

# E-LEARNING

## TIPS AND TRENDS

# Who We Are

Founded in 1992, TransPerfect has unparalleled experience providing enterprise language services and technology to the world's leading global organizations. One of our primary areas of expertise is in the training, education, and development of a global workforce and customer base—providing multilingual education programs and initiatives that span many countries, cultures, and languages.

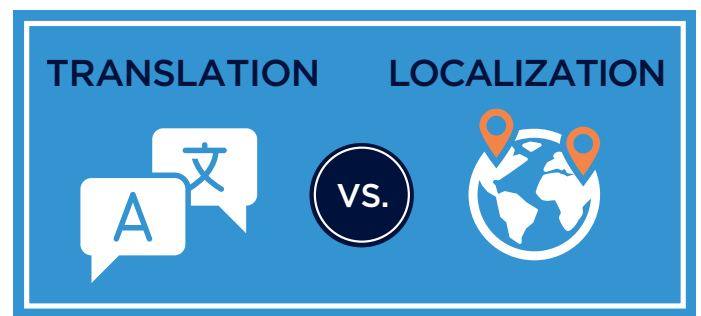
Over the years, we've provided e-learning and training localization services to a wide range of clients including corporate universities, HR departments, learning and development departments, talent



management teams, client service groups, and content development companies. Our experience working with these organizations on every type of training and in over 170 languages has allowed us to develop a core set of best practice processes and guidelines for clients embarking on a global training initiative.

## Understanding the Basics

Do you know your French from your Canadian French? Because we do, and it's important to understand the basics. Translation is the process of taking material from a source language and changing the words to create another language version. Localization, however, is the process of translating and adapting a language for a specific market or locale—defined as a country and language (or region).



Examples of locales include Spanish for Colombia, Spanish for Latin America, and Spanish for Spain. Localization is a linguistic and, to an extent, functional process that depends on:

- A thorough knowledge of the target market and culture.
- The application of creative concepts in the context of diverse audiences.
- An understanding of the way that users interact with a program or application.
- A thorough knowledge of trends in technology and learning.
- Breadth of experience in preparing elements of e-learning in a way that makes future localization fast and easy.

TransPerfect deploys technologies to simplify our clients' in-country review processes and maximize the reuse of previously translated content—reducing cost, accelerating publication of information, and increasing consistency of language.

In the following white paper, we will refer to some of the technology used in the production process (e.g.,

In the following white paper, we will refer to some of the technology used in the production process (e.g., translation memory). However, our expectation is that TransPerfect will be able to provide you with tools that will benefit your translation and localization initiatives.

## TRANSLATION MEMORY



**YOUR INTELLECTUAL PROPERTY**



**NEVER PAY TO TRANSLATE THE SAME PHRASE TWICE**



**IMPROVED QUALITY AND CONSISTENCY**



**FASTER TIME TO MARKET**

## Before Localizing E-Learning Materials...

### Which Authoring Tool?

TransPerfect has licenses for the majority of authoring tools such as Articulate (Storyline & Studio), Lectora, Captivate, iSpring, Flash, and Elucidat. Our engineers also work with a number of proprietary authoring tools based on client requirements.

From a localization standpoint, it is important to select an authoring tool which allows for **multilingual capabilities** (such as accent marks, extended characters, two-byte characters, and bi-directional scripts). TransPerfect also recommends content that can be exported into XML or RTF/DOC files, or published to HTML. Products with this type of capability save time and money because preparation of XML or DOC/RTF files for localization is less

laborious than interim formats such as Flash or Java. It is best to **avoid these interim formats**, which require cutting and pasting or re-working of the text, thus increasing the margin of error.

### MULTI-PLATFORM CAPABILITIES

We can work with all major file formats and authoring tools, including:



Elucidat



*Products which export to XML or RTF/DOC or which publish to HTML/HTML5 save time and money because preparation for localization is less laborious than interim formats such as Flash or Java.*



### Content Development & Design Tips

Based on more than 20 years of experience, working with subject-matter experts, and using a full range of dedicated tools, we recommend the following guidelines during content development to ensure a smoother localization process further down the line:

- **Plan for text expansion.** Leave enough room in layouts to allow for a 20-40% increase in the amount of space required for the text.
- **Avoid graphics that contain textual elements.** If you must include text in a graphic in order to illustrate a point, be sure the graphics are layered so that the text can be stripped for translation.
- **Be aware that images such as stop or exit signs differ from country to country.** Allow for these images to be swapped out easily should they need to be customized for specific regional audiences.

- **Plan images of people for a multicultural audience.** Consider including images of people of different nationalities, ages, and genders.
- **Avoid slang, jargon, idioms, and acronyms, as they can be difficult to translate.** If you must use acronyms, be prepared with options for the target languages, or make the decision to display them in the source language.
- **Formality is the norm in many countries, so keep this in mind as you are considering tone, style, and voice.** Allow for titles and last names when addressing employees or colleagues. Check your impulse to employ an informal, friendly tone, as some audiences will view this as suspicious or condescending.
- **Use sports references with caution.** Not all sports are universally known. If you must use them, make sure they are relevant to your audience and applicable in the target countries.

TransPerfect considers all the risks involved in content authoring for the purposes of training a global workforce, whether the course in particular is intended for compliance, technical, or academic training. Using industry-standard tools and techniques, our instructional designers craft effective learning experiences customized to meet your goals—whether based on your content, storyboards, or completely from scratch.

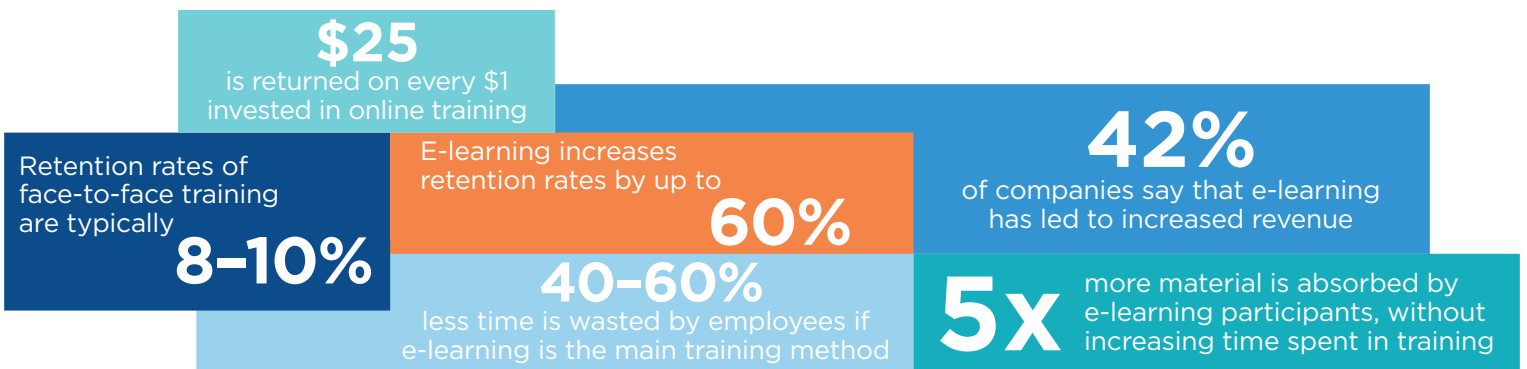
TransPerfect can assist with content creation at any stage of e-learning development, delivering communication solutions optimized to meet your goals by providing:



## What About Voiceover & Video?

Voiceover and video are common elements of e-learning courses, and allow target audiences to engage with the content from an audio as well as a visual perspective. When requesting an estimate, we ask that you provide the scripts and audio source files whenever possible. Not only will this ensure you receive accurate cost estimates, but it will allow us to map out a well-defined process that takes into account timing, length of recording, types of voices, and other important production elements.

## E-LEARNING OR CLASSROOM-BASED TRAINING?



# WHAT'S NEW IN E-LEARNING?



## GAMES-BASED LEARNING

DRIVES LEARNERS TO DO THEIR BEST



## WEARABLE TECHNOLOGY

ENABLES LEARNERS TO INTERACT WITH THE SUBJECT MATTER




## AUTOMATED COURSE AUTHORIZING



## BIG DATA

GAIN VALUABLE INSIGHT INTO THE LEARNING EXPERIENCE



EVERY LEARNER GETS THE SAME E-LEARNING EXPERIENCE WITH **RESPONSIVE COURSES**



REDUCE ONLINE TRAINING COSTS WITH A CLOUD-BASED APPROACH

In our experience, the most cost-effective strategy for e-learning localization is the untimed recording of on-screen text. Because the narrative script matches the on-screen text, the content requires translation only once, with a small amount of time for script adaptation. The audio for each language can then be recorded at its natural pace and is not constrained by the timing of the source language audio. Once the audio is recorded, the on-screen text is retimed to sync with the narration in order to harmonize the final deliverables. The opposite process—attempting to record the narration on the same timings as the source language audio—is significantly slower and more laborious.

The untimed strategy is particularly recommended for medical or technical material, as it may be difficult to condense this type of content without losing information essential to the training. Generally, all Flash-based e-learning courses can be recorded as untimed. If timed recording is required, it is best to have the source language recordings completed before beginning the translation. This is very important in helping the linguistic team identify the speaking pace, which determines how long the translated scripts can be.

When recording the source audio, or shooting video for localization that will require timing, it is helpful to have the voiceover talent speak more slowly than normal. The average rate of speech is about 150 words per minute. Having the talent speak at 100 to 125 words per minute, especially for medical/technical material, is beneficial. If possible, have the talent speak very clearly and pause regularly.



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Another cost-effective option is to have voiceover content and on-screen actions function independently.

For instance, voiceover can describe the process for proper gowning for contamination control while images of workers in a lab come onto the screen illustrating different types of gowns. The voiceover would be recorded without timing requirements and, once completed, the animations will be retimed to match the length of the localized audio file.

Once translation is complete, there are three options for localizing the multimedia content:

- Dubbing or lip-synching
- UN-style voiceover
- Subtitles

Choosing the best approach depends on several factors, including budget, format of the original track, timing, and technical considerations.



Please provide the following information when requesting a dubbing/voiceover estimate:

- Source audio/video files
- Type of source file and desired format for deliverables (e.g., DigiBeta, QuickTime, AIFF, etc.)
- Video runtime – If you provide source audio/video, we can calculate the length on our end
- Indication of whether there are any on-screen graphics or text for replacement
- Number of speakers, including male versus female
- Timed or untimed
- Style of recording needed (e.g., UN-style, lip-sync dub, off-camera narration)

Please provide the following information when requesting a subtitling estimate:

- Source audio/video files
- Type of source file and desired format for deliverables
- Video runtime – If you provide source audio/video, we can calculate the length on our end
- Indication of whether there are any on-screen graphics or text for replacement

# The Localization Process

## Tips: File Submission and File Analysis

Your Training & Development project manager or team may submit files to TransPerfect via an .ftp site or GlobalLink workflow tool such as GlobalLink Portal or Project Director.

For an accurate cost estimate, TransPerfect requests:

- All on-screen text
- All scripts for voiceover (as recorded) or confirmation that transcription is required
- All editable source files (.html, .xml, .cptx, .ppt, .fla, .awt, .story, .xliff etc.)
- All graphics and supporting files in a live, editable format (.psd, .png, .qm, .en, .doc, .ppt, .ind, etc.), including any necessary templates and/or skins
- All required fonts
- An English, published version of the course(s) or localized version(s) if not in English
- A copy of the final source-language published course file structure
- Any existing translation memories or terminology glossaries and style guides
- A list of target languages and locales for localization

**Please note:** If there are uneditable graphics, screenshots, or tables embedded in the files, we will assume they are to remain in English/the source language, unless instructed otherwise.

TransPerfect will analyze the files for word count, required services, type of content, and turnaround time for localization. An account manager will communicate any questions our production group may have regarding the files or expected deliverables.

The TransPerfect e-learning localization team is familiar with industry trends, terminology, and all the latest learning technology. During the file analysis and estimate preparation phases, your dedicated account manager will review the files to determine the best process for localization, taking into account your turnaround time requirements, budget, and required deliverables.

## FILE ANALYSIS



WORD COUNT



GRAPHICS



DELIVERABLES



TURNAROUND TIME



BUDGET



TRANSLATION MEMORY

For estimates requiring voiceover, please include along with your source files all special instructions regarding file naming, pronunciation, preferred tone, and any pauses or other elements that need to be

added in post-production. Upon receipt of the files, we will first check the source scripts against the source audio/video to ensure all content matches up, and notify you of any discrepancies.

Next, TransPerfect will review the material for repeat words (since this affects the final word count) and run the file against any existing translation memory. Due to the nature of training and development courseware (in which terms and phrases are often repeated to encourage knowledge retention) there are usually a significant number of repeat words.

The use of translation memory will allow content segments that have been previously translated, edited, and proofread by qualified human linguists to be stored and leveraged for all future projects. The reuse of previously translated segments results in lower costs, faster time to market, and improved consistency across all content.

Whenever you submit a project to TransPerfect, it will be analyzed for new text, partial (or fuzzy) matches, and 100% matches:

- A 100% match is a segment that matches perfectly to previously translated text.
- Fuzzy matches are those that mostly match segments stored in the TM, but have some differences, such as missing or added words or tense changes. These are carefully reviewed by a translator.
- New text refers to is a segment that does not align with any previously translated text. This material is translated and will later be updated in the TM for future leverage.

The cost savings from using translation memory are immediately passed on to you, with a reduced per-word rate for 100% or fuzzy matches. These matches may only require editing and proofreading; however, all content is proofread for accuracy and language quality. The use of TM ensures more

consistent and accurate translations. After each project is complete, TransPerfect maintains the TM to be used for future projects.

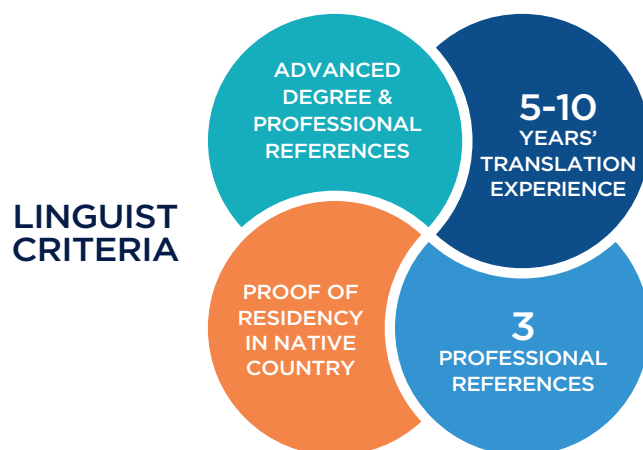
## Proposal

Based on the file analysis, TransPerfect will put together a proposal detailing the recommended approach and services involved, assumptions the estimate is based on, and deliverables. This will ensure that both parties are aligned on metrics, budgets, production requirements, and timelines.

TransPerfect's services are fully modular, and we work individually with each client to establish a customized approach to meet their budget, turnaround time, and service requirements.

## Translation, Editing, Proofreading

TransPerfect works with a global network of the most rigorously tested linguists worldwide. We approve only 12% of the potential linguists who apply to be translators, and less than 6% of linguists desiring to work in technical fields. In order to be considered for approval, linguists must meet the following criteria:



Since **2000**, the e-learning industry has grown by **900%**



**72%** of organizations believe e-learning helps them keep up with industry changes

...and ultimately increases their competitive edge





## ENGAGE EMPLOYEES

Training and managing new, local employees requires careful translation of training content as well as a deep understanding of local systems and customs.



### EMPLOYEE SAFETY

Language barriers contribute to 25% of job-related incidents. Protect your workforce by educating them appropriately.

Once a linguist meets the given criteria, they are tested from among 80+ subject-specific tests in areas such as Pharmaceutical and Biotechnology, Manufacturing, Financial Services, Automotive, Hospitality, and Retail. Linguists can be certified to no more than five areas of expertise. Every project they complete is evaluated for accuracy, quality, and timeliness. If their average performance dips below expected results, they are permanently removed from our linguist network.

TransPerfect recommends that the in-country team reviews all translations prior to pouring them into their final formats. We will deliver the materials in a bilingual Microsoft Word table, allowing the reviewer to see the target material side-by-side with the source language. This also allows for the reviewer to make changes using the track changes setting. We are able to cut down in-country review cycles by 75 - 90% using our proprietary in-country review technology, GlobalLink Translation & Review Portal (TRP).



### INCREASE REVENUE

For every dollar spent on localizing e-learning materials, you can expect a \$25 return on investment on average.

By eliminating the manual process of distributing, reviewing, and editing localized content, TRP revolutionizes the way organizations manage their internal reviews of translated content. And because reviewers can filter content and hide 100% matches from scope, the tool will also cut down on the review time associated with TM segments.

## Desktop Publishing

For documentation files like InDesign, Microsoft Word, PowerPoint, Quark, and FrameMaker, TransPerfect employs a team of professional graphic designers and typesetters who are responsible for taking the translated text and pouring it back into the source files. Our team re-adjusts the layout to accommodate for text expansion, ensuring overall design cohesiveness and consistency with the source content. The formatted file then cycles through a design QA and post-DTP linguistic review to ensure the language and style were not altered during the process.

## ENSURE COMPLIANCE

A compliance breach can cost a company millions of dollars, whereas compliance training can cost a third of this.



**GlobalLink**<sup>®</sup>  
Translation & Review Portal

**TRANSLATION AND REVIEW.  
CENTRALIZED.**

<p>SHRINK REVIEW TIMELINES</p>	<p>TRACK PROJECTS IN REAL TIME</p>	<p>IMPROVE TRANSLATION QUALITY</p>
<p>MAINTAIN CONSISTENCY</p>	<p>REDUCE PROJECT MANAGEMENT</p>	<p>GET TO MARKET FASTER</p>

## Re-engineering & QA

TransPerfect Engineers re-build target language courses from the localized assets. The tasks included in this process include text re-integration, audio synchronisation, video integration, layout and format fixes, and Functional QA in comparison to the source English build. A round of Client Edit Implementation is also included in this process step. For XML or HTML files, TransPerfect employs localization engineers who review all files to ensure that code and tag elements are unaltered and untouched. When appropriate, they also check the material is localized correctly for the target specifications, such as SCORM compliance. Our engineering team will correct any formatting discrepancies, adjust tables, repair broken tags, and ensure that special character code elements are rendered correctly. Any pop-up windows, buttons, and graphic inserts will be verified and approved with the localized layout.

## Post-Localization Testing

For "server side" files that have been fully localized and have undergone localization QA, TransPerfect strongly recommends executing a full post-localization testing phase. Once you reintegrate the localized content into the test site architecture, qualified linguists will navigate the entire localized

**Localization Quality Analysis**

- ✓ Code & Tags
- ✓ SCORM Compliance
- ✓ Formatting & Layout
- ✓ Graphics, Text, Voiceover

course—confirming that the layout is consistent with the source, and that all elements display properly in their final "end user" context.

According to ATD and i4cp's study, "The Role of Learning in Globally Dispersed Workforces," **only 24% of surveyed companies transitioning to global operations said the process went smoothly.**

All necessary modifications will be itemized in bug reports. Linguistic bugs will be submitted back to TransPerfect's localization team for remediation. Subsequently, TransPerfect will execute regression testing in order to verify that each bug has been eliminated.

If post-localization testing is to be performed, it is important for testers to have a list of browsers and operating systems that the completed course must support. Testing on all supported browsers and operating systems helps ensure that content displays correctly within every format for which it was designed. For example, Internet Explorer may display objects differently than Google Chrome, and so if the content is expected to work on both, testing should be performed in both environments.



## functional testing

Many times our e-learning clients want to forego post-localization testing due to budget constraints. However, issues with the end course are often resolved during post-localization, making it an important step. For example, if a line in an XML code is tagged to be hidden but actually should be visible, that error will be caught when the XML code is uploaded and reviewed in the course context.

## Delivery

After each project is completed, TransPerfect incorporates any reviewer edits into the translation memory for future use. We also recommend a post-project meeting to discuss further steps or any lessons learned for future collaboration. Being prepared to discuss these issues together guarantees a smoother project process each and every time.

## Why TransPerfect?

Translating and localizing training materials is imperative for global businesses. According to ATD and i4cp's study, "The Role of Learning in Globally Dispersed Workforces," only 24% of surveyed companies transitioning to global operations said it functioned smoothly.

The best practices detailed in this guide are tried and true methods for ensuring e-learning localization is completed as efficiently and cost-effectively as possible for your training initiatives. Although each situation is unique, and every client's needs vary from project to project, a clear understanding of training objectives, budgetary limitations, and linguistic requirements are key to the creation of a successful global program.