Localization of Computer Based Learning (CBL), Digital Classroom Solutions and eLearning

Introduction

Localization is in general the process of adapting a product to a particular region, including language, culture, and customs to give the product the appearance as if it was originally created for this particular region. Localization of learning materials is here no exception but a must. Learning experience and -success is very much supported by learning within the local or regional "look and feel".

Process of knowledge acquisition and learning success are both very much facilitated by a good localization not only in language but in speaker voices, illustrations, local measures and even colors. Nelson Mandela once has made a good point with his quote: "If you talk to a man in a language he understands, it goes to his head. If you talk to him in his language, it goes to his heart."

The localization of applications for teaching or learning requires expertise and experience in localization that goes far beyond a translation of the content, regardless if the application is for an individual learner, a classroom solution, online learning or even teaching-the-teacher courses. The didactic concept must be maintained and put in life in the localized interface.

Projects

eLocalize is providing eLearning localization services for a dozen years now, we have localized a large number of mobile learning applications, corporate online training, eLearning and classroom solutions. Here some landmark projects:

a. Beehive

Beehive is a project by the American non-profit organization **One Global Economy (OGE)** to support and increase entrepreneurship in Egypt. The starting point was an eLearning application in English language to educate and train graduates and young professionals towards opening businesses and become entrepreneurs. We localized and adapted the courses to the Egyptian market and the local target audience.

The project was very successful since its completion in 2010 and is still in place.

b. Training courses for customs officers

In 2009 we localized for the **World Customs Organization (WCO)** in Brussels an online platform for advanced training of customs officers in flash. The language combination was English to Modern Standard Arabic, the target audience were customs officers in airports, ports and border crossing points in Arabic speaking counties.

c. Integration courses for private individuals

Migrationsverket, the immigration agency of the Swedish government has introduced online courses to be used on personal computers and mobile phones with the purpose to ease integration and assimilation of immigrants from countries in the Middle East and others. These are training courses to learn and understand all aspects of daily life in Sweden to eventually become a fully integrated Swedish citizen. The courses include communication with authorities, social life and many other fields, including handling of waste and energy saving behavior.

The volume was about two million words and the source language Swedish. The localization into languages of the Middle East required a bridge translation to English which was done by another agency and is now offered as an additional offering in the palette of available languages for this course. To handle this large volume, we set up a team of 34 translators, revisers, localization engineers and graphic designers.

d. MLS Management Learning System

In 2013/2014 we localized the highly advanced MLS for the Education division of the Saudi **OIG Obeikan Investment Group** in cooperation with **Riverdeep Interactive Learning Ltd.** from Ireland.

The localization of this learning system was very demanding because of its complex structure and high level of didactic approach. We localized not only content but also graphics, icons and multimedia contents, such as speakers, voices and sounds.

e. My Science Life - a social network and virtual program for learning

My Science Life is a worldwide network for science and technology learning initiated by **SEED (Schlumberger Excellence in Educational Development)** in collaboration with World Wide Workshop.

We localized a number of different courses into various languages of the Middle East, West African and South African languages.

f. Technology Incubation and Development of Entrepreneurship

The **Egyptian Ministry of IT** in cooperation with the **Cisco Learning Network** ordered the adaption of an eLearning program for Egypt. This program include learning and training courses for potential entrepreneurs in technical and IT related areas like website design, app development, network technology or programming.

This courses are made to develop and train administrational, technical and commercial skills and sustainable thinking in four levels: General & Emerging Tech / Associate Level / Professional Level / Expert Level.