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
“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
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!
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?
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
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…
AVOID COMMON NOUNS IN VARIABLES

➢ **Solution:**
Create two complete, conditionalized sentences

➢ **NOT a Solution:**
Include both words, conditionalized in one sentence

➢ **Proper nouns are still the exception. These are fine:**
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 окно Save.
  Нажмите кнопку в нижней части окна 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**
  - “Save window”
  - “Edit Settings dialog”
  - “MadCap Flare application”

  **GOOD**
  - “Save”
  - “Edit Settings”
  - “MadCap Flare”
AVOID SOLO NUMBERS IN VARIABLES AND IN-LINE SNIPPETS

- Solo numbers (object quantities) can have similar problems:
  - **Variable:** 
    - Russian: 151 студент / 126 студентов / 183 студента
  - **Flare Phrase:** 
    - NoOfStudents:  students responded to the survey.

- 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
USE STYLE SHEETS FOR ALL FORMATTING

➢ Avoid in-line styles!

➢ Mostly caused by the Text Format toolbar

➢ Create style classes in the stylesheet (CSS)
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`
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
PROVIDE LAYERED IMAGE FILES

FOR IMAGES WITH TEXT TO TRANSLATE:

- Layered = each added element (text, callout box, arrows) is its 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.
USE CONDITIONS TO COMMUNICATE TRANSLATION SCOPE

- Conditions applied to files 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
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 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
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
CONFERENCE DETAILS NOW AVAILABLE
WWW.MADWORLDCONFERENCE.COM

FULL SCHEDULE COMING SOON
QUESTIONS?

Thanks for joining us!

Scott Bass
Production Manager
MadTranslations
SBass@MadTranslations.com

Jose Sermeno
Product Evangelist
MadCap Software
JSermeno@MadCapSoftware.com

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

Sales@MadTranslations.com