

Translation Getting It Right



A Guide to Planning your Translation Project

Getting it right doesn't just happen on its own. It is the result of a professional collaboration between a number of key participants; primarily the client and the translation company. However; depending on what is being translated other individuals will also influence the outcome. So, translators, artworkers, software engineers, copywriters and voice over artists all play an important role in the successful outcome of a project.

Within this guide, PUSH has distilled the key factors that any potential translation buyer needs to consider in order to get the best out of working with the Language Services Provider. For newcomers to working with translation please read this guide in conjunction with our industry sector glossary which covers some of the more obscure terms within language provision.

Understand what you need – and what to ask for!

When you approach a translation company, probably the first question you will be asked is what you need the translation for. This defines any additional quality processes and will determine the cost of the work.

Information only translation

If you need a basic-level translation to let you know the meaning of the document and nothing more, 'information only' is what you should request. You won't be publishing the translated text and it won't need to be relied upon in court or for the safe operation of machinery etc. The translation will be delivered as proofread, but this will be carried out by the original translator and will only verify translation completion and translation accuracy in terms of grammar and spelling.

Translation for publication

If you are planning to publish the translated text, it must go through proofreading and revision to ensure that the end result is suitable for publication. In addition to the initial round of checks carried out for information only, translation for publication will involve secondary checks which is undertaken independently by a 2nd translator. This will add both time and cost to the process as the additional stage is vital to ensure translations are suitable for their intended use.

Creative translation

If you are planning to transcreate or adapt advertising copy, sales or marketing literature, a press release or ecommerce website content we may need to commission a specialist copy writer or a copy editor with understanding of both your brand and the target market to work with us. The process will involve dialogue around style guides, tone of voice, brand positioning, existing penetration in the market place and many other marketing-focused questions.

IMPORTANT: A translator is not trained to re-interpret creative copy and is unlikely to be able to reflect your true product or brand for a new market. Shortcut here and the results can often be literal and disappointing.



Technical translation

When translating complex technical material particular attention needs to be paid to the industry sector and any specific product or service terminology that may be needed. 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 an understanding of your business or your products equal to yours. Instead, invest a little time to work with our team to develop this understanding – it will pay dividends.

If you are not sure exactly what you might need, please make sure you discuss your project as early in its lifecycle as possible in order to ensure your multilingual objectives are on track.

Allow sufficient time

Securing the best team for your project

Good translators, foreign-language copywriters and editors are usually in high demand. We work with a whole spread of translation specialists and build teams using proven resources but what we won't do is grab the first translator and commission them because we know that will result in a sub-standard product – and quality is something that PUSH won't compromise on.

By involving us as early in the project lifecycle as possible we can secure the right people for your project, building a team that is specific to your translation requirement. If your project is large or very specialized, a team may need to be structured to ensure that the correct workflow and quality parameters can be met and some projects could benefit from a pre-project meeting to discuss the project scope in detail and agree the correct process.



Volume translation

If you have a large volume of text needing translation, or an on-going need for consistency of terms, we may suggest that technology solutions are used to aid productivity and quality, accelerate the process and to enable us to deliver cost reductions.

An individual translator can typically translate 2000 to 2500 words per day. If independent validation is required the translation must then be proofread, with a proofreader checking up to 8,000 words per day. However, using multiple translators adds to the management, so unless the volume is very high, the turnaround may not reduce proportionally.

See our translation technology download or our technology FAQ page for more information on this.

Please also bear in mind that it may take as long to transcreate advertising or marketing text for a new market as it took to create it for your domestic market. Several drafts may also be needed to get the copy as targeted as possible. In the case of headlines or straplines we may suggest several variations for your feedback and comment, and only then refine them to create a final version.

Understand Your Cost Quotation

In line with the industry as a whole, PUSH bases translation costs on the source wordcount extracted from your document/s.

We use advanced analytical tools to establish the word count in your files; MS Word, excel, PowerPoint, InDesign, Quark XPress, PDF, html and xml. Where we can apply text-matching leverage, we will discount your project costs accordingly.

You will receive a cost quotation for your project showing wordcounts, any discounting that is applicable, the cost of any DTP, typesetting or artwork plus any additional services necessary to deliver a quality translation in line with your instructions. We will also always advise turnaround times and any factors which may result in delays (for instance forthcoming public holidays in the country where your translation will be carried out).

See 'How your Translation is Costed' PDF guide for more information.



Providing correct information

There are several key questions we will always ask to enable us to both accurately cost your project and to deliver exactly to your expectations:

- 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. For example, 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 hold from a previous translation project
- Let us know if a designated individual within your organization will be reviewing the translation, or if you need PUSH to deliver a 'ready to publish' translation that requires no further revision by or input from your teams.

Typesetting & Artwork adaptation

Many marketing translations are destined to be published as a brochure, a poster, an advertisement/promotional item or as product packaging. Currently a number of our clients look to PUSH to create multilingual versions of their domestic language material for international consumption. If you need your translation to be delivered fully-artworked and ready to print, please provide the following:

- The original (source) files
- Any linked files (images)
- The fonts used

“I need to speak to someone.”

If you find you have questions over and above what we've documented here we cover a lot of commonly-asked questions in the FAQ section of our website. Please visit <http://www.push-international.com/faqs-2>

However if you still can't find the answer to your specific question please don't hesitate to call or email us; we are a UK-based team of approachable, service-focused professionals who can answer your questions without recourse to either jargon or a heavy sales pitch; so please get in touch.

Our team speaks fluent French, Spanish, Italian, Arabic, Romanian, Hungarian, German, Polish and of course English!

Tel: 44 (0) 118 925 5281

Email: info@push-international.com

Volume typesetting productivity

If you have a regular need for volume multilingual documentation please share this information with us. Our studio uses workflow and localization productivity tools that can increase the speed and efficiency of typeset projects by as much as 80%. Please note, this can be used for both basic DTP activities as well as for more style-critical artworks. Style-critical material is always carefully reviewed for compliance with corporate guidelines by our Studio Manager and/or Production Director before release to the client.

Websites

If you need a cost for the translation of your website, please do not simply provide the url for your site. Cost quotations created from a site download are notoriously inaccurate as text can either be excluded from the final count or, more commonly, external links can inadvertently be caught up on the download to create spurious wordcounts.

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

If in any doubt at all, please call or email our studio or production teams; we can advise on how to structure and manage the translation process from the outset, provide information on how to manage site updates effectively and build workflow links with existing content management systems or, alternatively, recommend robust multilingual CMS providers if required.

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

As we are immersed in the creation and reversioning of multilingual materials on a daily basis, the likelihood is that we'll be quicker, more accurate and more cost-effective than a non-specialist artwork or design studio.

Remember, languages are our business!



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PUSH International PDF guides

we hope you found this guide useful. We have a range of other PDF guides available to help you with all areas of translation.

Getting it Right

A quick guide, written in plain English and designed to help you get the best out of working with your language services provider.

How is your Translation Costed

Explanatory information delivering an easy-to-understand breakdown of your how language services constructs a pricing quotation.

Translation Buyers' Guide

A more extensive and in-depth document; translation buying can be quite complex, our download will help to simplify the process.

Transcreation vs Translation

Transcreation is a specific translation discipline more akin to multilingual copywriting. Understand more about the difference by reading our guide.

Technical Translation

Helping buyers of technical translation gain an in-depth understanding of how to get the best from working with their translation provider.

Globalizing Printed Literature

A sales document aimed at EMEA and International marketers; learning how our faster and more cost-effective delivery won't compromise quality.

Say hello to the world

PUSH International masterfully recreates the content of your single-language material and delivers meaningful international communications tools, whilst protecting the integrity of your brand.

Customers and prospective customers, employees, partners; they all need to understand your critical information with clarity and accuracy. For more information or an informal discussion call or email PUSH - the specialists in translation services - today.

www.push-international.com