Designing e-Learning Content for Localization

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Before you start flying...
Keep it localization-friendly
Photos and placeholders

- Easy to change
- Easy to edit
Components for Translation

Easy to manipulate
Unique Content
Common repository

- Headlines
- Titles
- Image Placement
- Symbols
- Icons
Design for Text Expansion
Screenshots

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Embedded Content in Strings

Or make it easy to find

E.g.: LOC_[name.of.variable]
Complex Context Integration

- *More complex creation*
- *More complex localization*
Culture: Be Sensitive
Images and Colors: Test them, please!
Local Examples: sports, politics, celebrities...
Needs Analysis

- Learning style: is it hierarchical?
- Learners' demographics
- Learners' literacy
- How many and what locations?

Tip: neutralize as much as possible
Appropriateness:

- Formal or informal?
- Symbols
- Group/team or individual learning?
Linguistic Aspects

KEEP CALM AND KEEP IT SIMPLE
• Use bulleted lists
• Break up long noun phrases
• Write simple and clear sentences
• Double check spelling
• Double check punctuation
Terminology Management

- 1 wrong term
- X components
- X languages
- fresh?
- cold?
- calm?
- terrific?
Your Localization Partner
• 1 change in the source
• x number of versions
Editable files
Handoff: include all files
E-Learning Designer

What my family thinks I do.

What my rabbit thinks I do.

What my neighbors think I do.

What my clients think I do.

What I think I do.

What I really do.
Thank you!

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