1.	This·is·a·new·sentence.	#Gābl·bḷ·t·gxp·lxǵmxğvx._$	N/A
2.	This·is·a·short·new·sentence.	#Gābl·bḷ·t·lahkm·gxp·łxǵmxğvx._$	N/A
3.	This·is·a·short·wonderful·sentence.	#Gābl·bḷ·t·lahkm·pḥgwxḵŷnē·łxǵmxğvx.__$	N/A
4.	This·is·a·new·sentence.	#Gābl·bḷ·t·gxp·lxǵmxğvx._$	N/A
5.	Sentence·5·is·similar·to·the·next·sentence.	#Fxgmxǵvx·5·bl·ḷbfbētk·mh·māx·ğxqm·lxgmxǵvx.___$	N/A
6.	Sentence·6·is·similar·to·the·previous·sentence.	#Fxgmxǵvx·6·bl·ḷbfbētk·mh·māx·īḵxôbḥnl·łxğmxgvx.___$	N/A

Pseudo-Translation
(what will happen to my document)

Angelika Zerfaß

zaac

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Pseudo-Translation / Simulated Translation

- Originally, pseudo-translation was a way to test how user interfaces of software products behave, once they get translated.
  - Can it show all the characters of the target language?
  - Will text still be visible even if it expands during translation?
  - Is the font size right for the target language?
  - Does the software crash because of the translation?
  - Is everything translated that is visible to the user?
  - Is there hard-coded text the translation cannot access?

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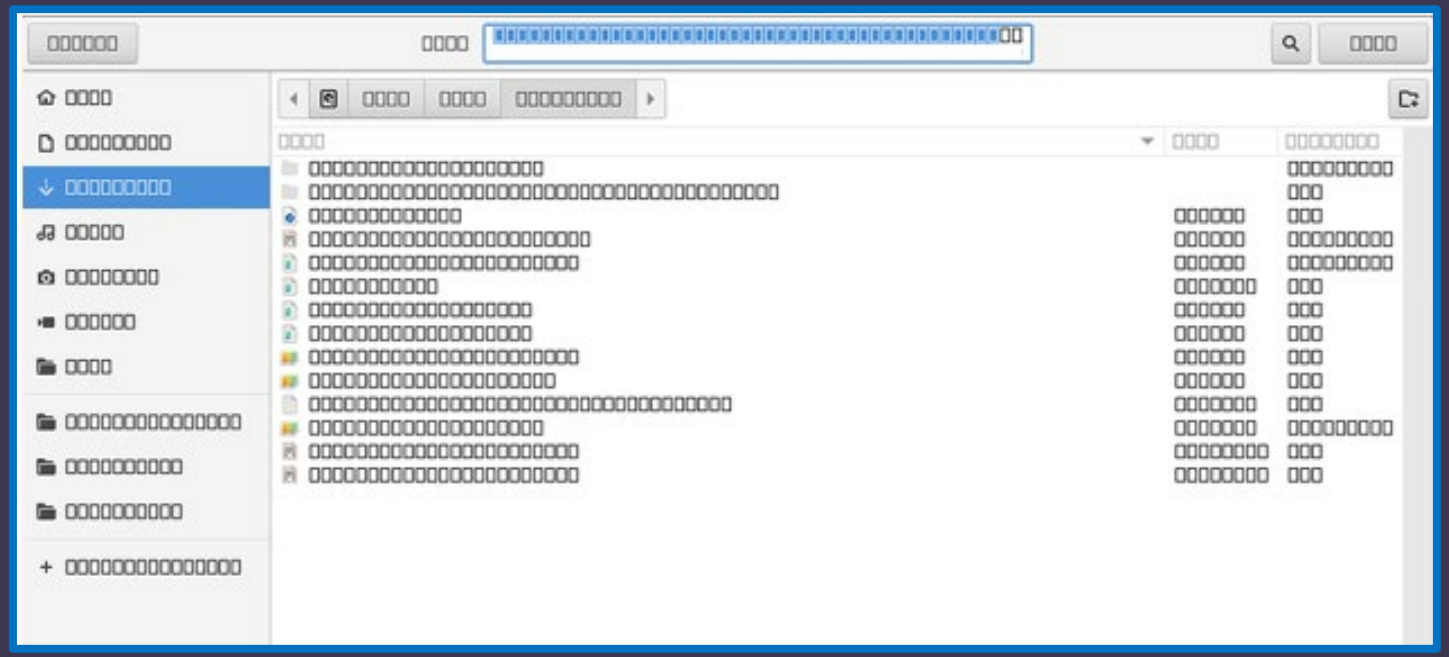
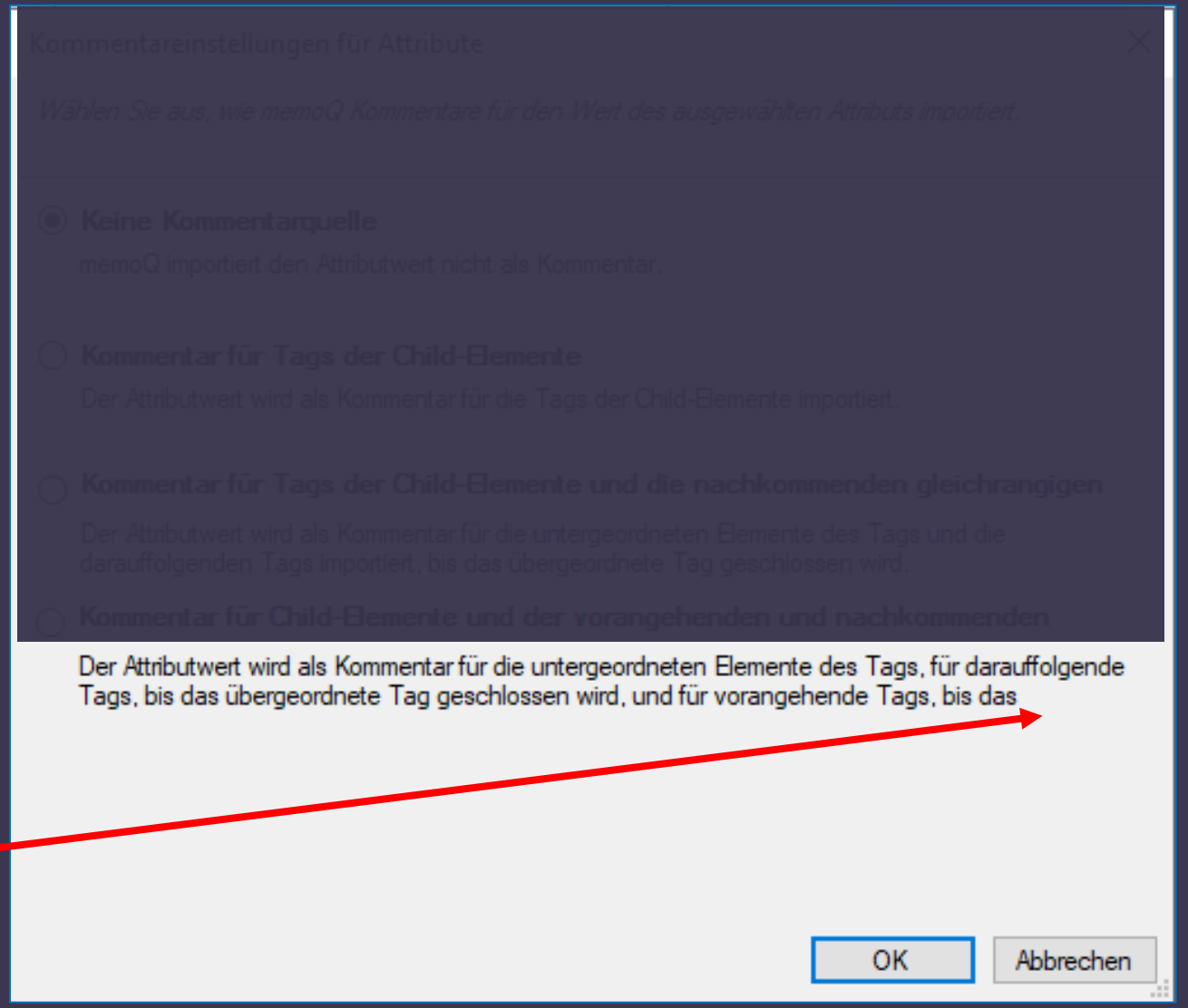
Examples from Software UI

Font used for the software UI cannot show the translated characters



Examples from Software UI

Truncated text because the text field does not allow for more than 2 lines



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Pseudo-Translation

- Why do we need this in a tool that is not dedicated to software localization?
  - **Fonts** matter for documents, too!
  - There is not only translation, but also **layout work**.
    - Size of text boxes, text overlapping image, text moving to the next page…
    - From left-to-right to right-to left – not only text direction needs to change, but also layout of the page
  - **Default filters** might have to be adjusted
    - Keeping line spacing in InDesign files

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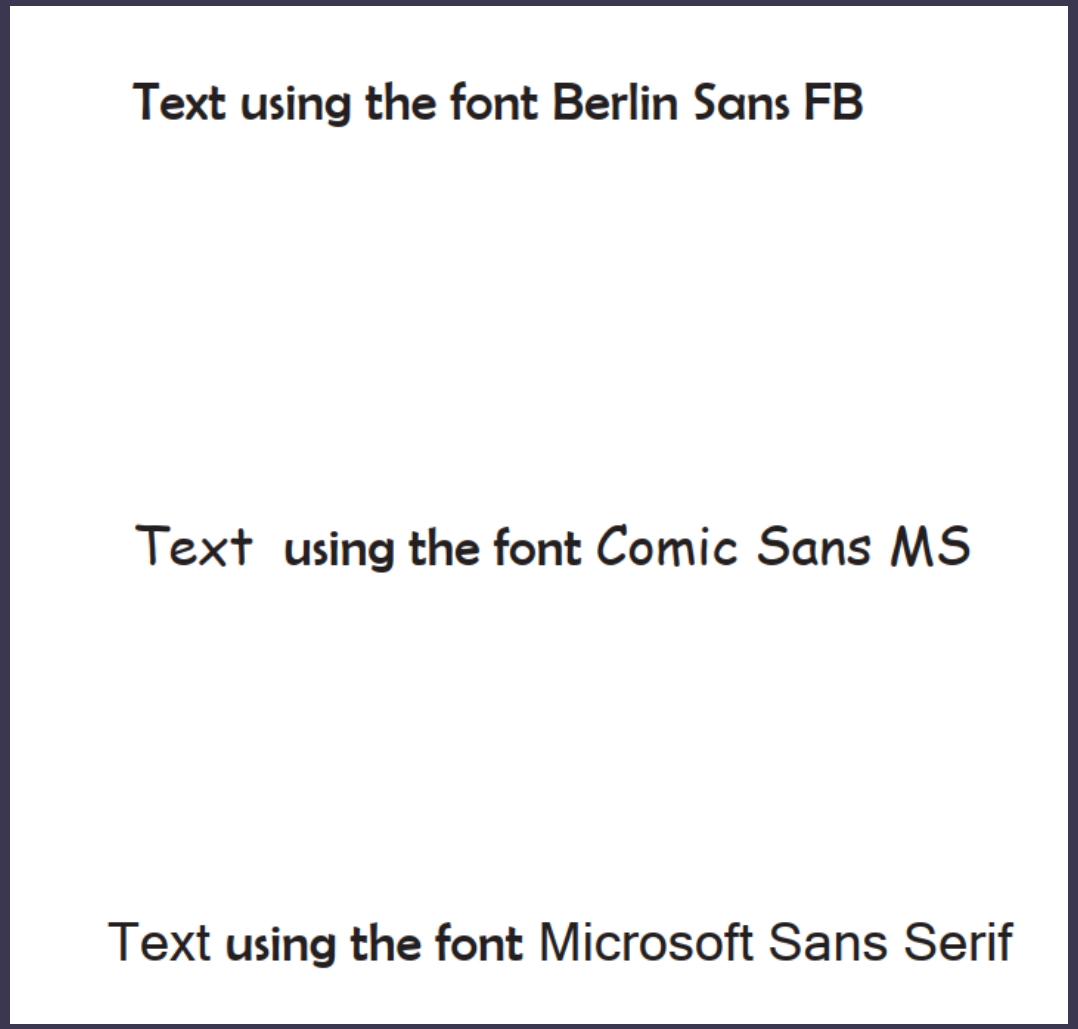
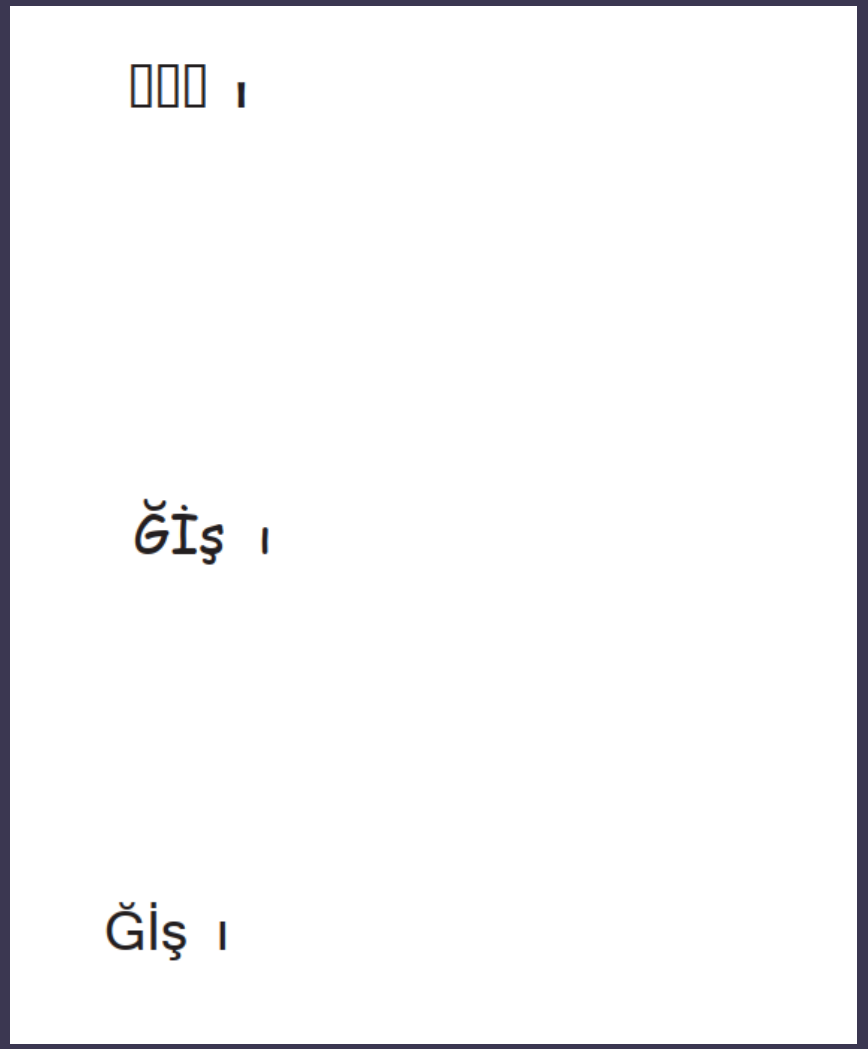
Pseudo-Translation

- Why do we need this in a tool that is not dedicated to software localization?
  - Custom import filters need to be checked whether they will really import **all translatable text**.
  - Documents might contain **text that cannot be extracted** for translation.
    - Text on images, text embedded in diagrams, text from documents that are only linked, but not embedded

Character display

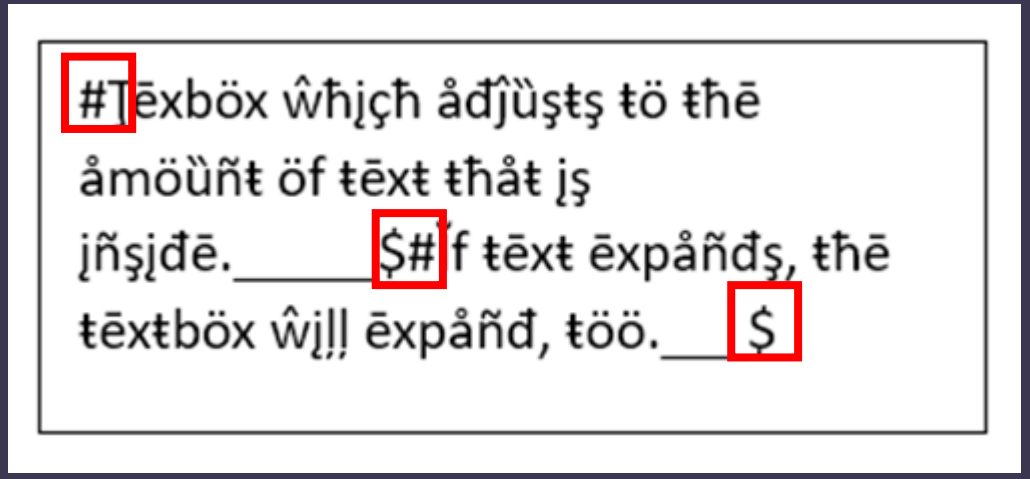




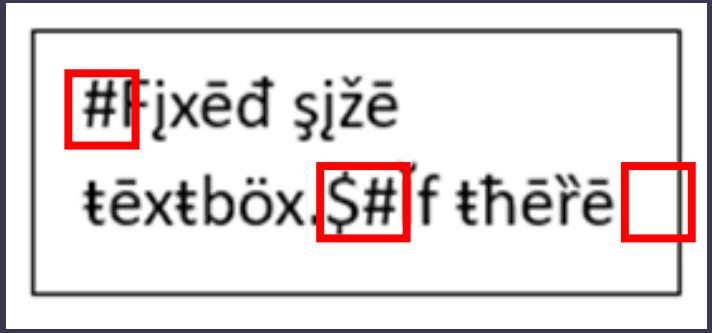
Visible text

- In many editing environments (Word, InDesign…) a text box can have a fixed size or dynamically adjust to the amount of text inside.

- Pseudo-translation can add a character at the beginning and the end of each sentence.

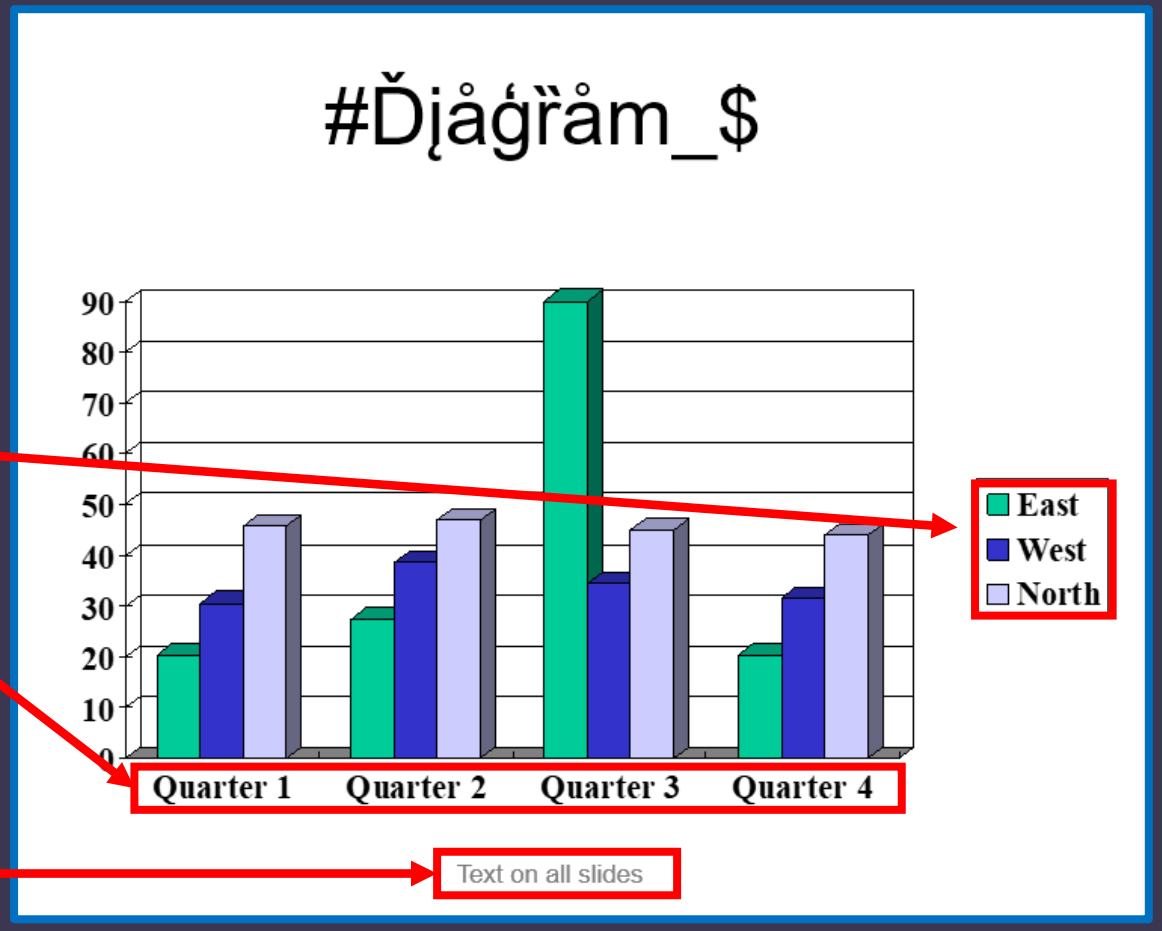


- If the ending character of the pseudo-translation is not visible, the textbox is too small.

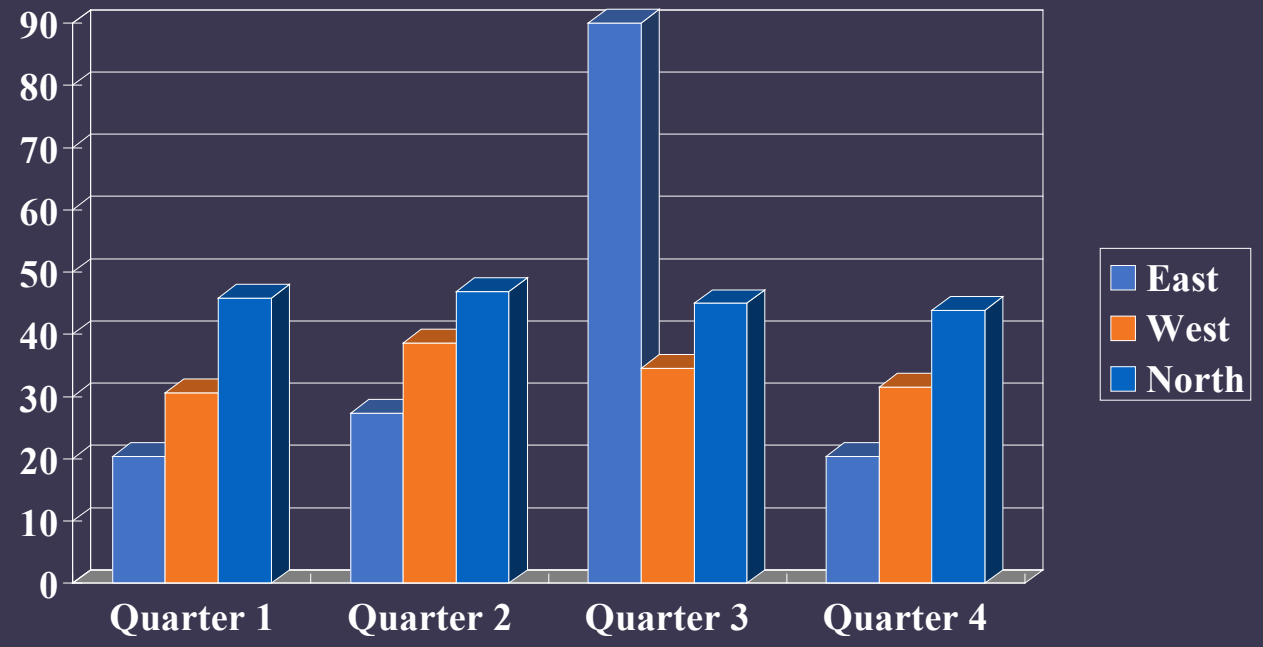


Untranslatable Text

- Text that is not accessible when importing the file into memoQ, like text on images, text in diagrams or org charts created within the authoring tool itself (here PowerPoint).
- Text that was not imported because the respective option in the import filter was not activated (here text on master slide in the footer)



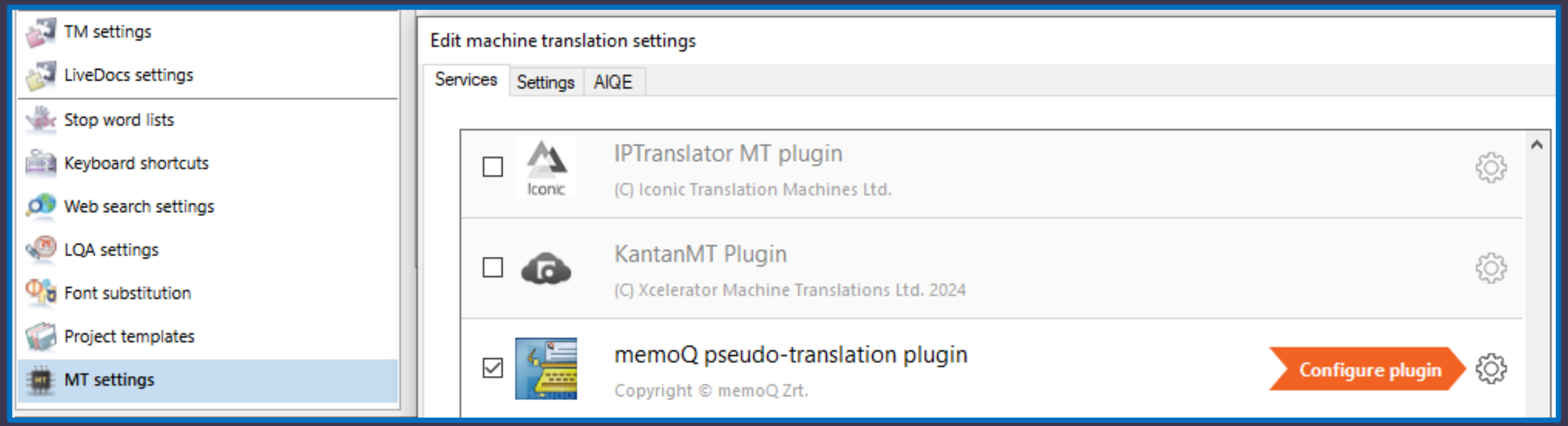
#Ďįåģ̈råm_$


90
80
70
60
50
40
30
20
10
0
Quarter 1
Quarter 2
Quarter 3
Quarter 4
East
West
North

Setting up Pseudo-Translation

Pseudo-Translation Options

- MT Settings – memoQ pseudo-translation plugin



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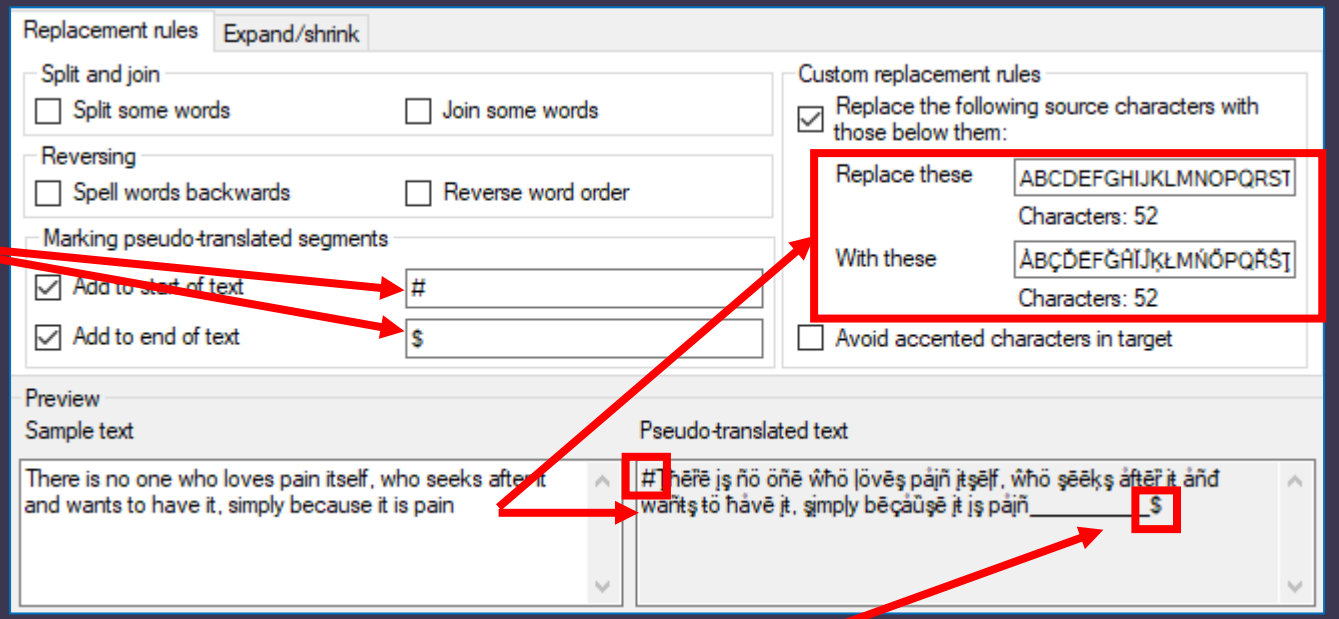
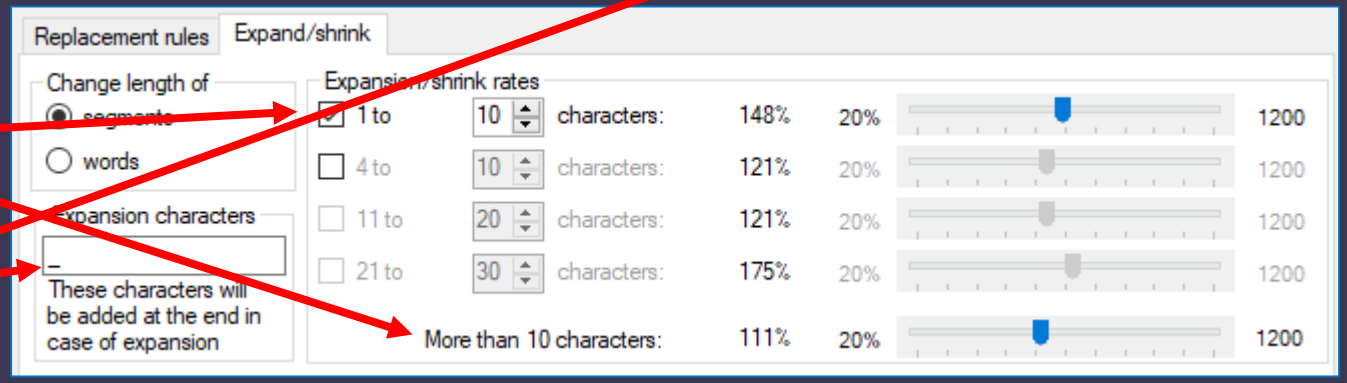
Default Pseudo-Translation Options

- Default Configuration
  - Add a symbol at the beginning (#) and at the end ($) of the translation.
  - Change characters to accented characters.
  - Expand the translated segment relative to their original length.
  - Add an expansion indicator (_) at the end.





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Text Expansion Tables

- Text expansion/shrinking depends on
  - Language pair
  - Type of text
  - Length of segments
  - …

No. of characters in English source	Average expansion
Up to 10	200–300%
11–20	180–200%
21–30	160–180%
31–50	140–160%
51–70	151-170%
Over 70	130%

IBM, 1994 National Language Design Guide

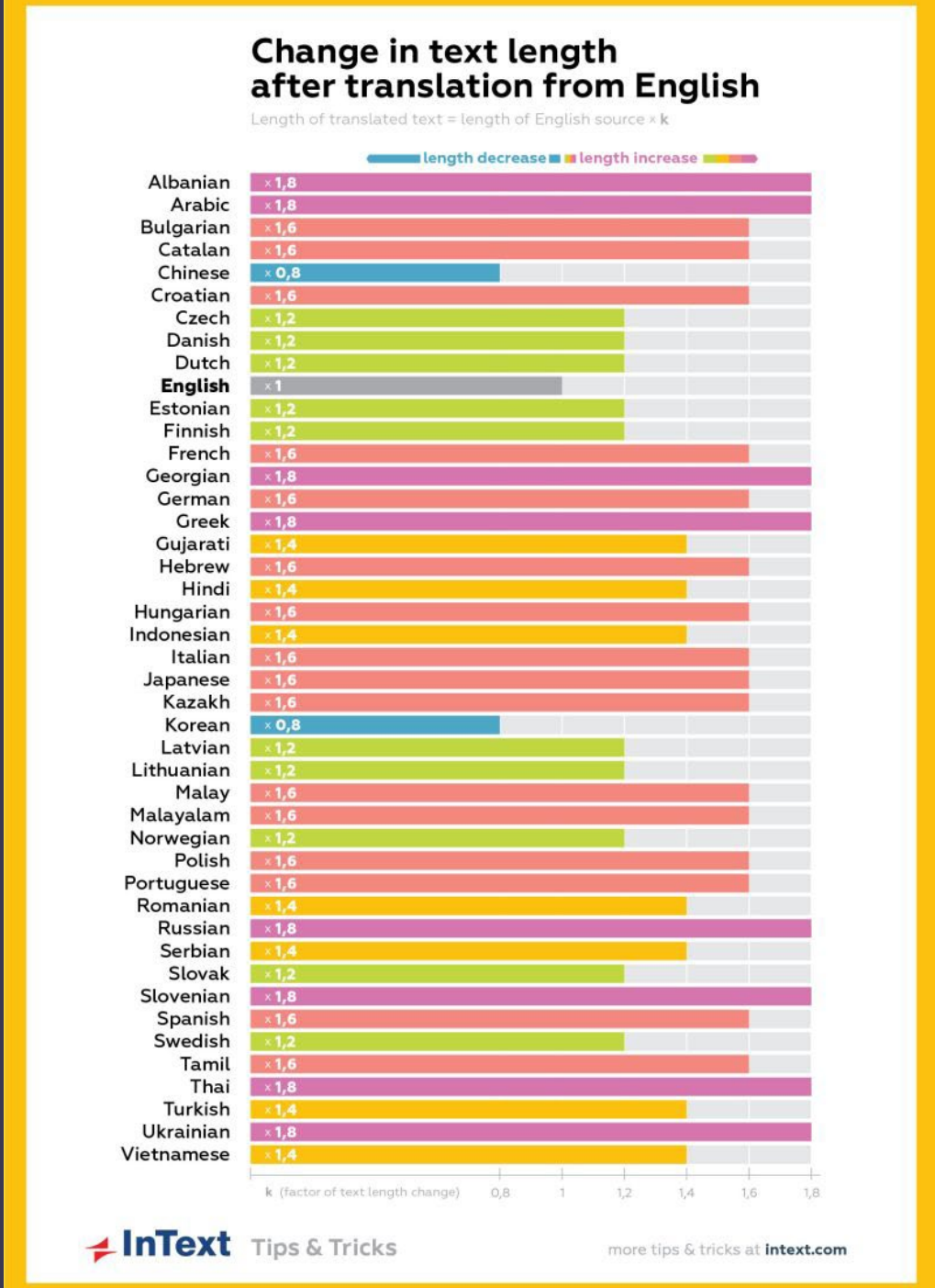
Language	Translation	Ratio
Korean	조회	0.8
English	views	1
Chinese	次檢視	1.2
Portuguese	visualizações	2.6
French	consultations	2.6
German	-mal angesehen	2.8
Italian	visualizzazioni	3

Richard Ishida, W3C

Text Expansion Examples

Language	From English	To English
Arabic	+25%	-20% to -25%
Chinese	varies	varies
Danish	-10% to -15%	+10% to +15%
Finnish	-25% to -40%	+30% to +40%
French	+15% to +20%	-10% to -15%
German	+10% to +35%	-20% to -35%
Greek	+5% to +10%	-5% to -20%
Japanese	varies	+10% to +55%
Korean	-10% to -15%	+10% to +20%
Norwegian	-10% to -15%	+10% to +15%
Portuguese	+15% to +30%	-5% to -15%
Spanish	+20% to +25%	-10% to -20%
Swedish	-10% to -15%	+10% to +15%

https://medium.com/@JenMurphy/text-expansion-and-contraction-in-translation-61715777d000



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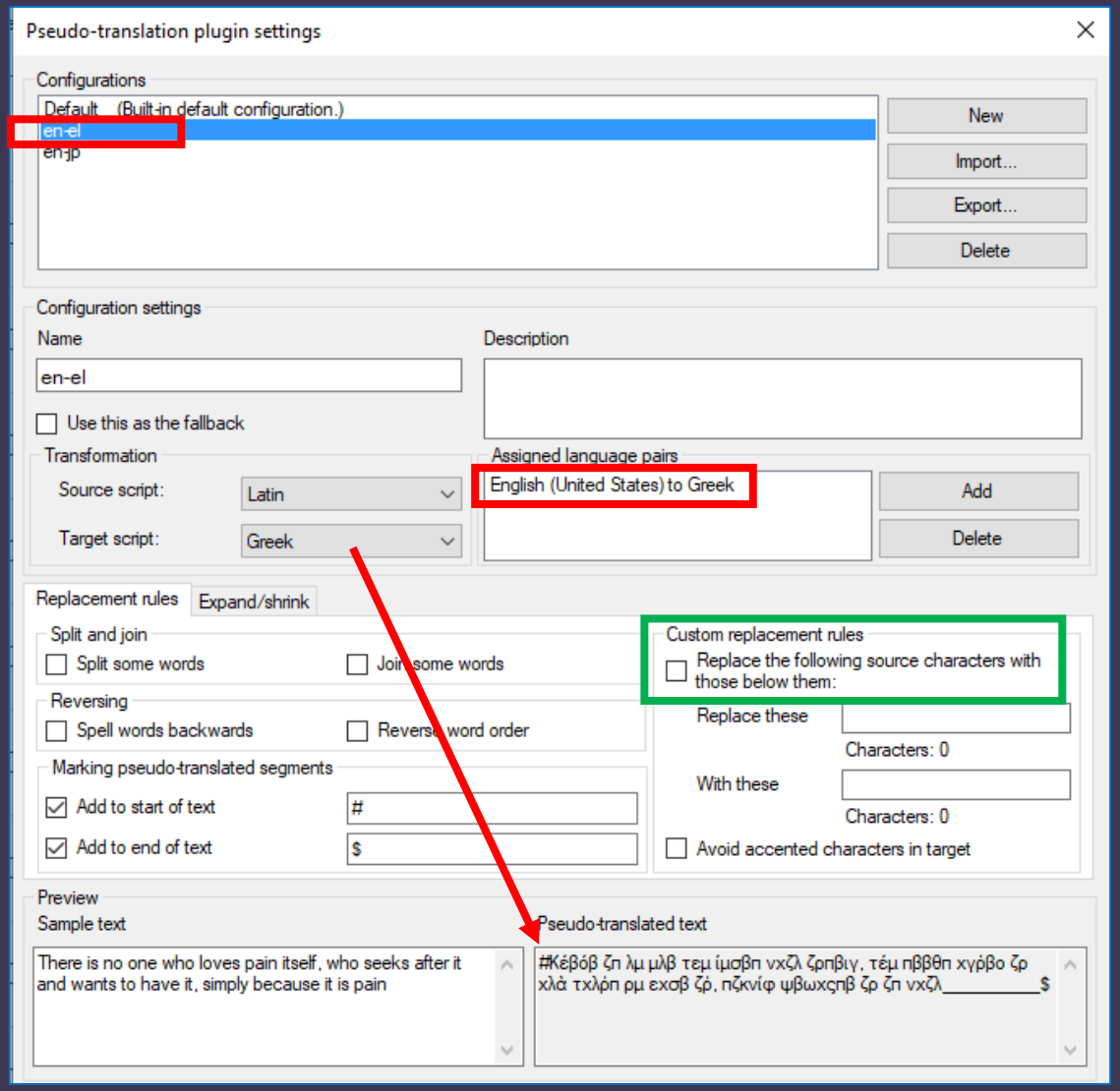
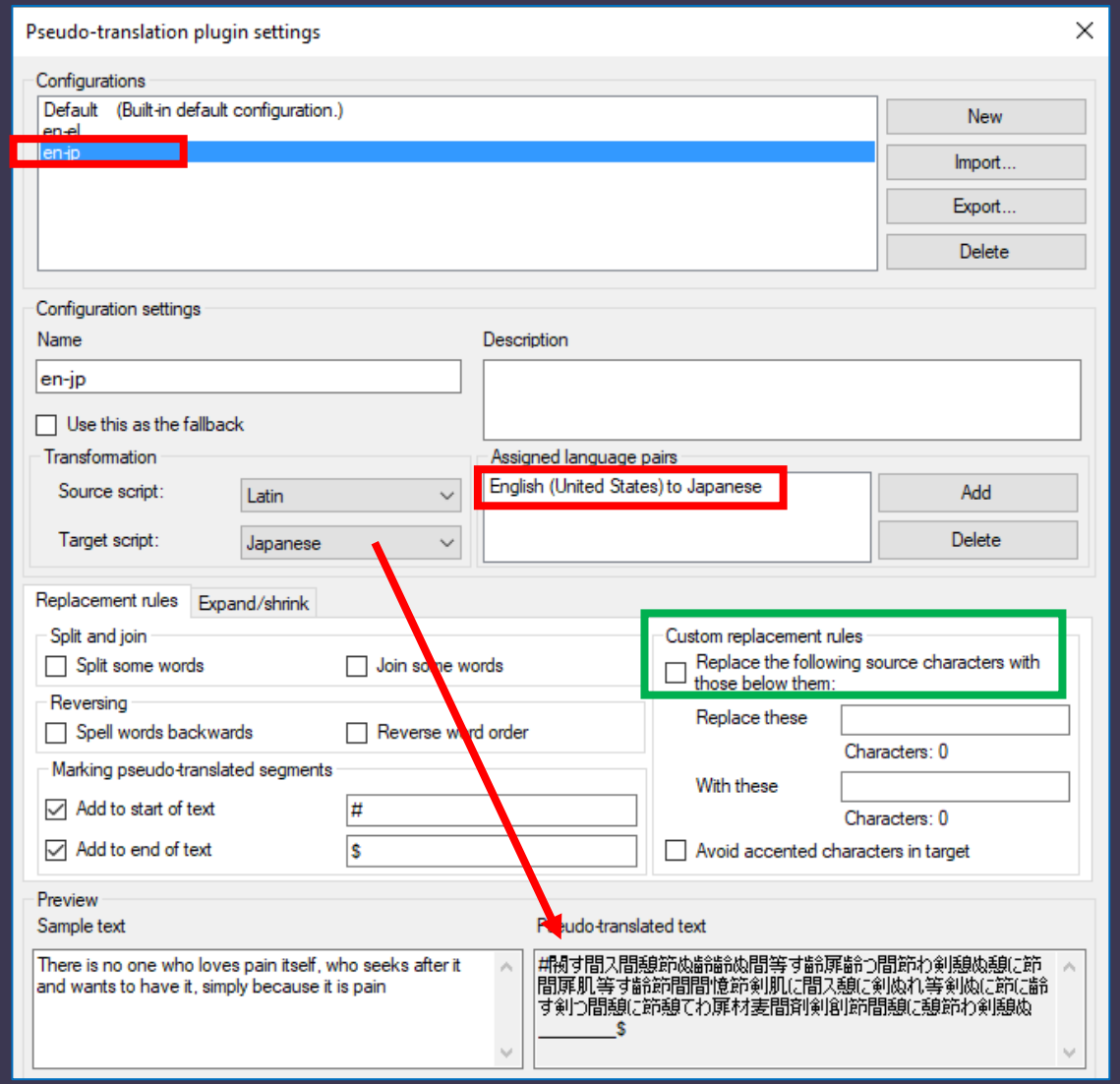
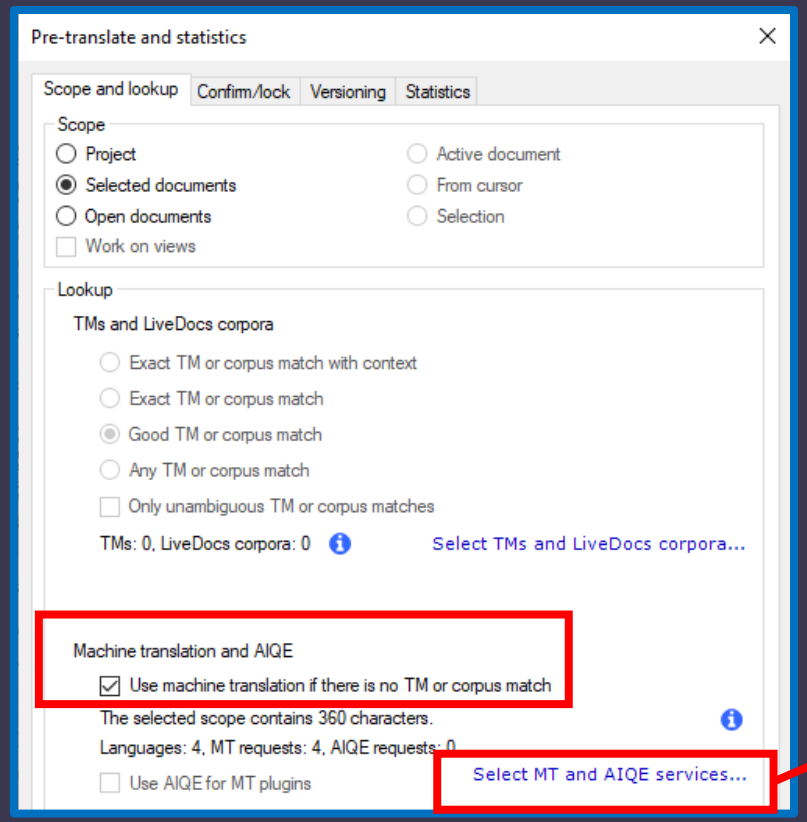
Tip for Multilingual Projects and different scripts

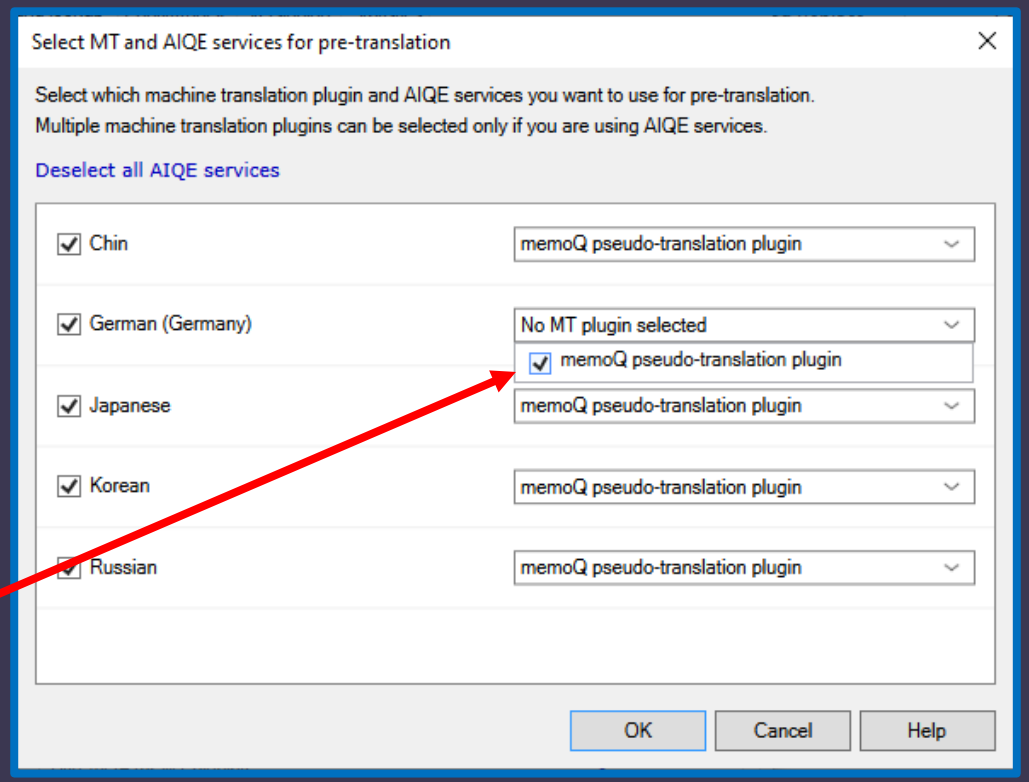


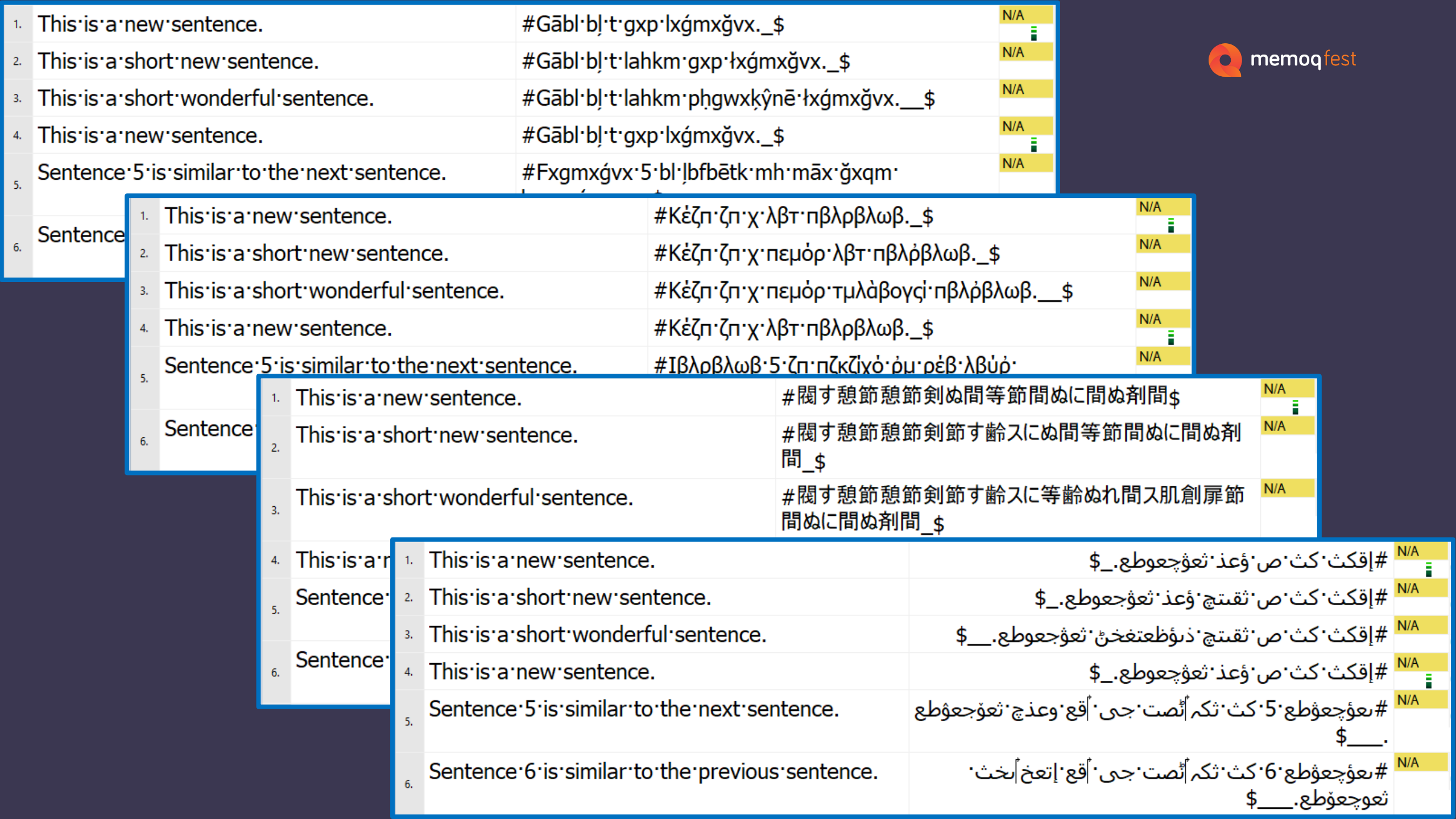


Pseudo-Translation Options

- To run pseudo-translation, use the pre-translation dialog and use the MT settings to select the pseudo-translation option.







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1.	This·is·a·new·sentence.	#Gābl·bḷ·t·gxp·lxǵmxğvx._$	N/A
2.	This·is·a·short·new·sentence.	#Gābl·bḷ·t·lahkm·gxp·łxǵmxğvx._$	N/A
3.	This·is·a·short·wonderful·sentence.	#Gābl·bḷ·t·lahkm·pḥgwxḳŷnē·łxǵmxğvx.__$	N/A
4.	This·is·a·new·sentence.	#Gābl·bḷ·t·gxp·lxǵmxğvx._$	N/A
5.	Sentence·5·is·similar·to·the·next·sentence.	#Fxgmxǵvx·5·bl·ḷbfbētk·mh·māx·ğxqm·	N/A
6.	Sentence		

1.	This·is·a·new·sentence.	#Κέζπ·ζπ·χ·λβτ·πβλρβλωβ._$	N/A
2.	This·is·a·short·new·sentence.	#Κέζπ·ζπ·χ·πεμόρ·λβτ·πβλῤβλωβ._$	N/A
3.	This·is·a·short·wonderful·sentence.	#Κέζπ·ζπ·χ·πεμόρ·τμλὰβογςί·πβλῤβλωβ.__$	N/A
4.	This·is·a·new·sentence.	#Κέζπ·ζπ·χ·λβτ·πβλρβλωβ._$	N/A
5.	Sentence·5·is·similar·to·the·next·sentence.	#Ιβλρβλωβ·5·ζπ·πζκζίχό·ῤμ·ρέβ·λβύῤ·	N/A
6.	Sentence·		

1.	This·is·a·new·sentence.	#閥す憩節憩節剣ぬ間等節間ぬに間ぬ剤間$	N/A
2.	This·is·a·short·new·sentence.	#閥す憩節憩節剣節す齢スにぬ間等節間ぬに間ぬ剤間_$	N/A
3.	This·is·a·short·wonderful·sentence.	#閥す憩節憩節剣節す齢スに等齢ぬれ間ス肌創扉節間ぬに間ぬ剤間_$	N/A
4.	This·is·a·r		
5.	Sentence·		
6.	Sentence·		

1.	This·is·a·new·sentence.	#إقكث·كث·ص·ؤعذ·ثعۋچعوطع._$	N/A
2.	This·is·a·short·new·sentence.	#إقكث·كث·ص·ثقىتچ·ؤعذ·ثعۋجعوطع._$	N/A
3.	This·is·a·short·wonderful·sentence.	#إقكث·كث·ص·ثقىتچ·ذىؤظعتغخڻ·ثعۋجعوطع.__$	N/A
4.	This·is·a·new·sentence.	#إقكث·كث·ص·ؤعذ·ثعۋچعوطع._$	N/A
5.	Sentence·5·is·similar·to·the·next·sentence.	#ىعؤچعۋطع·5·كث·ثكہ ٱنصت·جى·ٱقع·وعذچ·ثعۆجعۋطع.___$	N/A
6.	Sentence·6·is·similar·to·the·previous·sentence.	#ىعؤچعۋطع·6·كث·ثكہ ٱنصت·جى·ٱقع·إتعخ ٱىخث·ثعوچعۆطع.___$	N/A

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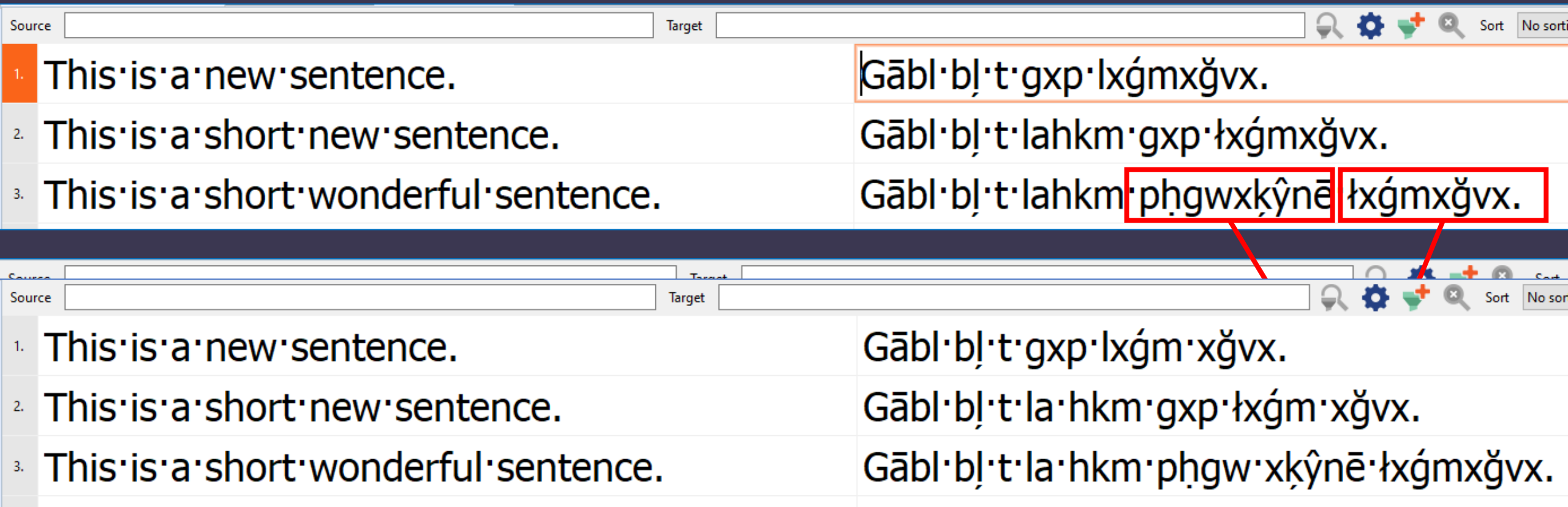
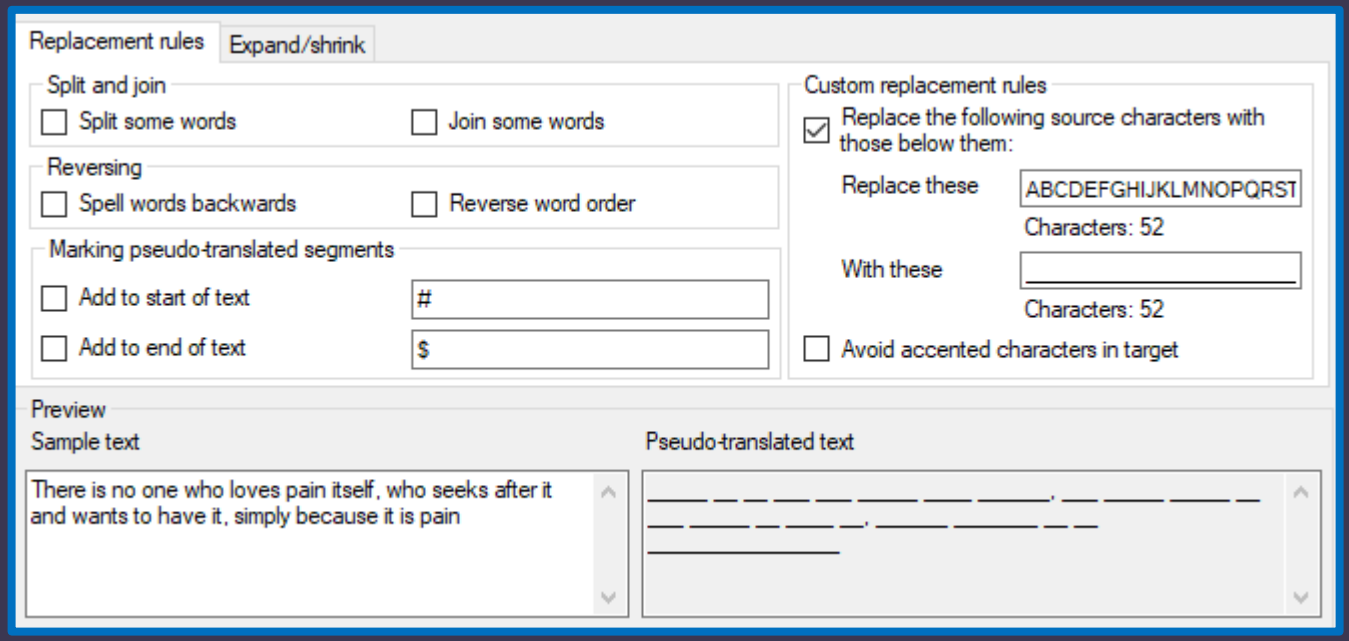
Special Use Cases

- Join words to simulate languages that use compound words (like German, Finnish or Dutch).
- This can be useful to see if hyphenation might be needed later.



Special Use Cases

- Checking import filters
- By changing all text characters to dots or underscores, it is easier to spot untranslated text in the exported file.



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```
–<sample>
  <title>___ __ ___ __ _ _____ ___ ___ _____</title>
  –<text>
    ____ ___ ___ ____ __
    <emphasis>___ _____</emphasis>
    .__
  </text>
  <instruction>4f</instruction>
  –<text>
    _____ _____ ____ ___
    <emphasis>_____ ____</emphasis>
    ___ _____ ____ ___
    <emphasis>_____ ____</emphasis>
    ._____
  </text>
  <instruction>5r</instruction>
  –<text>
    _____ __ _____ __ ____ _____ _ _____ ___ ____ ____ _____ ___ __ _____.______
  </text>
  <instruction>6m</instruction>
  –<text>
    _____ __ _____ __ ____ _____ _ ___ (_____ _____) ____ _____ __ _____.______
  </text>
  <button value="Cancel"/>
  <button value="OK"/>
</sample>
```

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Pseudo-Translation in Templates

- Create a dedicated pseudo-translation project
  - Import of a document automatically runs the pseudo-translation.
  - The translated file is exported automatically into the stored path.
  - Check the file and prepare as necessary.
  - Import into the real project.

- Create a template for this client…
  - Import of a document automatically runs the pseudo-translation.
  - The translated file gets exported.
  - A search&replace script deletes the pseudo-translation.
  - If preparation is necessary, re-import the file (after preparation)
  - If no preparation is necessary, use the initially imported file

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Thank you!

Any questions?

my-email@address.com