## project Summary

The project goal is create and launch website about the event - **Brooklyn Outdoor Film Festiva**l 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$.

## Who do we need?

The project will involve:

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

## time line

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | *Weeks* | | | | | | |
| *Webpage development* | I | II | III | IV | V | VI | VII |
| 1. Mockup and Design |  |  |  |  |  |  |  |
| 1. Hosting + domain registration |  |  |  |  |  |  |  |
| 1. Webpage development |  |  |  |  |  |  |  |
| 1. Content preparation |  |  |  |  |  |  |  |
| 1. Maintaining content online |  |  |  |  |  |  |  |
| 1. Testing |  |  |  |  |  |  |  |
| 1. 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,- $ |  |  |  |  |  |  |  |

## 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:

|  |  |  |  |
| --- | --- | --- | --- |
| C:\Users\Krzysztof\AppData\Local\Microsoft\Windows\INetCache\Content.Word\folder.png | / |  |  |
|  | C:\Users\Krzysztof\AppData\Local\Microsoft\Windows\INetCache\Content.Word\html.png | index.html | Main html file displaying content divided in sections |
| C:\Users\Krzysztof\AppData\Local\Microsoft\Windows\INetCache\Content.Word\folder.png | /css |  |  |
|  | C:\Users\Krzysztof\AppData\Local\Microsoft\Windows\INetCache\Content.Word\css.png | style.css | Complementary file with additional styling |
| C:\Users\Krzysztof\AppData\Local\Microsoft\Windows\INetCache\Content.Word\folder.png | /images |  |  |
|  | C:\Users\Krzysztof\AppData\Local\Microsoft\Windows\INetCache\Content.Word\png.png | brooklynsnews.png | Brooklyn News logo |
|  | C:\Users\Krzysztof\AppData\Local\Microsoft\Windows\INetCache\Content.Word\svg.png | icon\_facebook.svg | Facebook icon |
|  | C:\Users\Krzysztof\AppData\Local\Microsoft\Windows\INetCache\Content.Word\svg.png | icon\_instagram.svg | Instagram icon |
|  | C:\Users\Krzysztof\AppData\Local\Microsoft\Windows\INetCache\Content.Word\svg.png | icon\_twitter.svg | Twitter icon |
|  | C:\Users\Krzysztof\AppData\Local\Microsoft\Windows\INetCache\Content.Word\svg.png | logo\_boff.svg | BOFF logo |
|  | C:\Users\Krzysztof\AppData\Local\Microsoft\Windows\INetCache\Content.Word\svg.png | logo\_boff\_hover.svg | BOFF logo while mouse is over it |
|  | C:\Users\Krzysztof\AppData\Local\Microsoft\Windows\INetCache\Content.Word\png.png | medal.png | Image of medal – for awards in slider |
|  | C:\Users\Krzysztof\AppData\Local\Microsoft\Windows\INetCache\Content.Word\png.png | olive\_branches.png | Image of olive branches – for awards in slider |
|  | C:\Users\Krzysztof\AppData\Local\Microsoft\Windows\INetCache\Content.Word\png.png | oscars.png | Image of Oscars – for awards in slider |
|  | C:\Users\Krzysztof\AppData\Local\Microsoft\Windows\INetCache\Content.Word\png.png | trophy.png | Image of trophy – for awards in slider |
| C:\Users\Krzysztof\AppData\Local\Microsoft\Windows\INetCache\Content.Word\folder.png | /js |  |  |
|  | C:\Users\Krzysztof\AppData\Local\Microsoft\Windows\INetCache\Content.Word\javascript.png | app.js | JavaScript changing Tweeter widget background to black |

Webpage presents all necessary information within one page layout consisting of

* navigation
* movie slider
* page content
* 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.

* The font used is available in Google Fonts: **Raleway – 16 pixels**
* 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.