

Translation Kits: Roadmaps for Your Language Services Vendor

Translation kits range from very simple to very complex. In either case, they supply your vendor with vital information about every project you award them. The purpose of a translation kit is to provide us with your expectations: the subject matter and target audience, files and format to be translated, delivery schedules, special considerations, and any other relevant information, all in one place. The benefits of a translation kit are manifold: fewer calls requesting clarification, fewer issues that arise during translation, less reworking, and fewer surprises at the end of the project (i.e., unmet expectations).

The time to provide a translation kit is at the quoting stage. This enables us to offer you an accurate view of cost and turnaround time and resolve any problems BEFORE the project starts.

BASIC TRANSLATION KIT

A good basic translation kit will include:

- A list of target languages and locales (assuming the original is in English)
- English source application files such as Word, Quark, InDesign, FrameMaker, PageMaker. This enables us to provide accurate costs, schedule, and plan.
- Source application graphics such as Illustrator, Visio, etc., which enable us to extract/replace text from/into the graphic rather than recreating the graphic from scratch
- If source graphics are not available, then specifying whether graphics are to be recreated to match the original or generating a key is sufficient.
- Specifying any special font requirements
- Providing any existing translation memories or language glossaries you may have
- Indicating the desired deliverable (translated text only or language versions that match the formatting of the original language version)
- Any terminology preferences (an example is a product name that should remain in English)

SPECIAL REQUESTS

Depending on your industry you may have additional requirements that are important for your vendor to know, since they can add a significant amount of time and cost. These may include:

- In-country review by your in-country staff or partners
- Back-translation into English to meet regulatory requirements
- Certification
- DTP (formatting or layout) of the translated versions
- Staggered delivery

CONCLUSION

Providing us with a translation kit with more details about your project ensures we have a complete understanding of your expectations and helps the project to go smoothly. Translation kits have the added benefit of helping you identify potential issues with your project that might not have been obvious initially. McElroy Translation has a vested interest in your success, and this is one small way you can help us make it happen!