Using Madcap Flare to Support Your international Content Strategy

Presenters:

- Scott Bass – MadTranslations
- Jose Sermeno – MadCap Software

TODAY'S AGENDA

1. Structuring your Flare project for translation
2. Flare / Single Sourcing translation benefits
3. Single sourcing features: Best practices and risky behaviors
4. Choosing the best translation workflow

madtranslations

"WRITE ONCE SHARE OFTEN"

- Language is simply another variable in your content generation strategy.

- High-quality translation can quickly and cost-effectively multiply your audience.

- Flare helps you manage your words, by limiting the number of words you need to write per document/deliverable.

START AT THE SOURCE

- Terminological consistency
  - » Define terminology up front and use it
  - » Make sure everyone else uses it too
- For software products
  - » UI—localized or not
  - » UI labels first, then documentation
- Corporate style guide
- Brand names and trademarks
  - » Typically not translated
  - » Are there other "non-translatables"?
- Cultural misalignment
  - » Content or perspective of the piece may not be appropriate for the target market. Your service provider should alert you to any issues and recommend solutions.
- Jargon and slang
  - » Avoid it if possible
  - » Allow creative solutions in translation if present
- Untranslatable idioms
  - » Greater "editorial license" will be required by the translation team

madtranslations

PREPARING YOUR FLARE PROJECT

- Assess the use of variables, conditions and snippets
  - » Are all addresses, phone numbers and emails configured as variables?
  - » Are product features specific to individual markets conditionalized?
  - » Have you used snippets to reduce repetition across your project(s)?
  - » What about units of measure?
    - Just use metric!

madtranslations

MORE TO OPTIMIZE

- Does your Flare project have….?
  - » Hyperlinks that could be cross references
  - » Unnecessary inline tags
  - » Unnecessary CDATA tags
  - » Closing tags that appear in the middle of a word
  - » Inline styles
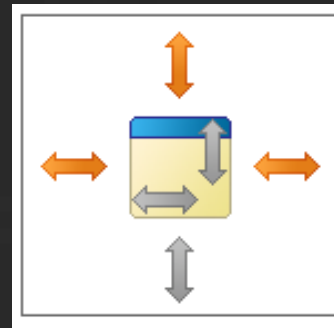
- *Why should you care?*

madtranslations

THINK ABOUT YOUR TARGETS

- Proper page size for printable targets
    - » Setup master pages in A4
- How does your audience consume help?
    - » More mobile?
    - » Less mobile?
    - » Formats for older PCs and offline PCs

madtranslations

DESIGN RESIZABLE PAGE LAYOUTS

➢ 8.5" x 11" (Letter) paper is not worldwide

➢ A4 is often preferred

➢ How easily will your page layouts resize to A4?

   ➢ Use the external anchors (to margins)

   ➢ Forego hard-coded widths and heights
      for body frames (4 external anchors)

   ➢ Can specify height or
      width for header/footer
      (3 external anchors)

FLARES GREAT FEATURES

And "risky behavior"

- Don't go variable crazy!
- Avoid common nouns in variables and "in-line snippets"
- Don't attempt to "variablize" common language

- Examples…

madtranslations

AVOID COMMON NOUNS IN VARIABLES

➢ **Solution**:

Create two complete, conditionalized sentences

> The next chapter includes information about settings. The next topic includes information about settings.

➢ <u>**NOT**</u> **a Solution**:

Include both words, conditionalized in one sentence

> The next chapter topic includes information about settings.

➢ Proper nouns are still the exception. These are fine:

> The help files provided for Company: NicePeople Inc. were written by J. Schudel.
>
> The help files provided for NicePeople Inc. The Cool Company were written by J. Schudel.

madtranslations

AVOID IN-LINE SNIPPETS

➢ In-line snippet: a snippet made up of a word or small phrase, that is inserted into a sentence

➢ Example sentences:

The [SaveWindow: **Save** window] will appear.
Click the button at the bottom of the [SaveWindow: **Save** window].

➢ The two sentences in Russian:

Появится окн<u>о</u> Save.

Нажмите кнопку в нижней части окн<u>а</u> Save.

AVOID COMMON NOUNS IN VARIABLES AND IN-LINE SNIPPETS

➢ **Solution**:

Keep the proper noun or GUI term in the snippet, letting

the accompanying noun stay in the topic(s).

➢ Examples of snippets:

BAD	GOOD
"Save window"	"Save"
"Edit Settings dialog"	"Edit Settings"
"MadCap Flare application"	"MadCap Flare"

madtranslations

AVOID SOLO NUMBERS IN VARIABLES AND IN-LINE SNIPPETS

➢ Solo numbers (object quantities) can have similar problems:

Variable:

NoOfStudents		# will change depending on survey report ge...

Flare Phrase:

NoOfStudents: students responded to the survey.

Russian: 151 студент / 126 студент<u>ов</u> / 183 студент<u>а</u>

➢ This rule does not include:

  ➢ Part numbers/Document numbers

  ➢ Standards numbers (ISO 9001:2008)

  ➢ Dates

  ➢ Numbers with units of measure (43 mm, 200 watts)

USE STYLESHEETS FOR ALL FORMATTING

➢ Makes updating formatting in translation faster, easier, and cheaper

➢ Key formatting issues:

    ➢ Font size

    ➢ Font family

    ➢ Font styles like Italics

    ➢ Colors (rare)

    ➢ Pagination (keep certain elements together)

    ➢ Widths of elements

USE STYLESHEETS FOR ALL FORMATTING

➢ Includes TableStyles

➢ If column width important,

assign the width in the TableStyle.

    ➢ "TipTable" style – first column width: 50px

    ➢ "NoteTable" style – first column width: 50px

    ➢ "ImportantTable" style – first column width: 50px

Tip:	{Insert text here.}
Note:	{Insert text here.}
Important:	{Insert text here.}

Tip:	{Insert text here.}
Note:	{Insert text here.}
Important:	{Insert text here.}

madtranslations

USE STYLESHEETS FOR ALL FORMATTING

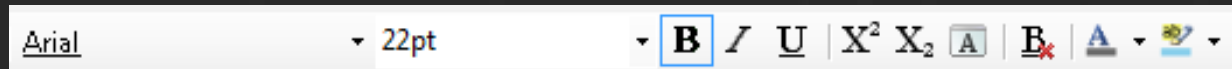➤ Avoid in-line styles!

To encourage the ⌈**appropriate**⌉ use of IT resources, please adhere to the following policies:

```
<p>To encourage the <b style="font-size: 14pt; font-family:
 Calibri;">appropriate</b> use of IT resources, please
adhere to the following policies:</p>
```
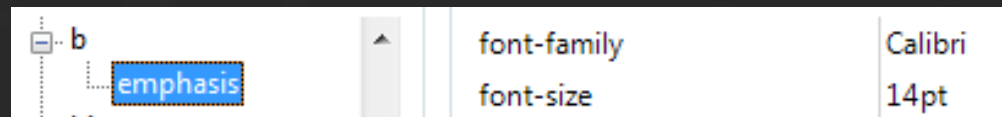
 ➤ Mostly caused by the Text Format toolbar

Arial   ▾ 22pt   ▾ **B** *I* U̲ | X² X₂ Ⓐ | B̲ₓ | A̲ ▾ ✍ ▾

➤ Create style classes in the stylesheet (CSS)

```
<p>To encourage the <b class="emphasis">appropriate</b>
use of IT resources, please adhere to the following
policies:</p>
```

⊟ b		font-family	Calibri
emphasis		font-size	14pt

madtranslations

INCLUDE A HEADER TAG IN EACH TOPIC

- ➢ H1-H6: at least one header level must be included

- ➢ No header means no title

  - ➢ Filename is used instead

- ➢ If no header tag, must manually update the title

- ➢ Titles appear in concept links, relationship tables

- ➢ If you don't want the header in the TOC, adjust the stylesheet:

mc-heading-level	0

MANAGE YOUR IMAGES

- Avoid rasterized (embedded) text in images
- Use MadCap Capture to add captions
- Captions and callouts will be stored in the .props and will be translatable
- Allow expansion in captions
- Organize your images
    » Do not use complicated folder paths
    » Better to use more descriptive names

madtranslations

PROVIDE LAYERED IMAGE FILES

FOR IMAGES WITH TEXT TO TRANSLATE:

➢ Layered = each added element (text, callout box, arrows) is it's own adjustable layer.

➢ Text is "live" (able to be copied/pasted)

➢ Ideal program is MadCap Capture

➢ Photoshop, Illustrator, Visio, etc.

➢ Saves time when editing image for translation, resolving text expansion, etc.

A PICTURE IS WORTH A 1000 HEADACHES

- Layout
  - » Text design and formatting
    - Will the text design work in translation?
      - Example: "ViewPoints"
    - Emphasizing words or phrases with special visuals may not work in many languages because of differences in syntax.
    - One word in English could be three, four or ten in another language.

MAKE USE OF FLARE'S ANNOTATION FEATURE

➢ For internal comments, annotations are better than conditionalized paragraphs.

➢ Annotations are tracked by Flare

➢ Annotation text can be excluded from translation

➢ Conditionalized text inside a topic cannot be excluded unless manually deleted

    ➢ Word count will be inflated, or

       Work required will rise

madtranslations

USE CONDITIONS TO COMMUNICATE TRANSLATION SCOPE

➢ Conditions applied to <u>files</u> indicate which ones need translation

   ➢ General Exclude Conditions: Hidden, InternalOnly, Exclude, Archived, AuthorsNotes

   ➢ Product-specific, output-specific, medium-specific

➢ Included and excluded conditions determined by targets being generated

➢ Author can indicate which conditions to include or exclude in quote request

➢ Conditions inside topics do not usually control scope

TRANSLATION WORKFLOWS

- Translation of outputs
- Translation only without Lingo
- Translation only with Lingo
- Full-service

- Which is best? That depends on you, your budget and time

madtranslations

CONCLUSION

- Expand your company's audiences by supporting multiple languages

- Use Flare's single-sourcing capabilities to lower translation costs and streamline multilingual publishing

- Proper setup and execution in Flare creates a critical foundation for future work

- Single-sourcing prior to translation can save as much as 70% on translation costs

madtranslations

MADTRANSLATIONS

MadTranslations specializes in individual projects or complete end-to-end translation and localization solutions.

Our services include:

- Language Translation
- Software Localization
- Website Localization
- E-Learning Localization
- Project Management
- And much more

madtranslations

THANK YOU FOR ATTENDING TODAY'S WEBINAR!

As a webinar attendee, receive **$100 OFF** our next advanced training course. Just $499 per student!

MadCap Flare Responsive HTML5, Mobile and EPUB Training
October 13-14, 2015 (web-based)
MadCap Flare Project Management/Team Authoring Training
October 15-16, 2015 (web-based)

Offer valid through September 30, 2015.

Note: Courses subject to change. Availability based on student registration.

TO RECEIVE YOUR DISCOUNT, CONTACT:

sales@madcapsoftware.com | +1 858.320.0387 opt.1

Questions? Thanks for joining us!

Scott Bass
Production Manager
MadTranslations
SBass@MadTranslations.com

Jose Sermeno
Product Evangelist
MadCap Software
JSermeno@MadCapSoftware.com

@MadCapJose
@MadCapSoftware
@MadCapDocTeam

Contact our Sales Team with questions or to get a free translation quote.

Sales@MadTranslations.com

madtranslations