

# **Project Brief**

Brooklyn Outdoor Film Festival 2018

## **Summary**

The Brooklyn Outdoor Film Festival, is an International, competitive festival. Its mission is to provide a public forum in Brooklyn in order to advance public interest in films and the independent production of films.

Jennifer Viala is the founder of Brooklyn Vibes Events Co. and is also the organizer of this year's Brooklyn Outdoor Film Festival. She is looking to create a website for the next event which will take place from 5th till 8th of August 2018 at the Brooklyn Bridge park. The movies will be played every day from 6pm till midnight. First movie starts at 6pm, second one at 8pm and the last one starts at 10pm. Tickets are free for everyone and all film lovers 0 – 99 years old are invited.

## **Stakeholders**

### **Jennifer Viala**

As a client and Brooklyn Outdoor Film Festival's organizer she will be responsible for:

- supplying the web developer with all the relevant information to facilitate website building: content, photographs, full movies list, festival schedule...
- providing a contract which regulates and proposes rights and duties of a client and web developer, deadlines and a budget payment plan

### **Gordana Nikolic**

As a web developer and creator of this website she will be responsible for:

- designing and coding a responsive website based on the given information
- writing a thorough checklist for testing a website and test it prior to its live launch
- meeting the deadline requirements outlined in this proposal

## **Goals**

- Professional web address (.com or .org).
- Main page introducing the Brooklyn Nights Film Festival.
- Consistent look and feel of website to maintain effective site branding.
- Schedule of movies and times of showings broken down by day.
- Embedded news feed to provide updates/announcements as necessary.
- Links to company's social media sites including Facebook, Twitter, and Instagram.
- Links to the City of Brooklyn's news and the Brooklyn Bridge Park websites.
- Publicize the festival through its website
- Create a pre-registration system in order to fill up the venue's capacity of 5000 people and close it when venue's capacity is reached.

## Budget

The total budget allocated to get the event website up and running is \$3,500. Developer charges on a fixed rate. The cost breakdown is listed below:

Service	Rate	Total
Domain Registration	\$15 (one year)	\$15
Website hosting on Digital Ocean (1GB/1vCPU/25 GB/1TB)	\$15 (3 months period)	\$15
Logo Design	\$300/one time	\$300
Web Development	\$20/hour for 100 hours	\$2000
Testing	\$15/hour for 30 hours	\$450
Deployment	\$500 (one time)	\$500
<b>Total Cost</b>		<b>\$3,280</b>

## Timeline

### Week 1

1<sup>st</sup> meeting between two parties will be held in order to discuss project expectation, budget, goals, timeline and website layout. Client will provide the developer with all necessary information and content. During this week developer will design logo and prepare basic website layout.

### Week 2

Developer creates website mock-up and presents it to the client on their next meeting held during week 2. The client gives to the developer feedback and declares any changes that have to be done. Also they further discuss the details such as colors, fonts, icons...

### Week 3, Week 4

Developer has two weeks to code website. By the end of week 4 the final version of website is sent off to the client for a review.

### Week 5

Developer fixes any issues the client reported. During this week developer carries out comprehensive tests of the final version of the website. At the last 3rd meeting client approves that all issues and bugs are fixed and website is ready to be finally launched.

## Technical specification

Website content is created by using the latest features of HTML5, also, the website layouts are defined by using Bootstrap to enable website responsiveness across all browsers and screen sizes as well the latest features of CSS3 for style customization. Finally, it includes third-party libraries and plugins to improve the user experience.

**Domain name** - I have registered the domain name **brooklynfilmfest.org** for the website. As .org is more associated with free and community events than .com.

It was also important to use brooklyn in the domain name as it will be clear that the event is in one particular area.

I have shortened the word festival to fest in order to keep the domain name as short as possible, as long domain names are harder for people to remember.

**Bootstrap 3.3.7** - Bootstrap is a popular CSS framework designed to build complex and responsive website layouts quickly.

Here's a list of the Bootstrap components used on the website: grid system, forms, panels, carousel-slide, image-responsive, buttons, navigation bar, accordion, tabs, etc.

**jQuery** – It is required for the Bootstrap library so we also took advantage of it to integrate extra functionalities on the website.

**Circular Countdown Timer** - TimeCircles is used on homepage to countdown days, hours, minutes and seconds until main event.

**Fancybox 3** – It is used to have a better user experience when user clicks on the movies trailer button and when they want to zoom the movie poster.

**Live Twitter Feed** - Embedded film festival Twitter page. Important news or announcements can be easily tweeted to audience to have a more effective communication with users.

**Mailchimp** - It is a marketing platform for small businesses for sending beautiful emails, connect your website, advertise, and build your brand.

This tool can be used for sending special offers or even announcements to those who got registered on the website.

**Formspree** – It is a nice tool for receiving information sent from the website forms without the need of having and maintaining a backend server.

**Google Fonts** – Custom fonts has been used on this project to give it a more personalized look and feel.

**FontAwesome** – It makes it easy to add high quality vector icons and social logos to your website in an easy and efficient way.

images: moviedb.org, functional forms: formspree.io