# THE E-LEARNING BUYER'S GUIDE

What you are going to find here

In this guide, you'll find **a series of important factors** to consider when selecting eLearning services, both for **production and for translation.**

This involves **identifying the type of project you should request**, whether it is creating a course from scratch, renewing an existing course, or translating it into the language of your choice.
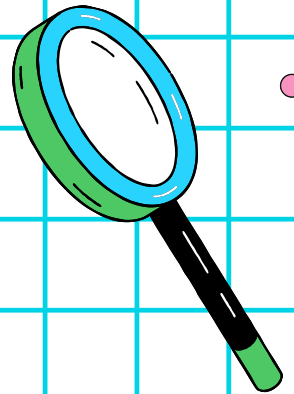
With this in mind, this guide will help you select the **best course of action** for your eLearning project, with all its specific requirements.
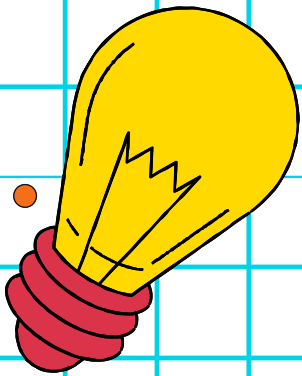
What can I do if I have questions?

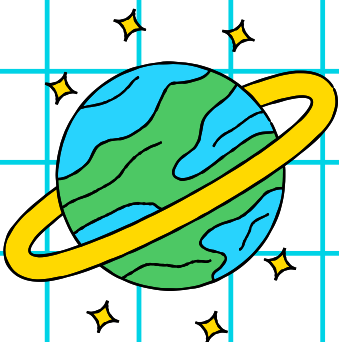At Australis, we value your concerns. We can support you at all times and resolve your doubts, just e-mail us at:

production@australis-localization.com

Who produced this guide?

Australis' team of eLearning specialists have put together this guide based on over 10 years of experience working with.

Let's get started!

1. WHAT DO YOU NEED TO ACHIEVE?

Enhancing an existing digital course.

If you have a digital course that you think could be better, then you need a **course upgrade.**

You can improve it by **making it accessible and interactive** for all types of audiences and adding content with **voices, subtitles, and graded activities.**

At Australis we can support you in *all* cases.
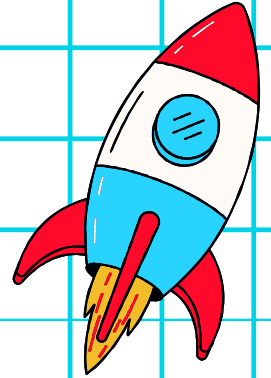
Developing a course from scratch.

If you have a course, training, or any kind of educational material that **you need to make digital**, then we are talking about a customized **eLearning project.**

We work with **Articulate Storyline**, a software that allows us to develop interactive, dynamic, and easy-to-grade courses with the objective of making them truly didactic.
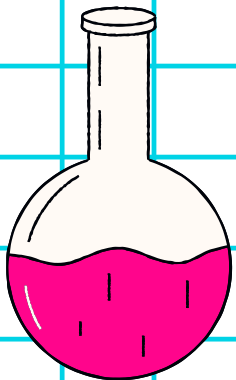
Adapting your course for international audiences.

If you have an eLearning course that is currently functional and meets your needs, but you have to make it suitable for **new audiences** in other parts of the world, then you need a **Course Localization.**

We can translate all text and voice content for any type of topic or subject matter..

You define the language, and we **translate it** for you!

2. DOES YOUR COURSE FEATURE VIDEOS WITH SPOKEN CONTENT?
IF SO, YOU MIGHT NEED TO CHOOSE BETWEEN VOICEOVER OR SUBTITLES.

VOICEOVER
Replacing your original voices with recordings in another language

Adding a voiceover track **increases the audience's engagement** and makes the narration easier to follow.

That being said, if you are on a tight budget, Subtitling could be a solution that works for you.
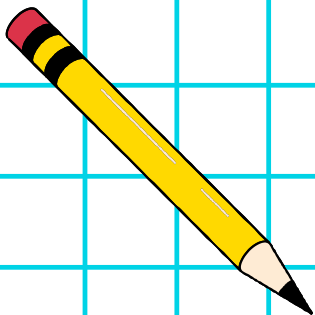
SUBTITLES
Keeping your voices in your original language and adding translated captions

Subtitles are an **affordable substitute** to voiceover.

Additionaly, subtitles make your content **accessible** for those who are deaf or hard of hearing.

This means that **you can combine voiceover and subtitles** to create a course that's both immersive and accessible.

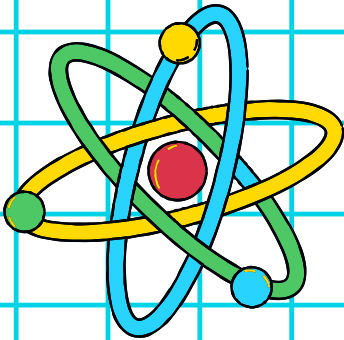# 3. DOES YOUR COURSE HAVE IMAGES? SHOULD THEY BE TRANSLATED?

01

eLearning courses may often **have images with non-editable text on them.** Examples of this are infographics, diagrams and drawings.
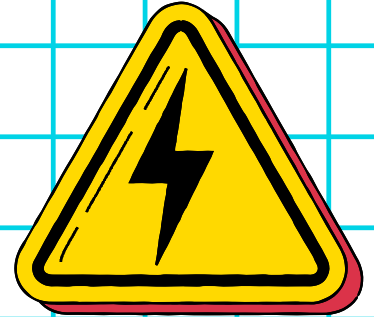
02

If that is the case, then you will need to determine if these images **need to be translated** or if you can leave them in their original language.

03

If you find that your images have important content that needs to be read and understood by the readers, **then translating the images is the way to go.**

Of course, editing images requires a bigger effort than editing plain text, but this is necessary to ensure that **your localized course will be as effective as your original.**
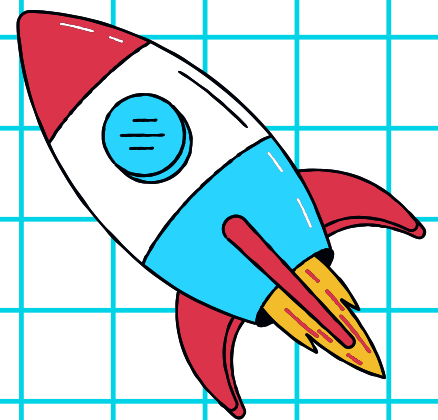
4. HAVE YOU DEFINED YOUR PUBLISHING SPECIFICATIONS?

Watch out for this!

It is important to have **clear publishing specifications** for your courses from Day 1.

For example, compliance with SCORM (and what version to use), what students are able and not able to do regarding navigation, the use of HTML5, etc.

Not sure about your publishing requirements? Don't worry! Our team of experts will help you get your specs sorted out.
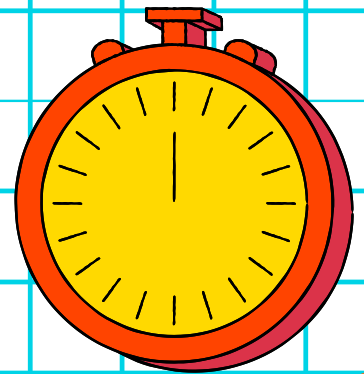
NOW YOU ARE READY FOR ELEARNING!
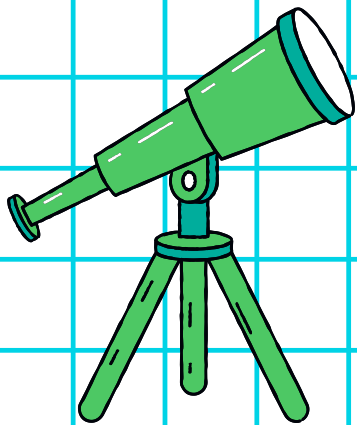
We hope that you have enjoyed this short guide and that it helps you in your first steps towards translating your **eLearning courses.**

If you have any questions for us, or want us to provide you with a free quote, email us at:

production@australis-localization.com.