Brooklyn Outdoor Film Festival

Project Brief

Tamas Konya - Senior Web Developer

Technical Information

Project Title: Website Development for Brooklyn Outdoor Film Festival
Responsible Person: Tamas Konya - Senior Web Developer
Client: Jennifer Viala, founder of Brooklyn Vibes Events Co.
Date: 2019.03.12.
Document Version: 1.0

Summary

Basic requirement

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. They now need a website to communicate about their festival.

Assignment

Build a website for the Brooklyn Outdoor Film Festival. The website will support Jennifer 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.

Suggested output from the developer

- Coding of Content/Website.
- Registration Form.
- Logo and Branding.
- Domain Registration + Hosting.

Stakeholders

Jennifer Viala, Founder of Brooklyn Vibes Events Co.
Duties as Stakeholder Include: *Approving Prototypes, Giving Feedback, Responding to questions, Providing information about the clients, Providing Photography.*

Objectives/Goals

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

Budget

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Client's budget: $3500

Service	Cost
Hosting & Domain (per year, continued by client)	$120.00
Hosting & Domain setup	$75.00
Project planning & setup	$400.00
Design & Branding collaterals	$1000.00
Copywriting	$400.00
Responsive Website Development	$1000.00
Search Engine Optimisation (SEO)	$500.00
Total	$3495.00

Timeline

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Week	Developer tasks	Approvals from stakeholders
Week 1	- Scope definition, contract signing - Project planning (Sitemap, wireframes) - Database creation for sign ups - Initial copywriting	- Scope sheet - Site map - Wireframe
Week 2	- Copywriting - Branding - Initial coding and output	- Branding finalization - Copywriting - Finalizing any changes
Week 3	- CMS integration - Data entry of films - Responsive development - Testing	- Initial website approva
Week 4	- Launch website - Billing	- Last checks

Technical Specifications and Design

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Technical Specifications
- HTML5: Website structure
- CSS3: Website stylesheet
- Bootstrap 4.3: CSS Framework for responsive layout
- jQuery: Javascript framework required for Bootstrap and for some plugins
    - owlCarousel
    - parallax.js
- Wordpress: CMS for user signups and films administration

Design
Modern and simple with a custom brand theme.
Main font: Raleway (Google fonts)

Domain & Hosting

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Domain: www.brooklyn-festival.com
Email: info@brooklyn-festival.com
Hosting: GoDaddy Basic Package: 10GB SSD, SFTP, PHP7, Free backup,
Wordpress hosting, Migration tools

Sitemap

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One-page anchors

- Home: Top of the site, contains the hero banner.
- About: Know more section and parallax image.
- Program: Displays films of days from aug 5 - aug 8.
- News: News & Announcement section. Display news in row layout.
- Sign Up: Sign up section & Form
- Contact: Google Map, Contact details, Social Icons, Extra Links