




## Top Ten Tips for Layouts


1. Word counts in translated text frequently increase by as much as 25%. Be sure to leave enough "white space" in your layout to accommodate this.
2. Indicate exactly which version number of the DTP program you're using, and whether the document was created on Macintosh or PC.
3. If linked graphic files contain text requiring translation, be sure to include them along with the layout, in editable form! Also indicate which program (and version) was used to create these secondary files. As with the main layout itself, bear in mind that when English callout text barely fits in a figure, the translated version probably won't unless resized.
4. Always include all the required fonts when submitting a project. (Some fonts don't support all diacritical marks required for certain languages; Central European languages in particular can have this issue with many "decorative" fonts.) Obviously, many Asian languages will require specific fonts, and ASIST will alert you of this accordingly.
5. Use actual paragraph formatting to create hanging indents and bullet lists, rather than placing returns and multiple tabs on each line to simulate the same effect. Since


line breaks and hyphenation in the translation won't correspond to the English anyway, eliminating such unnecessary characters saves time and money in the creation of your foreign-language layouts.


6. Any review of a translation by in-house personnel (in your foreign office, for example) should be made on the MS Word file using the "track changes" feature—before any translated text is formatted within your layout.
7. The ASIST team needs to know the preferred and permissible options for making your translated text fit. For example, are there any corporate or regulatory requirements, minimum point size and line spacing, or any graphics that absolutely cannot be reduced in size?
8. Be sure to review your content prior to translation. Identify any contact information that may require changes for the international version; for example, mailing addresses or toll-free numbers that may not be valid for customers outside the USA and Canada.
9. Some design and desktop publishing programs don't properly support Asian fonts or right-to-left languages such as Arabic and Hebrew. In some cases, once the final translation


## The Somali Language


 The Somali language is spoken by nearly 13 million people worldwide.

 "Common" or "Standard" Somali is used in broadcasts and most official documents, and is based on the northern-central dialect. However, various other dialects and languages are also in use within Somalia.

 The current written form of Somali uses characters from the Latin alphabet and was standardized in 1972.

 Not all those born in Somalia speak Somali as their first language.

 The Somali-speaking population in the United States totals about 150,000.

 Minneapolis, Minnesota and Columbus, Ohio are home to the greatest number of Somalis in this country.

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## Layouts

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has been approved we can convert the text to outlines so that you can still open the layout file. Obviously, if your company is going to create many translated documents, support for non-Latin fonts may be an important factor for choosing the program that should be used for creating the layouts in the first place.

10. Tables can be especially tricky, because of the greater length of many translated terms. Leaving plenty of extra column width—or even breaking the information into two separate tables if necessary—can avoid reducing the translated text to very small point sizes.

## Lamingtons (Australian Bar Cookie)

*1 cup butter*  
*1 cup granulated sugar*  
*4 large eggs (beaten)*  
*2 cups self-raising flour\**  
*Icing (recipe follows)*

Preheat oven to 350°F (175°C). Grease a 13 x 9 x 2-inch pan and set aside.

Cream butter and sugar, gradually add the eggs and mix well. Add 1/3 cup of flour at a time, stirring gently and thoroughly after each addition.

Place batter in pan and bake for 1 to 1 1/4 hours, decreasing the temperature to 325°F (160°C) after 30 minutes. Place on a rack to cool.

*2 cups powdered sugar*  
*2 tablespoons baking cocoa*  
*1 tablespoon boiling water*  
*1 teaspoon vanilla extract*  
*1 1/2 cups sweetened, shredded (desiccated) OR flaked coconut*

**For Icing:** Sift powdered sugar into a bowl, add boiling water and vanilla to baking cocoa and stir into powdered sugar, beat well.

Cut cooled cake into 24 rectangular-shaped bars and ice on all sides. This is best done using a pair of tongs and dipping the cake into the icing mixture, then roll the iced cake in the coconut, coating well. Allow to dry on a rack.

*\*May be substituted with 2 cups all-purpose flour, 2 teaspoons baking powder and 1 teaspoon salt.*

## Formats

*ASIST can accept and deliver almost any file format you require. For example, here are just a few of the file formats used in ASIST translation projects over the past year:*

### **Design/DTP (both Mac and PC, unless otherwise noted):**

Adobe InDesign, QuarkXpress (Mac), Adobe Illustrator, Adobe Photo Shop, AutoCAD (PC), Adobe FreeHand, Adobe PageMaker, Acrobat PDF (plus EPS, TIFF, JPEG, etc.), SolidWorks, Corel Draw, MS Publisher

### **Other:**

Microsoft Word, Microsoft Excel, Microsoft PowerPoint, .rtf, .txt, HTML, DreamWeaver, Flash

### **Audio:**

WAV, AIF, MP3, GSM, WMA, Pro Tools, audio CD

### **Video/Audio:**

QuickTime, AVI, MPEG, WMV, AfterEffects, video DVD

## Up, Up and Away, In My Beautiful Montgolfier?

Many of us learned about the Montgolfier brothers in school. They pioneered hot-air ballooning in the 1780s.

What many American English speakers may not know, however, is that in many languages, the word for hot-air balloon is more or less... montgolfier!

Various other languages include variations on montgolfière (one of the original French names) among their terms for hot-air balloons, including Russian, Haitian Creole, Italian, German, and Polish.

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