

# Creative brief : Brooklyn Outdoor Film Festival

1. Client : Jennifer Viala from Brooklyn Vibes Event Co.
2. Project : BOFF
3. Date : march 2018
4. Document Version : 1.0

## Stakeholders : Who will be working on this project

1. Client : Brooklyn Vibes Event
  - 1.1. Responsible : Jennifer Viala
  - 1.2. Media assistant : Tim Burton
2. Agency : BT Agency
  - 2.1. Project Manager : Harshit Tyagi
  - 2.2. Developer : Sébastien BÜHL

## Summary : What's the deliverable ?

The Brooklyn Vibes Event Co. is looking to create a website for his next event, the Brooklyn Outdoor Film Festival (BOFF). This festival, accessible for anybody from 7 to 77 will take place from August 5th to 8th in the Brooklyn Bridge Park. It has a capacity of 5.000 people. So even if the festival is free, people have to pre-register to be allowed to enter on the site.

## Goals : What's the purpose of the website ?

1. Allow people to pre-register
2. Give information about the programmation of the festival.
3. Give the latests news about the festival.
4. etc.

## Timeline

1. March 18 : first contact between the BT Agency and Brooklyn Vibes Event.
2. March 25 : website prototype. BT Agency has to present a first functional prototype of the website
3. April 1st : BT Agency will present the website to Jennifer and Tim.
4. April 8th : launch of the website - people can register online

5. August 5th : start of the festival.

## Budget :

The budget of Jennifer is \$3.500.

## Technical specification :

(explanation of design and technical choices that were made, even if they're basic)

BT Agency choose to use the Bootstrap technology to make the website. The main reason is the speed of creation. Indeed, thanks to Bootstrap, it's really fast to build a nice website with the use of the classes from this tool.

The responsiveness of the website is "out of the box" and it's think for the mobile first.

This version of Bootstrap, V4, is using the new technologies "Flexbox", so it's even more easy to play with the position of the elements on your grid.

To adapt this website to our needs, we only needed to create 215 personal lines of CSS. It's really few.

For the launch of the website online, we used the technologies from Amazon Web Services and we bought the domain on OVH.com