Video Localization

Challenges, Opportunities and Common Practices
800+ software training and documentation videos in multiple languages

Work with Customers & Learn from them about their Video Needs and Experiences
And who are you!? 

**Company:**
Create your own videos with a need to localize them.

**Language Service Provider:**
Create and localize videos for your clients.
The „You“

• Similar challenges
• Similar workflows
• Benefit of understanding the other side

• Goal: Strive for joint video localization process whenever possible.
Trend: Video Usage is Increasing

Video will make up 82% of all internet traffic by 2021 – Cisco Solutions

YouTube is the second most popular search engine in the world – after Google.

Video usage increases in social media, news and your communication (Skype, Facetime).
Technical Documentation with Videos and Images

93% are using images

38% are using video

TechSmith Spot Check Survey @ TC World 2016  n = 49
Use of Video in Training / eLearning

83% see video as extremely or very important for their training content strategy.

86% of training professionals plan on creating more video content next year.

TechSmith Spot Check Survey @ Learntec 2017 n= 57
Arguments for Video Adoption

Advances in technology made video creation and consumption easier. Cultural shift in people’s expectation and perception.
Some Advantages of Video

• Show processes and convey information clearly, engaging and effectively
• Gives the viewer full control (Pause, Rewind, Rewatch)
• Video is what customers and employees want
• Competitive Advantage
• Efficient & Reusable: Save time & money on training, onboarding and communication
Let’s start creating videos, right?
Video is complex.
Video Elements

There is a lot you could localize.

What do you actually need to localize?

Visual
- Speaker
- Process
- Software
- Graphics

Audio
- Voiceover
- Dialogue
- (Noise)
- (Music)

Text
- Titleslides
- Lower Thirds
- Warnings
- Captions

Cultural
- Audience
- Tone
- Examples
- Symbols
- Laws
What elements do you need to localize for the video to achieve its goal?

Factors:
- Type of Video
- Audience & Expectation
- Content & Content Design
- Available Resources (Time & Money)
A Localization Process (My Story)
2005

Training Department Intern

Instructional Videos
What do we need to localize?

Onboarding Videos
We need to localize:

- Software Screen Recording
- Titleslides
- Audio
- On-Screen Text
- Captions
- Examples
Our video localization process.

• A well structured script & storyboard
<table>
<thead>
<tr>
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<tr>
<td>Standard Title Slide</td>
<td>Welcome back to Camtasia Studio and this tutorial overview of the editing process.</td>
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<tr>
<td>Show screenshots of UI elements for save, timeline and effects.</td>
<td>In this tutorial we’ll first talk about project settings. Then we’ll talk a little bit about the different file types and how to save your project. We’ll finish up with an overview of some of the editing features that you can use to enhance your video projects.</td>
</tr>
<tr>
<td>Point to TOC Navigation setup along left side of video with an orange arrow</td>
<td>At any time you can utilize the table of contents at the left to jump directly to the process you want to learn more about.</td>
</tr>
<tr>
<td>Open a new project and <strong>zoom</strong> on project settings dialog.</td>
<td>Let’s begin with Project Settings. When a new recording is added to the timeline a Project Settings dialog window automatically appears.</td>
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</table>
1. From the effects pane, drag and draw the green screen effect onto the video clip. Then use the eyedropper tool to define the shade of green you want to remove. Preview the results and adjust the settings until you are satisfied with the results.

2. Then use the eyedropper tool to define the shade of green you want to remove.

3. Preview the results and adjust the settings until you are satisfied with the results.
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<td>먼저 프로젝트 설정에 대해서 살펴본 후, 다양한 파일 타입과 프로젝트를 저장하는 방법 등 편집기능에 대해서 알아보겠습니다.</td>
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Our video localization process.

1. **Script**
2. **Screen (or Video) Recordings**
   • Based on script and storyboard
   • One recording for each language
3. **Audio Recordings**
   • DIY or Voice Over Artists
   • Based on script
4. **Editing & Synchronisation**
   • Update on-screen text, partially re-create scenes etc.
   • Leverage original (EN) project if possible.
Synchronisation? Fairly Easy. (for me)
I don’t speak the language!

Synchronisation problem!

(Do you have a Video Production Specialist for each language?)
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One Audio File per Step
1. Create or import a single recording in audio editing software.

2. Manually set markers corresponding to each script section.
   - During Audio Clean Up
   - Language proficiency required

3. Export multiple audio clips from a single recording.
Required: Audio Recording and Editing Software

Commercial Examples: Adobe Audition, Wavepad, Soundforge + many more

Software Tip: Audacity
Free and Open Source Software for Recording and Editing Audio
• Semi-Professional
• Essential Features:
  • Record Audio
  • Edit Audio: Trimming, Split, Effects & Remove Noise
  • Set & Export Markers
  • Export Audio in many Formats
Synchronisation? **Doable.**
Basic (DIY) Video Localization?

IT WORKED!

Pragmatic

Time Consuming
Hard to Scale
Problem: Time & Scalability

So what can you do?
Design Video with Localization in Mind:

- Keep it simple
- Icons instead of text
- B-Roll instead of speaker
- Universal examples
- Simplified UI

- **De-emphasize the voice track**
CAPTIONS

are your secret weapon!
Closed Captions:

• Support many languages within a single video file
• Captions are easily created & translated
• Accessibility Compliance
1. Create Captions for the Original Video
   - Use Video Editing Software
   - The Script is your base
2. Export Captions as .SRT File (or .VTT)
   - Timestamps
3. Translate .SRT File
   - Individual .SRT File for each Language
4. Import translated .SRT Files to:
   * Depending on Workflow & Technology:
     - Project in Video Editing Software
     - Video Player (YouTube, Wistia)
Closed Captions:

- Support many languages within a single video file
- Captions are easily created & translated
- Accessibility Compliance
- Low-cost & efficient measure to serve and reach new audiences

Consider: Are captions sufficient to reach the video’s objective?
• Identical Visual Image
• No Audio Narration
• Localized On-Screen Text

+ Limited Editing Required
+ Unique Experience for Customer

- One file per language
- Ideal experience for user?

Source: Krones AG: https://www.youtube.com/watch?v=otWtPRgWVJA & https://www.youtube.com/watch?v=hyyposVuRdM
• No Audio Narration
• On-Screen Text in Multiple Languages
• Single Video File (Easier distribution, managing, updating)

Source: Schüco Italia: https://www.youtube.com/watch?v=_5iLvr02dao
Problem: **Scalability (Time)**

- Faster Release Cycle
- New Products and Languages
Solution: Working with a LSP?!
Did not meet expectation
Video had the wrong size, inconsistent colors, bad synchronisation, and more
Audio pronunciation & tone not correct
Impact

Review Process:
Hours!

Fixing Mistakes:
Expensive!

Schedule:
Delays!
Communication Problem

Are you providing enough information, context and guidance?
Video Style Guide

Camtasia Video Tutorial Style Guide
Before you start recording, please take the time to set up the recording environment exactly as it's outlined below. If any of the details below are missed, the recording will have to be re-done.

Recording Settings (http://www.screencast.com/SBBGxG9w2YP)

Hardware: 2k monitor (2560x1440)
Operating System: Windows 10
Recording dimensions: Full screen (2560x1440) with the Windows toolbar set to “auto-hide” so that it's not shown in the full screen recording.
Windows Scaling: 150%
SPEKEP/PVTT - Install and use “Stop” to modify the playhead every time Camtasia is opened (see instructions below). If this is not done before recording, the playhead will break and all recording will need to be re-done.

Video Editing Settings & Styles

Editing Dimensions: 1280x720
Annotation Color: #1F80C2 (This same green is used for all annotations)
Font: Proxima Nova, regular, #FFF (white)
Highlighting areas: sketch motion, green
Pointing at things: arrow callout with rounded corners, green

Video Production Settings

Custom Production Settings

- MP4 - Smart Player (HTML5)
- Custom size: 1280x720
- Video settings:
  - H264 profile: High
  - Encoding mode: Quality slider at 75%
  - Everything else stays as default
- Audio settings: 128 kbps
- Optional: Check “searchable” and “captions”
  - Captions type: Closed captions

Use of the same Video Editing Software
### How to Document a Process with Video

**Enhanced Script**

**At Start of recording:**
- Adobe Illustrator open with example-image.ai.png on the canvas. Skype for Business or another IM application open behind it.
- Snagit: Capture window open but minimized, make sure that Start with Webcam option is set to off, and that the capture window is on the All-in-one tab.
- Google Chrome Browser set to 1600x900, open to https://support.techsmith.com/hc/id, but minimized.

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<th>Narration - ENG</th>
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<td><strong>Screen video</strong>&lt;br&gt;Have Adobe Illustrator open with example image, and an instant message program. Close each by clicking the ‘X’.&lt;br&gt;&lt;br&gt;<strong>Shot sequence:</strong>&lt;br&gt;• Begin with fullscreen shot&lt;br&gt;• Zoom to 100% to draw focus to the corner of Adobe Illustrator and the cursor.&lt;br&gt;• Close Illustrator&lt;br&gt;• Close Instant Message application.</td>
<td>Close or minimize any programs not involved in the process. <strong>[Click ‘X’ Adobe Illustrator]</strong> Especially ones that might trigger a noisy alert or popup.</td>
</tr>
<tr>
<td>5</td>
<td><strong>Screen video</strong>&lt;br&gt;Mouse moves to the taskbar to open the browser. As the mouse moves, use an animation to zoom out to full screen. At the end of the speaking line, click to open the browser.</td>
<td>Open the programs you need to record and arrange them on your screen.</td>
</tr>
<tr>
<td>7</td>
<td><strong>Screen video</strong>&lt;br&gt;Mouse moves to Snagit in the taskbar to open it.&lt;br&gt;Mouse moves to Snagit Capture Window. As it does, use an animation to zoom to 100%.&lt;br&gt;Click the Video tab.</td>
<td>Then, open Snagit and choose the video tab.</td>
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**Screen video**

Have Adobe Illustrator open with example image, and an instant message program. Close each by clicking the ‘X’.

**Shot sequence:**
- Begin with fullscreen shot
- Zoom to 100% to draw focus to the corner of Adobe Illustrator and the cursor.
- Close Illustrator
- Close Instant Message application

**Files used:**
- Example-image.ai.png (to have open in Illustrator)
• Original (source) Video Projects + All Examples.

• Added more & earlier Review Cycles.

• Audio Pronunciation Key.

• Guidance & Training for Localization Partner.
Clear Communication

added 1 Hour of Extra Work (per video)

saved 2 Days of Back & Forth (per video)
Company: Create your own videos with a need to localize them.

Language Service Provider: Create and localize videos for your clients.

Process A  Joined Process  Process B
Company / Client

• Standardize script & storyboard creation for all video projects.
  – Consider advanced scripts.
  – Keep future localization an option for all video content.
• Provide LSP with the original video project files as a base and for comparison.
  – Include all related examples, projects, graphics (including source files)

• Communicate & educate your LSP.
  – Early and regular review cycles
  – Coordinated workflows
Language Service Provider

• Specialize in and encourage captions as a cost-effective option.
  – Create & translate .SRT files.
• Ask clients for structured scripts & storyboards.
  – Advanced scripts are even better.
• Use original video project files as a base and for comparison.
  – Work in the same video tool as your clients (and know how they work).
  – Recommend tools.
• Communicate with & educate your client.
  – Early and regular review cycles
  – Coordinated workflows
<table>
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<tr>
<th><strong>Video Creator (Client)</strong></th>
<th><strong>Localization Team (Internal or Partner)</strong></th>
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</thead>
</table>
| 1  **Write Script & Storyboard**  
• Include internal stakeholders | **Script & Storyboard Spot Check**  
- Evaluate ease of localization  
- Red Flags, i.e. cultural no-gos. |
| 2  **Finalize Original Script**  
**Approve Translated Scripts** | **Translate Scripts**  
- Style Guide useful |
| 3  **Record Original Audio**  
**Approve Localized Audio Files** | **Record Localized Audio** |
| 4  **Record Original Video Sequences**  
**Synchronize & Edit Original Video**  
**Create .SRT Caption File** | **Record, Edit & Synchronize Localized Video**  
• Localize Captions  

**Helpful Resources:**  
• Style Guide & Advanced Script  
• **Original Video Project File**, including Example Files  
• Finished (Original) Video for Reference  
• Early Review Cycles (i.e. after re-recording the sequences)
VIDEO IS AWESOME

Video is complex.

Our DIY localization process.

- **Script**
- **Screen Recordings**
  - One recording for each language
- **Audio Recordings**
  - DIY or Voice Over Artists
- **Editing & Synchronisation**

**Visual**
- **Speaker**
- **Process**
- **Software**
- **Graphics**

**Text**
- **Titleslides**
- **Lower Thirds**
- **Warnings**
- **Captions**

**Audio**
- **Voiceover**
- **Dialogue**
- **(Noise)**
- **(Music)**

**Cultural**
- **Audience**
- **Examples**
- **Symbols**

There is a lot you could localize. What do you actually need to localize?

Communication Problem
Let’s continue this conversation?!
Thank You!
Danke!
Merci

Anton Bollen
TechSmith Corp.
Tekom Booth 2/G02
a.bollen@techsmith.com
@antonbollen

Feedback?
http://gala06.honestly.de