



GETTING IT RIGHT

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GETTING IT RIGHT

Achieving good translation is not governed by a roll of the dice.

It's achieved through our clients understanding how the translation process works and by having realistic and achievable expectations.

PUSH International has created this short guide to help you, and us, get it right every time, working with you to achieve a successful result.

PLANNING YOUR TRANSLATION PROJECT

I. Define your translation need

What do you need the translation for?

If it's just for your own **information**, make sure that you specify this. The resulting translation will cost less as it probably will not need to be proof read and revised.

But if you are planning to **publish** the translated text, it must be proof read and revised to ensure that the end result is suitable for publication.

All translations provided by PUSH **are proof read and revised** unless you specify otherwise. Some agencies may initially appear cheaper, but they may not be providing the same level of service. Be prepared for unexpected costs.

If you are planning to translate or adapt **advertising copy, sales or marketing literature, a press release or website content** it may require the attention of a specialist copy writer or a copy editor who understands both your brand and the target market. A translator alone is unlikely to have the experience or creativity to convey your message to a new market. The results can often

be literal and disappointing, with the translator being blamed for the result.

If you are translating complex **technical material** then it may require particular attention to industry sector and specific product or service terminology. If the sector, product or service is new to a market then it's possible that the terminology may not exist and must be created. Terminology that is understood in one language may not 'travel' well and may need to be verified for other languages and markets. Don't expect the translator to immediately have your level of understanding of your business or your products. Instead, invest a little time to work with our team and develop this understanding – it will pay dividends.

Style and tone can also be a challenge. Remember, the translator will not know your business and will probably have practically no time to learn your corporate preferences. Translators, writers and editors are not mind-readers and need help in understanding how your organisation delivers information. Provide as much reference material

as possible. And if there is time, create style guides for the translation team. But remember that the style and tone that works well for one market may be totally inappropriate for another. This is where PUSH can advise by calling upon their local market experience. We can even carry out local brand and naming research where the project demands.

If you are not sure of your requirements, please discuss your project as early in the project lifecycle as possible.

2. Allow sufficient time

Good translators, foreign-language copy writers and editors are rare and usually very busy.

By involving PUSH as early in the project lifecycle as possible we can source the right people for your project, building a team that is specific to your translation requirement.

If your project is large or very specialised that team may need to be structured to ensure that the correct workflow and quality parameters can be met.

Some projects will benefit from a pre-project meeting to discuss the project scope in detail and agree the correct process. If you have a large volume requirement, or an on-going need, we may suggest that we use **technology solutions** to aid **productivity** and **quality**, and deliver **cost reductions**.

It is worth considering that it can take as long to adapt advertising or marketing text for a new market as it took to create it for your home market. It may also involve working through several draft versions. In the case of headlines or strap-lines we may suggest several variations, then refine them to create a final version.

Individual translators can typically translate 2000-2500 words per day. The translation must then be proof read – a proof reader can process up to 8,000 words per day. Adding translators adds to the management, so the turnaround may not reduce proportionally.

How we charge

Projects up to 10,000 words per language

The cost for translation will be based upon the *source* word count extracted from your documents.

Projects over 10,000 words

The cost for translation will be based upon the *source* word count extracted from your documents.

With projects of more than 10,000 words per language we may apply discounting based upon the use of a translation *technology solution*, or on a volume basis.

You will receive a cost quotation for your project that shows word counts, any discounting that is applicable, the cost of any Desk Top Publishing and additional services. This is what you can expect to receive.

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Item	Quantity	Description	Rate	Amount	Tax Rate	Tax Amt	Grand Amt
French	10000	from English to	0.105	1,050.00	17.50%	183.75	1,233.75
French (Discounted)	2000	from English to	0.098	196.00	17.50%	34.30	230.30
German	10000	from English to	0.105	1,050.00	17.50%	183.75	1,233.75
German (Discounted)	2000	from English to	0.098	196.00	17.50%	34.30	230.30
Italian	10000	from English to	0.098	980.00	17.50%	171.50	1,151.50
Italian (Discounted)	2000	from English to	0.092	184.00	17.50%	32.20	216.20
Russian	10000	from English to	0.097	970.00	17.50%	169.75	1,139.75
Russian (Discounted)	2000	from English to	0.092	184.00	17.50%	32.20	216.20
Chinese (Simplified)	10000	from English to	0.074	740.00	17.50%	129.50	869.50
Chinese (Simplified) (Discounted)	2000	from English to	0.074	148.00	17.50%	25.90	172.10
Project Management @ 5%		Project management as detailed in proposal	0.00%	242.00	17.50%	42.35	284.35
Tax Code Summary				Tax Total	Rate	Total Tax	
Tax Code: 0						£389.35	
				Subtotal		£1002.00	
				TAX		£389.35	
				Total		£1391.35	

You will also receive a clear explanation of your cost quotation, with turnaround times.

* Words in italic are defined in our glossary at the end of this document

3. Providing correct information

Provide your Project Manager with clear and accurate information about your project:

- Specify the *file types* you will supply
- Give a project start date
- Specify a delivery date
- State clearly what type of *deliverable* you will need
- Explain what the translation will be used for, and how it will be used, e.g. an 'information only' translation may not need to be proof read and will cost significantly less than a 'ready to publish' translation
- Provide as much reference material as possible (previous approved translations in the relevant languages, with their related source texts, can be very useful)
- Provide any *Terminology Dictionaries* or *Translation Memories* (you may have been supplied with these from a previous translation project)
- Tell your Project Manager if your organisation will be reviewing the translation, or if you need PUSH to deliver a 'ready to publish' translation that requires no further revision by your organisation

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4. Typesetting & Artwork adaptation

Many translations are destined to be published as a brochure, a manual, an advertisement or an item of product packaging.

If you need your translation to be delivered typeset and ready to print, please provide the following:

- The original (source) files used to create the brochure or manual
- Any linked files (images)
- The fonts used

Often we will be quicker, more accurate and cost effective than a non-specialist UK or USA based artwork studio. Remember, languages are our business!

Major typesetting project productivity

If you have a regular need for multiple language roll-outs please tell your Project Manager.

PUSH International employ *workflow* and *localization* productivity tools that can **increase the speed and efficiency of typeset projects by as much as 80%**.

Websites

If you need a cost for the translation of your web site, please do not simply provide the URL for your site. Cost quotations created from a site download are notoriously inaccurate.

If possible arrange to have the site files sent to us, or have the content extracted and send it to us as a copy platform, database or indeed in any convenient form – we can then analyse the files and give accurate costs.

If you are serious about translating your site content, please contact one of our account or project management team first to discuss your project objectives.

We can advise on how to structure and manage the translation process, manage site updates effectively and build workflow links with existing *Content Management Systems*.

We can also assist with technical issues, linguistic testing, cultural issues and much more.

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DON'T BE CONFUSED BY THE TERMS WE USE

Brand Management

Your organisation will have built a brand that has a quantifiable bottom-line value. Dilution of, or damage to the brand message should be avoided at all cost. Poor quality or inappropriate translation can create negative implications for a carefully developed brand.

Deliverable

The form of the material we deliver, usually specified as a file type, but could also be the printed or web-ready version.

Desk Top Publishing (DTP)

Nearly all document destined to be reproduced will involve DTP. PUSH define DTP as documents that have repetitious page layouts and that are normally built using templates, e.g. User Guides, Manuals or Data Sheets. File types are typically MS Word, FrameMaker or PageMaker.

Frozen Files

Files that have been finalised and will not be subject to further change.

Machine Translation

Machine Translation is created using a software application. It is useful for obtaining the 'gist' of a foreign language text but it is often inaccurate and should never be relied upon.

Productivity Tools

Productivity Tools are used by professional translators worldwide. They increase productivity, reduce project costs and very importantly they ensure consistency across larger, complex projects.

Project Management

Project Management sums up the work we do on your behalf to ensure that your project runs smoothly, is produced to the highest quality and is delivered on time.

Your project manager is your primary point of contact throughout the process.

Multiple language project that require additional services (such as DTP) may need more intense management, as may projects that are required very urgently.

Proof Reading

Cross checking the source document with the translated document. The proof reader checks many aspects of the translated file to ensure an accurate and understandable rendering of the source document in another language.

Source Language Files

Your original files that the translators will work from.

Target Language Files

The translated files we deliver.

Term Dictionary (or glossary)

Your organisation will have created its own unique vocabulary in addition to that used generally by your business sector. A Term Dictionary will contain these terms, preferably verified by your organisation to ensure accuracy. Use of a Term Dictionary ensures that every translation is consistent, and will be understood by your organisation, your clients and business partners. It can be as simple as a basic table (Word, Excel etc.) or it can be a sophisticated database integrated into other productivity or management tools.

Translation Memories

Translation Memories are a database of previously translated texts (source language and target language). They are created using professional translation productivity tools. Translation Memories are an invaluable asset if you are engaged in large or ongoing translation projects, enhancing productivity and quality.

Typesetting and Artwork

Typesetting and Artwork would normally apply to materials that have been designed to fulfill a creative brief and require careful typographic and layout consideration when re-creating the foreign language versions, e.g. advertisements, brochures or corporate publications. File types are typically Quark XPress, InDesign or Illustrator.

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