



Localization Framework

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Agenda

- What is a Framework and how is it different from a Localization Kit?
- Building Block of a Localization Framework
 - Tools
 - Communication
 - Process
 - Quality



What is a Framework?

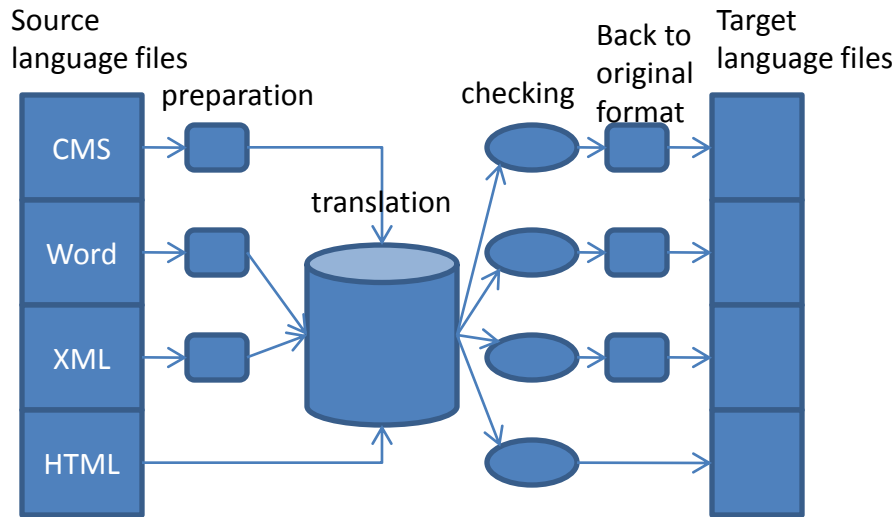
- abstract representation of everything having to do with the localization process
- defines the standards, rules dependencies, interfaces and data flow

What is a Localization Kit?

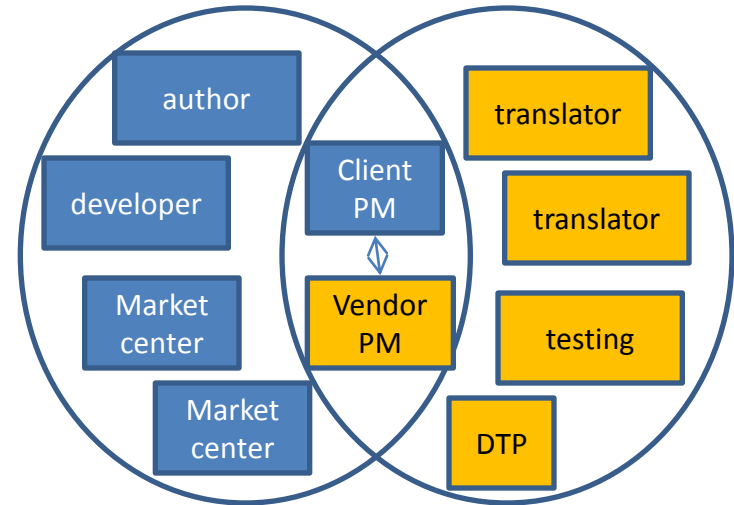
- Specific subset of the tools, communication paths, quality measures... defined in the framework
- Different Localization Kits depending on client-language-project goal combination



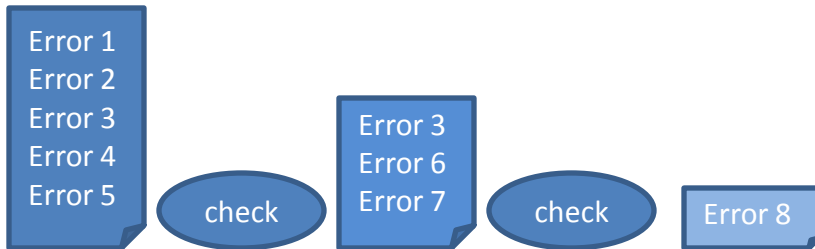
Localization Framework



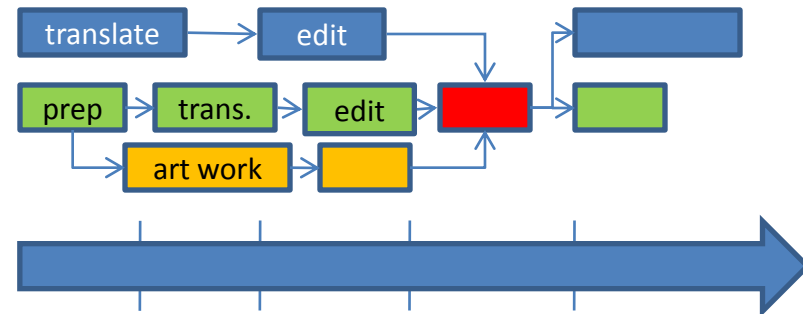
Communication



Quality



Project Planning





Tools

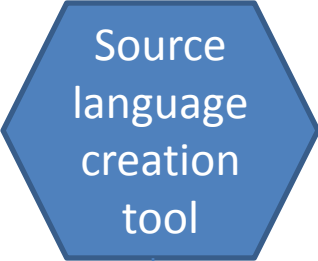
- Tools and Versions of creation tools
 - These will often determine the preparation process for the different file formats going into translation
 - Guidelines for authors / developers what works and what does not work with translation tools (structure of text, file sizes, use of formatting, style guides)
- Translation tools and their versions
 - At client, service providers (agency, translators)
 - Check for compatibility, create workarounds/conversion routines
- Manuals, process descriptions, settings for certain tasks
 - Word count of XML files needs the XML-specific settings
 - Translatable text and non-translatable text needs to be defined
 - Statistics are saved with a certain file name convention to a certain folder in the project
 - ...



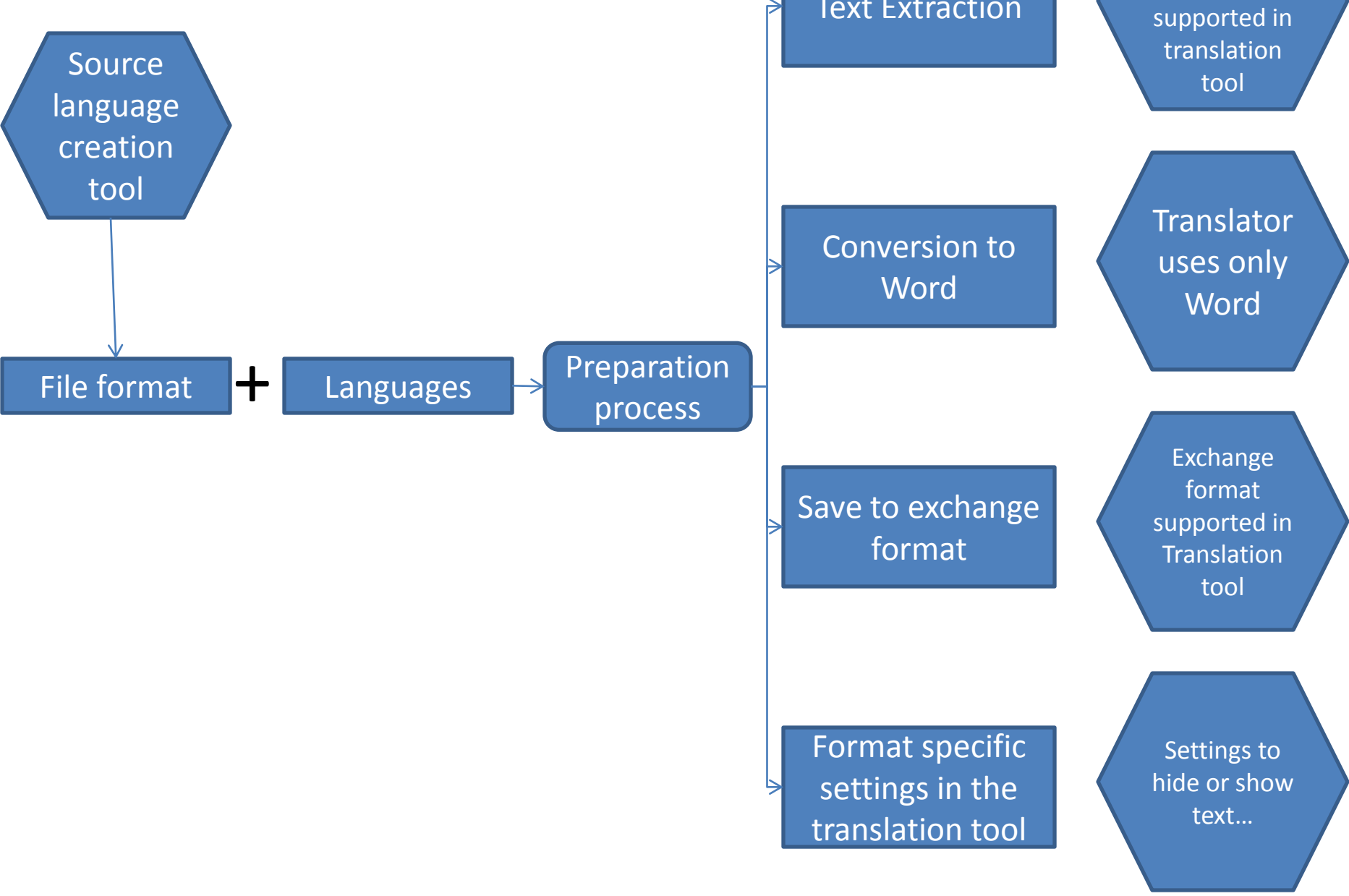
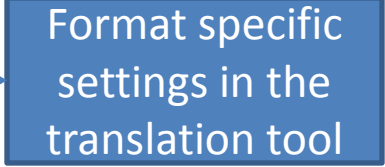
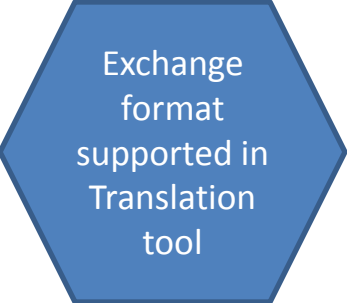
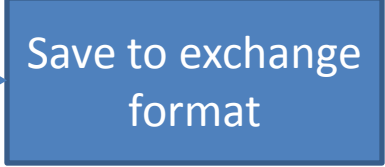
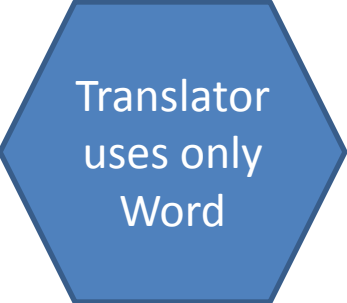
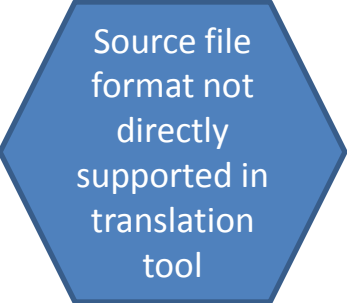
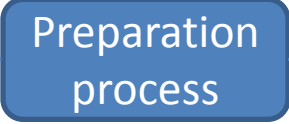
Tools

- Tools per process
 - File preparation (conversion, text extraction, post-production, compare source and target files)
 - Translation tool preparation (what settings have which influence, settings files, profiles)
 - Checking tools (what checks need to be run with which tool)
 - Components of translation tool
 - Stand-alone tools (supported file formats)
- Conversions back to original format, DTP in target language
 - Guidelines
- Workarounds / Plan B
 - Descriptions of what does not work and when and why a certain workaround should be used

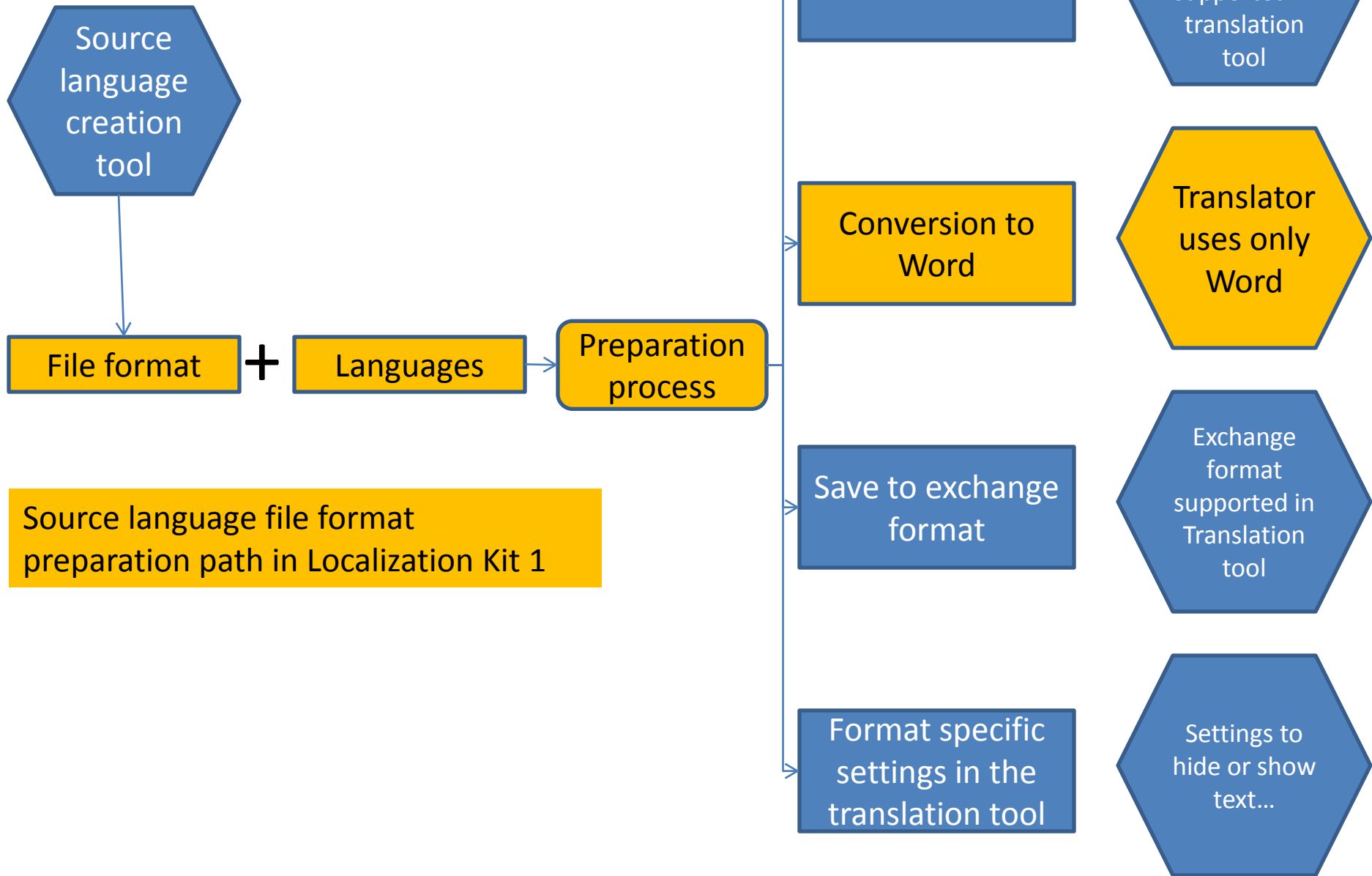
Source language file format preparation framework



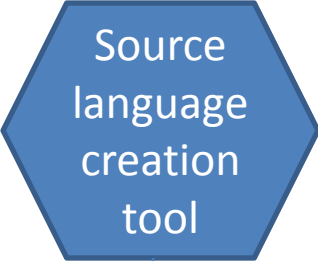
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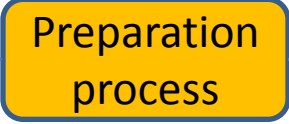
Source language file format preparation framework



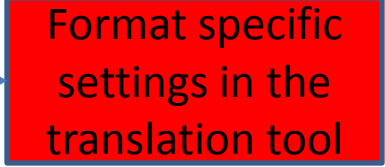
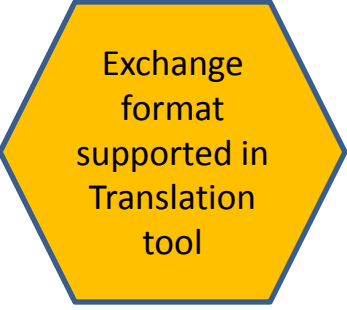
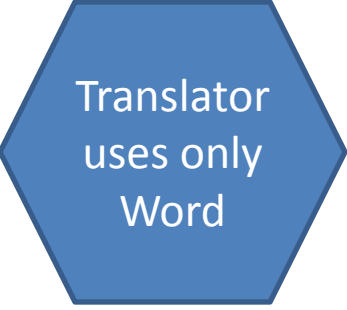
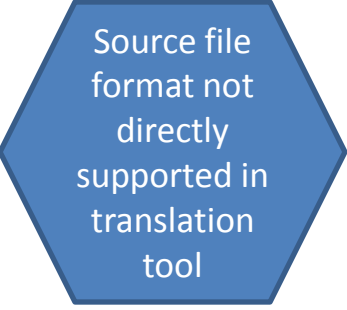
Source language file format preparation framework



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Source language file format preparation path in Localization Kit 2





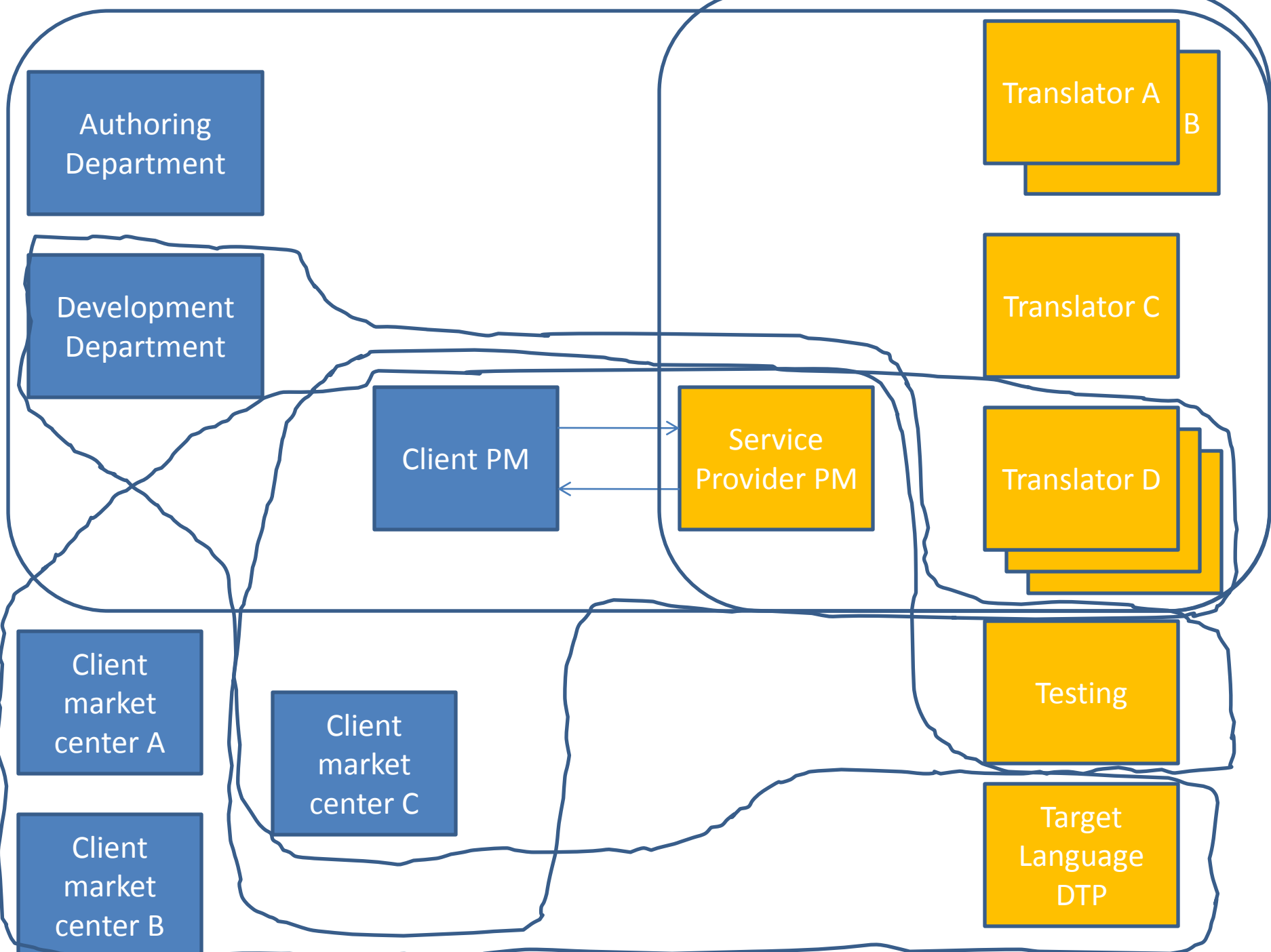
Tools

- All tools in the framework need to be defined as to what they can do and what they cannot do
 - Tool X can only read in TMX level 1 (formatting information from the TM will get lost)
 - Authoring tool A cannot be used to view translated documents in Japanese (Japanese version of authoring tool is needed)
 - Tool B can only do word count on source language
- For every tool used, there needs to be someone you can ask if something goes wrong
- Try for a good relationship with a developer who can come up with macros, regular expressions for specific queries, self-created tools or knowledge on how to use the API of the tools in your framework to connect them



Communication

- Define the different communication circles
 - Client to service provider (agency)
 - Service provider (agency) to service provider (translator)
 - Service provider – client – developers/authors
- Templates for communication
 - Reports (who sends, who receives, how often, about what)
 - Questions on terminology, source text mistakes
 - Technical questions with tools
 - Wording for mails to team members in different cultures
- Way to communicate
 - Phone, mail, visit, online-meeting
 - Push information, pull information (no news is good news?)
 - Blogs, instant messaging, Wikis...
 - Communication channels differ from person to person



Authoring
Department

Development
Department

Client PM

Service
Provider PM

Translator A

B

Translator C

Translator D

Client
market
center A

Client
market
center C

Client
market
center B

Testing

Target
Language
DTP



Communication

- Communication patterns can be different from project to project – the framework just details what communication circles there can be and how and when they should be used



Processes and Project Coordination

- The localization framework defines the processes and workflows, the flow and synchronization of data, and other aspects relating to the project coordination:
 - Processes and workflows
 - Steps of a task
 - Combination of processes (possibly with automation)
 - Data flow and synchronization
 - What way do the files take (for customer X, for localization projects with or without testing...)
 - How are translations done locally integrated back into the central databases / terminology work
 - Schedules, deadlines
 - Metrics for what takes how long with which technology and what other resources
 - How much in advance do you need the translation back to be able to do the testing...



Processes and Project Coordination

- Reporting
 - See communication
- Roles and responsibilities
 - Who is able to do what
 - Who has the rights to access X, Y, Z
 - Backup structure
- Teams
 - What team is needed for which task
- Escalation paths
 - Who reports to whom, see also communication
- Contact data
 - Phone numbers, e-mail addresses, instant messenger IDs, time zones, best time when contact can be reached

Project Outline

- Project ID / ref. number
- Title
- Subject
- Target languages

- Deadlines
- Schedules
- Kickoff, Milestones, Post Mortem

- Roles and responsibilities
 - Project managers
 - Client contacts (PM, terminology, S&G, engineering/subject matter experts)
 - Linguistic leads
 - Terminologists
 - Translators
 - Reviewers
 - Technical support, application support
 - Troubleshooting
 - Contact data
 - Reporting and escalation paths

- Translation data (TMs, term bases)
- Files
- Reference material
- Formats
- Tools
- Volumes

- Where to find...
 - Project data, settings, etc.
 - Standards and guidelines
 - Process descriptions
 - Background data, subject matter descriptions
 - Wikis, forums
 - Login details



Quality

- What is quality
 - Quality is not a task or a checkbox in a list, but a fundamental aspect of the entire localization process
 - How is quality defined?
 - Quality is when the customer is satisfied.
 - Quality is when the translatable text, the whole translatable text, and nothing but the translatable text is delivered in the target language(s) on time.
 - Quality is when there is not more than one error per thousand words of translated text.
 - Quality is when all parts of the localization process are carried out according to the localization framework and the rules and standards it defines.
 - Quality is when your presentation allows time for discussion.
 - Quality assurance is both proactive and retrospective



Quality

- Defined quality assurance process(es)
 - What rules, standards and guidelines are to be followed?
 - What checks are to be carried out?
 - How many loops?
 - When and by whom?
 - Where are the quality criteria and guidelines defined?



Quality

- Rules, standards and guidelines
 - Global translation guidelines, “voicing” guidelines, etc.
 - Style guides per target language
 - Feedback, update process (CIP – continual improvement process), for example term suggestion process
 - Rules and restrictions
 - Metrics (text length, sentence length, evaluation of error counts)



Quality

- Terminology
 - Term base (allowed, forbidden, deprecated, etc.)
From a quality assurance point of view, there are several relevant checks that can be carried out (automatically) regarding the use of terminology:
 - Check whether defined terms in the source text are used (correctly) in the target text
 - Check whether forbidden, deprecated or otherwise restricted terms are used (in the source or target text)
 - Other “regulatory” resources: dictionaries, term bases, term lists, industry specific terminology...



Quality

- Examples vs. extensive listings
 - Examples are less regulatory than extensive listings, but more practicable (which means you can actually create a usable guideline with an affordable amount of effort) and linguistically they tend to work as well for most cases, although they clearly don't possess the regulatory power or rigor of an explicit set of rules.
 - Many linguists will “get it” if you give them examples of what you like.
 - On the other hand, controlled language is upon us and we all have to learn to live with restrictions that may, at times, feel uncomfortable and constraining.



LISA QA Model

LISA QA Model

File Report Help

Document under review

Client: USA Source language: English Reviewed: Caroly Kovacs Quality: 94.72% **FAIL**

Project: Globalization Primer Target language: Hungarian Translator: Fordisk, Ltd. Minimum: 95% **New...**

Metric: LISA QA Model Document: C:\lisa\2007\globalization_primer\hu\primer3.mdd Size: 1800

Tasks

- Doc Language
- Doc Formatting
- Help Formatting
- Help Formatting - Asian
- Software Formatting
- Software Functionality Testing
- Doc Formatting - Asian

Error data collection

	Minor	Major	Critical
Mistranslation	0	1	3
Accuracy	0	5	0
Terminology	0	0	1
Language	4	0	0
Style	0	2	0
Country	0	0	0
Consistency	1	0	0



Sample Localization Guideline

- language style guide for technical text, software on-line help, user interfaces, subject titles, operation instructions, references, and so on
- Style for sentence structure
- Usage of terminology
- Dedicated terms used for software localization
- Standard formats for copyright information, numbering, date and time, measurement unit, and punctuation
- Conventions for name translation (geography, people, company, products, etc.)
- Conventions for keeping English as it is
- Layout formatting
- Punctuation
- Table of contents, index, numbering, footers, headers, callouts



Thank you

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