From the SelectedWorks of Uwe Muegge

February 16, 2012

Off-the-job localization best practices

Uwe Muegge



Available at: https://works.bepress.com/uwe_muegge/61/

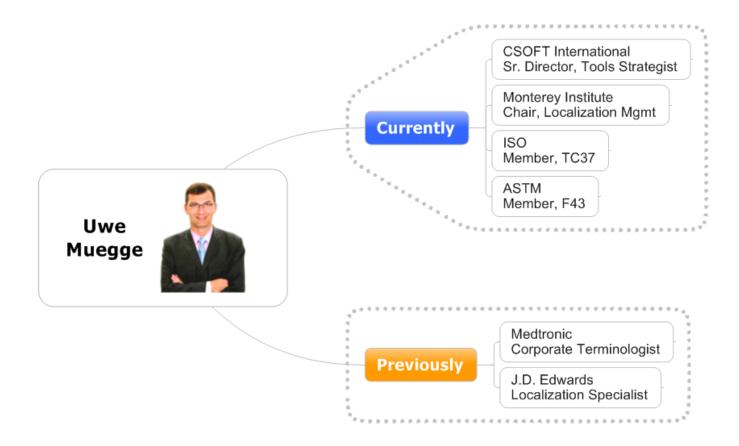
"Off-The-Job" Localization Best Practices

Uwe Muegge

Twitter: @UweMuegge





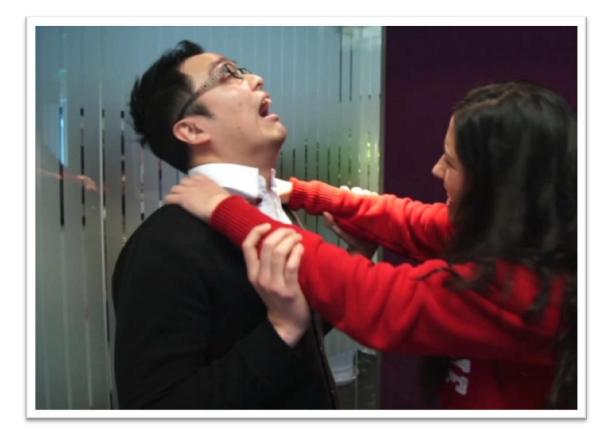


Localization 101

A Day in the Life of a Translation Project at

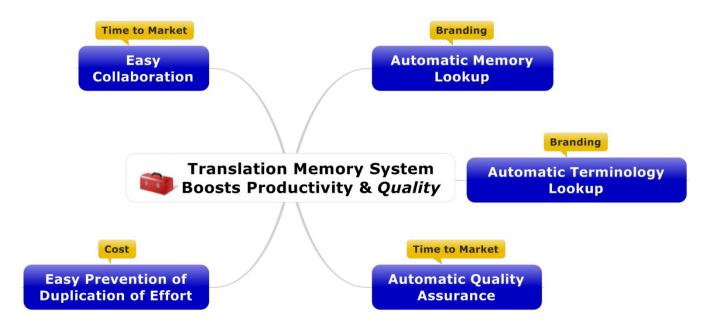


How to avoid...





But first...



Why have an in-country review?

Ensure that a translation meets local requirements



How to streamline in-country review?

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Streamlining In-Country Review

Make review part of the reviewer's

- job description
- metrics
- performance evaluation

Provide the reviewer with

- glossary of key terms
- translation style guide

Plan for review by

 scheduling review time Average translation turnaround time: 4 days*

*(without in-country review)

How to eliminate in-country review?

Give the entire publication cycle more structure!

Translation is an extension of the writing process

Eliminating In-Country Review

Create a partnership with your LSP by

- integrating workflows
- planning for translation
- providing product training

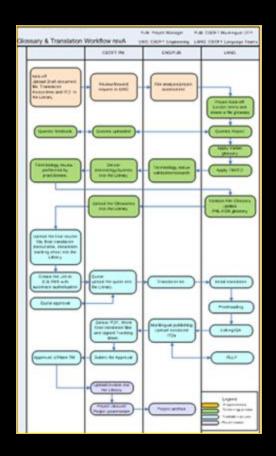
Write for translation by

- eliminating ambiguity
- eliminating graphics that require localization

Compile comprehensive, authoritative glossaries by

- extracting all relevant terms
- having in-country SMEs validate all terms

Sample Workflow for 3-day Translation Turnaround



The hardest part of terminology work is actually doing it

Most Organizations Focus on Dissemination of Terminology

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) Term	nWikiPro™	Search Search Edit History Watch Delete
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Add an image Pronunciation:	patient monitor implantable device that monitors a patient's heart for cardiac events Part of Speech: noun Usage Status: Approved Synonym(s): Industry/Domain: Medical devices Category: Implants & interventional materials Product: CG Line Company: More details Other Languages: Patientenmonitor German (DE) =Italian (IT) =Simplified Chinese (ZS) =Spanish (ES) =Korean (KO) =Arabic (AR) =Russian (RU) =Japanese (JA) More languages - Created by Uwe on 2012/01/19, Last edited by Uwe on 2012/01/19-	Contributor Image: Second s
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How to extract terminology quickly?

'Unknown Words' Function of a Rule-Based MT System

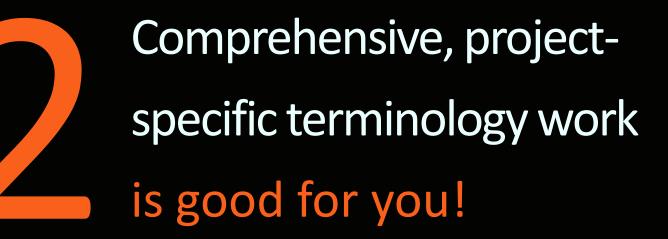
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1		campo de grupo personalizado	custom group field	Auto (Noun)		General, Computers/Data Processi	
1		campo de serie de gráfico dinámico	PivotChart series field	Auto (Noun)		General, Computers/Data Processi	
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		campo de texto dinámico	dynamic text field	Auto (Noun)		General, Computers/Data Processi	
	•	campo de texto enriquecido	rich text field	Auto (Noun)		General, Computers/Data Processi	
		campo de texto estático	static text field	Auto (Noun)		General, Computers/Data Processi.	
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How to ensure the accuracy of translated terms?

Have All Terms Validated by an In-Country Subject Matter Expert

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THE THREE THINGS I WANT YOU TO REMEMBER Careful planning and support takes the pain out of incountry review





Looking for linguists with lots of off-the-job localization experience?

MA Translation & Localization Mgmnt Monterey Institute of Int'l Studies

The Translation & Localization Management students generally take the courses outlined below.

Fall 1	Spring 1	Fall 2	Spring 2
Introduction to Translation Written/Sight B-A (4)	Intermediate Translation Written/Sight B-A (4)	Advanced Translation I B-A (2-4)	Advanced Translation II B-A (2-4)
Introduction to Translation Written/Sight A-B (0-4)	Intermediate Translation Written/Sight A-B (0- 4)	Terminology Management (2)	Web Site Localization (2)
Introduction to Computer-Assisted Translation (2)	Advanced Computer- Assisted Translation (2)	Overview of Translation and Interpretation Studies (1)	Localization Project Portfolio (2)
Survey of Accounting (3)	Marketing Management (for non- MBA) (3)	Contemporary Research on Translation (1-2)	Translation Management Systems (2)
Introduction to Localization Project Management (2)		Software Localization (2)	
		Localization as a Profession (2)	
		Business Elective (2)	



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Thank you for your attention!



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