

# Why Translate In A Bad Economy?

**A**n old axiom says, "You have to spend money to make money." In economically challenging times, the money invested in translation services can reap vital rewards.

In a bad economy, the broader your market base is, the more financially resilient your company can be. Translation is the key to approaching international markets.

Business success is driven by profits. Bad economies can lower profit margins, but expanding target markets can provide the biggest return on investment by offering an increase in units sold. Being able to sell internationally can be a boon to a company's sales, and that's where translation services can help your company or organization.

Even when overall economies are trending downward, these are just averages. An audience for your company's goods or services may still be spending in another area of the world. For companies that have not gone global, doing so will broaden the customer base. Sound companies tap new markets when their primary market underperforms. For companies that have already gone global, they will keep their business available to the widest possible audience.

Even if your company or

organization does not have a product or service that can be taken to a worldwide market, you can still find benefits in translation services. You can create goodwill with business cards and company literature translated into the language of any international business representatives who may come to you.

Communication with worldwide employees and customers is also vital in difficult times. Many people want to keep informed. Newsletters can keep employees and shareholders up to date on a company's responses to a bad economy. Advertising can tell consumers if a company is doing anything special, like promotions or discounts, to better inform your customers.

Even if sales have slowed because a business involves big ticket items, advertising keeps the company in the public mind.

Times can become tough for a company for any number of reasons, and spending money becomes harder to justify. The benefits to be achieved with translation will outweigh the investment. ❄️

## Translation, interpreting could be in demand in a bad economy

Public service organizations that see increased business in difficult times can expect a broader spectrum of the public to come to them, and they will want to be prepared.

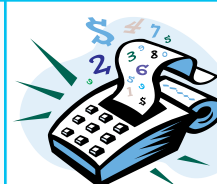
Immigrant families new to a city or without strong roots in an area could be more vulnerable in tough times. They may be especially lost when in financial need. It would be comforting for them to receive helpful literature in their own language for better understanding.

Public service organizations may also be burdened in difficult times, either through increased numbers of people in need of aid or their own cutbacks in funding. Translated materials can make things run more quickly and efficiently. Interpreting services would offer additional support for staff to understand the issues of people who come to them for help. ❄️



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# Translation And Planning Ahead

## When Text To Be Translated Is Art

**T**ranslation is hardly a matter of one word becoming another. There is a careful, nuanced art to successful translation. And a translation seldom takes up the same amount of space as the original text. More often than not, it takes up more space.

Here are four helpful tips to keep in mind when designing a print project, so that space availability for translated text does not become a problem. A good rule of thumb is that a translation frequently takes up 30% more space than the English text.

### 1. Leave room on each page

Open space makes text more inviting to read. If a project can expand to as many pages as needed, this may not be critical. But for something that has a fixed page limit, leaving extra room for translated text will help make a finished product feel less cramped.

If open space is planned in the layout from the start, it won't look unplanned in the final product.

### 2. Design a flexible layout

Do long articles or sections continue onto subsequent pages? Do certain photos or graphics have to be in a fixed position? Because each language takes up a different amount of space, expect the position of articles to change. Designing some sections to start at specific positions can force text to be crammed to accommodate the design. Placement options will take care of this.

Flexibility is also vital to the layout of tables. A simple two-word cell can become seven or eight words in translation. Make sure your table can easily accommodate these changes.

### 3. Allow for translated text to become a smaller point size

Sometimes, there's no other choice but to reduce the point size of translated text in order to make it fit. But if the original text is already so small that it is barely readable, the translation will be even harder to read. In these instances, additional thought should be given to page length, document size and content, to avoid producing a final product that could be too difficult to read.

### 4. Allow pictures and graphics to be resized

If your design cannot accommodate extra space, the page count is locked, and the text is already a small point size, then reducing the size of art elements might allow a longer translation to fit into the same space. Resizing photos and graphic items can fit more text, but only if these photos and graphic items will still be clear at a smaller size. Likewise, if the

translation takes up less space, making photos and graphic items bigger can use up excess space, as long as the resized items don't dominate the page. ❄️

When a client submits a print project for translation, 99% of what needs to be translated is straightforward. But the 1% that isn't can take as much work as the 99%. Most of the time, this involves graphic elements—artwork, logos, diagrams, CAD drawings or illustrations.

Graphic elements present special challenges. Often, this artwork was not created in the same application that contains the main text.

Even when the original art file is provided, the text within may have received special treatment. For instance, it is a problem if text is not on a separate layer and is inseparable from a photo or an illustration. Substantial touch-up would be required to blend in the translation and eliminate the original text.

Another issue is when text has been converted to outlines. Outlining can add versatility to how the text is handled graphically (such as creative fill colors or imaginative effects), but it leaves the text uneditable.

The best way to address these issues is planning. If original or intermediate graphic files are available, the placement of translations can be done easier and more efficiently. ❄️

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