

Autodesk Translation and Localization Web Standards for UX/UI Efforts

Here is a compiled list of localization standards for the web. These are not listed in an order of priority.

1. Restricted real estate not allowing for text expansion in translation.

Be aware that words listed in English may become very long when translated to languages such as German. Make certain that the tables which house these words are set to wrap the text [by the word] so that the text can move to the next line.

Also keep in mind that this text as it shifts [carriage return's] down the page it may push other components down the page as well and change the positioning of other elements on the page.

2. Forcing formatting with breaks, and hard-coding alphabetical sorting in one language.

Be aware that when using line breaks [particularly when hand coding] in English may cause unforeseen results when translated to a different language.

3. Creating text on graphics.

When placing text on a graphic be aware that text translators cannot read this and the localized text/English will remain in the language it was created in.

4. String construction for Search and Calendar use [concentration of parts assembled dynamically].

When items of a text string are put together dynamically such as in search results or calendar interfaces, a problem often seen is that the order of the text does not suit the way that different cultures write such material. For example, Dates in the U.S. are often written 11,21, 2012 [November 21 2012] while many European cultures write it as 21.11. 2012, [placing the day first, month second followed by the year]. Also periods are used rather than commas to distinguish between the dates.

5. Translation of currencies.

Keep in mind that points [as used in \$45.00, US\$45 dollars] are not used in many country currencies. With the Euro for example it would be expressed as €45,00 [utilizing the Unicode U+20AC symbol €].

6. Use descriptors.

Inserting a descriptor before a term can clarify the meaning of the sentence and, more importantly, helps the localizer to decide whether the term should be localized. For example, "Must specify InfID when detect is set to No" could be better stated as "When the option Detect is set to No, you must specify the parameter InfID."

7. Avoid colloquial words and phrases .

Colloquial words and phrases are very hard to translate and might be offensive in certain cultures. A product might be friendlier to other cultures if colloquial terms and scenarios are avoided.

8. Avoid compound nouns.

In the English language, it is possible to compound several nouns without adding a preposition or a sub clause. This is usually not possible in other languages, which presents the translator with the dilemma of figuring out which nouns belong together. Inserting prepositions when writing in English would clarify the meaning immediately. For example, "Site Server LDAP Service directory server" should be changed to "Directory server for the LDAP Service of the Site Server."

9. Abbreviations and acronyms.

When using abbreviations and acronyms, ensure that the abbreviations and acronyms have meanings that are understood by most users. You should always define abbreviations and acronyms that might not be obvious in all languages.

10. Punctuation and spacing.

Different languages often have different punctuation and spacing rules. Consider these differences when writing strings in code. For example, "17.5 MB" in English is localized to "17,5 MB" in German. Thus, if this string is constructed at run time, the localizer cannot change the point to a comma. For similar reasons, apply these considerations to numbers, dates, or any other information that might have different formats in other languages.

11. Be consistent

Automated translation tools can significantly cut down on localization vendor's costs. But automatic translation tools only work if standard phrases are being used. Many localization vendors are paid per word. Consider the amount of money that can be saved if one standard phrase can be easily, or automatically translated into multiple languages. For example, the following messages could be standardized into one consistent message:

Message	Standardized version of message
Not enough memory	There is not enough memory available.
There is not enough memory available	There is not enough memory available.
Insufficient Memory!	There is not enough memory available.

12. Text Expansion [Make allowances of 25-35% for the physical space between translations of English to some languages i.e. Italian and German].

Website copy designed without considering text expansion is difficult to localize. For example, when English text is translated into Italian or German, its translation typically requires approximately 25 - 35% more physical space on a page. Conversely, English to Chinese, Japanese and Korean may require thinking about excess space on a page do to a reduction of the text into Asian characters.

Text expansion occurs during translation for a variety of reasons: (a) many languages have equivalent words with far more//or less characters than English (b) some languages tend to avoid the use of abbreviations (German, for instance) and (c) hyphenation and automatic line breaks can occur in various languages differently from English.

Please note that translation length may also be affected by a translator's [both living and automatic] decision to add words to the resulting text, in the hopes of ensuring meaning. The recommendation is to create templates with specific paragraph styles that can be globally updated to different fonts, point sizes, pixel widths and other style sheet considerations.

Tips on reserving document real estate for text expansion:

- Use a slightly larger type size for the source language if the source language tends to expand after translation, and use a smaller type size for the translation.
- Modify page layout: have slightly shorter text body columns in English than in localized templates to reserve some white space near page bottom for text expansion.
- When creating text columns or frames for automatically generated "headers/footers" on page backgrounds, allow enough space for text to wrap to a second line, even if the English text always fits in one line.
- Make table column widths slightly wider than necessary for English to allow more space for language expansion.
- Avoid the use of ALL CAPS in table cells in the header rows. (Or do not require ALL CAPS in the non-English version.)
- Use smaller top/bottom/left/right margins of white space in cell margins of translated pages.

Additional note on Fonts

Fonts in other languages may not correspond to the character size of the target language with the same point size. Research the font choices for target languages when creating the template. If the source language uses a Roman alphabet such as English, French or German, testing should be done to predetermine final outcome when fonts and type sizes will be in Chinese, Japanese and Korean and Middle Eastern languages.

Cultural implications to Color Specifications

I have compounded this list to assist in decisions over color usage [beyond the Brand Standards and Guides of course]

Red

- **China:** Good luck, celebration, summoning
- **Cherokees:** Success, triumph
- **India:** Purity
- **South Africa:** Color of mourning
- **Russia:** Bolsheviks and Communism
- **Eastern:** Worn by brides
- **Western:** Excitement, danger, love, passion, stop, Christmas (with green)

Orange

- **Ireland:** Religious (Protestants)
- **Western:** Halloween (with black), creativity, autumn

Yellow

- **China:** Nourishing
- **Egypt:** Color of mourning
- **Japan:** Courage
- **India:** Merchants
- **Western:** Hope, hazards, coward

Green

- **China:** Green hats indicate a man's wife is cheating on him, exorcism
- **India:** Islam
- **Ireland:** Symbol of the entire country
- **Western:** Spring, new birth, go, Saint Patrick's Day, Christmas (with red)

Blue

- **Cherokees:** Defeat, trouble
- **Iran:** Color of heaven and spirituality
- **Western:** Depression, sadness, conservative, corporate, "something blue" bridal tradition

Purple

- **Thailand:** Color of mourning (widows)
- **Western:** Royalty

White

- **Japan:** White carnation symbolizes death
- **Eastern:** Funerals
- **Western:** Brides, angels, good guys, hospitals, doctors, peace (white dove)

Black

- **China:** Color for young boys
- **Western:** Funerals, death, Halloween (with orange), bad guys, rebellion

Graphics and Bandwidth Realities

No Standards are yet

Add Language Translated Closed Captions to Videos

Localization Standards Researched:

Microsoft MSDN Site -

[http://msdn.microsoft.com/en-us/library/aa140876\(v=office.10\).aspx](http://msdn.microsoft.com/en-us/library/aa140876(v=office.10).aspx)

Oracle: Translation and Localization Standards for UX Designers -

https://blogs.oracle.com/translation/entry/translation_and_localization_resources_for_ux_designers

Google Translation Kit - <http://support.google.com/translate/>