BROOKLYN OUTDOOR FILM FESTIVAL
PROJECT BRIEF

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Technical Information

Project title: Website for Brooklyn Outdoor Film Festival
Responsible: Petrea Silviu
Client: Jennifer Viala, founder of Brooklyn Vibe Events Co.
Date: 29.09.2018
Document Version: 1.0

Summary

Background

The Client, Brooklyn Vibes Events Co represented by the founder Jennifer Viala, received the approval to showcase movies at the "Brooklyn Outdoor Film Festival" at Brooklyn Bridge Park from August 5th through 8th 2018. They now need a website to communicate about their festival.

Assignment

Build a website for the 2018 Brooklyn Outdoor Film Festival. The website will support Ms. Viala's communications about her festival, allow her to announce movies that'll be shown during the festival and allow people to pre-register for movies.

Stakeholders

Petrea Silviu, Web Developer
Jennifer Viala, Founder of Brooklyn Vibe Events Co.
Sam Miller, Marketing Manager Brooklyn Bridge Park
Target users: General public, media and news agencies, film industry

Objectives

- ➢ Create awareness of the "Brooklyn Outdoor Film Festival"
- ➢ Present the film selection in details
- ➢ Display information about the festival
- ➢ Announce news and/or changes about the festival
- ➢ Allow the client to estimate the number of visitors

Budget and Timeline

Budget

Up to USD 3500 incl. GST and domain for 2 years excl. upkeeping, content management after release

Timeline

Release of the website approx. 6 months before venue.

STEPS	TIME	INVOICING
Meeting with client to discuss project, budget, requisites	6 weeks before release	1000 USD
Research into film festival websites, rough design, and wireframe		
Send wire-frame and design principals (colour schemes etc.) to client	5 weeks before release	1000 USD
Prepare mock-up, research hosting providers, research available domains		
Meeting with client, presentation of mock-up	4 weeks before release	1000 USD
Finalize website, arrange web hosting and register domain		
Presentation of the website	2 weeks before release	200 USD
Website Release		

Technical Specifications and Design

Technical Specifications

- ➢ HTML5 to structure the webpage
- ➢ CSS3 to style elements of the website
- ➢ Bootstrap to add pre-coded components such as carousels and forms to the website and ensure performance and responsiveness of the website.
- ➢ CSS-media-queries: to allow the website to be properly displayed on mobile devices too

Design

Modern and simple with Scrollspy.

List of pages:

- ➢ About—details of the Outdoor Film Festival
- ➢ Program—schedule for movies from 5th-8th August from 6pm to 8pm
- ➢ Sign-up—pre-register form for visitor of the site
- ➢ News—News and updates for the Festival
- ➢ Contact—Contact details , Social Media links and redirect to the Brooklyn Park and Brooklyn News.

Proposed domain

www.brooklynfilm.com