

# Localization and Portable Authoring

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مرحبا العالم! Hallo Welt!  
Hej Värld! Hello World!  
Ciao Mondo  
ハローワールド!  
¡Holá mundo! 世界您好!  
Salut le Monde!

## About Me:

- Knowledgebase Manager @ an international Network Security vendor.
  - 13 Locales Supported
- 10+ years in online business
  - Ecommerce
  - Content management
  - SEO
- Educational background
  - Cal Poly SLO—Jour/PR
  - UCSD
    - Web Pub.
    - UX Design
- Some Spanish

# Why Localize?

- ▶ Antoine Lefevre—"Translation is UX"
  - ▶ "We—the people who make websites—now study almost every aspect of our trade, from content and usability to art direction and typography. Our attention to detail has never been greater as we strive to provide the best possible experience. Yet many users still experience products that lack personality or are difficult to understand.  
  
They are users of a translated version."
- ▶ Ian Henderson, CTO Rubric—"Web users are 4.x more likely to buy if content is in their language"—Entrepreneur
- ▶ Many people speak English, but many people who want to buy your software might not.
  - ▶ Like Quebec



# How to Localize?

## ➤ Agency

- Professional
- Slow turnaround

## ➤ In-house

- Affordable
- Quick turnaround

## ➤ Automated

- Need humans

## ➤ Hybrid

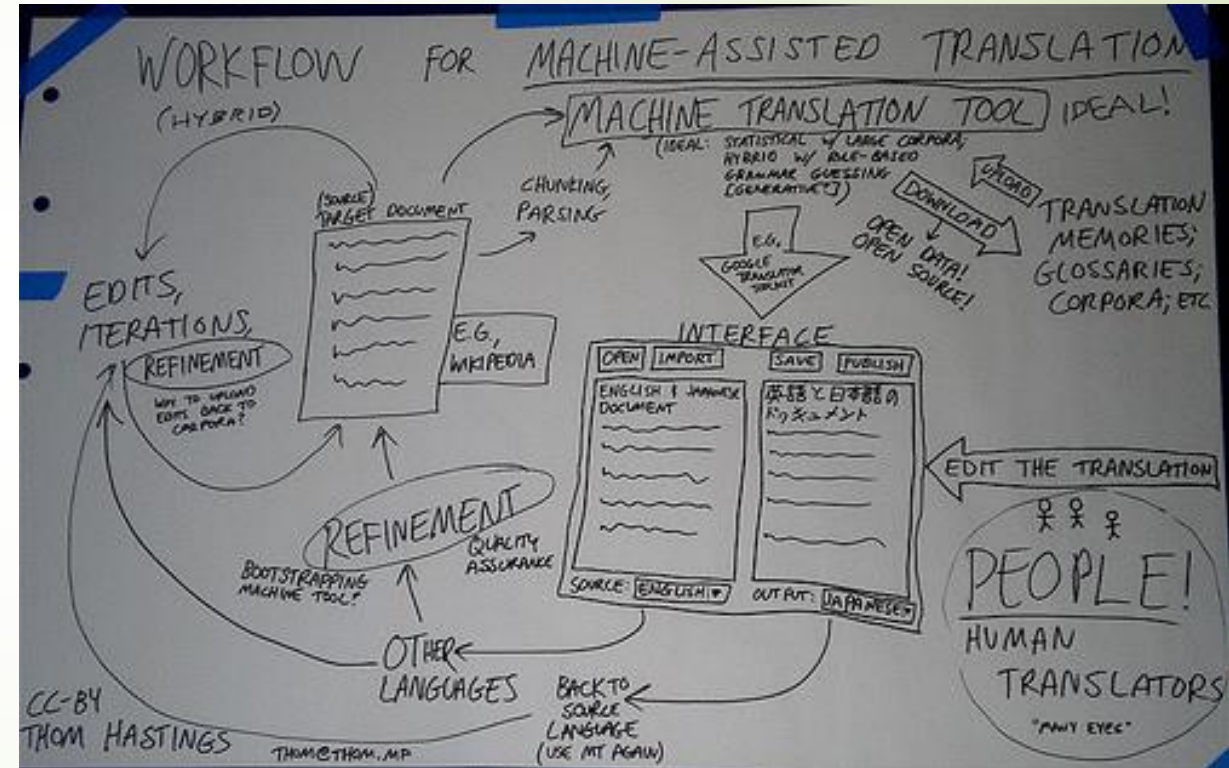




# Build a Workflow

- ▶ Have a workflow
- ▶ Centralized vs. decentralized
- ▶ Use your CMS/KMS
- ▶ Locales
  - ▶ Which do you need?
  - ▶ Do you have a method to implement?
- ▶ Build automated notifications
- ▶ Leave notes and comments!

Your translators can't find what's been changed using magic.



# Portable Authoring

- Good writing for translation is good writing
- Planning ahead saves money
- Consider cultural differences
  - High vs. Low Context
    - <https://www.communicaid.com/cross-cultural-training/blog/high-and-low-context/>
  - Color coding (white, red, yellow)
    - <https://www.shutterstock.com/blog/color-symbolism-and-meanings-around-the-world>



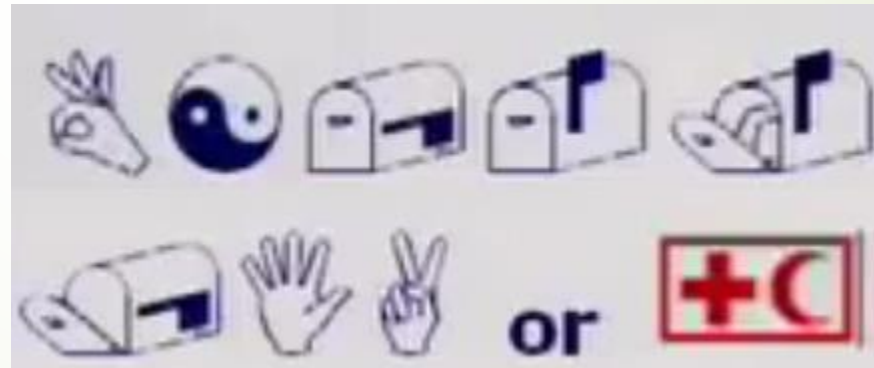
# Writing practices

- ▶ Include articles, modifiers, conjunctions and syntactic queues,
  - ▶ Example “Select the computers **that** you want to install on”
    - ▶ “Search the database” rather than “search database”
- ▶ Be clear about relationships
  - ▶ Span of modification “Joana met tall boys and girls”
  - ▶ Confusion of head “Beautiful girls’ schools”
  - ▶ Dangling modifiers “Frank saw a wombat flying a plane”
  - ▶ Unclear modifiers “You must send the art, typography and color specifications to us”
- ▶ Ambiguous Homonyms and Homographs
  - ▶ “report, content, record”
  - ▶ Below, bellow
  - ▶ Invisible plurals—program module update (one or more modules?)



# Writing practices (cont.)

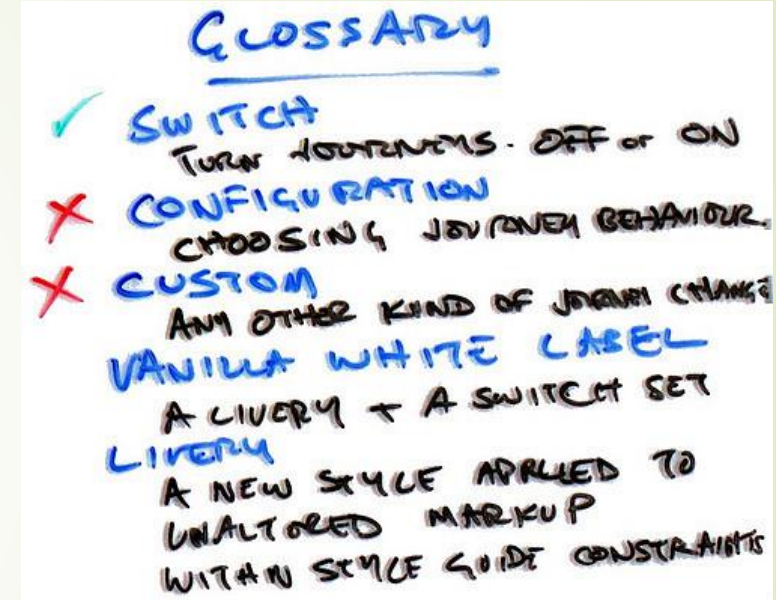
- ▶ Avoid colloquialisms
  - ▶ clichés work *sometimes*
    - ▶ OK: “The early bird catches the worm”
    - ▶ Not OK: “The super-bowl of interior decorating”
- ▶ Be careful with legal terms
- ▶ Graphical elements
  - ▶ Yin & Yang
  - ▶ Red Cross & Crescent
  - ▶ “Perfect” vs. Expletive
- ▶ Concatenation
  - ▶ “Unable to move X to Y”
  - ▶ “Your X is being Y”
    - ▶ Does not translate, unique usage to English





# Have a Glossary

- ▶ The way you define a term in context is crucial for translators
  - ▶ Version/build, point release/service release, upgrade/update/migrate
- ▶ All Company/Industry-specific terms and how they are used in context
  - ▶ Astratt— “Acronyms are like medals on your verbal uniform”
    - ▶ Manipulative or ineffective when used away from your social group
  - ▶ Include all acronyms, initialisms and abbreviations
- ▶ Consider writing for a child



# Layout

- ▶ Unless you'll be laying up new docs for each locale, consider text expansion
  - ▶ 40-200% going from English to X
- ▶ Leave Whitespace
- ▶ Avoid Columns
- ▶ Careful about placement
  - ▶ UI elements
  - ▶ Web page titles
  - ▶ Book spines



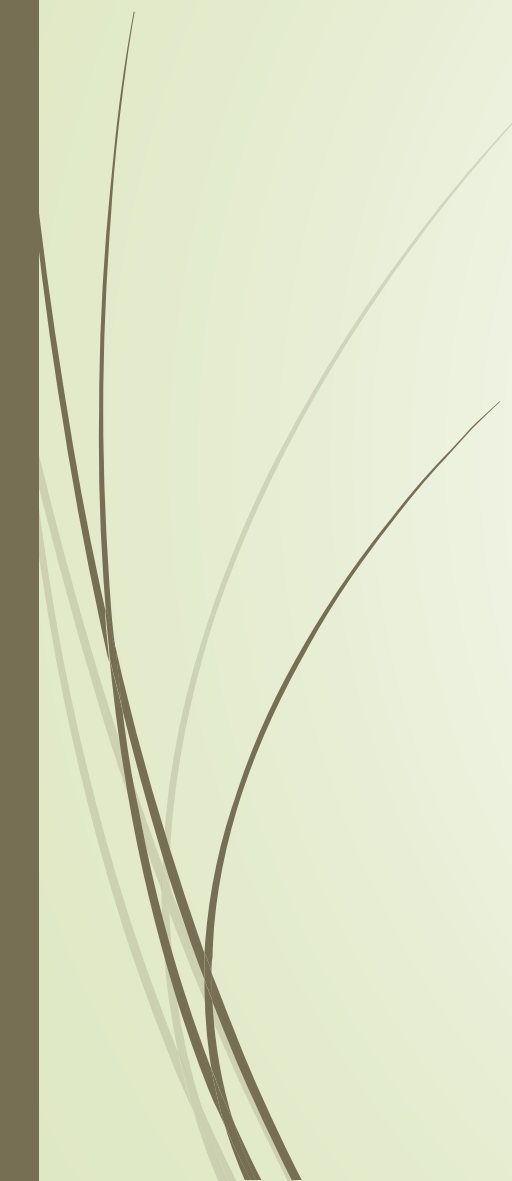
# Format

- ▶ Have a Style Guide
  - ▶ Regional differences include
    - ▶ Punctuation in unordered lists
    - ▶ When to capitalize
    - ▶ Bold, underline, quotes
- ▶ Use font that adapts
  - ▶ Consider size
  - ▶ Idiographic languages





# What goes into translation

- ▶ Language is one of the richest and most complex system mankind has ever produced—Lefeuvre
  - ▶ Translation often takes as long as writing the original
  - ▶ Expect about 2000-2500 words/day from a good translator
  - ▶ Noone will ever read text as precisely as a translator
- 



# Sources

- ▶ Bjorn Austraat
  - ▶ Intro to World-Ready Authoring: <https://www.youtube.com/watch?v=al43YfPE9VQ>
  - ▶ Taking the pain out of translating text in images: <http://www.fxtrans.com/taking-the-pain-out-of-translating-text-in-images/>
- ▶ A List Apart
  - ▶ Translation is UX: <http://alistapart.com/article/translation-is-ux>
- ▶ Entrepreneur
  - ▶ A World of Customers is Waiting to Read your Website in Their Language: <https://www.entrepreneur.com/article/237082>
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- ▶ One Hour Translation—Importance of Context in Translation:  
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- ▶ Wikieducator—Structural Ambiguity Lesson

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- ▶ Shutterstock—Christina Wang, Symbolism of Color Meanings Around the World

<https://www.shutterstock.com/blog/color-symbolism-and-meanings-around-the-world>

- ▶ Slate—Julia Turner, The Big Red Word vs. the Little Green Man

[http://www.slate.com/articles/life/signs/2010/03/the\\_big\\_red\\_word\\_vs\\_the\\_little\\_green\\_man.html](http://www.slate.com/articles/life/signs/2010/03/the_big_red_word_vs_the_little_green_man.html)



Thank you  
San Diego STC!

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