CRACKING THE RUSSIAN DOLL
localizing complex e-learning courses

SOFTWARE ADOPTION COURSE LOCALIZATION

INTRODUCTION:

EzGlobe's clients develop highly sophisticated courses using a number of specific tools, including: Storyline, Camtasia, Captivate, Rise, Moodle, Excel, Word, PowerPoint, etc. The courses are interactive and built in layers, so the compiled file set resembles the infamous Russian doll. There are layers within layers within layers…

Our clients often order localization only once they have secured a date and audience for multilingual training. This situation typically leaves little time for localization.

Successful delivery of well-localized e-learning projects within short time frames requires efficient methodology, sophisticated tool set and highly skilled team. This case study illustrates one such project and exposes the complexity of the Russian doll.

KEYWORDS:

e-learning localization, LMS, Storyline, Camtasia, Captivate, Rise, Moodle, translation

PROJECT BACKGROUND:

Our client ordered a software adoption course localization into multiple languages. As the product itself was still in development, so was the e-learning course. Its finalization coincided with the software release date. Due to the pressing need to educate clients about the new product features, the allocated time for localization was 2 months. We received the files in batches.

At first glance the project contained:

- 55 Video/Camtasia files
- 70 Rise courses
- 69 Storyline files
- 312 recorded audio tracks (2h25)
- 15 Word documents
- 64 PowerPoint files
- 271,000 total words

However, at a closer look, we had a number of heterogeneous file clusters, or a family of Russian dolls.

Each of them was composed of multiple layers. Rise courses contained videos, graphics and Storylines that contained videos that contained audio and graphics, etc. Each component needed to be carefully analyzed, matched with its sources and integrated in the overall complex planning, as rebuilding the Russian dolls the other way around was contingent upon intricate cross-component dependencies, let alone the tight schedule. Consider this: The audio script must be translated, reviewed, and recorded before rebuilding a video that goes into a Storyline that must be published on the Cloud to be integrated into its final doll which is the Rise course.
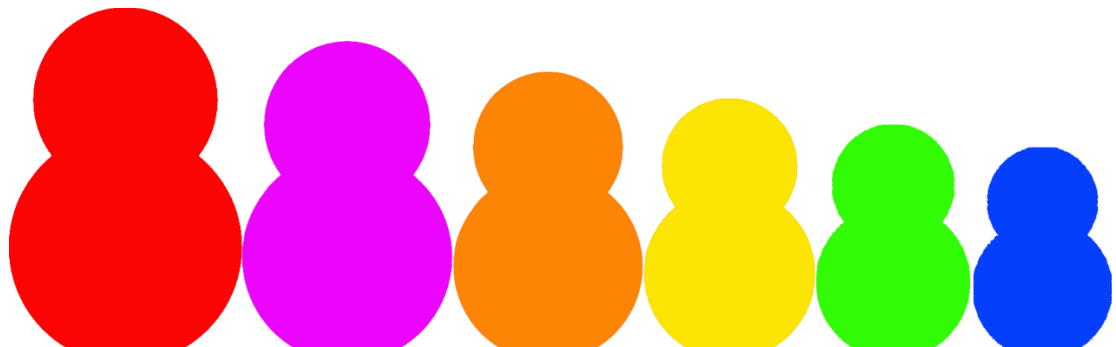
TIME TO ROLL UP OUR SLEEVES:

Once each doll has been opened and the smallest one found, the complex production work ahead of included the following tasks:

- Transcription
- Translation
- Translation review and editing
- Sound recording
- Audio checking, editing, rerecording when needed.
- Graphic design
- DTP
- Animation
- Synchronization of voice and animation
- Compilation and quality control

For complex projects like this one, using a localization workflow would not be realistic but, on the other hand, a purely manual project approach is not worth considering. The only way to go is to define an efficient methodology and support it with a set of sophisticated tools.

WHAT DOES IT ENTAIL?

EzGlobe works on many e-learning localization projects each year. The experience enables us to fine-tune our methodology and the business volume warrants investment into specific tool development: Specifically, our production team:

- Developed our own filters to obtain the exact volume of text to translate;
- Developed automations to name and organize the media to make sure that none of the included files (graphics, video, sound) were forgotten, misplaced or deleted;
- Developed thorough pre-production process to prepare large (gigabytes) trees of source files and built files that we oftentimes received in several batches or with updates. The goal is to:
  - o Identify all translatable content, graphics, animations, videos with text;
  - o Match them with their sources. Request them or recreate them if they are missing;
  - o Identify the voice sound files;
  - o Verify every sound track against its script. Transcribe the missing or incomplete ones;
  - o Deliver back to the client our updated sources;
  - o Provide list of external links;
  - o Provide detailed analysis and quote;
- Organized a team of senior linguists;
- Prepared an efficient, server-based translation environment loaded with all necessary linguistic resources, including translation memories, Glossaries, UI extraction, etc;
- Provided translators with online versions of the courses for reference;
- Provided efficient means for communication and linguistic discussions through a secure linguistic forum;
- Provided online review to the client;

- Implemented corrections, if any;
- Recorded the sound tracks;
- Performed the postproduction, including:
  - Graphics creation
  - Closed captions integration
  - Videos generation
  - Graphics, audios, video, Storyline import
  - Sound and animations synchronization
  - DTP
  - Final documents publishing

CONCLUSION

EzGlobe's ability to deliver well-localized complex educational courses is made possible thanks to our project management and production methodology, senior and experienced staff, and highly qualified and dedicated linguists. Our clients benefit from predictable costs (accurate quotations) and projects delivered on schedule.

Do you need to localize a course?

Request a **FREE** analysis and price quote.

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