

Brooklyn Outdoor Film Festival briefing.

Project Brief Client Name:

Client: Brooklyn Vibes Event Co.

Project: Brooklyn Park Movie Festival

Date: August 5 to August 8

Summary:

Brooklyn Vibes Event Co. will organize a three-day long Movie Event at the Brooklyn Park, the event is about to show films can appeal to audience of all ages and they want their advertisements and publications to reflect that same idea. We have a budget about \$3.500 for the website and to communicate online in order to announce the upcoming shows and take reservations.

Project Team: Who will be working on that project?

Freelancer:

Developer: Daniel Schulreich

Brooklyn Vibes Event Co:

Jennifer Viala: Founder of Brooklyn Vibes Event Co.

John Doe: Social Media Communicator

Alissa Muster: Financial Assistant

Adam Volt: Multimedia Team (equip etc.)

Goal(s): What is the purpose? What are we trying to accomplish with this assignment?

Show that films can appeal to audience of all ages.

Advertisement and publications to reflect the same idea.

Reach limit of 5.000 reservations obtain with social Media.

Timeline:

Steps	Sub steps	Duration	Date
Meeting	Movie Genre and generation	2-hours	Mai.1
	Movie selection	3-hours	Mai.1
Design Website	thinking and searching for design	20-hours	Mai.15
	choose between 3 designs	2-hours	Mai.15
Create Website	start coding and create raw html and css	2-weeks	Mai.17
	Create Version 1.0	3-weeks	June.1
Presentation	with Brooklyn Event Team	2-hours	June.25
	Final design adjustment	1-hour	June.25
Website Coding	Implement Gifs for movies/Header/news	3-days	June.27
	Finish footer/social media links.	---	June.27
	Add css, colors, font, responsive design		
Choose Domain	Brooklyn-moviefestival.com		
Launch website			July.1
Event Start	5 August		August,5

Budget

Core costs:

Freelancer: 35\$ per day

Travel costs: 100\$

Work Utilities:

Gifs: 100\$

Domain costs: 200\$

Total: 3450\$

Design decisions

Theme: Pixel-art: Fits very well with movie that's been shown and we get a nice flash 90's style That works really good with science-fiction. People will experience a travel through space and back to earth.

Colors: Header: yellow color that works good with the background and gets readable.
News section: will get a regular white so we let people notice this is normal information.

Gifs: in every section will have gifs to support the theme like the spaceship in the header and the movie posters that invite people to watch them close and stay on the website longer and revisit. Footer will have a big science-fiction town gif with sponsor logos inside.

Registration: Very simple and easy to fill up form, costumers will just click on get ticket button
And a modal form will pop up where movies can get selected and registration finished.

Domain: Brooklyn-moviefestival.com