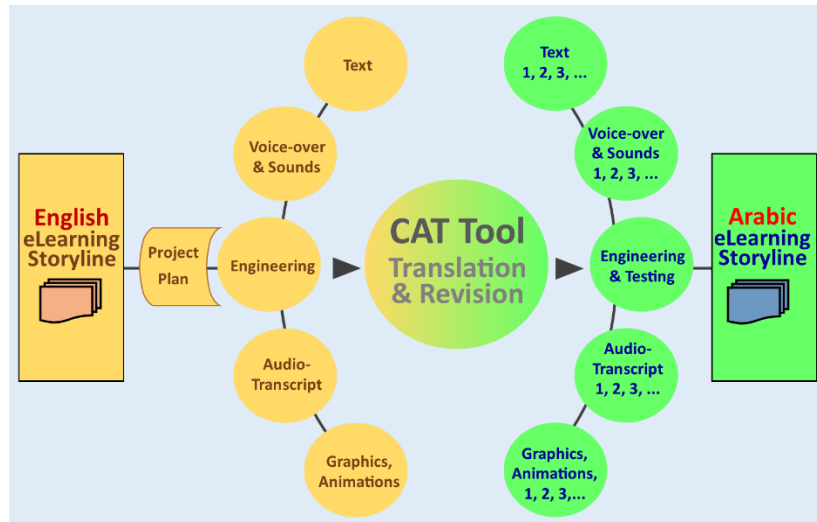


## Our Approach to Successful Localization

Our project plans for successful localization of eLearning and online learning applications have eight steps.

Each step require attention to some unique areas and issues to make the localized product appear like it was a custom creation for the local target audience.



Picture 1: Localization of an eLearning application into Arabic

### The eight steps to successful localization

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## 1. Estimation of Scope and Efforts

It all starts with a careful assessment of the required deliverables and scope, which includes:

### a. Effort for Localization.

Identifying the target languages and scripts, including reading direction and special characters. Identifying the target regions with local culture.

### b. Scope of Localization.

Estimation of scope to be localized (or not) need much attention. This includes:

- User Interface
- Content
- Audio and its transcript
- Video or its transcript
- Identification figures
- Images with or without text
- Graphs
- Screenshots
- Help files
- Glossary and Resources
- Identification of components that will not be localized

### c. Precise estimation for each language

- Volume of UI texts (words)
- Volume of transcribed audio (words)
- Mode of delivery: Single SCO per language or multi-language SCO.
- Number of review and testing cycles.

## 2. Planning

Once the estimation is complete it is time to plan the project. The project plan includes

- Integration Management
- Scope Management
- Time Management
- Cost Management
- Quality Management
- Human Resource Management
- Communications Management
- Risk Management
- Procurement Management

### 3. Localization of the User Interface

Here it comes to match cultural requirements of the target region. This is a very important part of a successful localization. These are the most important areas that need attention:

- **Role models:** In some regions/cultures female figures and voices are more successful or respected, in other cultures rather male figures and voices.
- **Didactical approach:** How do teachers approach students or mature persons? The target audience must get motivated to follow and to learn and not be repelled by inadequate approach and language.
- **Colors:** Different cultures have different meanings associated to colors.
- **Gestures:** Some gestures may have a different meaning altogether in another culture.
- **Symbols and icons:** Certain symbols and icons may convey different meanings in another language.

### 4. Transcription

All spoken text (audio, video, animations) to be localized needs a transcription before translation and postproduction.

Depending on the target format, there are two formats for the transcription:

- **Plain text:** this is an option if the translated text will be spoken by a voice talent, recorded and processed in an audio studio (audio files or dubbed video files)
- **Text with timecode:** this is required if the translated text will be used as subtitles to the untouched original voice, i.e. in a video. The preferred format is SRT. A timecode also can be required for dubbing purposes.

The transcriber must be a native speaker of the spoken language.

### 5. Translation and Revision

All our translators for CBL or eLearning have an academic degree and a qualification for educational materials or pedagogics and at least seven years professional experience. Of course, all are native speakers of the target language.

The translation is followed by a full revision of the translation against the original source by a second linguist. The reviser has the same professional qualification as the translator.

The reviser will also be involved in the testing and sign-off the UI in its final appearance and the localized audio content.

We finalize one language at once. When working on several languages, we build a team for each language and consider this as a singular product and project.

## 6. Audio Recording

Our aim is to create an audio experience to make the user feel that this learning content is tailored to his culture and expectation. This includes the spoken text but also other sounds or noises. Of course, all our voice talents are native speakers of the target language.

All recordings are performed in a professional audio studio and include postproduction.

## 7. Graphic design

Illustrations, icons, identification figures or decorative elements may be received by the target audience as inappropriate as it was identified in the estimation phase.

Our graphic designers will create localized graphic elements that have the same message as the original graphic element but with an appropriate local appeal.

## 8. Testing

Once the product is completed, testing will do a quality assurance on multiple levels. Following standard test procedures we assure that the application's functionality is 100% maintained in all functions, screens and processes. All texts, images and multimedia contents must be in its place and there is no overset or truncated text. Depending on the kind of application, tests will be performed on different devices, platforms, browsers to achieve technical approval.

The Reviser of the translation has to perform a complete test cycle, too, to assure that the target texts are correctly inserted in the right positions and that line breaks, display of characters and spelling are all correct.