

Case Study

State Agency

The company, needed to translate an 80-page safety instructional booklet for their customers, mostly elderly in California, into Chinese, Vietnamese, Korean and Spanish. The project included a large proportion of flyers and posters, graphics files, as part of an important multilingual advertising campaign. The graphics needed to be localized very accurately and convey the appropriate message, culturally adapted to the target audience. The size of the files for each individual language was in excess of 1GB and therefore requested computer intensive resources to be handled and shared with the customer throughout the review process.

The Solution

A DTP team of in-house translators, graphic designers and project managers was assembled to work on this project. The review process was very critical, the size of the files required close coordination between the customer and iLanguage's DTP & project management team. The translators and graphic designers utilized sophisticated graphical software such as Adobe Illustrator and Quark for each language to complete the localization of the graphics. The text files were translated in record time, relying on Translation Memory technology to assure context sensitivity of the content.

The Result

The client was very satisfied with the work done by iLanguage. Both the graphics and text materials were very clear and precise. iLanguage successfully overcame the technical challenges often involved with Asian character DTP work and delivered the project on time.