MadCap Flare and Translation:

Five Things to Consider When Developing Multilingual Content

PRESENTED BY

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#1 – HYPERLINKS OR CROSS-REFERENCES?

- Avoid Hyperlinks to topics or bookmarks, using the header as link text
- Cross-references let you do the same, but:
  - Update link text automatically → No inconsistencies, No extra work
  - Don’t need translation
  - Use for topics, bookmarks, tables, images, etc.
- Use Hyperlinks for external links
- Use Hyperlinks for link text that’s not the header text

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More details about the Save screen appear in the [next chapter](#).
#1 – NONE OF THE ABOVE

- Automatically generated lists of topics:
  - Mini-TOC proxy
  - Relationship tables – Requires relationships of related topics
#1 – NONE OF THE ABOVE

» List-of proxy – Requires set of tags or tags with a class applied
  • Example: List of H1 tags

» Concept proxy – Requires Concept keywords in topics
  • Online only pop-up
#2 – CROSS-REFERENCE FORMAT

- Contextual Cross-References: {pageref}
  
  See "Text Hyperlinks" below.

- Optimal: Complete sentence or Standalone
  
  » {para} Links and Lists

  » For more information, consult {b}{para}{/b} on page {page}.
  
  For more information, consult Links and Lists on page 1.

  » See {paratext}.

  See Links and Lists.
#2 – CROSS-REFERENCE FORMAT

- **Optimal:** Just the link, no outside text or period
  - `{i}{paratext}{i}`
  - Visit *Links and Lists* to read more about hyperlinks.
  - `{quote}{paratext}{quote} on page {page}`
    - "Links and Lists" on page 1 - provides information about lists
    - For details about saving a file, see "Links and Lists" on page 1.

- **Possible:** Link in independent clause, no end punctuation
  - Stay grammatical!!
  - see `{quote}{paratext}{quote} on page {page}`
  - (see `{quote}{paratext}{quote} on page {page}`)
    - Multiple list types are possible (see "Links and Lists" on page 1).
#3 – HANDLING IMAGE SIZES

Avoid hard-coding both dimensions

Why?
» Localized images different size
» Hard-coding locks in English proportions
» Localize images appear distorted, require manual correction

• Option A:
» Adjust size manually
» Set one dimension to “auto”
» Allows proportions to change
#3 – HANDLING IMAGE SIZES

- Option B:
  - Set max-width (or max-height) on images
  - In Topic vs. In CSS
  - Individual Image vs. class of Images
  - Best if only size restriction is PDF page size
#3 BONUS – MADCAP CAPTURE FOR CALLOUTS

• Use MadCap Capture for callouts, translatable text
  » Props file = XML = Quick and easy to translate
  » Single Source High/Low quality Images (Vector & Raster)
  » Auto-size callouts during build
#4 – EXTRANEOUS INLINE FORMATTING

- Extra `<span>`, `<b>`, `<i>`, etc. tags
  - Usually result of conversion from RoboHelp or other tool
  - Consolidate multiple tags into single tag

```html
<your own content. Here is some general text for a topic. Replace <
```  
```html
content. <span class="SetOffFirstLevel">Here is some</span> <span class="SetOffFirstLevel">general</span> text for a topic</span>. Replace this with your own content.
```

- Move formatting into structure tag (`<p>`, `<li>`, etc.)

```html
<Here is some general text for a topic. Replace this with your own content.>
```
#4 – EXTRANEOUS INLINE FORMATTING

- Empty `<span>` tag – no class or style
- Extra tags clutter up text to translate
- Best to remove before translation
  » Author
  » Translation company
#4 – EXTRANEOUS INLINE FORMATTING

- Inline styles
  - Takes longer to adjust formatting in translation
    - Different fonts?
    - Avoid italics, underline, bold?
    - Change font-size, line-height, or color?
  - `<span style="font-style: italic">` vs. `<i>`
  - `<p style="font-family: Helvetica; text-decoration: underline;">` vs. `<p class="Alert">`
#5 – COMMON NOUNS AS VARIABLES

- Avoid common nouns as variables or in-line snippets
  - “device”
  - “application”
  - “settings”
  - “manual”
  - “User Manual” (except used as title)

- Context in translation is key!
  - Spelling changes

- Different variable values for different targets
  - “device” vs “machine”
  - Change surrounding text
#5 – COMMON NOUNS AS VARIABLES

Examples:
“The device/machine should be plugged in. Then, turn it on.”

• French:
  » L'appareil doit être branché. Puis, allumez-le.
  » La machine doit être branchée. Puis, allumez-la.

“The machine should be plugged in.” “Turn on the machine.”

• Russian:
  » Машина должна быть подключена. Включите машину.

• Workarounds are possible
  » More time, more effort
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Questions?

Thanks for watching!

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