

Client Name

Translation Preferences

Our team will be sure to provide all documents in the specific format indicated below under each section. Please let us know your translation preferences to better serve you:

- Literacy Level**
- Level 1 **(6th Grade/Below Basic)**
 - Level 2 **(7th Grade/Basic)**
 - Level 3 **(8th Grade/Intermediate)**
 - Level 4 **(Proficient)**
 - Level 5 **(Technical)**

- Formality**
- Formal writing
 - Informal writing

- Punctuation**
- Maintain English Capitalization
 - Capitalize based on target language rules
 - Depends upon document

- Acronyms**
- Translate source and acronym explanation within parenthesis
Asociación Dental Americana (ADA por sus siglas en inglés)
 - Translate source and leave acronym without explanation
Asociación Dental Americana (ADA)
 - Do not translate
American Dental Association (ADA)

Notes/ Comments

Project Name

Audience

- Numbers**
- Integers (123..)
 - Target language # system

- Dates**
- US format (mm/dd/yy)
 - Target language (dd/mm/yyyy)

- Time**
- A.M. / P.M. (a.m. / p.m.)
 - 12 hour
 - 24 hour (military time)

- DO NOT Translate**
- Company names
 - City names
 - Department names
 - Product / Program names
 - Headers/Footers

Measurements and currencies will not be converted and will be left in original format.

- Attestation**
- All documents
 - Based on project's request
 - Research studies

- Desktop Publishing**
- Full layout, based on project
 - Reverse layout based on target language
 - Font size minimum: ____pt ○
____px ○
 - Minor rearrangements to accommodate target language
 - Apply font family replacement (based on target language)
 - Provide formatting notes with final translation

Have you thought about...



Literacy levels?

When choosing, think about:

The reading level of the target audience (potential education levels)

<p>Below level 1 (Nonliterate)</p>	<p>Locate a single piece of information in familiar copy.</p>
<p>Level 1 Below basic</p>	<p>Read relatively short digital, print or mixed copy to locate a single piece of information.</p>
<p>Level 2 Basic</p>	<p>Find information that may require low-level paraphrasing and drawing low-level inferences.</p>
<p>Level 3 Intermediate</p>	<p>Identify, interpret or evaluate one or more pieces of information that require inference.</p>
<p>Level 4 Proficient</p>	<p>Perform multiple-step operations to integrate, interpret or synthesize information from complex texts, which may require complex inferences.</p>
<p>Level 5</p>	<p>Integrate information across multiple dense texts; construct syntheses, ideas or points of view; or evaluate evidence-based arguments.</p>

Have you thought about...



To be formal or informal?

Keep this in mind:

- **Formal**—common way of writing—conveys professional tone
- **Informal**—common way of speaking—tends to make the reader feel like a friend is sharing information with them
- Scandinavian, Middle Eastern, and Asian languages tend to be more formal



Punctuation differences?

Every language has its own grammar standards, decide:

- **If the entire translation should follow the target language grammar standards**

(Some languages use upside down quotation marks—German)

- **Would the target audience be confused if English capitalization is used? Or would it be appropriate?** (Non-capitalization of days/months in Spanish vs. Capitalizing in English)



Numbers, dates and times?

Which method would be best:

- Should integers (1,2,3...) be used or the target language's numbering system (١٢٣ - Arabic)
- Numbers are language neutral and understood world wide
- Dates are internationally written as DD/MM/YYYY vs. MM/DD/YYYY (U.S.)
- 12-hour times are common in Romantic languages (ex. Spanish/French) vs. Scandinavian/East European cultures that use 24-hour format (ex. Russian)



When to translate and when not?

Proper nouns are typically not translated, but what about:

- **Company names**—will the target audience ever see the company's name in their language in the real world?
- **City name**—some languages allow translation using letter characters, but it's recommended to be kept in English
- **Department names**—will translation help clarify what the department does for the target audience?
- **Product/Program names**—is this a local or global product? Should product be adapted to specific markets?