

Internationalized desktop publishing difficulties

Lionel Lim

The process of translating documents involves several specialized activities in addition to translating content from one language to another. A major step in the translation process is the desktop publishing (DTP) of translated content so that the final product closely matches its English counterpart.

When you are ready to translate your document, provide your language service provider (LSP) with the name and version number of the DTP application and the platform (Mac or PC) you are using for the English document. You should include the source files for your English documents in the original application, and you should indicate whether the LSP may correct the English document layout to set styles and other formatting features. Naturally, this is only the beginning. There are several other decisions to be made as well.

Choosing DTP applications

A number of DTP packages are available on the market, and each of these applications has its advantages. Those most often used include Adobe InDesign, QuarkXPress, Adobe FrameMaker, Microsoft Word, Adobe Illustrator and various autocad programs. Before you begin to desktop publish your English document, select an application that is appropriate for the type of document you are producing and that supports both source and target languages.

Version 6 and earlier of Quark software did not directly support Arabic and Asian languages. With these versions, users purchased localized packages for the various languages as well as Quark Passport to perform hyphenation in multiple languages. For example, users purchased a localized version of Quark for Arabic and another version for Asian languages, such as Japanese, Traditional Chinese and Simplified Chinese.

If you translate into these languages and if you want to use Quark to desktop publish your translated document, consider using Version 7 or higher, which will provide support for Asian languages. If you are translating into Arabic, you will also need to purchase the XT plug-in for Quark Version 7 or higher. Using the Middle Eastern version of InDesign for Arabic documents

may also be an appropriate choice because it is designed to support both left-to-right and right-to-left layouts.

Something else to consider is the type of document you want. Programs such as Quark and InDesign are often used to produce brochures and marketing materials, but for longer text documents, consider using Word or FrameMaker. Some users have found FrameMaker to be an appropriate DTP tool for long technical documents because of its autonumbering features.

If you decide that Microsoft Word is the best program for your needs and if your document contains many graphics, set up your graphics so that they do not shift locations. In Word, graphics may shift to the wrong location if the file is opened with a print driver other than the one chosen for the original document. In addition, if your Word document contains multiple figures and includes text that flows around the figures in columns, it is best to anchor the graphic to a specific location rather than using floating graphics.

Whatever application you decide to use, work with your LSP before you begin the project to coordinate software versions and ensure that the desktop publisher for the English and target languages are using the most effective packages for the project.

Selecting fonts and leading

Choosing the best fonts and line leading for your English document helps ensure that the DTP of your translated document runs smoothly and that your English and translated documents agree on a page-by-page basis. The best way to set up the typefaces, point sizes and leading is to use styles in your English source document.

Lionel Lim, a project manager with ICD Translations, earned his BA at the University of North Texas in English-Technical Writing where he graduated cum laude. He is the author of ICD's blog, "Translate 2 Evolve."



When you translate English into other languages, the amount of text often increases in size by at least 20%. When translating into Russian, for example, the text can increase much more. For this reason, desktop publishers of the translated documents usually downsize the point size of the typeface in the English document by at least one-half point or even one point so that the translated content fits in the defined area of the page. If you are translating into Russian, your text will likely be set one point size smaller than the text for the other languages. With some languages, such as Japanese or Chinese, the point size may not need to change.

The standard autosetting for leading is 120% of the font point size; for example, with 10-point type, the leading is typically set to 12 points. Increasing the leading beyond this ratio in the English content is not recommended as the paragraphs may appear to contain gaps. However, if a higher leading value in the English content is not an issue and if you do not want the English font point size to be reduced, you can consider creating your English document with more leading. This reduces the likelihood that the desktop publisher must shrink the point size to make the translated text fit in the space allocated.

When choosing a typeface, consider that languages such as Polish and Russian necessitate a font change unless you use a Unicode-aware font. Such fonts allow for additional character sets in the font for various languages. Select a common font that deals with all of the languages into which you will translate. A common Unicode font that supports, for example, Polish, Russian, Hungarian and Greek is Myriad Pro.

If you are not concerned about a font change from your English content to your translated documents, then using a Unicode-aware font in the English document is not necessary. If your company uses a non-Unicode font for its corporate identity and if you are translating into Polish, Korean and so on, the translated versions will likely need to use a Unicode font. For languages that don't require Unicode, such as French, Spanish, German, Italian and Portuguese, use of a Unicode font is not necessary. Work with the LSP to decide if it's best to start with a Unicode font in English.

Designing the page layouts

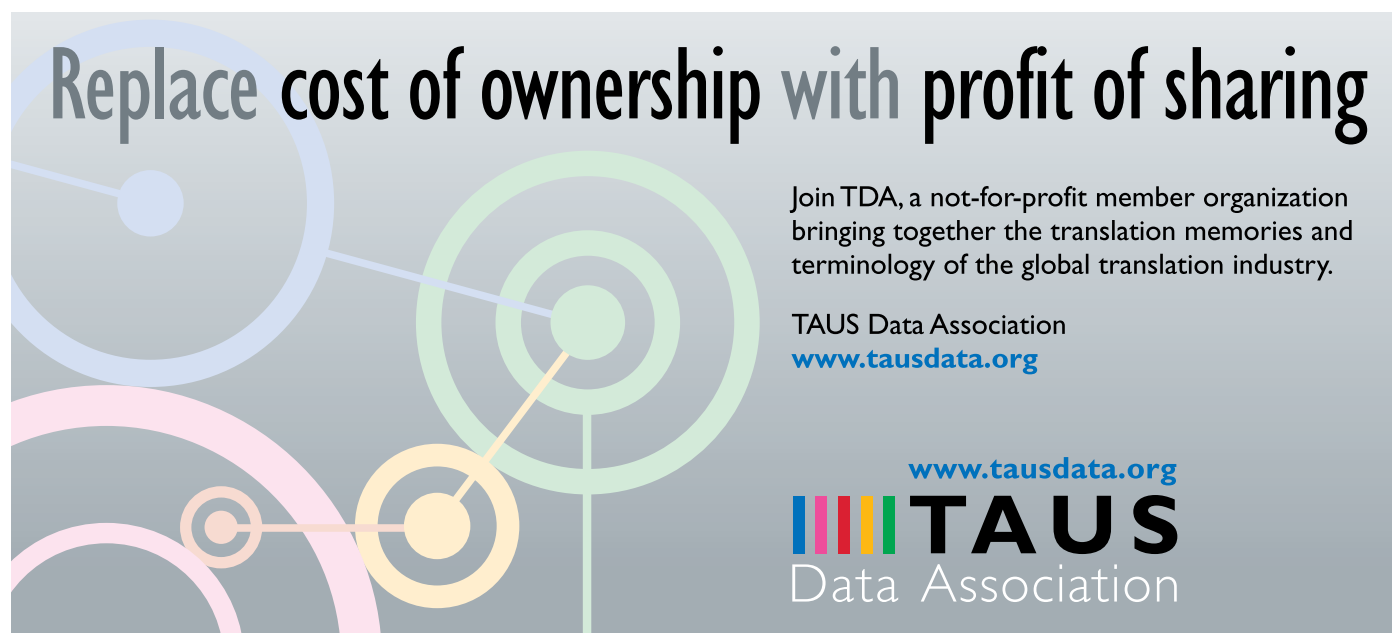
As you design your page layout, keep in mind that the desktop publisher for the translated content should mirror, on a page-by-page basis, the English version of your document. To achieve this mirroring, desktop publishers who create the final layout of translated documents find it helpful to use two computer monitors and to open the English PDF on one monitor and work on the translation layout on the other monitor.

Allow sufficient room for text to grow by avoiding small column widths and tight boxes. In addition, set up all of your text using the style features of your DTP software and apply the styles consistently throughout your source content. By designing and using styles in your source content, you can lower the cost and reduce the turnaround time of your project. The reason for this is that the desktop publisher of your translated content can simply redefine the characteristics of each style, such as font size and leading, in order to make the translated content fit into the same page size as the English content.

When you design the English document template, be sure to use the full capabilities of your DTP software. Use styles at both the character and paragraph level, as appropriate. By defining and applying styles consistently throughout your English document, fonts, point sizes and leading can be easily changed when the translated document is desktop published. Avoid, too, the use of spaces and tabs for text placement and instead define the tab and indentation settings for text within the document's paragraph styles. Keep in mind that if you use tabs in your English document, the tabs are no longer properly placed on the page when the translated content grows.

Another way to simplify the DTP of your content is to avoid using multiple languages on the same page. If you do need to produce this type of document, make sure you plan ahead for how the material will be laid out and allow appropriate room on the page for each target language.

As you prepare your page layout, plan carefully for how you will use color in both the source language and the target language documents, especially for documents that will be printed. One of



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the most significant costs of offset printing is the preparation of the color plates. If you wish to re-use the color plates that were prepared for the English documents in printing the translated documents, be aware that because of language expansion, some text will shift in the translated version. If the document contains color elements such as headings, photos and bullets and if you wish to re-use your color plates, allow sufficient room in the English layout so that these color elements will still align with the appropriate text in the translated document.

For example, suppose you wish to print a document that contains a color photo in the middle of the page, and the photo must align with a caption placed to the right of it. If the text that precedes the photo extends beyond the allowed space when the text is translated, the position of the photo and caption will change, and the color plates prepared for the English document will no longer be useful for your translated documents. By setting up your English page layout to allow for such expansion, you can avoid this problem and still re-use your color plates. It is also best to avoid using color on elements such as bullet points if you are using offset printing because the text associated with them will very likely not be in the same location in the translated version.

Graphics

If your document contains graphics, be sure to send live, editable graphics to your LSP so that the publisher can plan them into the translated files. This is especially important if your document uses tight text wrapping around graphic images.

Because graphic files are often large, you may find it difficult or impossible to e-mail the graphics to your LSP. In such cases, check to see if your LSP has an FTP site to which you can upload your graphic files. Avoid, too, sending graphics that have been flattened. With such graphics, the font, point size and layout information are lost, and the desktop publisher will need to use nonstandard techniques, such as covering over English words, in order to paste in translations of any text in the graphics. By providing your LSP with the original unflattened source graphic files, you help ensure that every component of the graphic can be edited or modified as needed.

Keep in mind, too, that any text within the graphics will increase in length in the same way that the document text will grow when the document is translated. If your graphic contains many words, either reduce the number of words in the English graphic or allow more room in such elements as boxes and callouts to allow for the translations. Another option is to use numbered or lettered callouts within your graphics for each graphic element and use legends within the document text to identify those elements. In this way, your graphic will not require editing, and translation of the text supporting your graphic will take place as part of the document translation.

Hyphenation

Hyphenation of your translated document can be an issue particularly if your page layout uses justified text. This is especially true for such languages as Russian, German and Thai, which have long words. With these languages, large gaps

between words can appear in justified text if hyphenation is not used. Keep that in mind if you are translating into those languages, and if your document uses very small columns, numerous lines of text may need to be hyphenated.

If the DTP software being used does not offer hyphenation capabilities in the translated languages, it may be necessary to work directly with the translator to manually hyphenate the content. It may be helpful, too, to turn off automatic hyphenation and, where large gaps appear in the text, work directly with the translator to obtain the correct hyphenation. To do this, produce a PDF of the document showing the gaps in line text and ask the translator to review the document and indicate appropriate hyphenation.

Reviewing the final product

Once the translated documents are desktop published, the client performs a thorough review, which involves checking for such aspects as alignment and agreement with the English document.

For this review, the desktop publisher usually produces a PDF showing the finished product. The best approach for providing comments at this point is to mark up the PDF rather than, for example, exporting the text to Microsoft Word and inserting markup.

By annotating the PDF, you can let the desktop publisher know exactly where the changes are to be made and help avoid delays and additional costs in finalizing the document. Some best practices methods for marking up desktop published translated documents include:

- Use the highlighter tool in Adobe Acrobat to indicate precisely which areas of the document are to be modified.
- Insert a note next to the highlighted text that thoroughly explains the change. Do not insert notes without highlighting the appropriate text.
- Use text edits for small edits. For example, use the cross-out tool with replacement text. When using text edits, also highlight the areas where text edits have been made.
- Write specific comments about the content that is to be changed.
- Check line breaks carefully.

With forethought and planning, your translated documents will look professional and mirror your English documents, and the overall costs of your translation project will be reduced. **M**

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Founded in 1991
Colquide, 6, portal 2 - 3.ª, Edificio Prisma,
28250 Las Rozas, Madrid - SPAIN
Phone: (+34) 91 540 7640, Fax: (+34) 91 637 8023
Email: hermes@hermestrans.com
www.hermestrans.com

Parque Tecnológico de Andalucía
Juan López Peñarver, 17, 3.ª, etc. 6
Edificio Centro de Empresas
29190 Campanillas, Málaga - SPAIN
Phone: (+34) 952 020 525 Fax: (+34) 952 020 529

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