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80 hours

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PROJECT BRIEF

MENTOR GUIDE

-  The assessment of your student's new competencies will be carried out by an assessor and a filmed project presentation will be required. You will need to make a request for a third-party assessor at least two weeks before the target date for your student's project presentation. Please also help your student to prepare to deliver a project presentation that meets all the requirements.

Assignment

In this project, you'll be using your HTML and CSS knowledge to build your first static site from scratch! You'll be creating a website for a person in your community who wants to launch an endeavor but isn't a coder themselves.

As a developer, you'll often have the chance to be involved in cool projects by building websites for interesting and unique clients!

Let's meet the client. Jennifer Viala is the founder of Brooklyn Vibes Events Co. and is also the organizer of this year's **Brooklyn Outdoor Film Festival**. She hopes to select and show films from **August 5th to 8th** at **Brooklyn Bridge Park**, a major entertainment venue in New York that can hold up to **5,000 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!

Jennifer has a **budget of \$3,500** 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 reservations!



Everyone loves film festivals!

Here's what she says:

My company, "Brooklyn Outdoor Film Festival" just got the approval to show movies at Brooklyn Bridge Park this year from August 5th through 8th, from 6pm to midnight. We can't wait to help the public discover awesome films!

I need to publicize the festival, and to do this, I need a website. On this site, I need to display information about the festival, the films we're showing, and regularly published news or announcements about the festival.

There should also be links to the city of Brooklyn's news website, the Brooklyn Bridge Park's website, and our Twitter, Instagram, and Facebook accounts somewhere on the page (navigation bar, footer links, etc). Since I haven't created these accounts yet, you can just have each social media icon as a link to its homepage (ex. <https://twitter.com>).

Shows will be free and open to everyone, but I want people to be able to pre-register so that I'm able to estimate how many people might come and so that we can close registration if it reaches the venue's capacity of 5,000 people.

I'd like to have a professional web address, either a .com or .org -- you decide, but just make sure it's relevant to the film festival. However, until we are ready to launch, can you please make sure that the site is **not made public or put online?**

Project to-dos

1. Website prototype

You'll need to make a **first version of the site** that meets all the requirements Jennifer explained above. The website prototype should be in **HTML and CSS with Bootstrap**. You don't actually need to buy the .com or the .org though; you can simply propose it in your project brief.

The **pre-registration page doesn't need to be functional**. It should be a simple page with a form that doesn't actually submit data to a real codebase.

The webpage you build can be a local set of HTML and CSS files on your computer. **It should not be hosted online.**

Make the HTML/CSS site and project brief as aesthetically pleasing as possible! Pay attention to detail, and communicate a sense of brand identity through your font, color, image, and sizing choices. Creating this brand identity is up to you -- however you interpret the film festival itself.

2. Project brief

Make your communication with the client easier by writing a document that puts you both on the same page! 🙌 In it, you'll cover logistical details about the overall project as well as technical details about the website you create.

Create a **project brief** from the description above and the client's requests. It must have the following elements:

- Summary
- Stakeholders
- Goals
- Budget
- Timeline
- Technical specifications (explanation of design and technical choices that were made, even if they're basic)

Deliverables

- A project brief explaining your client's needs, including an explanation of the technologies you chose and why
- Your HTML and CSS source code (plus other files if necessary) your site **does not need to be hosted online.**

You cannot use a bootstrap template for this project; you must build from scratch. Your site should be the files only and should not be hosted online.

Project presentation

You'll do an oral presentation of your project with an assessor in order to imitate real-life conditions. Your assessor, in this case, will play the role of a client.

The presentation will be structured as follows:

- Presentation of your project brief and site prototype: 15-20 minutes
- Q&A: 10 minutes

The assessor will stop playing the client for 5 minutes towards the end so that you can do a debrief together.

Skills

- Choose an appropriate technical solution
- Detail project specifications
- Write a project brief
- List functionalities requested by the client

Associated courses

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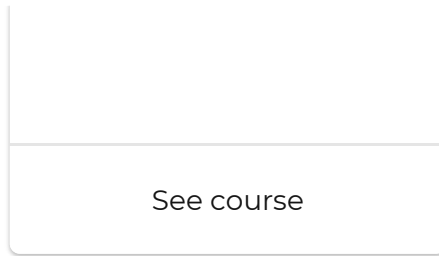
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