

TRANSLATION & WEB SITE LOCALIZATION (ONLINE)

Introduction

The term Web Localization refers to the adaptation of web sites to suit the different technical, cultural, and linguistic needs of foreign regional audiences and markets. A web localization project requires the combined efforts of multidisciplinary experts —among which translators and web developers are key figures— to ensure the successful adaptation of web content and functionality.

This course is designed as a conceptual and selective hands-on introduction to the technical knowledge translators and project managers need to successfully participate in web localization projects. We will define industry-specific concepts such as globalization, internationalization, localization, translation, testing, and locale. We will outline the milestones of the localization process --including engineering, enabling, translation, testing, and publishing-- and explore them within the framework of a web localization project.

We will cover key web site engineering concepts essential for efficient localization, including numeral systems, bits and bytes, character sets and encoding, text and markup, file management, locale specific instructions, and internationalization of HTML and URLs. Using state-of-the-art technology, students will apply this knowledge to the localization of web site components. Tools reviewed include Trados, WebBudget, Adobe Acrobat, Avral Tramigo, Passolo, Dreamweaver.

Course Description

The main goal of this course is to introduce students with no special web localization training prior to this course to some of the basic skills required to work in the translation, management or quality assurance of a website localization project. Upon successful course completion, students will be able to:

1. Understand, identify, and describe the fundamental milestones of the localization process.
2. Understand and identify basic concepts and issues of web site engineering of utmost relevance in the success of a localization project.
3. Understand the functions, purpose, and mechanisms of state-of-the-art localization tools and apply them in the successful localization of web site components.

Training Topics

- Introductory concepts and definitions
- Web Site Engineering and Localization

- Localization of HTML and XML files
- Additional web site components