Lorenzo Llamas

Intro to Web Development

**Project Plan**

Title:

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FinesseFilm Productions

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Project Statement:

FinesseFilm Productions revolves around the realm of basketball and video editing, and has a collection of hundreds of subscribers. This website should gather each element from FFP and divide it into sections for videos, playlists, and general information for the company. The site should promote growth for the YouTube channel and create a greater following for the produced videos of FinesseFilm Productions, and at some point in the future expand towards new genres of video editing, and maybe even merchandise.

Motivation:

I want a web foundation for my YouTube channel in order to collect more viewers, and followers/subscribers. People may feel more inclined to view the YouTube videos if they see the credible website, or vice versa if the website has extra content. Also, in the process of attempting to bring in more viewers I could adjust my videos and content to what more followers want and be able to better suit the needs of subscribers.

Target Audience:

Basketball fans, sport fans. Demographic for YouTube videos for basketball is maybe ages 14-24.

Competitive Analysis:

The site I’m interested in relies heavily on links to my YouTube page, whether it be my videos themselves, or certain playlists, or informational pages. In the near future maybe an additional clothing page or something of the sort will be added. The site will be for viewers of my channel and basketball fans in general so there aren’t many other competitors out there in terms of what I’m offering. I want to be very in tune with the NBA, it’s schedule, as well as team records/standings.

Content Inventory:

The FFP website will be heavily reliant on video links and images, maybe some audio here and there. I will have a navbar at the top linking to different sections of my YouTube page or to informational pages. “Videos” section will contain YouTube videos, “Playlist” section will contain sorted YT playlists, etc.

Technical Requirements:

I’ll need to put in a navbar at the top, potentially a footer, and several clickable images that lead to videos or other multimedia. Thinking about the addition of a drop down bar for NBA schedule depending on date.