3500$, in this budget we have to include expenses of hosting and domain.

### Domain and Hosting Expenses

### 1º Option: Arsy’s company

### **General Cost:** **36 $ (Per year)**

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### 2º Option: One & One company

### **General Cost:** **24 $ (Per year)**



**Salary Cost:**

**Web Developer:** 30$ per Hour , estimated time 58 hours = **1740$**

**Designer:** 20$ per Hour, estimated time 27 hour = **540****$**

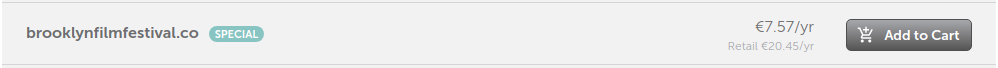
#### **Sneaky expenses**

#### We will calculate about **250$** from (Phone Bills, Promotional, Travels …).

#### Maybe extra hour from IT Department or Designer Department.

**Domain Cost:**

We search 5 domains

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#### **Total expenses**

#### Salary cost: **2280$**

#### Hosting Cost: **24$**

#### Domain Cost: **9,37$**

#### Sneaky Espenses: **250$**

#### Total Cost: **3491 $**

#### **TIMELINE**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Sets** | **Sub Sets** | Numbe of People | **Duration** | **Date** |
| Set Requirements with the client | We will have a meeting with the client.  In this meeting we have to set the main sections of the Web Page, Form to book tickets and all things refer to requirements for the project | One (David Ruiz de la Rosa) | 1 day (8 hour) | 18 of June |
| Meeting Designer Department and IT Department | We have to discuss about timing, about the main design, about requirements.  We will use the documentation from the meeting with our client (18 de June) | Two (David Ruiz, Alberto Cañizares) | 4 hours | 19 of June |
| Create Web Design, Theme, Logo, Fonts .. | The Design Department hast to create all about Web Design | One (Alberto Cañizares) | 12 hours | 19 of June – 20 of June |
| Create Web Page, Programming responsive web page from our design | The IT Department has to create a responsive Web Page from our design, they have to communicate with the Design Department. | One (David Ruiz) | 2 days (16 hours) | 20 of June – 21 of June |
| Meeting between departments. | We argue about results and problems. | Two (David Ruiz, Alberto Cañizares) | 3 hours | 22 of June |
| Meeting with the client | We show our web page and our client ask for changes for sure!! | One (David Ruiz) | 3 hours | 22 of June |
| Design Department and IT Department | Our Departments has to do the changes asked in the meeting from 22 of June | Two (David Ruiz, Alberto Cañizares) | 1 day (8 hours) | 26 of June |
| Web Site launch | IT Department has to upload the Web Page to Hosting | One (David Ruiz) | 2 days (16 hours) | 27 of June |

**Technical specification**

In this project we have to use the last Technologies in web development.

Web Languages:

**HTML5:** It is the last standard about HTML, we can create amazing web page with new HTML tags like audio, video, sections …

**CSS3:** It is the last standard about CSS, we use this language to design our web page (fonts, colors, icons, …)

**JAVASCRIPT:** This is a client language to create effects, manage actions inside our web page …

**BOOTSTRAP3:** This is a framework to design responsive web page so our web page can be show in any size of screens ( smarthpone, tablet, PC …)

Control Version:

**GIT:** With GIT we have backup of our project in any moment and we can collaborate with others programmers much easier.