

# MadCap Flare and Translation:

## Five Things to Consider When Developing Multilingual Content

PRESENTED BY

Jennifer Schudel

Jose Sermenio

February 24, 2015



madtranslations

# #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











Click [here](#) to view the copyright information.

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

Relationship Table				Warnings
Row Name	concept	task	reference	
Single-Sourcing	 <input type="checkbox"/> C_Conditions Notes Tab...	 <input type="checkbox"/> D_Images/ImagePositio...	 <input type="checkbox"/> A_Introduction Topics/DropDowns.htm	
	 <input type="checkbox"/> C_Conditions Notes Tab...		 <input type="checkbox"/> A_Introduction Topics/Headings.htm	
▶ Advanced			 <input type="checkbox"/> B_Links and Lists/Links.htm	
			 <input type="checkbox"/> B_Links and Lists/Lists.htm	
			 <input type="checkbox"/> D_Images/Images.htm	
▶ Advanced		 <input type="checkbox"/> D_Images/ImageWithin...		
		 <input type="checkbox"/> D_Images/ThumbnailIm...		

## Related Information

[Conditions](#)

[ConditionsNotesTables](#)

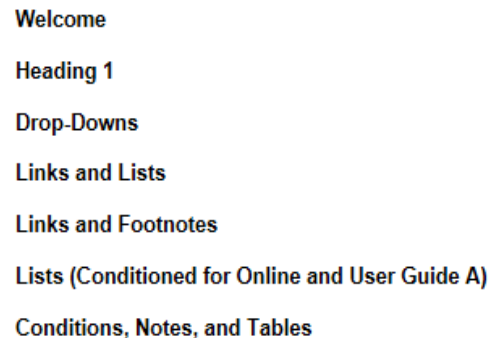
## Related Tasks

[ImagePositionedLeft](#)

# #1 – NONE OF THE ABOVE

» List-of proxy – Requires set of tags or tags with a class applied

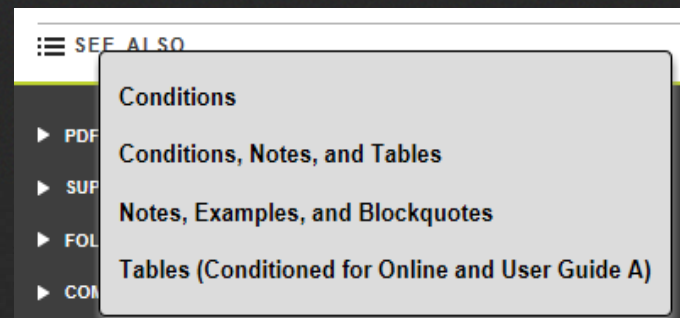
- Example: List of H1 tags

A screenshot of a list of H1 tags. The list is contained within a white rectangular box with a thin black border. The text is black and left-aligned. The items in the list are: Welcome, Heading 1, Drop-Downs, Links and Lists, Links and Footnotes, Lists (Conditioned for Online and User Guide A), and Conditions, Notes, and Tables.

Welcome  
Heading 1  
Drop-Downs  
Links and Lists  
Links and Footnotes  
Lists (Conditioned for Online and User Guide A)  
Conditions, Notes, and Tables

» 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.

See [Images](#).

- » `{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}`)

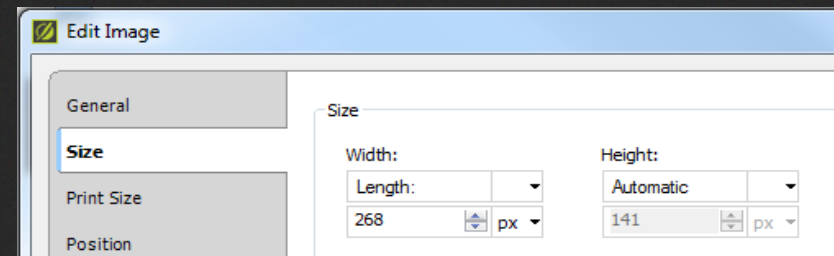
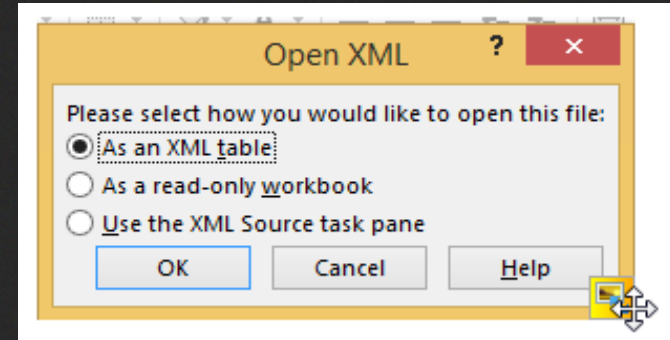
Multiple list types are possible (see "Links and Lists" on page 1).

## #3 – HANDLING IMAGE SIZES

Avoid hard-coding both dimensions

Why?

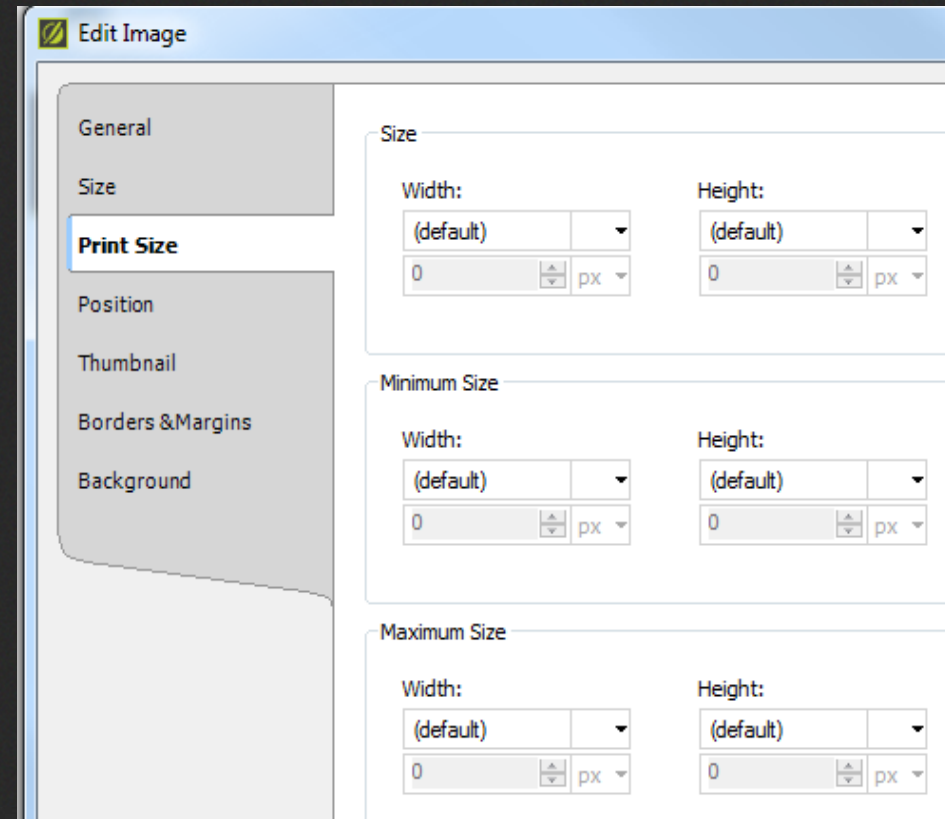
- » Localized images different size
  - » Hard-coding locks in English proportions
  - » Localize images appear distorted, require manual correction
- Option A:
    - » Adjust size manually
    - » Set one dimension to “auto”
    - » Allows proportions to change





# #3 – HANDLING IMAGE SIZES

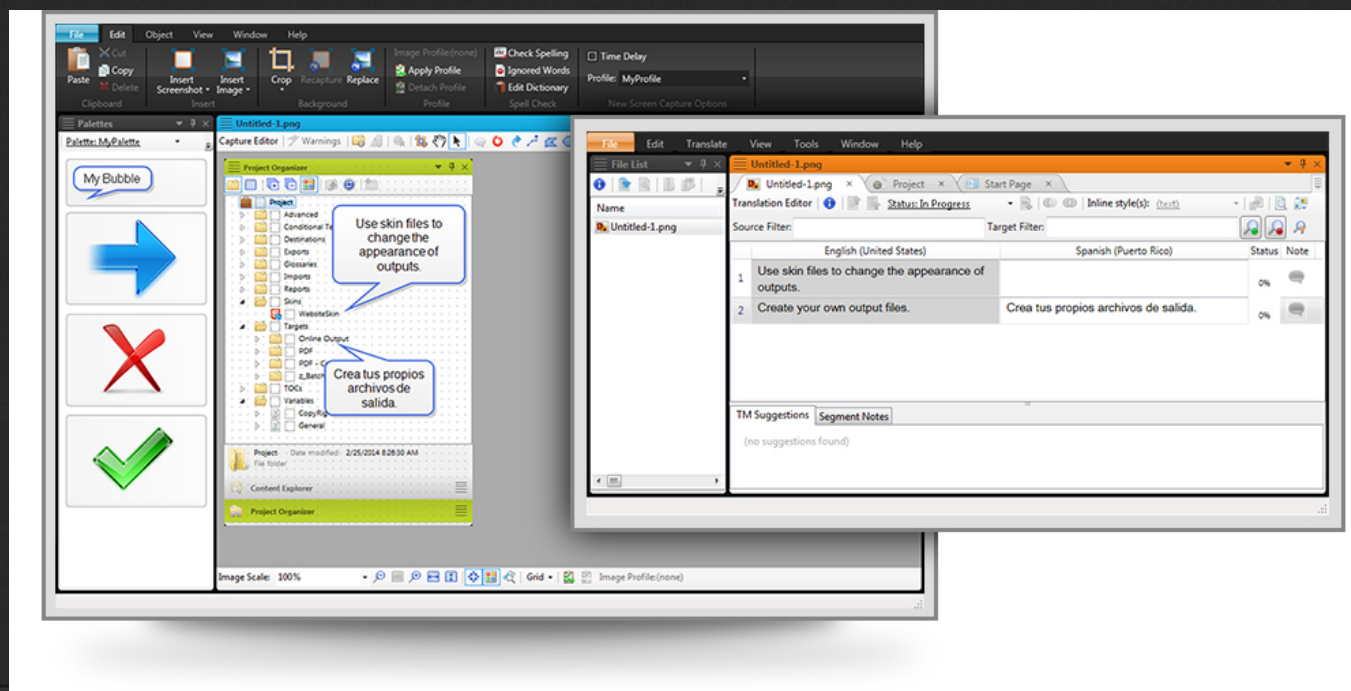
- Option B:
  - » Set max-width (or max-height) on images
  - » In Topic vs. In CSS
  - » Individual Image vs. class of Images
  - » Best if only size restriction is PDF page size





# #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 – EXTRANEIOUS INLINE FORMATTING

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

your own content. ¶Here is some ¶general ¶text for a topic¶. Replace

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

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

¶Here is some ¶general ¶text for a topic.¶Replace this with your own content.¶



## #4 – EXTRANEIOUS 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 – EXTRANEIOUS 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





madtranslations

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

Our services include:

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





The MadWorld Worldwide Learning Conference

SAN DIEGO | APRIL 12-14, 2015



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 CSS Training**

March 16-17, 2015 (web-based)

**MadCap Flare Responsive HTML5, Mobile, and EPUB Training**

March 23-24, 2015 (web-based)

*\*Offer valid through Friday, February 27, 2015.*

*Note: Courses subject to change. Availability based on student registration. Contact us for the latest schedule and course availability.*

TO RECEIVE YOUR DISCOUNT, CONTACT:

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

# Questions?

Thanks for watching!



Jennifer Schudel  
Localization Specialist  
MadTranslations  
[JenniferS@MadTranslations.com](mailto:JenniferS@MadTranslations.com)



Jose Sermeno  
Product Evangelist  
MadCap Software  
[JSermeno@MadCapSoftware.com](mailto:JSermeno@MadCapSoftware.com)

Contact our Sales Dept. with questions or  
to schedule a demonstration

[Sales@MadTranslations.com](mailto:Sales@MadTranslations.com)

 [@MadCapJose](https://twitter.com/MadCapJose)  
[@MadCapSoftware](https://twitter.com/MadCapSoftware)  
[@MadCapDocTeam](https://twitter.com/MadCapDocTeam)

