



# Project Development Brief

## **PREPARED FOR**

Jennifer Viala

Brooklyn Outdoor Film Festival

## **PREPARED BY**

Imelda Izaguirre

Seraphim Local

August 15, 2018



# EXECUTIVE SUMMARY

## **Project Title**

Brooklyn Bridge Park, Outdoor Film Festival

## **Project Team**

### **Client:**

Client Name: Jennifer Viala  
914-899-9090

### **Stakeholder Team:**

Account Director: Elsa Izaguirre  
Project Manager: Lorenzo Covarrubias  
Creative Director: Kari Esther  
Developer: Imelda Izaguirre

## **Project Overview:**

Brooklyn Outdoor Film Festival wants to communicate to the public that films can be appealing to audiences of all ages. Seraphim Local will develop a website to help publicize Brooklyn Bridge Park, Outdoor Film Festival on August 5<sup>th</sup> through the 8<sup>th</sup> from 6:00 p.m. till 8:00 p.m. The purpose of the website is to display information about the festival, the films they're showing, regularly published news or announcements about the festival, provide means of communication via the Internet. Our audience scope is universal since our target will be a group of all ages and backgrounds.

## **Project Background:**

Brooklyn Vibes Events Co. objective is to help the public discover awesome films.

## Project Objective(s):

1. Publicize film festival
2. To advertise Bridge Park, Outdoor Film Festival through a website which allows the user to pre-register for the festival.
3. Allow people to connect through social media

## Timeline/Budget

**Total estimation of man-hours: 300 hours / Project Budget 3,500**

Milestone	Tasks	Costs	Weeks	Hrs	Date
1 - Analysis					
1.1	Analysis and design stage, gather data and create system mockup	\$500 Retainer	2 week	80	April 20,2018
1.2	Architecture design	\$1,000	2 weeks	80	May 30, 2018
1.3	Client meeting to review work plan	0.00	1 week	10	June 10, 2018
2 - Development					
2.1	Presenting Final Website Draft	\$500	3 weeks	120	Ju.ly 10,2018
3 - Deployment					
3.1	Deployment of Final Website	\$1,000	1 week	5	July 15, 2018
3.2	Adjustments	0.00	1 week	5	July, 20th 2018

## **Listing of Technologies**

- Analysis and Design stage will be presented using Photoshop
- Structure and Layout will be laid out in HTML (Hypertext Markup Language)
- The site will be designed and put together with CSS (Cascading Styling Sheets and Bootstrap)

## **Domain**

Funfilmfest.com - proposed site domain

## **Search Engines Keywords**

Upcoming Film Festival, Brooklyn Outdoor Film Festival, Brooklyn Park Film Festival, Brooklyn Bridge Park Outdoor Film Festival.

## **Social Media**

Social Media Links

News website, the Brooklyn Bridge Park's website, and our Twitter, Instagram, and Facebook accounts.