

2019

WATCH IT OUTSIDE BOSTON EDITION

PROJECT BRIEF
MIAMI LARRY

WATCH IT OUTSIDE EVENTS CO. |

1. Summary

Watch it outside events Co. is organizing an outdoor film festival in Boston this year called 'Watch it outside Boston Edition'. They hope to select and show films from August 5th to 8th in Boston public garden. The organization wants a website to advertise the event, view films that will be showing and regularly publish news and advertisement. The website should also allow the event organizer to take reservations.

2. Stakeholders

Clara Dunn - Founder Watch it outside Co.

Miami Larry - Web developer.

3. Goals

The site should display information about the festival, the films being shown and regularly published news or announcements about the festival.

The site should have links to the city of Boston's news website, the Boston's public gardens website and their social media pages.

The site should have a pre-register form for the organization to be able to estimate how many people might come so they can close registration if it reaches venue capacity of 1500 people.

The site should have a professional web address relevant to the film festival.

4. Budget and Timeline

TASK	DURATION	COST
Meet with client and discuss about the project budget and goals.	Week 1	\$1000
Research into similar projects and come up with desired mockup	Week 2	
Send mockup of the site to client	Week 3	
Meetup with client for a demo of the site	Week 4	\$2000
Setup web hosting and register domain	Week 5	\$500

Total	5 weeks	\$3500
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5. Proposed domain

www.bostonfilm.com

6. Technical Specification

a) Design

The design has a combination of white and shades of purple. Since the event will be an outdoor activity and during the evening, most of the people attending will be couples, purple is a color of the night, usually calming, relaxing and associated with romance.

The design has a large carousel at the top with the view from the Boston Bridge highlighting the location of the venue clearly at first glance.

b) Technical

The site has a single page native feel minimizing the load time it takes to navigate between page sections compared to a multipage website that load new pages on click.

The site uses the 'wow slider' which reveal animations when you scroll. It works well with the 'Animate CSS' library to create great cross-browser CSS3-based animations. Its fast execution and lightweight code is easy on the browsers load time.