

## **Unit 10.3 Successful Multimedia Production**

Allow me to start with a question? What is production phase?

Production is the phase when your multimedia project is actually rendered.

But, before you begin your multimedia project, it's important to check your development hardware and software.

This issue looks small but the impact is significant. Let say that you have gathered all your video file. Now time to compile it.

Suddenly, your hard disk is out of disk space (since small HD video occupy huge memory space).

Such incidents can take time to resolve, not to mention that your deadline is actually tomorrow!

Other production issues related to hardware and software worth for you to consider include:

1. What is the best computers you can afford to buy based on your budget?
2. What is the latest version of your authoring software?
3. What is the capability of your team in using new software?

Now, let's move on to how to working with your client.

You need to constantly communicate with your client.

Once you have designed the multimedia application that they want, you need to go through a phase called client approval cycles.

Show your first prototype to your client. Ask their comment, critique and suggestion. then go back and improve it.

Then go through again the same process for the second time, the third time, or for the fourth time if needed.

The bottom line is that you have to establish a process to make sure that your client is continually informed about your development stage.

Make sure that they give a formal approval on your project as you develop it.

Next you may use cloud-based storage to upload your multimedia files. Then your client may download it to review it.

Example of cloud-based storage is [justcloud.com](http://justcloud.com), [box.com](http://box.com), [dropbox.com](http://dropbox.com), just to name a few.

In summary, the issues related to multimedia production are various. It requires proper planning, management and execution.