

# - Content Inventory -

## Plan

### Information Architecture

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Home page Top Nav bar **(Page 2)**

#### ***2<sup>nd</sup> Level Page***

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- Press **(Page 2)**
- Contact Us **(Page 2)**

Home page Main Nav Bar **(Page 3)**

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*3<sup>rd</sup> Level Page (Filmmakers, Sponsors and Volunteers)*
- Italian Film Festival **(Page 5)**  
*3<sup>rd</sup> Level Page (Filmmakers, Sponsors and Volunteers)*
- Jewish Film Festival **(Page 6)**  
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- Latino Film Festival **(Page 7)**  
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# Information Architecture

## - Home Page Design (4h)

Sources:

**Trailer:** You tube / **Image:** google image / logo: our creation

Who (content)?

Laura

Who (html)?

Laura

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## - Home Page Top Nav Bar

### About (2<sup>nd</sup> Level) (1.5h)

Sources

Ren's reflexion

Who (content)?

Ren

Who (html)?

Ren

### Press (2<sup>nd</sup> Level) (2.5h)

Sources

**Image Gallery:** <http://www.sdlatinofilm.com/> (Latino), <http://www.sdaff.org/> (Asian), <http://www.sdff.org/> (San Diego), <http://www.sdcjc.org/sdjff/> (Jewish), <http://www.sandiegoitalianfilmfestival.com/index.php> (Italian)

**Idea:**

<http://www.sdcitybeat.com/sandiego/articles.sec-40-1-film.html>

**Trailer:** you tube

Who (content)?

Laura / Ren

Who (html)?

Laura / Ren

### Contact Us (2<sup>nd</sup> Level) (1h)

Sources

Ren's idea and creation

Who (content)?

Ren  
Who (html)?  
Ren

## - Home Page Main Nav Bar

### ○ Asian Film Festival (2<sup>nd</sup> Level) (2.5h)

Sources

**Website:** <http://www.sdaff.org/> (Asian)

**Description:**

\* \* \*

#### ABOUT

(Description)

<p> blah blah blah </p>

(these bullet points are my notes to help write the brief description)

-San Diego Asian Film Foundation, organizes a variety of programs year-round

-Fall

-Film premieres: made by or about persons of Asian descent

-genres include: indie, international blockbusters, shorts, animation, documentaries

-Live discussions with filmmakers

-Special events, e.g., parties, panel discussions about topics related to Asian Americans in the media

(Links)

<a href="http://sdaff.org/about/history.php">History of the San Diego Asian Film Festival</a>

<a href="http://sdaff.org/about/index.php">Mission and Values of the San Diego Asian Film Foundation</a>

<a href="http://sdaff.org/about/programs.php">Programs organized by the San Diego Asian Film Foundation</a>

#### CONTACT

(Description)

**San Diego Asian Film Foundation**

2508 Historic Decatur Road, Suite #140

San Diego, CA 92106

Phone: 619-400-5911

E-mail: [info\[at\]sdaff\[dot\]org](mailto:info@sdaff.org)

Press/Media: [press\[at\]sdaff\[dot\]org](mailto:press@sdaff.org)

#### UltraStar Cinemas - Mission Valley Hazard Center

7510 Hazard Center Drive #100

San Diego CA, 92108

<a href="http://maps.google.com/maps?q=mission+valley+ultrastar+hazard+center&ll=32.771435,-

117.158632&spn=0.010068,0.022724&oe=utf-8&client=firefox-

a&fb=1&gl=us&hq=mission+valley+ultrastar+hazard+center&cid=0,0,2566495842665484114&t=m&z=16&iwloc=A>Google

Maps</a>

Movie Line: 619.685.2841

Guest Services: 619.574.8684

(Links)

<a href="http://sdaff.org/about/contact.php">More ways to get connected</a>

#### ARCHIVE

(Film festival sites)

<a href="http://sdaff.org/festival/2011/">2011 Festival Site</a>

<a href="http://sdaff.org/festival/2010/">2010 Festival Site</a>

<a href="http://sdaff.org/festival/2009/index.php">2009 Festival Site</a>

(Other archive stuff)

<a href="http://sdaff.org/festival/winners.php">List of all previous award winners</a>

**TICKETS***(Description)**Information about tickets, including pricing, will be released late August 2012.*<http://sdaff.org/festival/tickets.php>>Check this page for updates regarding ticket sales</a>**General Information***Online*

The best way to purchase tickets for this festival is to go through the festival website (not yet available). Discounts are available for Foundation members and groups of 10 or more.

*Box Office*

Theater box office sales begin much later than online sales. The box office offers discounts for students, seniors, and military. Tickets for free events must be picked up at the box office.

*Types of tickets*

- <ul><li>Single tickets</li>
- <li>Festival 4-pack</li>
- <li>Festival 10-pack</li>
- <li>All Festival Pass (Foundation members only)</li>

**Important policies**

No refunds. Exchanges made only for oversold programs.

Any open seats **15 minutes** before showtime are made available to the public, on a first-come first-served basis. For sold out shows, a *rush line* is formed outside the theater **30 minutes** before showtime.

**DONATE***(Description)*

The Foundation accepts individual monetary donations online, by mail, or over the phone. Donations of stock or needed supplies are also accepted. All donations are tax-deductible.

*(Links)***FORUM**

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■ **3rd level****Filmmakers (1.30h)**

Sources

<http://www.sdaff.org/> (Asian)

Who (content)?

Ren

Who (html)?

Ren

**Sponsors (1h)**

Sources

<http://www.sdaff.org/> (Asian)

Who (content)?

Laura

Who (html)?

Laura

### **Volunteers (1h)**

Sources

<http://www.sdaff.org/> (Asian)

Who (content)?

Laura

Who (html)?

Laura

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### ○ **Italian Film Festival (2<sup>nd</sup> Level) (2.5h)**

Sources

**Website:**

<http://www.sandiegoitalianfilmfestival.com/index.php>

Who (content)?

Ren

Who (html)?

Ren

### ▪ **3rd level**

#### **Filmmakers (1.5h)**

Sources

**Website:**

<http://www.sandiegoitalianfilmfestival.com/index.php>

Who (content)?

Ren / Rachel

Who (html)?

Ren /Rachel

#### **Sponsors (1h)**

Sources

**Website:**

<http://www.sandiegoitalianfilmfestival.com/index.php>

Who (content)?

Laura

Who (html)?

Laura

### **Volunteers (1h)**

Sources

**Website:**

<http://www.sandiegoitalianfilmfestival.com/index.php>

Who (content)?

Laura

Who (html)?

Laura

○ **Jewish Film Festival (2<sup>nd</sup> Level) (2.5h)**

Sources

Website: <http://www.sdcjc.org/sdjff/>

Description:

\* \* \*

- **About:** The San Diego Jewish Film festival is brought to you by the San Diego Center for Jewish Culture. In February of 2012, they celebrated their 22<sup>nd</sup> annual San Diego film festival. Their primary goal is to educate and illuminate through evocative, independent fiction and documentary films that portray the Jewish experience from current to historic global perspectives.
- **Location:** The San Diego Jewish film festival took place in the Reading Cinemas 14, located in Clairemont Square (4665 Clairemont Dr. San Diego, CA 92117). The main headquarters where the festival organizers are at the Lawrence Family Jewish Community Center, located (4126 Executive Dr. La Jolla, CA 92037).
- **Archive:** Please be sure to <a href=<http://www.sdcjc.org/sdjff/archives.aspx> target="\_blank">check out the San Diego Jewish Film Festival's archive.</a> They include previous festival details dating back 9 years ago. Also, be sure to check out the San Diego Jewish Film Festival's print sources, listed here:
  - <a href=<http://www.sdcjc.org/sdjff/2012/PrintSources.aspx> target="\_blank">Print Source for 2012</a>
  - <a href=<http://www.sdcjc.org/sdjff/2011/PrintSources.aspx> target="\_blank">Print Source for 2011</a>
  - <a href=<http://www.sdcjc.org/sdjff/2010/PrintSources.aspx> target="\_blank">Print Source for 2010</a>
  - <a href=<http://www.sdcjc.org/sdjff/2009/PrintSources.aspx> target="\_blank">Print Source for 2009</a>
- **Tickets:**
  - Ticket information for last year's Jewish Film Festival is currently unavailable.

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Ren

Who (html)?

Laura

▪ **3rd level**

**Filmmakers (1.5h)**

Sources

<http://sdcjc.org>

Who (content)?

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Who (html)?

Ren

## Sponsors (1h)

Sources

<http://sdcjc.org>

Who (content)?

Laura

Who (html)?

Laura

## Volunteers (1h)

Sources

<http://sdcjc.org>

Who (content)?

Laura

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Laura

## ○ Latino Film Festival (2<sup>nd</sup> Level) (2.5h)

Sources

Website: <http://www.sdlatinofilm.com/>

Description:

\* \* \*

Latino Film Festival Content HAPPENING NOW – March 8<sup>th</sup> to 18<sup>th</sup> 2012

- **About:** The San Diego Latino Film Festival was started by a group of students 19 years ago. Since then, the San Diego Latino Film festival has grown to one of the largest Latino film festivals in the country. Over the years, countless celebrity appearances have been made to the San Diego Latina Film Festival, some of which include Eduardo Verastegui, Ximena Sarinana, Barbara Mori and many more. Within the past few years, over 225,000 people and 3,500 screenings have taken place. As a result, this demonstrates the growing interest in Latin film festivals.
- **Location:** This year's San Diego Latino Film Festival is located in Hazard Center's Ultra Star Cinemas (7510 Hazard Center Road San Diego, CA 92108)
- **Archive:** For more comprehensive information about the Latino Film Festival, please visit their website at: <a href=[www.sdlatinofilm.com](http://www.sdlatinofilm.com) target="\_blank">www.sdlatinofilm.com</a>
- **Tickets and Special Access Passes (Current Pricing NOW Between Mar 8<sup>th</sup> and 18<sup>th</sup>):**
  - Tickets
    - General admission: \$10
    - Senior/Students/Military/MCASD Members: \$8
  - Special Access Passes \$180
    - Festival Pass
      - Includes over 100 programs
      - No Waiting in Lines
      - VIP seating
      - 4 Workshops
      - 1 YEAR FREE Media Arts San Diego Amigo <b>Membership</b>.
      - Also, take advantages with special promotions during the festival! – a \$1,250 Value (*The festival pass is NON-transferable*).
    - Special Access Film Pass \$90

- Includes entrance into 11 films
  - No Waiting in Line
  - VIP Seating
  - \$115 Value
- Family Pass \$35
    - 2 Adults and 2 Children for all PARA LA FAMILIA screenings
  - Documania Pass \$35
    - Includes access to FIVE feature film documentaries
  - Quantity/Group Discounts (Must be purchased **ahead of time** at the <http://maps.google.com/maps?client=safari&rls=en&q=media%20arts%20center%20san%20diego&oe=UTF-8&um=1&ie=UTF-8&hl=en&sa=N&tab=wl> "Media Arts Center San Diego")
 

Quantity	Price	Savings
10 – 24	\$7	\$3
25 – 49	\$6	\$4
50 – 99	\$5	\$5
100 >	\$4	\$6

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Ren

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Laura

### ▪ 3rd level

#### Filmmakers (1.5h)

Sources

Ren's research

Who (content)?

Ren

Who (html)?

Ren

#### Sponsors (1h)

Sources

<http://sdlatinoilm.com>

Who (content)?

Laura /Rachel

Who (html)?

Laura /Rachel

#### Volunteers (1h)

Sources

<http://sdlatinoilm.com>

Who (content)?

Laura

Who (html)?

Laura



## ○ San Diego Film Festival (2<sup>nd</sup> Level) (2.5h)

### Sources

**Website:** <http://sandiegofilmfestival.com>

### Description:

\* \* \*

**About:** The San Diego Film Festival is San Diego's premier "red carpet ready" film festival. Upon celebrating their 10 year anniversary in 2011, they have become an asset to the community, hosting their festival in the heart of the Gaslamp District in downtown San Diego. With a crew of over 300 filmmakers and actors, the San Diego Film Festival features a wide array of diverse and award winning films. Be sure to check out some of the content from the 2011 festival, located on their <http://www.sdff.org/awardwinners.html> target="\_blank">site.</a>

- **Location:** The home of the San Diego Film Festival is located at the Reading Cinemas Gaslamp 15 Theatre (701 5<sup>th</sup> Ave. San Diego, CA 92101).
- **Archive:**
  - (See html table of last year's winners)
  - If you would like to see previous year winners of the San Diego film festival, <http://www.sdff.org/awardwinners.html> target="\_blank">click here.</a>
- **Tickets and Special Access Passes** Last years tickets prices (*Which are subject to change for 2012*)
  - Passes for the 2012 San Diego Film Festival go on sale August 2012
    - VIP Passes get you into screenings and other events.
  - Tickets for the 2012 San Diego Film Festival Go on sale September 2012
    - Tickets will get you into individual screenings.
  - Pricing:
    - Individual Ticket (A single film premiere):
      - Any day: \$12
    - Day pass (all premieres + party: ONE DAY):
      - Wed, Thurs, Sun: \$25
      - Friday: \$45
      - Saturday: \$65
    - Screening Pass (All premieres, all days):
      - \$65
    - Festival Pass (all premieres + 5 parties + lounge: ALL DAYS):
      - \$135
    - VIP pass (all premieres + 5 parties + lounge + special invitations to private events + VIP treatment: ALL DAYS):
      - \$250

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Who (content)?

Ren

Who (html)?

Laura

## 3rd level

### Filmmakers (1.5h)

#### Sources

<http://sandiegofilmfestival.com>

Who (content)?

Ren

Who (html)?

Ren

### **Sponsors (1h)**

Sources : <http://sandiegofilmfestival.com>

Who (content)?

Laura

Who (html)?

Laura

### **Volunteers (1h)**

Sources: <http://sandiegofilmfestival.com>

Who (content)

Laura

Who (html)?

Laura

## Breadcrumbs:

Rachel add the links of the breadcrumbs (on each page)

Laura and Ren wrote the breadcrumbs

## Wireframes:

We did 4 wireframes:

Wireframe1 = Home Page

Wireframe 2= About / Press /Contact Page

Wireframe 3= Asian / Italian / Jewish /Latino /San Diego Page

Wireframe 4= Filmmakers /Sponsors /Volunteers Page

## URL OF OUR WEBSITE

< [filmfestivalsandiego.com](http://filmfestivalsandiego.com) >