Brooklyn Outdoor Film Festival

Website Project

brooklyn
outdoor
film
festival

5th-8th August 2017

PROJECT SUMMARY

The project goal is create and launch website about the event - **Brooklyn Outdoor Film Festival** that will be held at Brooklyn Bridge Park this year from the 5th to the 8th of August, between 6pm and midnight.

The website role is to publicize the festival that is free and open to audiences of all ages.

I suggest to build website on bootstrap framework as it is fast, modern, mobile optimized and responsive and full of ready to use components and useful solutions. It is also well supported and easy to maintain and develop in a future.

The project will be a **onepage** website consisting of several sections.

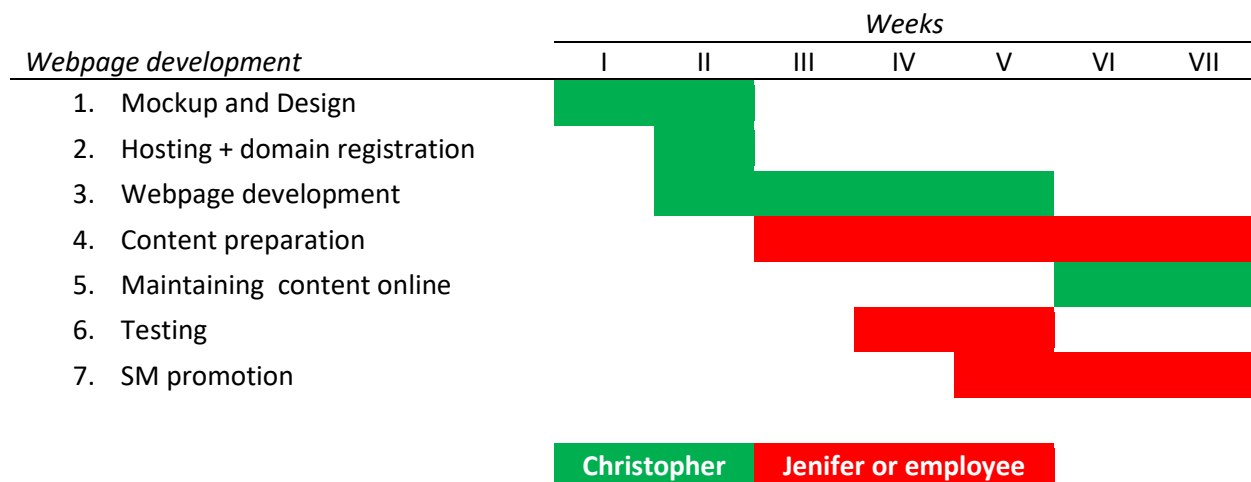| ONEPAGE FRONT PAGE	
HEADER	**Menu** main fixed to the top
	Logo and name
	Date of event
	Social media icons
	Large Slider with all movies photos, description and link to movie page
SECTIONS	
Information about festival	Description with link to venue section
	And link to agenda section
	one video interviews with movie creators, stars, organizers
News and announcements	Adopted from twitter component displaying twits with news
Jury	Photo s with caption
A**genda**	Timeline for 4 days
Venue with map	Google map
	Address
	Brooklyn's news website, the Brooklyn Bridge Park's website links
Registration form	valid reservations counter with registration closed message after reaching 5000 people limit.
People	photos and names of organizer's representatives
Contact	Contact form wit organizer address
Sponsors section	Categorized logo with links
FOOTER	Social media links to Twitter, Instagram and Facebook
	Newsletter subscription form
	Copyright

The project development will take 7 weeks and will cost in total 3 500$.

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WHO DO WE NEED?

The project will involve:

1. **Front end developer** – Christopher Nowak
   a. Website development
   b. Hosting setup and domain registration
2. **Business partner** – Jennifer Viala
   a. Business agreement
3. **Product owner** - someone delegated from Jenifer company
   a. Content preparation
   b. Media collection
   c. Ongoing testing
   d. Design consultation
4. **Social media specialist** – someone from Jenifer company

TIME LINE

Webpage development	*Weeks*						
	I	II	III	IV	V	VI	VII
1. Mockup and Design							
2. Hosting + domain registration							
3. Webpage development							
4. Content preparation							
5. Maintaining content online							
6. Testing							
7. SM promotion							

Christopher | **Jenifer or employee**

BUDGET

Budget for the project	3 500,- $	I	II	III	IV	V	VI	VII
Mockup and design	720,- $		720$					
Webpage development	2 500,- $					2500$		
Maintenance – 2 months	200,- $						100$	100$
Domain registration	30,- $		100$					
Hosting	50,- $							

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APPENDIX - SPEC SHEET

Project requires hosting plan and domain registration. Beside project duration the simplest hosting plan will be sufficient for the beginning. The domain will be registered for one year with possibility of further prolongation. The available domain names are:

- brooklyn-film.com
- brooklyn-festival.com
- brooklyn-filmfestival.com
- boff.nyc

Web page was designed basing on HTML5, JavaScript and CSS with addition of following technologies:

- Bootstrap framework (version 3.3.7) – http://etbootstrap.com
- jQuery (version 1.12.4) - https://jquery.com/

The project consists of following files:

📁 /

	index.html	Main html file displaying content divided in sections

📁 /css

	style.css	Complementary file with additional styling

📁 /images

	brooklynsnews.png	Brooklyn News logo
	icon_facebook.svg	Facebook icon
	icon_instagram.svg	Instagram icon
	icon_twitter.svg	Twitter icon
	logo_boff.svg	BOFF logo
	logo_boff_hover.svg	BOFF logo while mouse is over it
	medal.png	Image of medal – for awards in slider
	olive_branches.png	Image of olive branches – for awards in slider
	oscars.png	Image of Oscars – for awards in slider
	trophy.png	Image of trophy – for awards in slider

📁 /js

	app.js	JavaScript changing Tweeter widget background to black

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Webpage presents all necessary information within one page layout consisting of

- o   navigation
- o   movie slider
- o   page content
- o   footer with newsletter subscription

In details webpage structure is divided on following parts:

\<Header\>	**Header of page**
\<smallHeader\>	Logo and social icons displayed only on smartphones
\<carousel\>	Carousel of images for each presented movie
\<navigation\>	Navigation sticked to the top of the screen. It collapses to a hamburger menu icon on smartphones
\<Sections\>	**Content of the page**
\<festival\>	Displays description of festival, news from twitter and movie presentation of festival
\<jury\>	Presents jury members
\<agenda\>	Presents agenda for upcoming days
\<venue\>	Specifes festival place with google map
\<registration\>	Registration form with counter and automatic registration off after reaching limit of 5000 valid registrations
\<whoarewe\>	Details about organizers
\<contact\>	Contact form and address of organizer
\<sponsors\>	Displays logo and links to sponsors
\<Footer\>	**Logo, newsletter subscription form and copyright disclaimer**

Page is responsive. That means it is rearranges its section according to screen size. Columns collapse or smoothly resize on different devices.

- o   The font used is available in Google Fonts: **Raleway – 16 pixels**
- o   Display maximum width is **1200 pixels**

Project is going to be developed in following phases:

1. Conception and design – completed
2. Frontend development
3. Content insertion
4. Testing
5. Maintaining and promotion

It will take 3 weeks to develop and test webpage, 2 more for content insertion and according to festival date additional 2 month of maintenance.