Project Brief

Brooklyn Vibes Events Co.

23 October 2018

Project Title: **Brooklyn Outdoor Film Festival**

1. Client Contact Details

The Town Hall - NY
123 West 43rd Street
New York, NY 10036

2. Summary

Brooklyn Outdoor Film Festival is going to be an amazing event that will show movies at Brooklyn Bridge Park next year from August 5th through 8th, from 6 pm to midnight. To publicize the festival a website will be created displaying information about the festival, the films we are showing, and regularly published news or announcements.

There will be links to other pages where people can learn more about the event and else get important information that can help them enjoy the movies. We will also have a pre-registration form so you can know how many people are coming and prevent any possible issue.

To accomplish all this the webpage will have a very good looking design that communicate a sense of brand identity that our company always strives for. With all this in place, it will attract many views and generate demand for this event.

3. Stakeholders

- Jennifer Viala, the founder of Brooklyn Vibes Events Co.

- James Van Bramer - Project Sponsor – from the New York Council who chairs https://council.nyc.gov/committees/cultural-affairs/ and would be providing the funding of this free event. For more information please visit https://council.nyc.gov/james-van-bramer/.
- Web Developer - Marcos Riani - One year of experience working with HTML, CSS, JavaScript, Bootstrap and other technologies, will be responsible for coding the webpage using the latest technologies such as Bootstrap 4, SCSS, HTML5 and, CSS3.
- Designer - Gessica Milene - With more than 3 years of experience working creating amazing mockups. She will design how the website will look in different devices, and work close to the developer to make sure that every change he makes will be consistent with the design.
- Finance - Anna - works in the finance sector of our company for over 4 years, she will be working close to the team, making sure that everything is on the budget.

4. Goals

- Use most recent web development technologies to publicize the festival.
  HTML
  CSS
  Bootstrap 4
  Sass
- Use Heroku Cloud Service to host the website, and chose a domain name that represent the company brand (www.brooklynoutdoorfilm.com).
- Put links to the city of Brooklyn's news website, the Brooklyn Bridge Park's website, and our Twitter, Instagram, and Facebook accounts in the page.
- A functional pre-register form that collect information about the event public. We expect that 80% of the people that visit our website will go at least to one of the movies, so as the number of seats per sections is 5,000 seats, we can estimate that around 32 thousand people will pass to our festival if every person just watch one movie in the whole event, and 16 thousand if every person watches two movies in one day and don't

return in the other day. To be more precise we need more data that will be collected when the website goes online.

5. Budget

We have a budget of $3,500 to get the event website up and running, in the table below are the estimated costs for each individual.

Costs		Detail
Developer	$1190	$29.75/h with a total of 40 hours
Designer	$695	17.37/h with a total of 40 hours
Domain name	$80.00	$10.00/m during 8 months
Cloud Hosting	$785.00	$109/m during 5 months plus $ 80/m during 3 months
Emergencies	$150	
Social Media	$100	
Content updates and support	$500	

6. Technical specifications

HTML to build the page structure. CSS for styling the HTML. Bootstrap 4 - the world's most popular framework for building responsive, mobile-first sites. Sass - a preprocessor scripting language that is interpreted or compiled into Cascading Style Sheets (CSS).

Our idea behind the chosen design was to create a website that resembles a sophisticated magazine, so we chose to use a background image that displays people at a park festival, and by centralizing the content in a container, we have created a nice scrolling effect, that makes the website accomplish it's designed goals.

In the header menu you have access to all the major sections in the website, so you can be redirected to wherever you want by just by clicking in a menu item. The menu is also fixed and guides the user showing the sections they are visiting.

The Films section shows all the movies of the festival, we used CSS animations to create a cool hover effect over the film's posters, so when you hover over an item, you can see more information about it, like the complete name or exhibition date.

How does it works section, gives pieces of information about the event. We used another background image but at this time it's static, and we also used some text cards over this background image, to show the most important information.

The complete info section is where you can see more details about the chosen movies. We used a Bootstrap carousel to display images of all the movies and it's legends. Below the carousel, you will see more detailed information text describing the selected movies.

Latest news is where you can discover updated news of the event and find out some tips that can help the user enjoy the overall festival. It was simply made with Bootstrap 4 grid, in one side you have a text and in the other an image that refers to the text, a nice background color will differentiate one news from the other.

In the pre-register form, you can find elements from the bootstrap form such as checkboxes, form groups, and text areas. It was designed with the simple idea of grabbing just superficial information of the users so that we can estimate how many people are coming to the event.

At the end of the page, we have a footer, where you will find links to other important pages such as social media, associated websites and, addresses. To accomplish this design we used Bootstrap 4 grid, that gave the footer nice responsive touches.

7. Website design and style

Stylish
Humble
Helpful
Prestigious
Simple/Clean Slick
Approachable
Modern

8. Timeline

Project Brief

We are estimating that this project will require 5 to 7 days to be executed. With a total effort of 4.5MD, duration of 4.5WD, and 5 elapsed days, that said we expect the project to be done at the end of the week – from March 11th to March 15th.

Please take a look at the table below to have a clear vision of the procedures to accomplish our goals.

Process	Steps	Substeps	Duration
Estimate Costs	1	Meeting - Finance Subject: Research inicial costs	1 day
	2	Meeting with Developer and Designer Subject Expenditure managemnet	
First Raw prototype	3	Meeting - Developer and Designer Subject: First raw general mockup, brainstorm	1 days
	4	First prototype Code page structure, using bootstrap layout grid Release first prototype to be tested and evaluated by the client, to check client vision	
Final costs	5	Meeting - Finance, Developer and Designer Subject: Final costs	2 days
Final project	6	Meeting - Developer and Designer Subject: Discust the cliet feedback on prototype one Propose changes and updates	
	7	Last mocukp changes Code updates	
	8	Production ready Present last the project to client	1 day
Future updates	9	Future suport	-

Project Brief

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