

Multimedia and Videogame Localisation

Code: 43762
ECTS Credits: 6

Degree	Type	Year	Semester
4315982 Audiovisual Translation	OB	0	1

Contact

Name: Carme Mangiron Hevia

Email: Carme.Mangiron@uab.cat

Teachers

Ana Fernández Torné

Javier Cebrián

Use of languages

Principal working language: spanish (spa)

Prerequisites

No previous requirements.

Objectives and Contextualisation

The module's objectives are the following:

-Understand a multimedia localization project globally (from when the product is designed by the development team until the localization process is planned and executed and finally the localized version is compiled and the translation is verified to be correct in context).

- Learn the basic notions, concepts, processes, methodologies and tools of computer-assisted translation applied to the location of web projects, and applications for mobile devices.

- Learn how to manage and organize a multimedia localization project.

-Present a panoramic vision of the videogame industry (market, producers, platforms, etc.).

-Familiarize with the localization of video games: special characteristics of this type of translation and description of the localization process.

-Put the knowledge acquired by translating videogames into practice

Skills

- Act in accordance with the code of ethics of the profession.
- Continue the learning process, to a large extent autonomously.
- Discern the different modes and textual genres of audiovisual translation and media accessibility and their characteristics.

- Manage projects in audiovisual translation, accessibility, multimedia localisation, and translation of web pages and video games.
- Master strategies for the correction, linguistic revision and post-edition of audiovisual products.
- Recognise the translation problems specific to the different modes of audiovisual products and use the knowledge acquired to solve them.
- Translate and make accessible audiovisual products, multimedia products, web pages, video games and software.
- Use specific software to translate and make accessible audiovisual products, multimedia products and video games.

Learning outcomes

1. Act in accordance with the code of ethics of the profession.
2. Continue the learning process, to a large extent autonomously.
3. Develop the skills needed to translate a video game or multimedia product without access to the original.
4. Gain practice in the localisation processes for websites, multimedia products, video games, and applications for mobile phones and tablets.
5. Identify and correct errors in localised products.
6. Identify the different text types present in a video game and a multimedia product.
7. Produce translations that fulfill the professional standards of the localisation industry.
8. Recognise the economic and professional aspects of the localisation industry.
9. Show familiarity with quality control for localised products.
10. Show familiarity with the technical issues related to localisation.
11. Solve problems related to the location of web pages, multimedia products, video games and applications for mobile phones and tablets.
12. Use software to translate web pages, multimedia products, video games and computer applications.
13. Work in and lead teams engaging in localisation, multimedia, web pages, video games and applications for mobile phones and tablets.
14. different components video games, multimedia products, web pages applications mobile phone.

Content

1. Multimedia localization

Introduction to multimedia localization

Computer-assisted translation tools

Localization of web content

Management of multimedia projects

Localization of applications for mobile devices

Presentation of the management process for the translation of a website / application for mobile device with the aim of knowing the context and the methodology that is usually followed for its localization.

Specific issues related to the translation of multimedia content will be addressed, as well as translation issues with computer-assisted translation tools such as memoQ.

The work process in a localization project will also be explained.

2. Localization of video games

Videogame localization: characteristics, priorities, restrictions, localization process, translation of variables, etc. Translation practice with different textual components and typologies.

Methodology

An active methodology with activities of various types is used. The UAB Virtual Campus is used for Moodle classrooms for the virtual teaching and learning environment.

The didactic activities are organized in three blocks, according to the degree of autonomy required of the student:

- Directed activities: requires the direction of a teacher.
- Supervised activities: requires some supervision of a teacher.
- Autonomous activities: the student organizes time and effort autonomously (individually or in groups).

Activities

Title	Hours	ECTS	Learning outcomes
Type: Directed			
Exercises, debates and discussions	8	0.32	4, 1, 3, 9, 10, 7, 5, 6, 13, 8, 14, 2, 12
Theoretical lectures	16	0.64	1, 9, 10, 7, 6, 8, 14, 2, 12
Translation activities	26	1.04	4, 1, 3, 9, 10, 7, 5, 6, 13, 14, 12
Type: Supervised			
Preparation for exercises and tests	19	0.76	4, 1, 3, 9, 10, 7, 5, 6, 13, 8, 14, 2, 12
Preparation of translations and assignments	61	2.44	4, 1, 3, 9, 10, 7, 5, 6, 13, 8, 14, 2, 12
Student's portfolio	6	0.24	4, 3, 9, 10, 7, 5, 6, 13, 8, 14, 2, 12
Type: Autonomous			
Expanding knowledge	14	0.56	2

Evaluation

Evaluation

The information on the evaluation, the type of evaluation activity and its weight on the course is provided only for information purposes. The lecturer responsible for the course will specify these details when the course begins.

Revision

The lecturer will communicate the mark for each evaluation activity to the student and will also communicate a revision procedure and date.

When publishing the final grade, the module coordinator will communicate a global revision procedure and date.

Re-evaluation ("recuperació")

The students who have submitted evaluation activities whose weight amounts to at least 66.6% (two thirds) or more of the final grade and who have obtained a weighted grade of 3.5 or more have the right to be reevaluated. These percentages refer to the module, not to each subject.

Non-evaluable

A "non-evaluable" ("no avaluable") will be assigned when the evaluation evidence provided by the student equals a maximum of one quarter of the total grade of the module.

Irregularities in evaluation activities

In case of irregularities (plagiarism, copying, identity theft, etc.) in an evaluation activity, the mark of this evaluation activity will be 0. In case of irregularities in various evaluation activities, the final mark of the module will be 0.

Evaluative activities in which irregularities have occurred (such as plagiarism, copying, identity theft) are excluded from re-evaluation.

Students are encouraged to check the UAB instructions on plagiarism (<http://blogs.uab.cat/dretsautor/category/plagi/>) and the *Guia explicativa sobre com citar per evitar el plagit* by UAB, available on the same website.

Evaluation activities

Title	Weighting	Hours	ECTS	Learning outcomes
Exercicis and assignments	Exercicis and assignments	0	0	4, 1, 3, 9, 10, 7, 5, 6, 13, 8, 14, 11, 2, 12
Participation in forums	20%	0	0	4, 1, 3, 9, 10, 7, 5, 6, 13, 8, 14, 2, 12
Student's portfolio	7.5%	0	0	4, 1, 3, 9, 10, 7, 5, 6, 13, 8, 14, 2, 12

Bibliography

Bibliography about multimedia translation

AUSTERMÜHL, Frank. 2001. *Electronic tools for translators*. Manchester/Northampton: St. Jerome

CORTE, Noelia. "Localización e internacionalización de sitios web".

<http://www.fti.uab.es/tradumatica/revista/articles/ncorte/art.htm>

DR. INTERNATIONAL. 2003. *Developing international software. 2nd edition*. Redmond: Microsoft Press

ESSELINK, Bert. 2003. *A Practical Guide to Localization*. Amsterdam/Philadelphia: John Benjamins

GUZMÁN, Rafael. 2007. *Manual MT Post-editing: "if it's not broken, don't fix it!"*

<http://accurapid.com/journal/42mt.htm>

REINEKE, Detlef (ed.). 2005. *Traducción y localización. Mercado, gestión y tecnologías*. Las Palmas de Gran Canaria: Anroart.

SOMERS, Harold (ed.). 2003. *Computers and Translation. A translator's guide*. Amsterdam/Philadelphia: John Benjamins

YUNKER, John. 2002. *Beyond Borders: Web Localization Strategies*. Los Angeles: New Riders Press

Further reading

CRONIN, Michael. 2003. *Translation and Globalization*. London: Routledge

DUNNE, Keiran J. (ed.). 2004. *Perspectives on Localization*. John Benjamins

SPRUNG, Robert C. 2000. *Translating into Success. Cutting-edge strategies for going multilingual in a global age*. Amsterdam/Philadelphia: Johns Benjamins

Bibliography about game localization

Bernal, M. (2014) *Translation and Localisation in Video Games*. London: Routledge.

- Bernal, M. (2011) (ed.) "Video Games Localisation". *TRANS:Revista de Traductología*. Nº. 15. Disponible en: http://www.trans.uma.es/trans_15.html
- Bernal, M. (2006) "On the Translation of Video Games". *The Journal of Specialised Translation*. Disponible en: http://www.jostrans.org/issue06/art_bernal.php
- Bernal, M. (2007) "Challenges in the Translation of Videogames". *Revista Tradumàtica*. Núm. 5: "La localització de videojocs". <<http://www.fti.uab.es/tradumatica/revista/num5/articles/02/02art.htm>>
- Chandler, H. y O'Malley Deming, S. (2011) *The Game Localization Handbook*. Massachusetts: Charles River Media.
- Díaz, D. (2005). The Video Game Translator Wishlist. Disponible en http://www.gamasutra.com/features/20050615/monton_01.shtml
- Dietz, F. (2003) "A Translator's Perspective on Games Localization". *Multilingual Computing and Technology*, 14 (5), 21-25.
- Dietz, F. (2007) How Difficult Can that be? The Work of Computer and Video Game Localisation. *Revista Tradumàtica*. Núm. 5: "La localització de videojocs". <http://www.fti.uab.es/tradumatica/revista/num5/articles/04/04art.htm>
- Di Marco, F. (2007) "Cultural Localisation: Orientation and Disorientation in Japanese Video Games". *Revista Tradumàtica*. Núm. 5: "La localització de videojocs". <http://www.fti.uab.es/tradumatica/revista/num5/articles/08/08art.htm>
- Mangiron, C. (2006) "Video Games Localisation: Posing New Challenges to the Translator". *Perspectives: Studies in Translatology*, Vol. 14:4.
- Mangiron, C. (2012) "The Localisation of Japanese Video Games: Striking the Right Balance". *The Journal of Internationalisation and Localisation*, II, 1-21. ç
- Mangiron, C. (2013) "Subtitling in Game Localisation: A Descriptive Study". *Perspectives: Studies in Translatology*, 21 (1), 42-56.
- Mangiron, C. (2016) "Reception of game subtitles: An empirical study". *The Translator*, 22 (1), 72-93.
- Mangiron, C. (2016). Games Without Frontiers: The Cultural Dimension Of Game Localization. *Hermeneus*.18, 187-208.
- Mangiron, C. (2017). Research in game localisation: An overview. *The Journal of Internationalization and Localization*4:2, 74-99. DO 10.1075/jjal.00003.man
- Mangiron, C., O'Hagan, M. (2006) Game Localisation: Unleashing Imagination with 'Restricted' Translation. *The Journal of Specialised Translation*. Disponible en: http://www.jostrans.org/issue06/art_ohagan.php
- Mangiron, C, Orero, P. & O'Hagan, M. (ed.) (2014) *Fun for All: Translation and Accessibility Practices in Video Games*. Bern: Peter Lang.
- Muñoz, P. (2007). "Romhacking: localización de videojuegos clásicos en un contexto de aficionados". *Tradumàtica* 5. <http://www.fti.uab.es/tradumatica/revista/num5/articles/07/07.pdf>
- Muñoz, P. (2008) "En torno a la localización de videojuegos clásicos mediante técnicas de romhacking: particularidades, calidad y aspectos legales". *The Journal of Specialised Translation* 9, 80-95. http://www.jostrans.org/issue09/art_munoz_sanchez
- Muñoz, P. (2009) "Video Game Localisation For Fans By Fans: The Case of Romhacking". *The Journal of Internationalisation and Localisation* 1, 168-185.

Muñoz, P. (2017). *Manual de localización de videojuegos*. Madrid: Editorial Síntesis.

O'Hagan, M. (2007) "Video Games as a New Domain for Translation Research: From Translating Text to Translating Experience". *Revista Tradumàtica*. Núm. 5: "La localització de videojocs".
<http://www.fti.uab.es/tradumatica/revista/num5/articles/09/09art.htm>

O'Hagan, M. y Mangiron, C. (2004) "Games Localization: When Arigato Gets Lost in Translation". *New Zealand Game Developers Conference Proceedings*. Otago: University of Otago.

O'Hagan, M. y Mangiron, C. (2013) *Game Localization: Translating for the Global Digital Entertainment Industry*. Amsterdam & Philadelphia: John Benjamins.

Scholand, M. (2002). "Localización de videojuegos". Traducción de Lidia Cámara. *Revista Tradumática*. Disponible en: <http://www.fti.uab.es/tradumatica/revista>