

Traduzione Specializzata Inglese II

Lesson 3

Elements of Website Localization

Tuesday 20 November 2018

Website Localization

- Marketing Aspects
- Finance
- Technology Questions
- Content Issues
- Resources
 - Human
 - Translation
- Localisation/Translation of Content

Marketing Aspects

- Target objectives
- Target areas
- Target customers

Finance

- How much will it all cost?
- What level of localization is financially justified?

Technology Questions

- Hardware Infrastructure
 - Servers and networks
- Software Infrastructure
 - Databases
 - Content Management Systems
 - Translation systems
- User systems
 - Location
 - Devices

Content Issues

- Type of information
 - Text
 - Audio
 - Video
 - Interactive
 - Automatic
 - Frequently updated

Human Resources

- Computer/technology based operations
 - Engineers
 - Designers
 - Web specialists
- Content (Language) based operations
 - Authors
 - Designers

Translation Resources

- Computer/technology based operations
 - Automated systems
 - CAT tools
- Content (Language) based operations
 - Translators

Localization/Translation of Content

- Analyse/assess source materials
 - Layout – space required for language version
 - Interaction
 - Culture-bound aspects
 - Colour
 - Icons, images

Localization/Translation of Content

- Scope for CAT support
- Culturally-bound translations
- Transcreations
- AV materials (dubbing, sub-titling)