COMUNICA

Translation projects | Work procedures

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1. Project process and steps

1.1 Translation team

Comunica normally sets up a language team for on-going projects consisting of **four linguists per target language: two translators and two proofreaders**. All linguists are carefully selected based on relevant experience and qualifications. The client can choose to be part of this selection process of candidates that they consider to make the best fit for their brand.
The selected linguists will be trained, familiarising themselves with the client's brand and their requirements, particularly through a style guide (see section 4). Whenever necessary, Comunica will arrange for team meetings to discuss certain elements that need further explanation and/or dialogue.
All of Comunica's collaborators (linguists) have signed a confidentiality agreement, which involves keeping information related to the translation, the nature of the translation and any information that the client transmits, completely confidential.

1.2 Workflow

Comunica's standard workflow includes Translation + Proofreading + Back to translator.

1) **Translator** translates according to instructions, using the translation tool required, and the translation memory (TM), term bases (TB), reference material and other materials available. Translators perform self-assessment of their own work.
2) **Translator** passes translation on to Comunica's dedicated proofreader.
3) **Proofreader** reviews translation instructions and available reference material. Revises translation and inserts corrections, performs a spellcheck and quality assessment (QA) and passes the translation back to the translator.
4) **Translator** reviews the changes and finalises files. Translator carries out a final spellcheck and QA. Translator delivers the translation to the project manager.

1.3 What is included in the translation?

In a translation process, the translator's aim is to transfer the meaning in the source language to the target language and produce a text that is in accordance with target language linguistic rules and meets the relevant project instructions.

This includes:

1) Accurate grammar in compliance with current target language rules, including syntax, spelling, punctuation and orthotypography.
2) Usage and consistency of appropriate industry terminology, client-specific terminology or any other.
3) Compliance with Comunica's and/or client's style guide, including register and tone of voice.
4) Locale conventions and regional standards.
5) Formatting, i.e. the formatting of the target language document matches that of the source language document. (NB: see exception in disclaimer note.)
6) Intended readership and purpose of the translation

1.4 What is included in the proofreading?

In our instructions to the proofreader, we request the following items:

1) Check that the tags are in the correct place in the target text.
2) Check for grammatical and punctuation issues, capitalisation and spelling mistakes.
3) Read the source text and compare it with the target text, to see if the linguist has understood the message of the sentences correctly and expressed it properly in the target language.
4) Check that the writing style is appropriate for the audience (cultural aspects) and for the context (legal, marketing, technical, etc.).
5) Check for consistency. For example that menu, button and option names are always translated correctly (the same way they appear in the equipment/GUI) and consistently in the same way throughout the text.
6) Use Style Guide, TB (term base) and Glossary where applicable and follow the customer's TM and instructions carefully.
7) Always run a spellcheck and QA (quality assurance check) before delivery.
8) Always fill out Comunica's Scorecard

2. Glossary creation and development

We highly recommend creating a glossary, which contains a list of specific terms that you have either chosen based on preferential matters or industry standards.

The glossary helps the linguists to be consistent in their translations, and reassures that they are using your choice of vocabulary.

If no glossary exists, Comunica can offer to build up a glossary (term base) while working on projects. Our computer assisted translation tool (CAT), memoQ Server, makes it very quick and easy to build up a glossary (TB) during the translation stage, as source and target terms can be added to it easily by the linguists.

If you would like a glossary to be created in advance before any translation work starts, Comunica will charge for this service.

Some examples of what to include in the terminology glossary:

a) Terms that should be translated **consistently**, or that should not be translated at all. (Such terms can be included in a non-translatable list (DNT).) It is recommended to only choose terms that are critical.
b) **Company-specific terms**: Names associated with your business, product or service, along with copyrighted or trademarked terms that should not be translated and that need to appear consistently.
c) **Industry-specific terms:** Words with multiple meanings can create problems for translators. With a specific term list, it is possible to avoid such confusion for the audience. (Industry-standard terms may not be necessary to include as they are widely used and understood by the target market.)
d) **Keywords**: If you have specific SEO words that you would like to have included in each target language and market, these can be added to the TB.
e) **Other**: Definitions or terms that appear in your interface or technical documentation, which cannot be found through standard research.

3. Style guide

A translation style guide is a set of rules for how the company wishes to present itself textually and visually. This document contains guidelines for each target language that includes rules on tone of voice / register, writing style, sentence structure, spelling, and usage.
The client style guide does not contain grammar rules etc. for the language. (This can be found in Comunica's language style guide.) This document will help translators choose the preferred language elements, enabling them to achieve the most effective communication with customers and prospects in target markets.

Comunica offers to develop a client style guide in collaboration with the client. The style guide relates significantly to the development of the glossary, and we hence recommend for this to be prepared simultaneously.

4. Translation memory

A translation memory is a linguistic database that continually stores the translations the linguists insert in the computer assisted translation tool.

All previous translations are accumulated within the memory (in source and target language sentence pairs called translation units) and reused whenever there is repeated content. This ensures that translators are not translating the same phrases several times. The memory also serves as a consistency check, as it ensures that the same text is translated consistently every

time. In addition, translation memories aid the localization process, drastically improving both quality and efficiency.

The TM also helps reduce the costs as the client receives a discount for repetitions across the texts.

5. File management

All file material is handled confidentially and archived in Comunica's well-structured server folders. Project details are recorded in our Project Management Database. Translated documents remain the property of the owner (the client), and the documents cannot be used or published without the owner's consent.

5.1 File formats

Comunica can handle most file formats (.docx, .html, .xlsx, .xml, etc.) including Indesign files (.idml files).

Disclaimer: Comunica is not responsible for desktop publishing (DTP), and does not warrant precise layout in translated documents that come from source texts, which are in PDF or any other uneditable text format.

6. Complaints

Comunica operates a quality management system to help avoid complaints. In the event of a complaint, which relates to the quality of our services in general or the quality of a specific assignment, we have a formal complaints handling process in place.