**PROJECT BRIEF**

**Summary**

Our client and founder of Brooklyn Vibes events, Jennifer Viala, needs a website to show movies at Brooklyn Bridge Park from August 5th through August 8th, from 6pm to midnight.

The site needs to display information about

* the festival.
* the films they are showing.
* regularly published news or announcements about the festival.
* a pre-registration form for participants to book their tickets.
* links to Brooklyn’s news website,Brooklyn Bridge Park’s website
* links to their social media accounts: Twitter,Instagram and Facebook.

**Stakeholders**

1. Jennifer Viala: client and organizer of the 2019 Brooklyn Outdoor Film Festival
2. Yaswini Dwarka: Freelance Web Developer and Designer

**Goals**

Publish a visually appealing website, that will be responsive to different devices: mobiles, tablets and desktop site.The website will display information about different films and also will include a functioning pre-registration form for the Brooklyn Outdoor Film Festival by May 7th, 2019 using the domain name: brooklynoutdoorfestival.com to host the site online with a web host.

**Budget**

|  |  |
| --- | --- |
| **Free lance Project Rates** | Costs |
| Yaswiini Dwarka-Web developer and designer | $2090 |
|  |  |
| **Services** |  |
| Web hosting(yearly) | $240 |
| Domain registration(yearly) | $15 |
|  |  |
| Travel costs | $100 |
| Contingency funds | $345 |
| **Total** | $3500 |

**Timeline**

Deliverables

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Requirements | Steps | Duration | Date | |
|  | Meeting with client discuss project brief | 1hr | 24th April | |
| Create the website  mock up | Agree on film festival information to be displayed on site | 2 hrs | 24th April | |
|  | Design the site using bootstrap and update details for the different shows | 1 week | 30th April | |
| Set a domain name | Decide on suitable web address name send to client related to festival. | 1hr | 30th April | |
|  | Allow one day confirmation response from client | 24hr | | 1st May |
|  |
| Present website prototype | Update website for changes and feedback received from client | 3hrs | 2nd May | |
| Decide on a release date for website launch | 1hr | 2nd May | |
| Set a web domain for web website hosting | Research work for a good quote from web hosting companies. | 2hr | 3rd May | |
| Choose a web hosting company for the website | 1hr | 3rd May | |
| Email selected web hosting company to client | 24hr | 3rd May | |
| Send web hosting final quote and payment to web hosting company | 1hr | 4th May | |
| Publish website and pre-registration page | Approval and confirmation website launch for web hosting company | 2hr | 5th May | |
| Advertise on social media | Live updates on social networks for Brooklyn festival. | 1hr | 7th May | |

Nov

2018W2

**Technical Specifications**

* Domain: brooklynoutdoorfestival.com

Web hosting provider: SiteGround

*The domain is currently available.*

* Front-end languages and frameworks utilized: HTML5, CSS3, Bootstrap v4.1.3 and JS(jQuery,JS Owl Carousel)

*These technologies are suitable for the intended one-page website.*

* Back-end languages utilized: PHP

*This is suitable for managing the pre-registration data submitted by users.*

* Color scheme: black, white, blue, purple (#563d7c) and green.

* Slides photo: Brooklyn Bridge images were used.

*The dark and sunset-inspired color scheme and cover photo reflect the participants’ actual experience during the outdoor film festival and night time setting for films.*

* Logo made from free Logo: <https://www.freelogoservices.com> to suit the festival mood suited for the event.