Single-Sourcing and Localization

Best Practices with MadCap Flare

Laura Dent
Freelance Technical Writer

www.linkedin.com/in/lauradentwriter
@laurainspace
Overview

- Goals
- About Me
- About You
- Definitions
- Benefits
- Challenges
- MadCap Tools
- Localization in Action
- Process
- Tips and Tricks
• You learn something new about single-sourcing and localization

• You get some ideas for first steps – or next steps – in your localization process
About Me: Laura Dent

• Freelance technical writer specializing in single-sourcing and localization; clients include translation agencies and product companies

• Now MAD Certified! (MadCap Advanced Developer)

• Adjunct faculty at James Madison University, teaching Technical Communication for Computer Science

• Wanted to be a writer since I was 5

• Studied languages since I was in elementary school

• Majored in Russian at Harvard

• Formerly at Rosetta Stone, language-learning software company; localized software and documentation – SimShip with Agile
About You

• Poll: What is your level of experience in …
  • Single-Sourcing?
  • Localization?
**Single-Sourcing**: Use of a single document or set of files to produce multiple variations in the output.
Single-Sourcing can repurpose content across the organization.
Definitions

**Localization**: Translating into a new language plus adapting the product or documentation to a new location.
• **Globalization**: Business strategy for expanding markets to multiple regions in the world. Example: [www.apple.com](http://www.apple.com), icon in lower right to choose language

• **Internationalization (i18n)**: Design of a product or service to be readily adaptable to different languages and locations. Particularly applicable to software infrastructure.

• **Localization (L10n)**: Translation plus the technical and linguistic aspects of adapting to a new location.
Definitions

Globalization

Internationalization

Localization

Localization
Definitions

Think Globally …

… Act Locally
Definitions

• **Translation**: Rendering words into a new language.

• **Localization**: Translation plus the technical and linguistic aspects of adapting to a new location. Includes use of Translation Memory (TM) to reuse content consistently.

• **Transcreation**: Recreating the original emotional message in a new language and culture.
  
  “Transcreation is most appropriate for emotional content because emotions don't translate.” – Val Swisher of Content Rules
Definitions, Examples

**Locale**: Combination of the language and location, such as French-France (fr-FR) or French-Canada (fr-CA).

Examples - English:
- Localize, color, truck – American English (en-US)
- Localise, colour, lorry – British English (en-BR)

Spanish:
- Montacargas (forklift), equalización (equalization) – Latin American Spanish (es-419)
- Caretilla elevadora (toro – colloq.), igualación – Spanish-Spain (es-ES) (Spanish reviewers said the Latin American word sounded like “Spanglish”)

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Benefits of Single-Sourcing:

- Cost savings – multiple outputs from one master
- Ease of maintenance – update all versions at once
- Quality control – all documents in sync

Benefits of Single-Sourcing and Localization:

- Cost savings multiplied – translate once for all variations
- Ease of maintenance – update all *languages* (translate updates)
- Quality control – all *languages* in sync
Challenges

- Linguistic – grammar differences, variables
- Formatting – word length, paper sizes, screen size (software)
- Quality
  - How to verify? Ideally, need in-country review
  - Level of quality required – see webinar “A Case Study in Translation Management,” Chris Steele:
    - Machine Translation (MT)
    - MT + Human editing
    - Human professional translation
    - Transcreation
- Cultural, legal, ethical issues
MadCap Tools

- MadCap Flare
  - Topic-based
  - Multiple output formats
  - Localization engineering

See webinar “Using MadCap Flare to Support Your International Content Strategy” – Scott Bass, MadTranslations

- MadCap Capture Graphics – Integration with Flare!
- Lingo – Workflow Management and Translation Memory
- MadTranslations – Full-service Localization
Localization in Action

Rosetta Course のホーム画面から開始します。TOTALe サービスの Rosetta Course セクションでは、学会の進捗度を確認したり、コース内を移動したりできます。

レベル ユニット

アクティビティ 開始
 コア レッスン
 マイルストーン

Rosetta Course を開始するには、緑色の矢印ボタンをクリックします。

Rosetta Course は、前回進めた学習の最期のところから自動的に再開されるので、アクティビティの順序を気にする必要はありません。

なお、インターネットに接続していない場合、または Rosetta Course だけを利用している場合は、一部の表示を省略したホーム画面が表示されます。詳しくは、「ホーム画面」を参照してください。

TOTALe ホーム画面の Rosetta Course セクションは、以下の項目で構成されます。項目名をクリックすると、その詳細が表示されます。

- ユニットバー
- コースバー
Process

1. Writing
2. Single-Sourcing
3. Preparation
4. Localization
5. Localization Engineering
6. Linguistic QA
7. Implement Ling. QA

You or LSP

In-Country Review (ICR) – You or LSP

Language Service Provider (LSP)
1. Writing

- Clean, concise
- Simplified language
  - Terminology
  - Grammar
- English quirks to avoid if possible:
  - Noun stacks
  - Gerunds
  - Idioms
  - Cultural references
2. Single-Sourcing

• Structured content – topic-based

• Variations in content
  • Variables: Single elements with discrete options, such as `<productname>`
  • Conditionals: Longer passages (sentence)
  • Snippets: Standalone elements (paragraph)

• Rich content: audio, video, animation
2. Writing for Single-Sourcing and Localization

• Don’t use variables within sentences (if you can help it)
  • Word order:
    <adjective><noun> doesn’t work in Latin languages
    <subject><verb><object> doesn’t work in German/Japanese
    (verb at end)
  • Articles, combined forms: L’exemple (French)
  • Gender:
    The <variable> is tall. (Chris Steele)
  • Number: Russian/Japanese: “small plurals”

• Right unit to translate: paragraph/sentence?

• If you must use variables, workarounds are possible
3. Prepare for Localization

- Internationalization – software and documentation
  - Set up software for localization
  - Don’t concatenate strings (using variables)
  - International formats: dates, names, addresses, measuring units

- Word length – allow room for text to expand – on screen and in documents

- Formats: 8.5x11 vs. A4
3. Prepare for Localization

- Coordinate with your Language Services Provider (LSP).
- Create localized glossaries.
- Create a style guide for each language (including English).
- Adapt images for localization.
  - Localized screen shots.
  - Callouts – layered text. Flare integration with Capture.
  - Allow for text expansion – reposition as needed.
- Provide plenty of context for translators – notes, screen shots, training.
Images with Callouts

Livello 1, Unità 1: Fondamenti della lingua

Livello
Unità

Lezione fondamentale
Attività
Inizia
Traguardo
MadCap Capture
4. Localization

- Translation of text – starting with software UI text
- Adaptation of files and formats
- International dates, measurements, conventions
5. Localization Engineering (You or LSP)

- Import translated files into single-sourcing system
- Reformat as needed
- Create outputs
### Localization Engineering

#### Variables

<table>
<thead>
<tr>
<th>Variable Sets</th>
<th>Name</th>
<th>Definition</th>
<th>Comment</th>
</tr>
</thead>
<tbody>
<tr>
<td>ContactDetails</td>
<td>Chinese</td>
<td>用 户 指 南</td>
<td></td>
</tr>
<tr>
<td>FieldServiceSet</td>
<td>ChineseTrad</td>
<td>使用者指南</td>
<td></td>
</tr>
<tr>
<td>Headers</td>
<td>Croatian</td>
<td>用户手册</td>
<td></td>
</tr>
<tr>
<td>PartNumberDate</td>
<td>Czech</td>
<td>Uživatelská příručka</td>
<td></td>
</tr>
<tr>
<td>Project key dates</td>
<td>Danish</td>
<td>BRuger vejerejning</td>
<td></td>
</tr>
<tr>
<td>TechData</td>
<td>Dutch</td>
<td>Gebruikershandleiding</td>
<td></td>
</tr>
<tr>
<td>UG_CoverTitles</td>
<td>Finnish</td>
<td>Kayttöohje</td>
<td></td>
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<tr>
<td></td>
<td>FrenchCanada</td>
<td>Manuel d'utilisation</td>
<td></td>
</tr>
<tr>
<td></td>
<td>FrenchFrance</td>
<td>Manuel d'utilisation</td>
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<tr>
<td></td>
<td>German</td>
<td>Benutzerhandbuch</td>
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<td></td>
<td>Greek</td>
<td>Οδηγός χρήστη</td>
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<td></td>
<td>Hungarian</td>
<td>Felhasználói kézikönyv</td>
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<tr>
<td></td>
<td>Indonesian</td>
<td>Pemanduan Pengguna</td>
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<td></td>
<td>Italian</td>
<td>Guida dell'Utente</td>
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<tr>
<td></td>
<td>Japanese</td>
<td>ユーザーガイド</td>
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<td></td>
<td>Korean</td>
<td>사용 설명서</td>
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<td>Malay</td>
<td>Panduan Pengguna</td>
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<td>Norwegian</td>
<td>Brukerhåndbok</td>
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<td></td>
<td>Polish</td>
<td>Podręcznik użytkownika</td>
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<td></td>
<td>PortugueseBrazil</td>
<td>Guia do Usuário</td>
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<td>PortuguesePortugal</td>
<td>Guia do Utilizador</td>
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<td>Russian</td>
<td>Руководство пользователя</td>
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<td>Spanish</td>
<td>Guía del usuario</td>
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<td>SpanishHE</td>
<td>Guía del usuario</td>
<td></td>
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<tr>
<td></td>
<td>Swedish</td>
<td>Användarhandbok</td>
<td></td>
</tr>
</tbody>
</table>
6. Linguistic QA

- Send output to in-country experts for language review
- Specific directions for how to make changes or give feedback
  - Computer Assisted Translation (CAT) tools
  - Marked-up outputs (pdfs)
- Translators modify files where they can
7. Implement Linguistic QA

- Import updated translations into Flare
- Receive feedback and revise in Flare
- Snippets, variables, and conditionals: revise what the translator couldn’t
- Re-create final outputs
Articles with variables – a, an, the – for example, in English:

| Install a <brandname>.          | Install a A-brand.  
|                                 | Install a B-brand.  
| Install <a-brand> <brandname>. | Install an A-brand. 
| Set <a-brand> = <an> for A-brand, <a> for B-brand. | Install a B-brand. |
**Articles in French (translation of “the”):**

<table>
<thead>
<tr>
<th>Installer le <code>&lt;brandname&gt;</code></th>
<th>Installer le A-brand. Installer le B-brand.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Installer <code>&lt;Fr-the-brand&gt;</code> <code>&lt;brandname&gt;</code></td>
<td>Installer l’A-brand. Installer le B-brand.</td>
</tr>
</tbody>
</table>

- Set a variable for the article: 
  `<Fr-the-brand> = l’` for A-brand, 
  `le` for B-brand.

- OR, include the article in the variable: 
  `<the-brand> = “l’A-brand” or “le B-brand”`
Better yet, rewrite the *source* text to remove the article issues:

<table>
<thead>
<tr>
<th>English: Install the <code>&lt;brandname&gt;</code> device.</th>
<th>Install the A-brand device. Install the B-brand device.</th>
</tr>
</thead>
</table>
Grammar issues:

• Don’t use variables for common words.

• “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.

Example courtesy Jennifer Schudel, Advanced Language Translations
Goals: Review

• You learn something new about single-sourcing and localization: What did you learn?

• You get some ideas for first steps – or next steps – in your localization process: What will you do differently now?
Resources

Flare Webinars:

• “Using MadCap Flare to Support Your International Content Strategy”

• “A Case Study in Translation Management – How to Reduce Costs by 90% While Enabling New Markets”

Jennifer Schudel, Advanced Language Translations: Presentation, “Five Things to Consider When Developing Multilingual Content”

• http://www.madcapsoftware.com/demos/player.aspx?v=2197c5687bd28

• http://assets.madcapsoftware.com/webinar/Presentation_FiveThingsFlareTranslation.pdf

Venga Global – eBook (I wrote): “Single-Sourcing: Translate Once, Reuse Many Times”
  http://blog.vengaglobal.com/single-sourcing-translate-once-reuse-many-times

Val Swisher, Content Rules http://contentrules.com/about-us/team/#val
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Thank You!

Questions?

Laura Dent

www.lauradentwriter.com

laura@lauradentwriter.com

www.linkedin.com/in/lauradentwriter

@laurainspace