



captionmax

Localization Quick Start Guide





SCOPE OF WORK



Who is your audience?



What industry are you in?

Who is the audience for this project?

e.g. all internal employees, a group of subject matter experts,
business clients, the general public?

What is the scope of work?



Is your content live or pre-recorded?

How is the content going to be hosted? Which platform?

Are e-learning or text translation elements also a requirement?



Is source content in English? Other languages?

What languages are we translating into?

Who is the target audience?

e.g. French for Canada or France?

Spanish for Latin America or Spain?



When will your source files be ready for us?

What's your deadline to have the files back to you?

Do you have a source language transcript or closed caption file?

What is your file deliverable?

Standalone subtitle/caption file, or video file with burned-in subtitles?



How many videos do you have and what are their runtimes?

If available, send us your master list with titles and runtimes.

Please note that for short programs under 15 minutes, minimums per language apply.





HOW IT WORKS



For multi-language projects, our standard practice is to create a source language template first and then complete the target language subtitles. This ensures all teams are creating from the same source template. As an optional step, we can provide this source language template for your approval prior to beginning localization.

Captions or Subtitles?



Does your company need source language closed captions (CC), Subtitles for the Deaf or Hard-of-Hearing (SDH), or Subtitles Not for the Deaf or Hard-of-Hearing (non-SDH)?

If yes, please specify:

Source language CC (includes descriptors, sounds, and speaker IDs)

Source language SDH (includes descriptors, sounds, and speaker IDs)

Source language non-SDH (does not include descriptors, like "doorbell rings")

If you're not ordering source language CC or subtitles or providing a source language script or caption file, we will need to create a transcript as the first step in the localization process.

Providing English captions or subtitles for your project is important because it offers:



1. Accessibility for deaf or hard-of-hearing people.
2. Improved retention for non-native English speakers.
3. Improve comprehension for visual learners.





ON-BOARDING CHECKLIST



Branding and Formatting



Does your company have a brand glossary or language style guide that includes preferred spelling or translation of products, services, abbreviations, acronyms?

Do you have a naming convention for your source and target videos/files?



How should we format the lower third of the screen?

If your content includes people's names and titles, they must appear in the lower third.
(Note: When lower third graphics are present, like people's names/titles, subtitles will be moved to upper third of the screen.)

Does the name and title need translation?

How should those translations be integrated?

Management Considerations



Does your company have a designated in-territory native speaker who will review the translations?

Is that person experienced with the requirements of media localization?

If not, we can provide a guide for the reviewer. We can also provide this reviewer with a sample translation where no glossaries or style guides exist.



What is your preferred project communication approach moving forward?

Would you like us to schedule a kick off call with your team?

Are weekly check-ins helpful?



Has the scope of the project changed?

Changes in scope are communicated in writing and agreed with your project manager.

Note that there are typically two types of localization errors or changes:

Objective: This is an error where a word was mis-translated and is fixed at no charge.

Subjective: This is a preference, when our translator chooses a different word than what the client prefers. We minimize subjective changes by understanding client preferences in advance.

