

# Single-Sourcing and Localization

## Best Practices with MadCap Flare

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# Overview

- Goals
- About Me
- About You
- Definitions
- Benefits
- Challenges
- MadCap Tools
- Localization in Action
- Process
- Tips and Tricks

# Goals

- 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) A circular gold seal with a scalloped edge. The outer ring contains the text 'MAD For Hire' at the top and 'MadCap Advanced Developer' at the bottom, separated by small stars. The center of the seal features a stylized quill pen.
- 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?

# Definitions

**Single-Sourcing:** Use of a single document or set of files to produce multiple variations in the output.



# Definitions

**Single-Sourcing** can repurpose content across the organization.

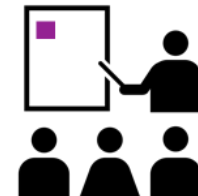
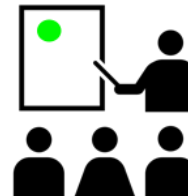
## Documentation



## Support

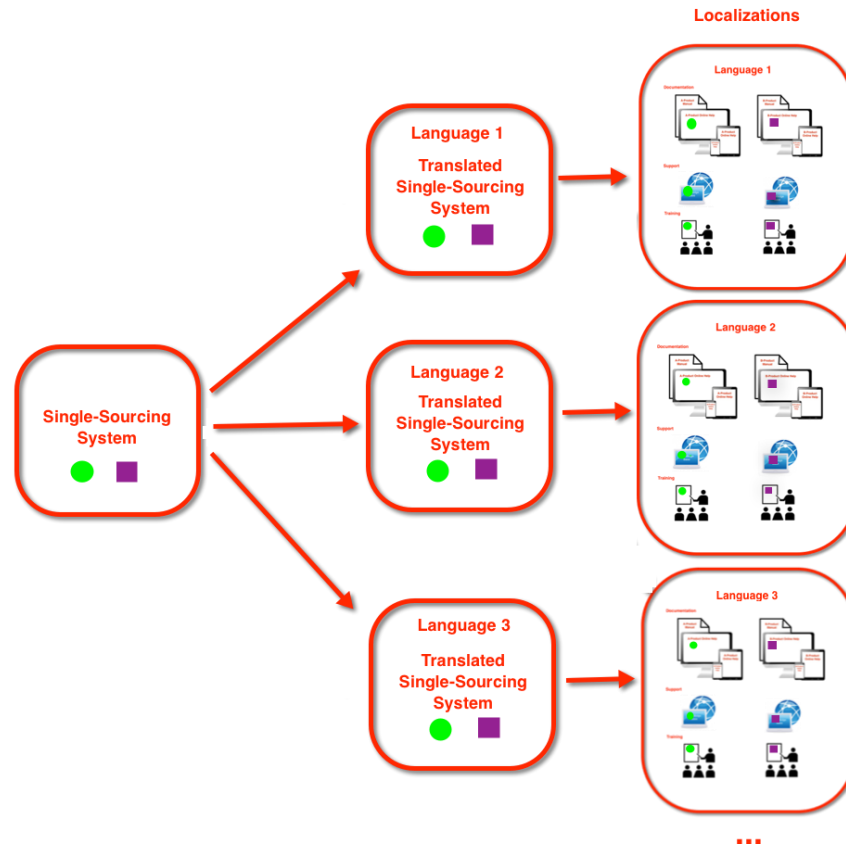


## Training



# Definitions

**Localization:** Translating into a new language plus adapting the the product or documentation to a new location.

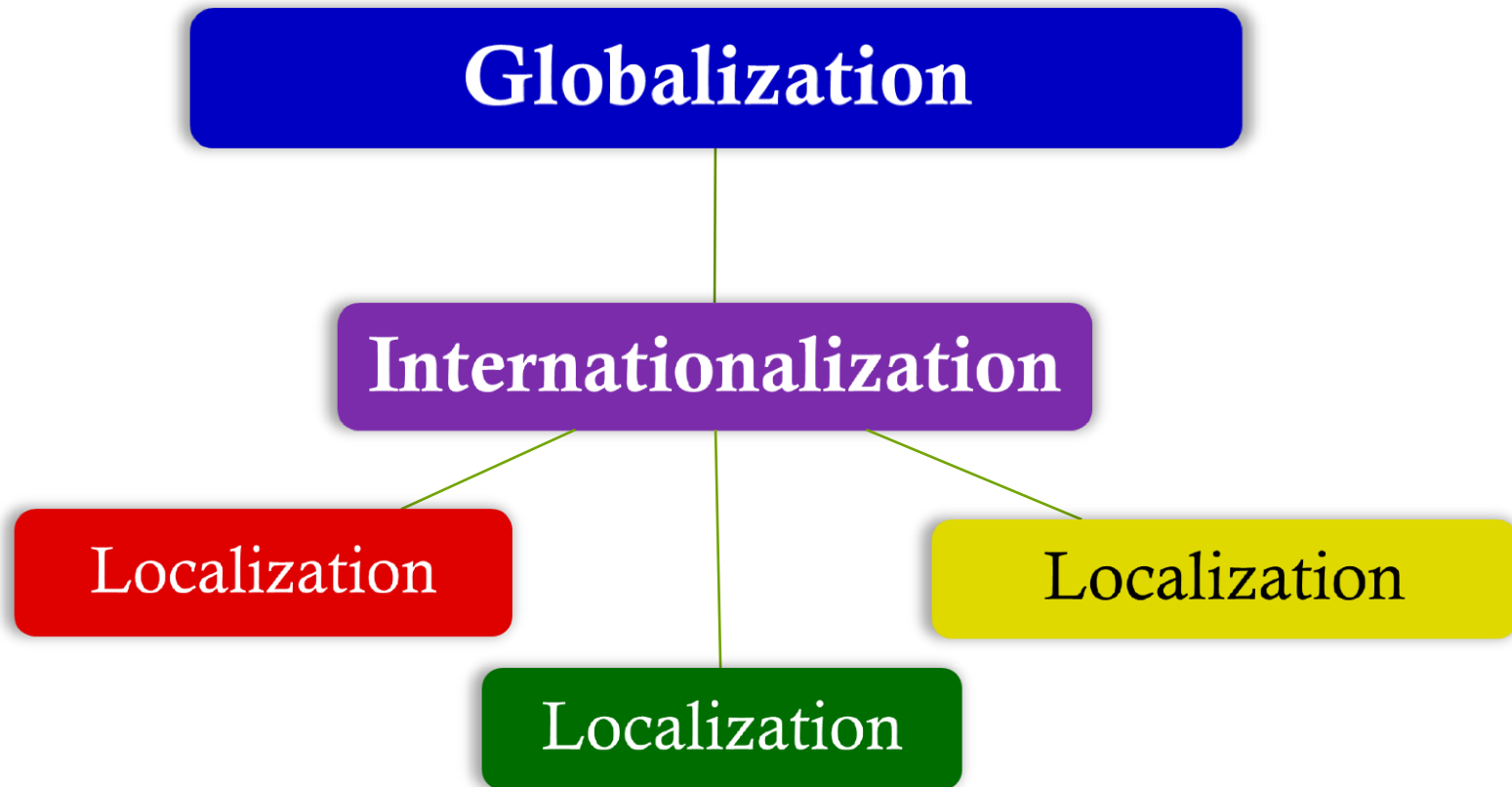




# Definitions

- **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



# 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)
- Caretila elevadora (toro – colloq.), igualación – Spanish-Spain (es-ES) (Spanish reviewers said the Latin American word sounded like “Spanglish”)

# Benefits

## 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

The screenshot shows a web browser window displaying the Rosetta Stone TOTALe Help page in Japanese. The browser's address bar shows the file path: `file:///Users/laura/Documents/2-workstuff-RS/Samples/Help/ja-JP/`. The page title is "Rosetta Course™ ホーム".

**Annotations on the Rosetta Course Home Screen:**

- レベル** (Level): Points to the "レベル 1" (Level 1) header.
- ユニット** (Unit): Points to the "ユニット 1" (Unit 1) header.
- コア レッスン** (Core Lesson): Points to the "コア レッスン" (Core Lesson) button.
- アクティビティ** (Activity): Points to the "アクティビティ" (Activity) button.
- 開始** (Start): Points to the green arrow button.
- マイルストーン** (Milestone): Points to the "マイルストーン" (Milestone) button.

**Text on the page:**

Rosetta Course™ ホーム

Rosetta Course での学習は、Rosetta Stone TOTALe™ ホーム画面から始めます。

TOTALe ホーム画面の Rosetta Course セクションでは、学習の進捗度を確認したり、コース内を移動したりできます。

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。

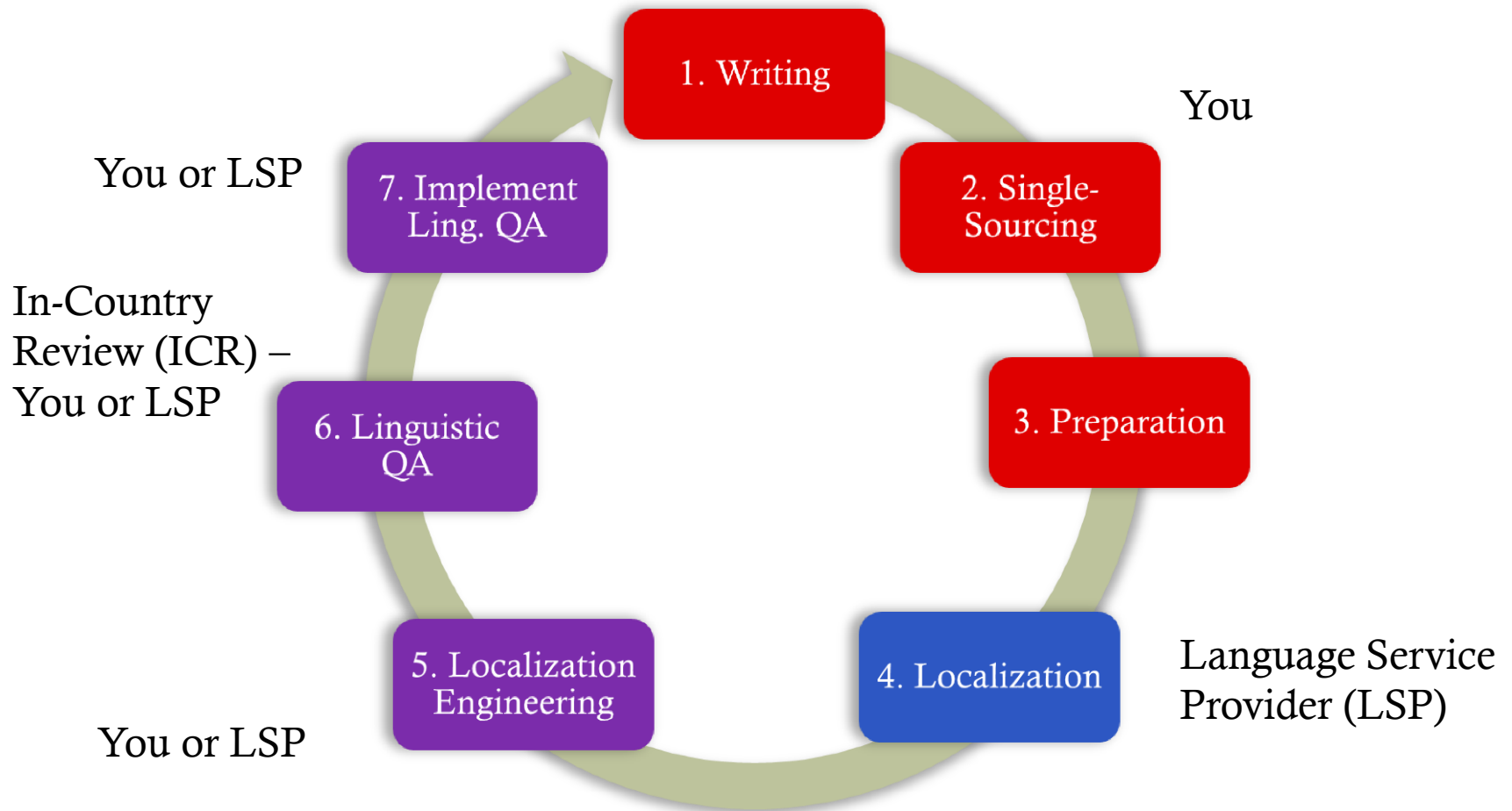
Rosetta Course は、前回進めた学習の最後のところから自動的に再開されるので、アクティビティの順序を気にする必要はありません。

注: 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



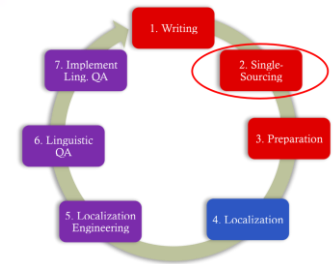
# Writing

## 1. Writing

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



# Single-Sourcing



## 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

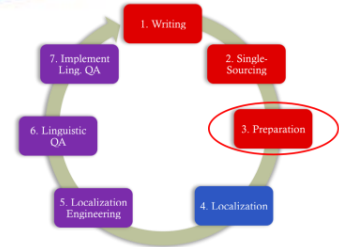
# Single-Sourcing and Localization



## 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

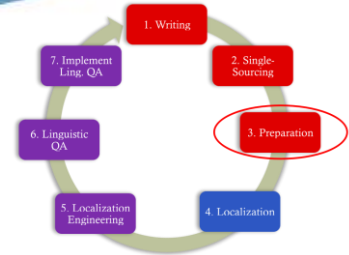
# Prepare for Localization



## 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

# Prepare for Localization



## 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





# Images with Callouts



# Images with Callouts



# MadCap Capture

**Object Layers**

Hide	Lock	Type	Text	Conditions	Anchors	Profile
<input type="checkbox"/>	<input type="checkbox"/>	Rectangle	Traguardo			
<input type="checkbox"/>	<input type="checkbox"/>	Rectangle	Inizia			
<input type="checkbox"/>	<input type="checkbox"/>	Rectangle	Attività			
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Rectangle	Lezione fondamentale			
<input type="checkbox"/>	<input type="checkbox"/>	Rectangle	Unità			
<input type="checkbox"/>	<input type="checkbox"/>	Rectangle	Livello			

# Localization



## 4. Localization

- Translation of text – starting with software UI text
- Adaptation of files and formats
- International dates, measurements, conventions

# Localization Engineering



## 5. Localization Engineering (You or LSP)

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

# Localization Engineering

The screenshot displays a software interface for localization engineering. On the left, a sidebar contains a menu with the following items: General, Conditional Text, Variables (highlighted), Publishing, Glossary, Relationship Table, Advanced, Language, PDF Options, and Warnings. The main area is divided into two panes. The left pane, titled 'Variable Sets', lists several variables: ContactDetails, FieldServiceSet, Headers, PartNumberDate, Project key dates, TechData, and UG\_CoverTitles (which is selected and highlighted in blue). The right pane displays a table with three columns: Name, Definition, and Comment. This table lists various localized titles for user guides across different languages.

	Name	Definition	Comment
	Chinese	用户指南	
	ChineseTrad	使用者指南	
	Croatian	Korisnički vodič	
	Czech	Uživatelská příručka	
	Danish	Brugervejledning	
	Dutch	Gebruikershandleiding	
	Finnish	Käyttöohje	
	FrenchCanada	Manuel d'utilisation	
	FrenchFrance	Manuel d'utilisation	
	German	Benutzerhandbuch	
	Greek	Οδηγός χρήστη	
	Hungarian	Felhasználói kézikönyv	
	Indonesian	Panduan Pengguna	
	Italian	Guida dell'Utente	
	Japanese	ユーザーガイド	
	Korean	사용 설명서	
	Malay	Panduan Pengguna	
	Norwegian	Brukerhåndbok	
	Polish	Podręcznik użytkownika	
	PortugueseBrazil	Guia do Usuário	
	PortuguesePortugal	Guia do Utilizador	
	Russian	Руководство пользователя	
	SpanishSpain	Guía del usuario	
	SpanishUS	Guía del usuario	
	Swedish	Användarhandbok	



# Localization Engineering

Target Editor | Build | View | Publish | Open Build Log

General

**Conditional Text**

Variables

Publishing

Glossary

Relationship Table

Advanced

Language

PDF Options

Warnings

Condition Tag Sets

(show all tags)

Audience

Device

Hidden - Temporary Tags

**Localization**

Output Media

Regulatory

Snippet Conditions

Status

Tags	Include	Exclude
Divider	<input type="checkbox"/>	<input checked="" type="checkbox"/>
English Only	<input type="checkbox"/>	<input checked="" type="checkbox"/>
FrontCover_UG	<input checked="" type="checkbox"/>	<input type="checkbox"/>
RearCover	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Region_EN	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Region_GCA	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Region_GEA	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Region_GEE	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Region_GNE	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Region_GSE	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Region_GWE	<input type="checkbox"/>	<input checked="" type="checkbox"/>

UG

UG\_CoverTitles

Target Editor | Build | View | Publish | Open Build Log

General

Conditional Text

**Variables**

Publishing

Variable Sets

ContactDetails

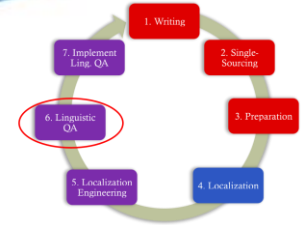
FieldServiceSet

Headers

**PartNumberDate**

	Name	Definition	Comment
	Part_Language	Suomi (Finnish)	Language
	Part_Number	FI-UG	Target part number
	Part_Status		Appears after PartNumber. "DRAFT", "fo...
	Part_Title	Käyttöopas	Title of output

# Linguistic QA



## 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



# Implement Linguistic QA



## 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

# Tips and Tricks

Articles with variables – a, an, the – for example, in English:

Install a <brandname>.	<b>Install a A-brand.</b> Install a B-brand.
Install <a-brand> <brandname>.  Set <a-brand> = <an> for A-brand, <a> for B-brand.	<b>Install an A-brand.</b> Install a B-brand.

# Tips and Tricks

Articles in French (translation of “the”):

Installer le <brandname>.	Installer le A-brand. Installer le B-brand.
Installer <Fr-the-brand> <brandname>.  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”	Installer l'A-brand. Installer le B-brand.

# Tips and Tricks

Better yet, rewrite the *source* text to remove the article issues:

English: Install the <brandname> device.	Install the A-brand device. Install the B-brand device.
French: Installer l'unité <brandname>.	Installer l'unité A-brand. Installer l'unité B-brand.

# Tips and Tricks

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”  
<https://www.madcapsoftware.com/demos/signup.aspx?id=1144010340194854916>
- “A Case Study in Translation Management – How to Reduce Costs by 90% While Enabling New Markets”  
<https://www.madcapsoftware.com/demos/signup.aspx?id=1146179877138420211>

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](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>

## TAKE ADVANTAGE OF CERTIFIED TRAINING

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### **MadCap Flare CSS Training**

March 14-15, 2017 (web-based)

### **MadCap Flare Single Sourcing Training**

March 16-17, 2017 (web-based)

For more details, [click here](#) or email [sales@madcapsoftware.com](mailto:sales@madcapsoftware.com)

*Note: Courses subject to change. Availability based on student registration. Certain restrictions apply; cannot be combined with any other offer or promotion. Not valid on courses already purchased.*





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# Thank You!

Questions?

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