Happiness is not a destination. It is a way of life.
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Going Global?
The ABC of Localization-Friendly Content

suma
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AGENDA

- About **suma**
- What is localization?
- Localization and e-learning
- "Localizable" content

*Only half an hour.*

*Interruptions are welcome!*
We speak English

Sé hablamos español

Falamos português
Localization = L10N
The localization process is most generally related to the adaptation to a specific location of software, video games and websites, as well as audio/voiceover, video or other multimedia content, but may also refer to any other written documentation. Language translation is only one of several elements of the localization process.
Adapting Graphics to Target Markets
McDonald's Mobile App
General Overview

The focus of this e-learning is on the Mobile App itself and what it can do.
Using Proper Local Formats

Majority of the world’s countries

Day
Month
Year

USA

Water boils 100°C
Body temperature 37°C
Water freezes 0°C
Dry ice deposits -78°C
Air liquefies -200°C
Absolute zero -273°C

212°F
98.6°F
32°F
-108°F
-312°F
-459°F
Fahrenheit

100°C
37°C
0°C
-78°C
-200°C
-273°C
Celsius

(Centigrade)
Meeting Local Regulations and Legal Requirements

Robert Owen, Scotland, 1817

8 HOURS LABOUR
8 HOURS RECREATION
8 HOURS REST
E-Learning:
Training a Global Workforce

- Lower costs
- More efficient use of time
- More consistent results
- More access
Lower costs

**Costs of Traditional Training:**
- Travelling
- Accommodation
- Printed material
- Hours away from the job

**Costs of E-Learning**
- Original design
- Localization

According to Training Magazine, organizations save between 50% and 70% with e-learning.
More Efficient Use of Time

- Compressed delivery time
- No traveling time
- Optimized downtime
- Flexibility
- Self-paced
More Consistent Results

- Standardized process
- Consistency in the delivery of content
More Access

- Key messages are always up-to-date
- The e-learning course is available for others
- Increased employee retention
- Across borders and time zones
Localization and E-Learning: Training a Global Workforce

- Local staff need to be trained
- They like that you care about their individualities
- Teams learn better in their own language
You Need to Train Local Staff

- Provide the best learning experience
- Make training relevant and accessible
Cater for their Individuality

Shows you're focused on their success.
Teams Learn Better in their Own Language

Studies around the world have found negative correlations in different percentages between second-language learning and performance.

Gerber, Engelbrecht and Harding (2005)
Klaassen, (2001)
Vinke, (1995)
Your course can be localized in a straightforward way or with an acceptable amount of rework.
Remember

- Templates/common repositories. WHY: cost and consistency
- Text expansion
- File management: Format/structure

Avoid

- Embedded text in images
- Screenshots
- Text embedded in scripts
Unlocalizable: acceptable?
- Product and service names
- Nonverbal messages
- Visual representations

Needs Analysis
- Instructor/student relationship
- Learners' education level
- Learners' age
- Locations

Make Informed Decisions
- Keep it global
- Make it local
**Must Haves**

- Plain language: complete but brief
- Terminology management: clarity and consistency
- Pronunciation guide
- Translation memory

**Big No Nos**

- Colloquialisms / Slang
- Idioms
- Internal, company jargon
- Updates after "final" files have been assigned for localization
E-Learning Localization Project

Check "localizability"

Export

Translate

Voiceover w/client's supervision

Localize

Client's approval

Review

Import

Test

Publish

Teamwork
Teamwork

- Project Managers
- Translators
- Editors
- SME
- DTPers
- Voiceover Team
- QA
Thank you!

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