

# TRANSLATION TIPS & TRICKS

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HOW TO WORK EFFICIENTLY WITH DATASOURCE?





# Welcome to DataSource

THANK YOU FOR CHOOSING US !

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The following tips were compiled to help you better understand language translation processes, enabling you to work with **DataSource** more effectively and to ensure that your expectations are always met.

**Translation is no simple matter.** Beyond the obvious time and concentration required, the most important step is the preparation work done prior to starting the actual translation.

Follow those tips and we will do our part!





# Provide proper background information

## CONTEXT: A TRANSLATION ROAD MAP

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Brief us so we know what the “bigger picture” for your project is!

- What is it about?
- Who is the target audience and what is the intended format?
- Is the translation for printing or publication?
- Or perhaps for advertising purposes?

Background information may also include **reference material**, project-specific glossaries or pre-existing translations.



# Steer the project using style guides & glossaries

## STYLES GUIDES CLEAR UP POTENTIAL CONFUSION!

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A “**style guide**” will steer your project in the right direction by familiarizing translators with your company identity, brand voice and tone - reducing the amount of questions or eventual revisions.

A “**glossary**” is a list of approved company or product-specific translations. It lays the foundation for consistent and accurate translations, ensuring your brand's success across languages.

If you do not currently have both of these on file, you may consider developing those for your next project!



We can also help you create your own guidelines!  
Please contact our team for more details.





# Provide fully editable source files

FAST AND INEXPENSIVE TRANSLATIONS START AT THE SOURCE!

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To create high-quality translations within ever shorter time frames, “translation-friendly” source texts are an absolute prerequisite!

Formats such as Word, Excel or RTF are easy to process by simply overwriting the source texts. If only non-editable files (like PDF, jpeg or TIFF) are available, please consider the extra time and the extra cost for conversion, text extraction and pre-translation reformatting.

Are you translating your website? We can also handle JSON, XLIFF, HTML and other possible web formats!



# Control the source text quality

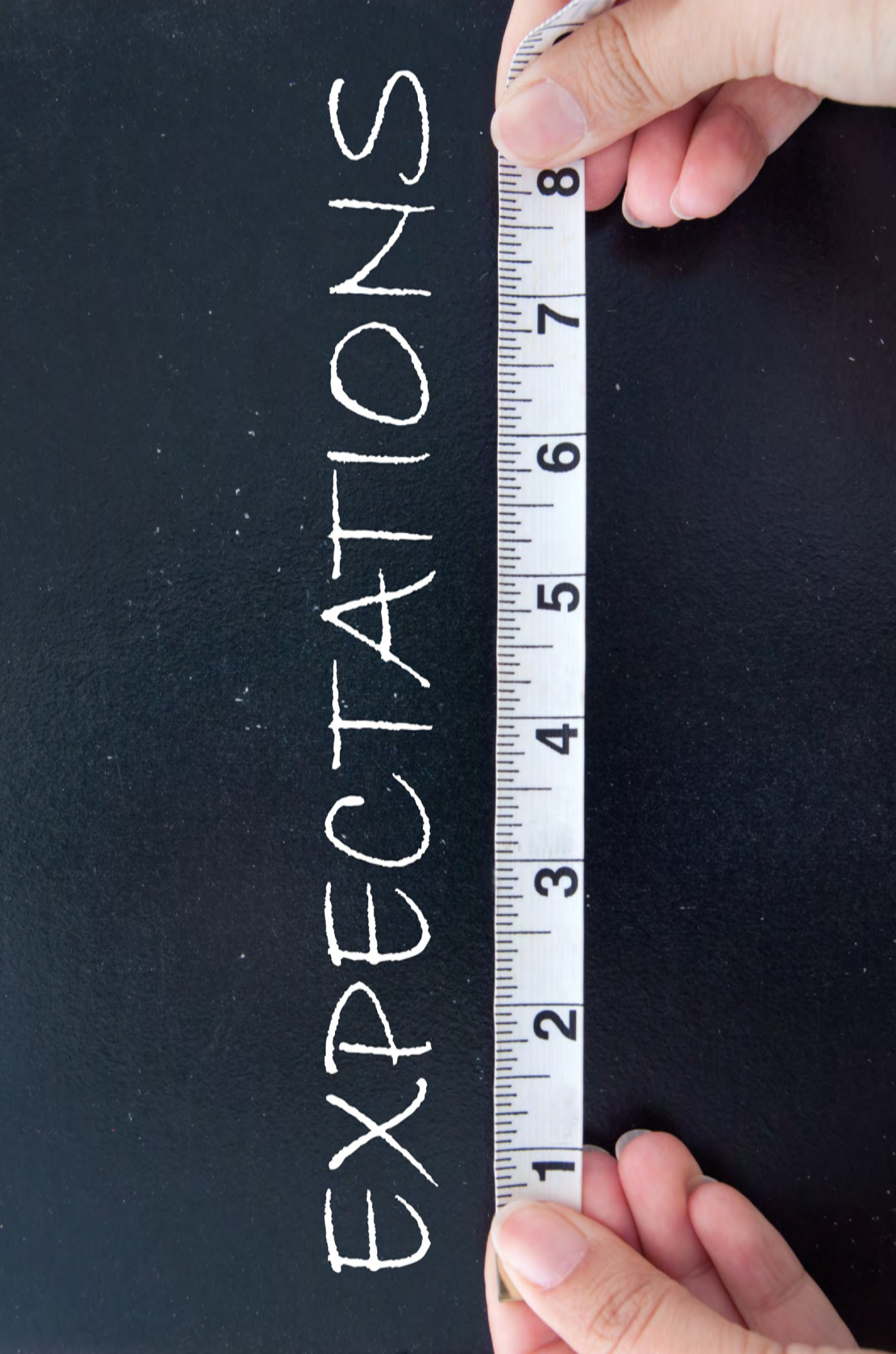
YOU CAN'T MAKE A SILK PURSE OUT OF A SOW'S EAR!

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It is difficult to transform trash into transcendent, transparent writing (as the saying goes "garbage in, garbage out"! ). To help us produce the best translation possible, we strongly advise you to verify the level of quality of the source text before sending us your document.

When source texts are poorly or unclearly written, producing "readable" translations becomes more difficult, time-consuming and prone to errors.





# EXPECTATIONS

tip 5

## State your expectations regarding quality

FOR THOSE TIMES WHERE "THE BEST" IS NOT TOP PRIORITY !

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Does this translation project require us to accurately stick to the source text? Without specific instructions, we will assume that it does! Or, if we can have some freedom of expression when translating, do let us know.

If speed is the main criterion, would a less-than-perfect translation be acceptable? For specific cases when only the gist is needed, we can even leverage on modern AI language technologies to vastly increase throughput while being budget-friendly.

In short, always know your requirements and express them clearly. We can adapt our process and prices accordingly!



# Make no haste - give it time !

## SLOW AND STEADY WINS THE RACE !

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High-quality work takes time and fast results cost money!

Do not rush perfection by setting deadlines that cannot be met. For example, if it took months to rewrite your website, with many rounds of revisions - it wouldn't be realistic to expect perfect translations within a few days! Rush jobs, where translators must work nights and weekends, may also command higher rates.

So "top notch" or "top speed"?



# Think twice before asking your bilingual staff

## SPEAKING IS NOT TRANSLATING!

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For companies with bilingual staff, it is tempting to imagine saving money by having them do translations instead of hiring professional translators.

**Translating requires training, practice and subject expertise.** Also, recruiting bilingual staff to translate takes them away from their job so you may end up misallocating valuable resources. If you want to save time and money, hiring professional translators with the proper credentials will mean lower costs, faster turnaround times and greater flexibility and scalability.



# Give your reviewers clear guidelines

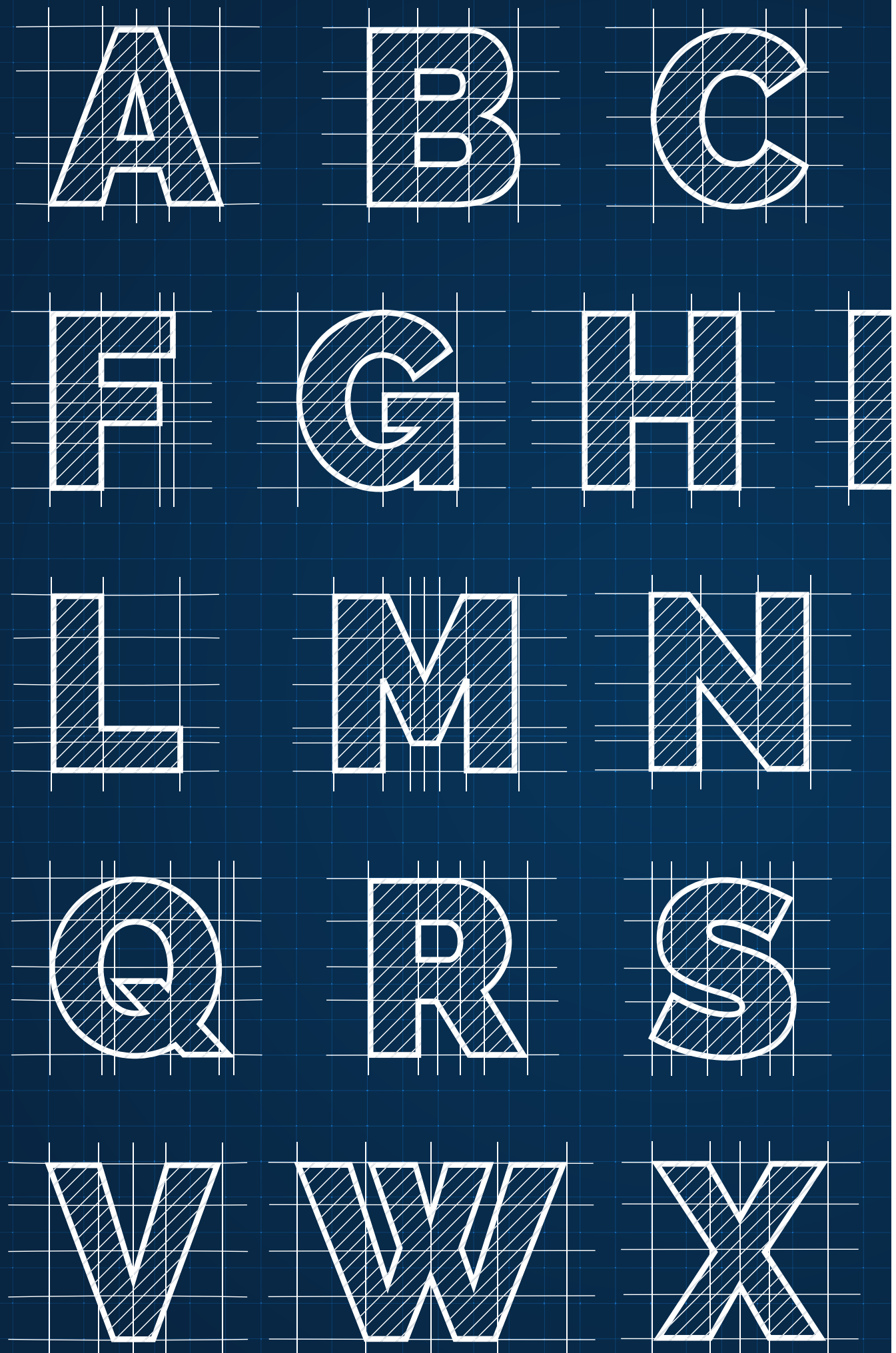
## MORE STRAIGHT-FORWARD EMPLOYEE TRANSLATION REVIEWS

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If you have bilingual staff review translations, make sure to give them clear guidance regarding the revision criteria.

Discourage them from simply being “over-zealous” and from making those infamous, time-wasting “happy-to-glad changes”. They must understand that only necessary changes should be made and that their performance will not necessarily be negatively judged if they report few or no changes.





# Translation, not to be confused with Desktop Publishing

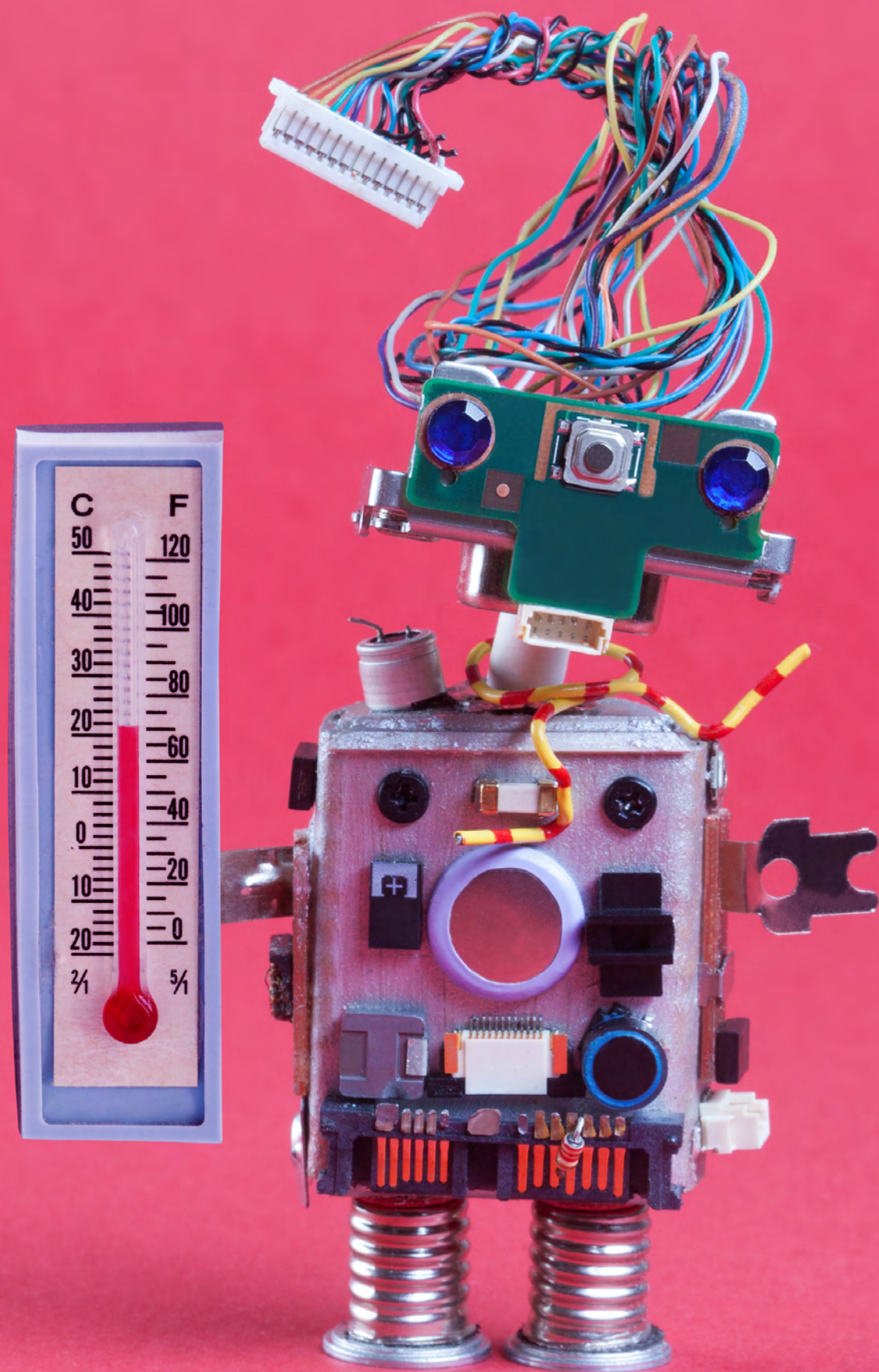
TRANSLATION IS JUST... TRANSLATION!

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Please bear in mind that translation **does not** include typesetting, desktop publishing (DTP) or design work of any sort. The translators will respect the original layout and overall presentation to the best of their abilities but the translated material may not be delivered in a ready-to-print format.

For a ready-to-print format, usually prepared as a high-definition Indesign file, please ask us. There are certainly advantages to using a language agency rather than doing it in-house, especially for foreign languages that employ non-Roman alphabets.





# Do not rely on Google Translate as a QA method

USING A HUMAN REVIEWER IS YOUR BEST OPTION

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While Google Translate may be helpful to get the “gist” of a text or translate single words, it is not a reliable tool for assessing translation quality!

Always employ competent human reviewers to check translations for meaning, accuracy, clarity, relevance and other important elements of writing. And, if there is any part of a submitted work that needs clarification, always feel free to ask us.





# How did we do?

## YOUR FEEDBACK IS APPRECIATED

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Customer feedback is the most valuable gift a business can receive, so we want to hear from you! Once a project is complete, help us serve you better by letting us how well we fared!

- Was the delivery on time?
- Was the overall quality up to standard? If not, can we fix it?
- Was your Project Manager helpful and accommodating?

Translation is an art - there are often many ways to translate the same sentence. By regularly giving us your input as well as constructive criticism, we can gradually adapt to your requirements!





# Contact us



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