



WHAT IS DTP? HOW IS IT USED IN LOCALIZATION?

DTP, or desktop publishing, is the process of designing and producing print documents using software applications with graphics capabilities.

Multilingual DTP is performing the process in multiple languages. When you localize a document, you must do DTP for each language. DTP can be a time-consuming part of the localization process if the layout is complex and if all of the graphics require manipulation.

In multilingual DTP, DTP specialists work to ensure your documents meet the standards of the language and culture you're targeting, while preserving the look and feel of the original documents. Most Language Service Providers have in-house DTP specialists who are experts in standard and non-standard DTP applications. Typically, they have a background in prepress and graphic design and should also have considerable experience with localization.

Look for DTP specialists who have experience with the following applications:

Adobe® FrameMaker®
 QuarkXpress®
 Adobe® InDesign®
 Adobe® Framemaker +SGML®
 Adobe® PageMaker®
 ArborText Adept Editor™
 Microsoft® PowerPoint®
 Microsoft® Word®
 Adobe® Acrobat®
 Ventura® Publisher
 Adobe® Illustrator®
 Adobe® Photoshop®
 Corel® Paintshop Pro®
 Corel® Draw®
 Adobe® Freehand®
 Microsoft® Visio®

How Multilingual DTP Works

DTP for translated documents involves preparing and setting up the files, formatting the localized documents, creating localized graphics, proofing, and evaluating quality.

DTP Issues in Localization

There are several aspects of DTP you will need to consider for your translated materials:

1. Text expansion and contraction
2. Text embedded in graphics
3. Cultural interpretation of graphics

Text Expansion and Contraction

Depending on the language pair you are working with, text can shrink or expand by as much as 30%. If the text shrinks, there may be more white space on the page than you want. If the text expands, there may not be enough white space, or the text will spill onto an additional page.

Text Embedded in Graphics

To translate text embedded in graphics, your DTP specialist will need access to the original graphics files. If they are not available, the DTP specialist will need to recreate the graphics, which can change their appearance and increase the time needed to complete DTP. The best strategy is for content authors to design their pages so text is separate from the graphics. (They can be kept in a separate layer if the application allows it.)

Cultural Interpretation of Graphics

Graphics hold different meanings across cultures, and you need to be careful about making correct choices. Your Language Service Provider can be instrumental in helping you vet images and graphics for gender, color, dress, architecture, symbols, and gestures to avoid offensive or inappropriate selections.

What you Should Know

- ➔ Multilingual DTP preserves the look and feel of your documents in the target language.
- ➔ Colors, symbols, gestures and other elements of graphics are understood differently in different cultures; some graphics may need to be replaced with more culturally appropriate images.
- ➔ The only way to ensure the end document meets the expectations of the target culture is to have DTP performed by a localization expert.
- ➔ Graphics with text embedded increase the cost and time needed for DTP.
- ➔ Text is very likely to expand or contract once it is translated and you should plan for that in its creation.

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