

Project Brief

Brooklyn Film Festival

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# **Stakeholders**

Thiago Padovani – Web Developer

Jennifer Viala – Client

# **Goals**

1 - Make an interface attractive and easy to use: In order to make people get engaged to the event, it must have a good marketing and good source of information and also people have to be able to register for the event, so those things must be done in and comfortable and easy way.

2 – Make it suitable for any device: People must be able to access the website from any device. That way it will be much more effectively for them to have information about the event at anytime and anywhere.

# **Budget**

The budge was formulated based on all of the costs involving the project directly and indirectly.

Setup: $30

Design and Building: $250

Domain: $12

Hosting: $6

Maintenance: $100

Total: $308

# **Timeline**

The timeline is defined based on the activities involving the project.

* April 3th to 7th – Send content: Client sends documentation, texts, images or other information she wants to have in the website.
* April 9th to 21th – Design and Programming: Creation of the sections home which contains information about the festival, films which contains the films of the festival, news and for the last, register section. Send a sample for the client and build the website.
* April 23th – First client meeting: Client reviews the first version of the website.
* April 25th to 29th – Improvements: We make the changes ordered by the client in the reviewing meeting.
* May 1st – Second client meeting: Client approves the final version of the web.
* May 2nd to 4th – Finalization: Website is finalized, tested and launched.

# **Technical specifications**

Firstly, I have to choose the design of the website. I decide to create a one-page website with all of the section divided according to its menu. I’m going to do this way because it’s makes things clear and the website gets lighter and for consequence it loads faster on any device and browser.

For this project I’m going to use Sublime Text for writing the HTML and CSS files. I chose this software because I’ve been using it for a long time and it brings me lots of attributes that improve my workflow.

Also I’m going to use Bootstrap for designing and configuring the style of the page in order to make it responsive for any device such as desktop, tablets, smartphones, etc.