The Subtleties of Subtitling

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Subtitling?

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Horses for courses: Selecting the right tool for the job

1. Are TMs relevant?
2. Are Termbases useful?
3. MT?
4. QA!
5. Working in a familiar environment!

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Multilingual Subtitling Projects: Challenges

The Biggest Challenges

- Split sentences making good translation hard
- Timecode adjustment
- Length
- Consistency across all languages

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Multilingual Subtitling Projects: Solutions

The solution: File prep!

This is particularly important when:

- Multilingual project, to ensure consistency, save time
- Non-native speakers, or many unusual words (wrong by (auto-)transcription or by various individuals)
- Pre-empt issues (length if it is a fast speaker -> shorten)
- Ensure timings and lengths are OK

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Multilingual Subtitling Project Example: Corporate Advert

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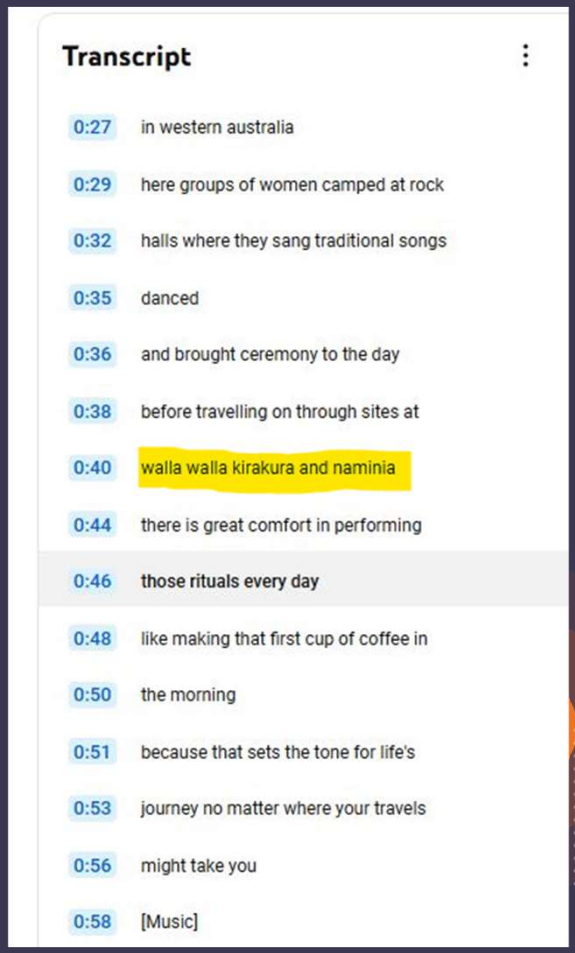
Review and optimise for translation



1

Mistranscription

Aboriginal words (Walla Walla, **Kiwirrkurra** (mis-transcribed), naminia??

2

On-screen text?

Should this be transcribed and translated, and via DTP and AV engineer reincorporated?

3

Split sentences (and timings)

The YouTube auto text is not fit for translation…

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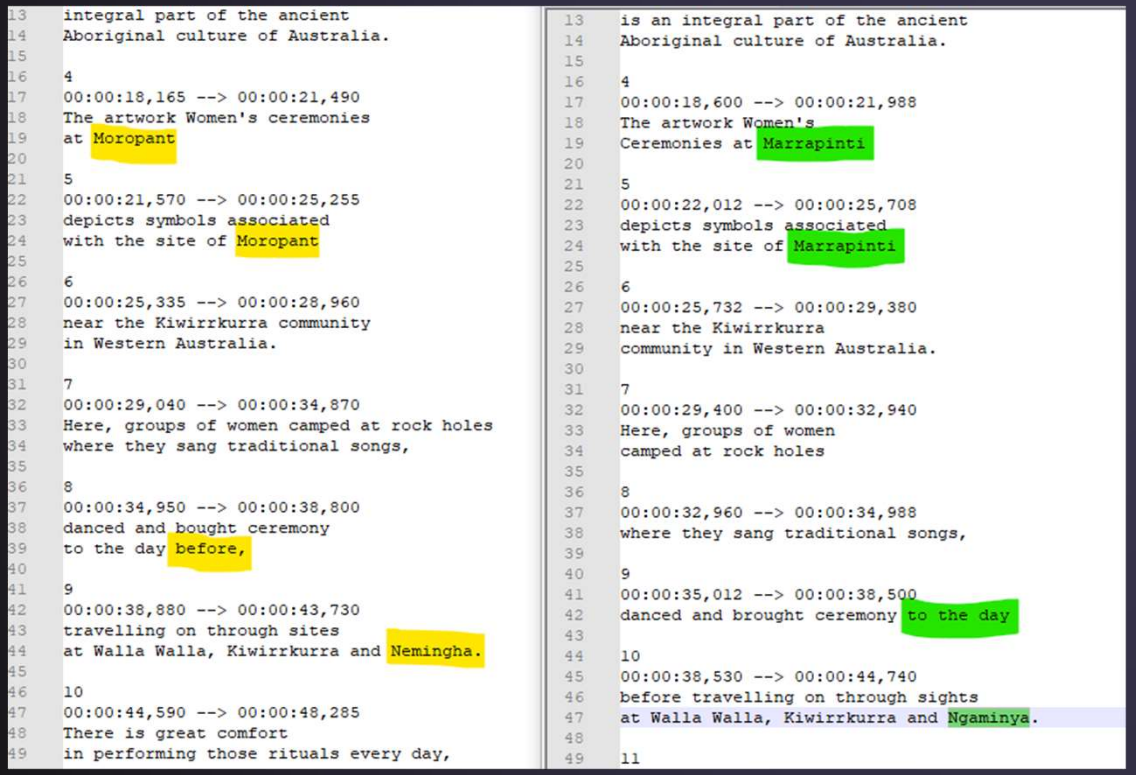
Proofreading source



integral part of the ancient
Aboriginal culture of Australia.

4
00:00:18,165 --> 00:00:21,490
The artwork Women's ceremonies
at Moropant

5
00:00:21,570 --> 00:00:25,255
depicts symbols associated
with the site of Moropant

6
00:00:25,335 --> 00:00:28,960
near the Kiwirrkurra community
in Western Australia.

7
00:00:29,040 --> 00:00:34,870
Here, groups of women camped at rock holes
where they sang traditional songs,

8
00:00:34,950 --> 00:00:38,800
danced and bought ceremony
to the day before,

9
00:00:38,880 --> 00:00:43,730
travelling on through sites
at Walla Walla, Kiwirrkurra and Nemingha.

10
00:00:44,590 --> 00:00:48,285
There is great comfort
in performing those rituals every day,

is an integral part of the ancient
Aboriginal culture of Australia.

4
00:00:18,600 --> 00:00:21,988
The artwork Women's
Ceremonies at Marrapinti

5
00:00:22,012 --> 00:00:25,708
depicts symbols associated
with the site of Marrapinti

6
00:00:25,732 --> 00:00:29,380
near the Kiwirrkurra
community in Western Australia.

7
00:00:29,400 --> 00:00:32,940
Here, groups of women
camped at rock holes

8
00:00:32,960 --> 00:00:34,988
where they sang traditional songs,

9
00:00:35,012 --> 00:00:38,500
danced and brought ceremony to the day

10
00:00:38,530 --> 00:00:44,740
before travelling on through sights
at Walla Walla, Kiwirrkurra and Ngaminya.

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- for accuracy
- decide on how to manage aboriginal words (italic?)
- Punctuation?
- verbose? to cut?
- ensure the rhythm of subs follow the edit, ideally leaving a bit of room for expansion as it will minimise the need for LSO/post-prep

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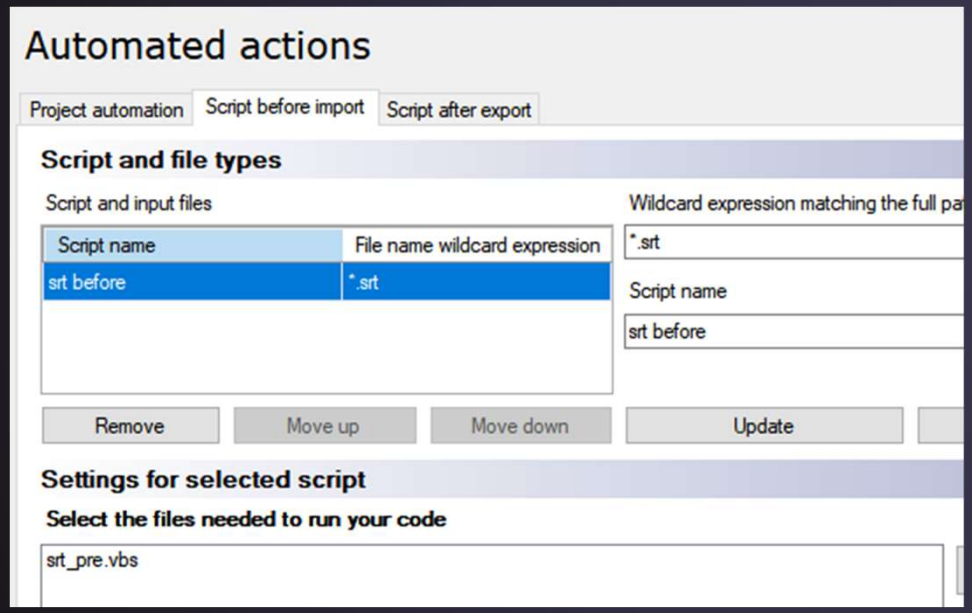
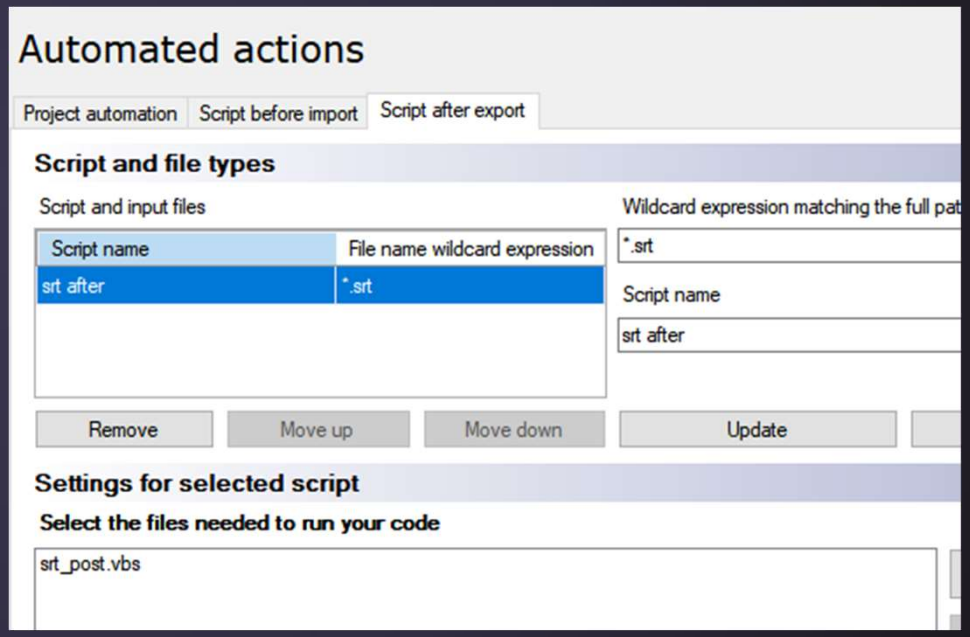
Automation via scripts in Template





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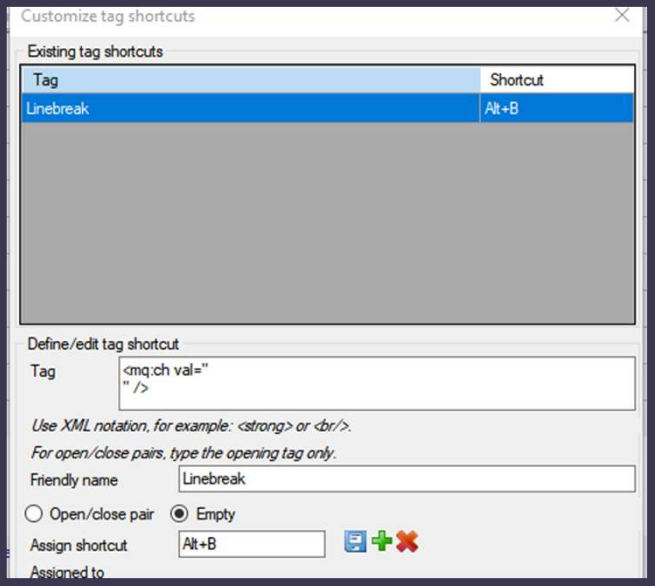
1 Template

Script is built into specific SRT template, including these scripts, QA rules for length and filter settings

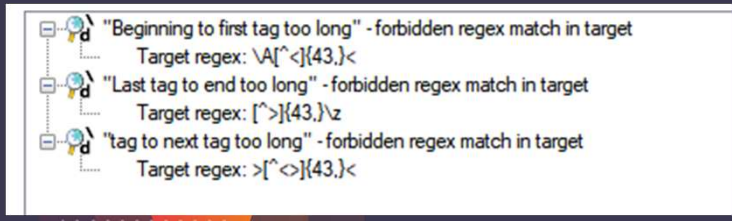


2 The import and export script

Glues segments to whole sentences
Places all timecodes at the end of the file
Replaces timecodes with a 'reference tag' so translators know where the sentence will be split
At Export the gluing is reversed, and segments split

3 The QA rules

will check max length (42) between start-tag, tag-tag, tag-end



4 Custom tag

And of course the 'new' option to insert line-break tags if they are needed!

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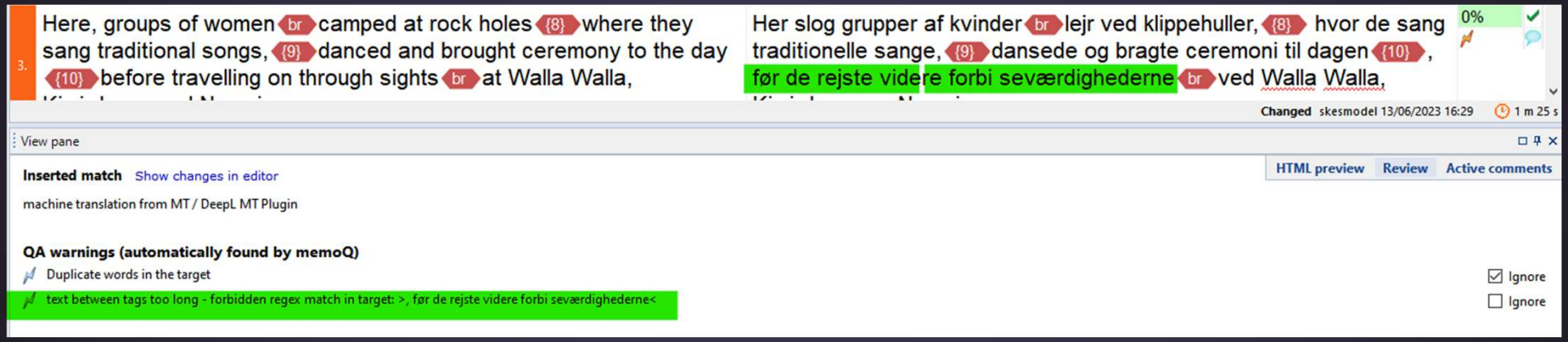
QA in Template



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Summary

File prep is the key

- It saves time by dealing with potential issues in advance
- You can even pre-empt some issues (timing/time-codes)
- and queries about the source
- Using a template with one or more key-actions speed up things and prevent some issues

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Thank you!

Any questions?

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