WATCH IT OUTSIDE PROJECT BRIEF

Summary

Clara Dunn is the founder of Watch it outside events Co. and is organizing an outdoor film festival in Boston this year called 'Watch it outside Boston edition'. She hopes to select and show films from August 5th to 8th in Boston Public Garden, a park in Boston that hold up to 1,500 people.

She wants to create an event that shows that films can appeal to audiences of all ages, and she wants her advertisements and publications to reflect that same idea.

Clara has a budget of $3500 to get the event website up and running. She needs to communicate online about her festival in order to announce the upcoming showings and take reservation.

Stakeholders

1. Owner
2. Project Manager
3. Program assistant
4. Designer
5. Front end developer
6. Backend developer

Goals

1. To show films from August 5th to 8th in Boston Public Garden that hold up to 1,500 people.
2. An event website to communicate online about the festival in order to announce the upcoming showings and take reservations.
3. Links to the city of Boston's news website, the Boston Public Garden's website, and also Twitter, Instagram and Facebook accounts somewhere on the page.

4. To be able to pre-register people so as to able to estimate how many people might come and to close registration if it reaches the venue's capacity of 1,500 people.

Project Budget

	BUDGET
DESIGN	$1000
WEB DEVELOPMENT	$1500
DOMAIN NAME	$200
WEB HOSTING	$400
MAINTENANCE	$400
TOTAL	$3500

Timeline

OPERATIONS	DURATION	REMARK
Discovery and Planning	2 weeks	Completed
Design	4 weeks	Completed
Content writing and assembly	5 weeks	Completed
Development and programing	10 weeks	Completed
Beta testing and review	3 weeks	Ongoing
Site launch	1 week	Awaiting approval

Proposed domain

www.watchitoutside.com

Technical specifications

The technologies used are Photoshop, HTML5, CSS, Bootstrap and a Server. Below are the explanation of design and technical choices that were made.

- Design: A mockup is the equivalent of a printed version of a website that allow customers to see all the visual aspects of the proposed site, the overall layout, details such as colors, font, some images, icons, logos, and the list goes on. The tool used for this project is Photoshop.
- HTML: the general structure
  The first step after receiving a mockup is to deconstruct it into a web page. By breaking down the elements that composed the header, the page body and the footer.
- CSS: decorative elements and styles
  An element handled with CSS can better respond to different screen sizes, which is not the case with images.
- Bootstrap: is an incredibly popular HTML, CSS, and JavaScript framework. We are particularly interested in Bootstrap for two reasons: its responsiveness and its grid. Using Bootstrap grid will allow you to build a site that looks great on any device and adapts to different screen sizes without too much heavy development work.
- Server: A website need a server to appear online. Website's files are stored at the web hosting server. Domain is the address of your website while web hosting is the physical house of your website. Here are some major factors when a choosing a hosting service. Below are the basic configuration
  1. Single Core Processor 1.4GHz
  2. 1GB RAM
  3. 5gb Disk Space