

Internationalizing Your Content:

Authoring with Localization in Mind

language**intelligence**
Professional Language Services



Presented by:

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Who are the stakeholders?

- Product developer/manager
- Software developers
- Technical writers
- Marketing
- Sales Team
- Distributors
- Installers
- Users / Consumers



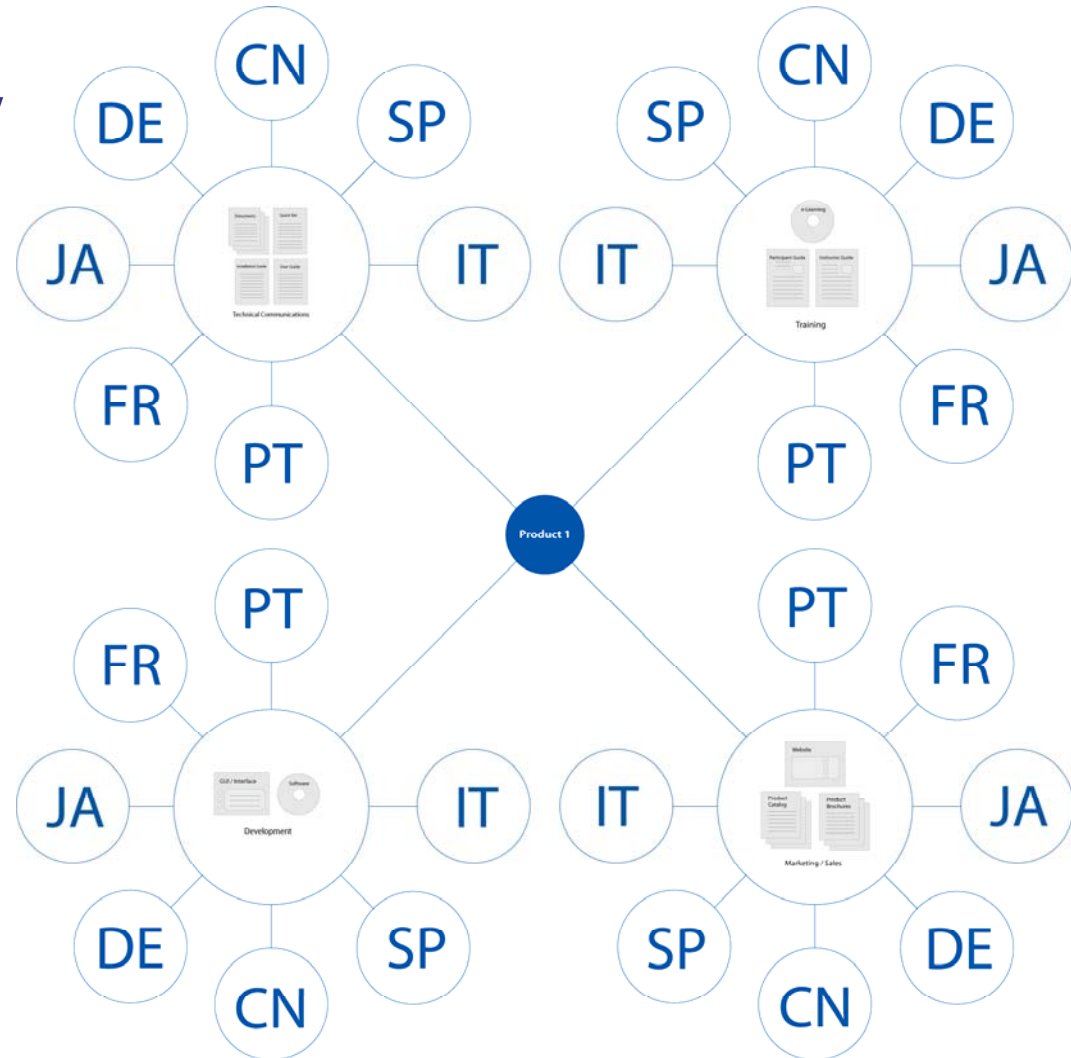
What do they all need?

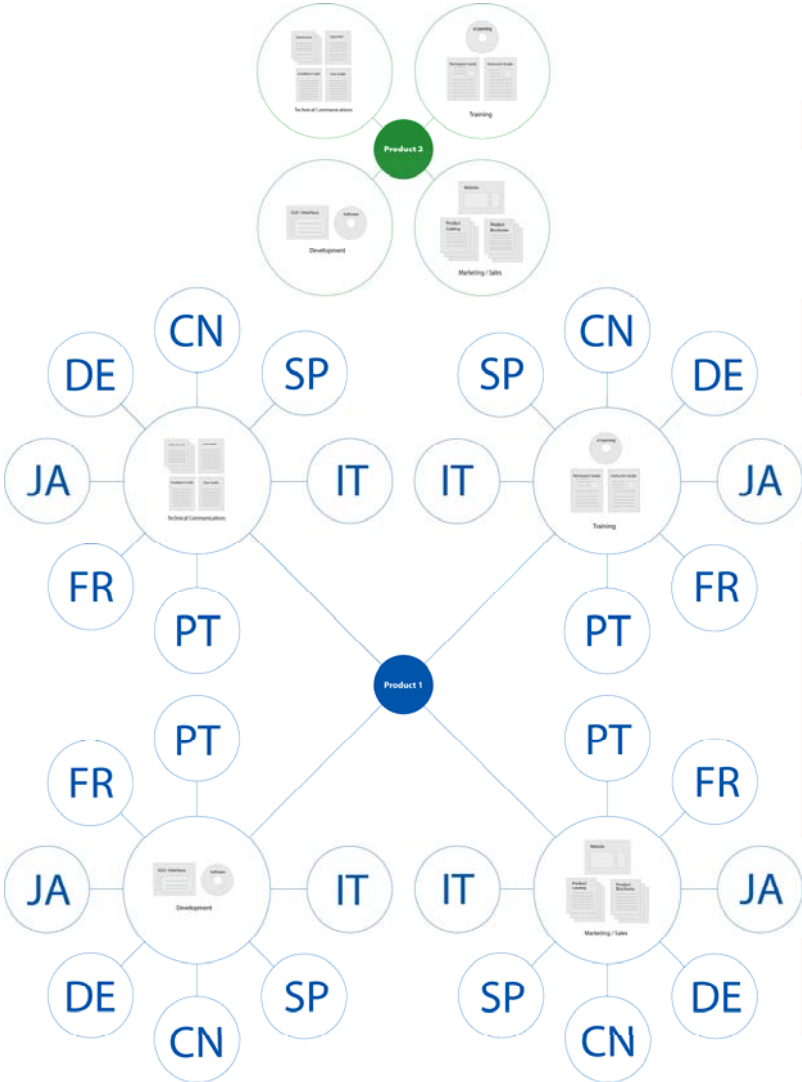
- Installer guides
- User guides
- Quick Ref. or Quick Start Guides
- Datasheets
- Training guides – Participant and Instructor
- E-Learning
- Website
- Software
- Catalogs
- Product brochures

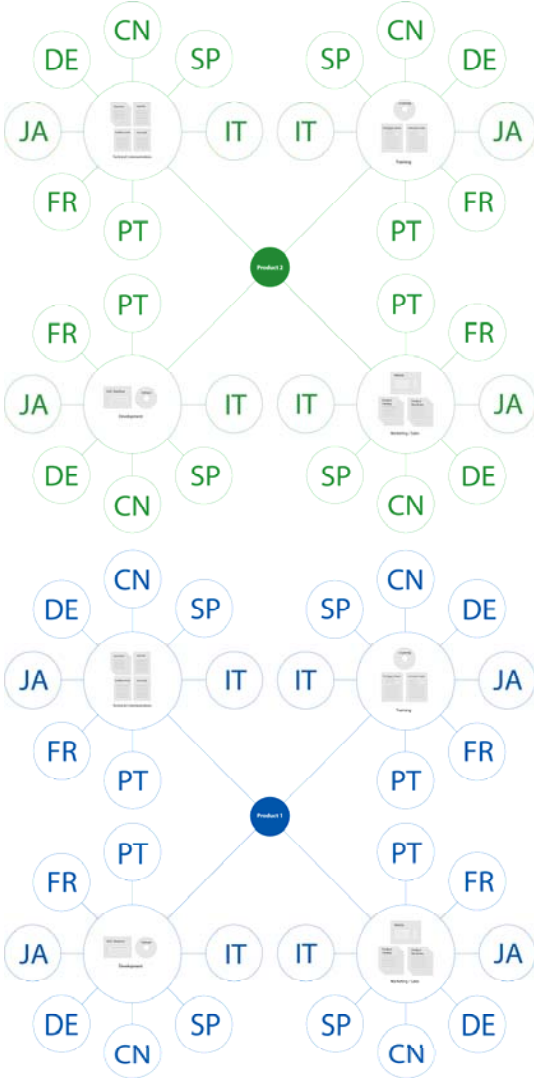


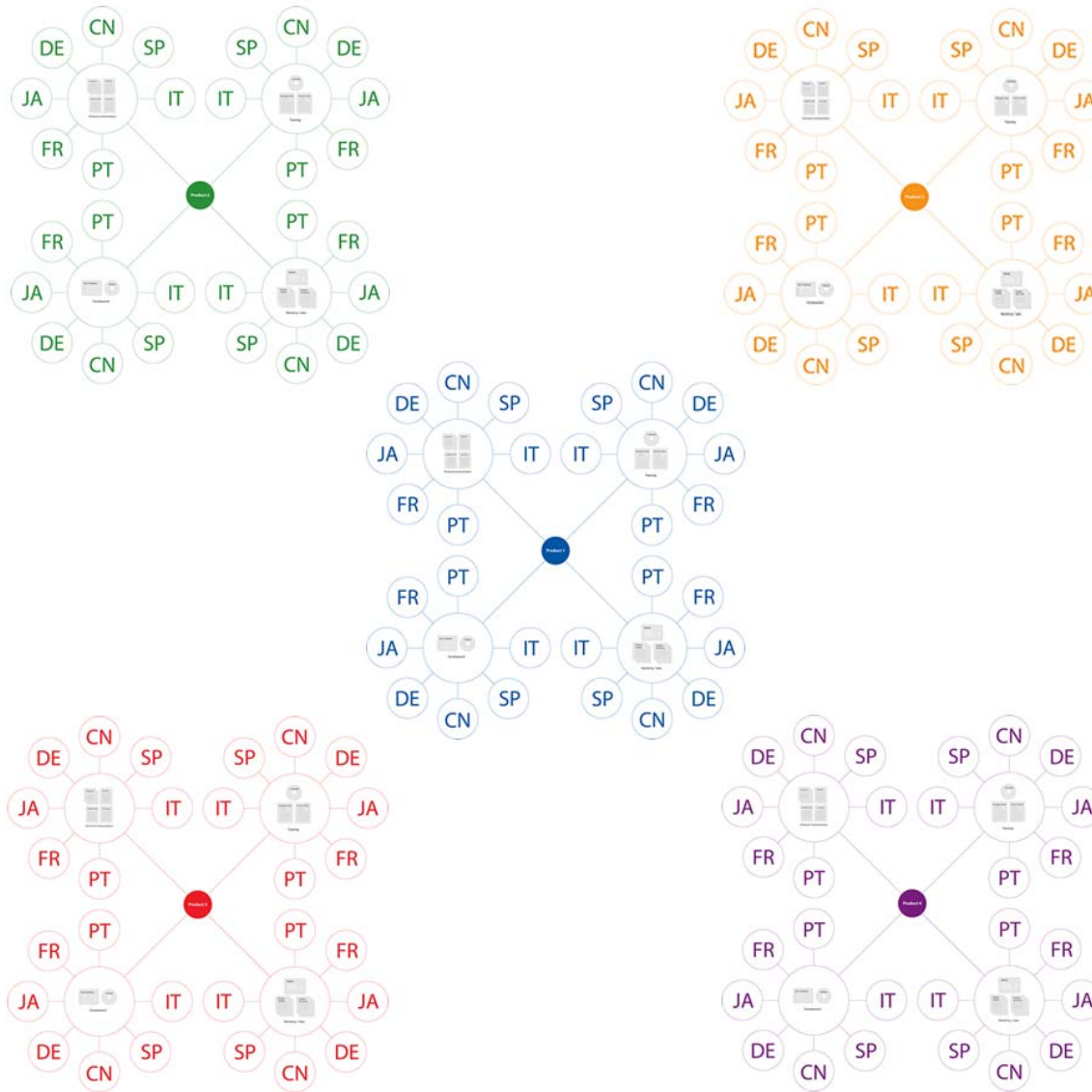
What is Required for International Sales & Distribution?

- Content creation
- Sharing information
- LSP Partnership
(Language Service Provider)
- Translation & Localization
- In-country review and approval
- Printing
- Posting
- Train sales force
- Sim ship











Step 5 – XML
Structure and
storage

Step 4 – Collaboration
Sharing and reuse

Step 3 – “Chunking”
Identifying key topics

Step 2 – Knowledge Base
Collect materials and information

Step 1 – Start with the Words
Lay a foundation

Step 1: Start with the words – Simplicity, Consistency & Clarity

Simplicity

- Simple sentence structure
- Self-contained sentences and phrases*
- Avoid too many modifiers**
- Avoid idioms and slang

Consistency

- Single term = single use
- Keep word choice consistent, avoid unnecessary synonym use or words with like meanings in the same context

What not to do:

*If the machine is not working, you may find that it has:

- gone into sleep mode
- lost power
- run down the battery
- been disconnected

**long-term surveillance test planning

Step 1: Start with the words

Clarity

- Avoid nominative pronouns – restate objects for clarity
- Avoid unnecessary homographs, especially words that can be nouns or verbs
- Do not write negative words to represent a positive idea*
- Use words in the context of their most common definition
- When is an image or symbol a better option?

*Example:

Don't add water if the light isn't on.

vs.

Add water only when the light is on.

Benefits for Localization

Following these rules makes translation easier and

- Writing is clear
- Takes less time to translate
- Take greater advantage of translation memory
- Costs less
- Makes translation more transparent in general



Best Practices:

- Creating a linguistic style guide among writing teams and translation teams will give multiple authors a consistent voice.

Step 2 – Create a Knowledge Base: Adding support to your words

Creating a foundation for a subject or product starts with a product knowledge base:

- Collect information from SMEs and product developers: Features list, specifications, warnings, etc.
- Create a glossary of product terminology - define common terms, features list, related products and product information
- Create a style guide of tone, layout, required elements
- Create a Terminology Base
- Prepare for client-side review – equip reviewers with product information. The product is new to them as well



Everything that you need to know in order to author a manual, the translators also need to know in order to translate.

Step 3 – “Chunking.” Setting the stage for topic-based writing

| Product 1 | Documentation | | | | | | |
|-------------------------------|--------------------|------------|-----------------|-----------------|----------------|-----------------|------------|
| | Installation Guide | User Guide | Quick Reference | Product Catalog | Training Guide | Website Content | Data Sheet |
| Product Description | X | X | X | X | X | X | X |
| Product Specifications | X | X | | X | X | X | X |
| Set-up Procedure | X | | | | X | | |
| Operation Procedure | X | X | X | | X | | |
| Cleaning Procedure | X | X | | | X | | |
| Feature 1 Description | X | X | X | X | X | X | X |
| Feature 1 Specifications | X | X | | X | X | X | X |
| Feature 1 Operation Procedure | X | X | X | | X | | |
| Safety Summary | X | X | X | | X | | X |
| Training Assessment | | | | | X | | |
| Etc... | | | | | | | |

- No longer thinking Intro to Conclusion – focus on the specific topic and purpose of that particular section of content
- Writing self-contained topics – single components
- No dependencies on whatever comes before or after – standalone topics
- Being able to use the exact same information in different outputs

Step 3 – “Chunking.” Setting the stage for topic-based writing (continued)

Benefits of Topic-based writing: What's in it for you?

- Easier to write - quicker, more accurate, more consistent.
- Reuse, reuse, reuse. Write the topic once and then use it over and over again.
- Easier to share tasks with other team members - allows you to switch tasks, reuse, streamline and share information.
- Easier to manage updates.
- Translation of updates to the documentation is much less expensive when existing content does not need to be reviewed; if the context is the same there is no need to check it again.
- Reduces cost, time and effort involved in localization and makes the localization process more agile. Individual topics can be translated without having to wait for the entire document to be complete.
- Best way to use translation memory technology.



Step 4 – Collaboration: Reuse and repurpose content



- Product to product similarities?
- Multi-level documentation?
- Multiple content writer outputs?
- Team efforts / shared outputs?

Step 4 – Collaboration: Reuse and repurpose content

(continued)

Benefits for Localization:

- Allows for agile translation
- Best way to reuse TM – matches are exact
- Much more cost effective and time efficient
- Easier for translation teams to adhere to styles and terminology
- Easier to share – document and topic mapping

*What's the next step?
Technology*

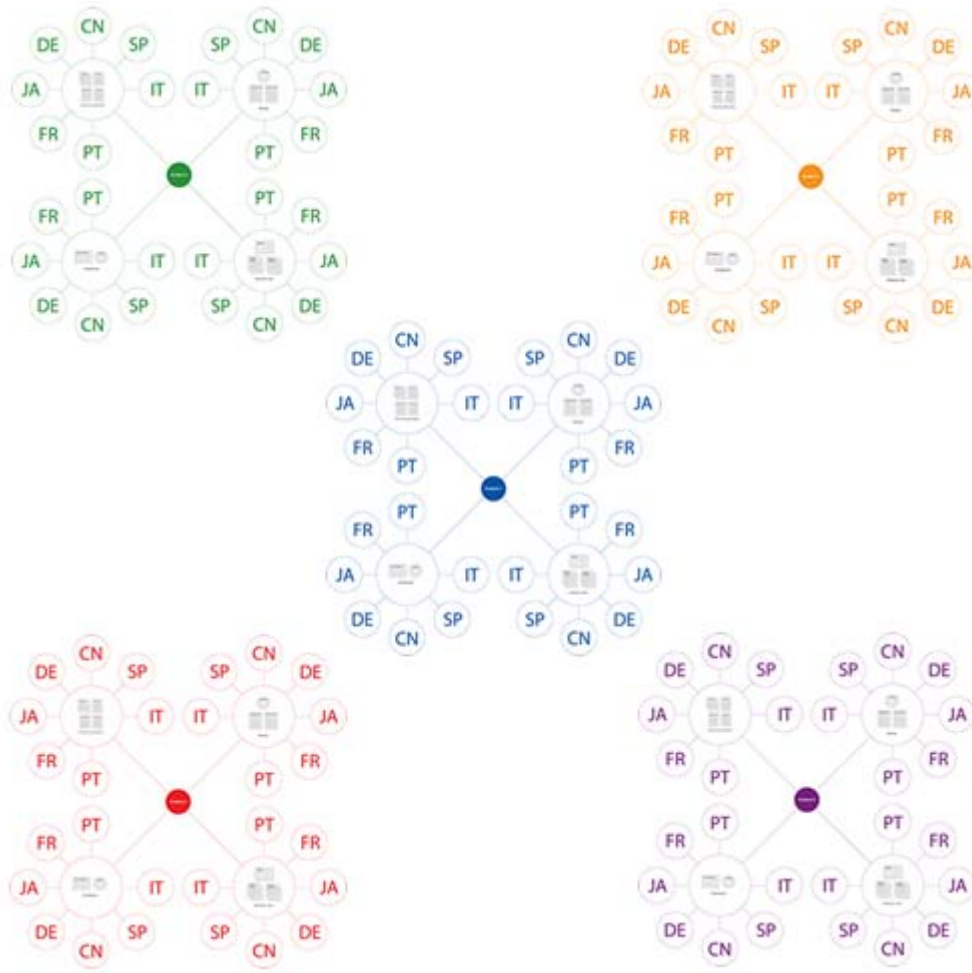


In this case...XML

Step 5 – XML Implementation

Benefits:

- Further reduce time, cost and effort required for authoring and translating content.
- Tagging structure of XML associates purpose with your information.
- Easily index and search the topics you have created.
- Agile authoring and translating now possible.
- Multiple formats are generated from a single source. No more trying to create web pages from FrameMaker or MS Word documents.
- Translation Updates – no longer an arduous, time-consuming process.
- TM-friendly text format = saving money and time as well as better consistency from project to project.
- Significant decrease in time and cost for DTP work overall – especially once translation is required.



About Language Intelligence: Please visit us at booth F08

Language Intelligence Ltd. provides professional language services to companies that are doing business globally. We work with a highly qualified network of translators around the world who are professional, subject matter experts. Our staff's extensive expertise in localization will help turn your company's innovative ideas into a global success. Our experienced project management and technical staff will create a customized process to meet your project requirements. LI's goal is to give your company the tools to succeed in international markets. Localizing your product or service for any locale can be a success when LI works directly with your development and marketing teams from the start. For more information, visit <http://www.languageintelligence.com>

References

- Microsoft Corporation Editorial Style Board. The Microsoft Manual of Style for Technical Publications – Third Edition. Washington: Microsoft Press, 2004.
- Read more about topic-based authoring at DITA XML.org – the online resource for information regarding the DITA OASIS Standard: DITA.XML.ORG