Typesetting
buyer's guide

A complete toolkit to achieve the best performances in typesetting projects made by

Australis Localization's DTP specialists.

A brief introduction

The following is a quick guide for setting up your **first translation project** if your files were created with a software for graphic design, such as Adobe InDesign or Illustrator. Follow these tips to make your first project a complete success:

1. It is important to find the original editable source files

This is a very important step and it can't be stressed enough. Having the original source files saves time, costs, and most importantly, it gives you the possibility of having high resolution translated files.

The reason is that the original source files, for example, the original InDesign package, contains editable text, high resolution images and fonts, while on the other hand a PDF file is pretty much like a picture that you just can't modify.

While you still can translate PDF files, this will always require some degree of recreation or the use of OCR software. This makes the process more costly, more time-consuming and prevents you from getting translated files of the same graphic quality as the originals.

Finding the original editable files it is always worth your time and we recommend that you to do so before the start of your translation project.

2. Not all fonts support all languages

There are some widely used fonts that don't support certain character sets. That is, they don't support all scripts and can't be used for all languages.

For example some fonts only work with Western European languages and lack support for other sets of characters like Arabic , Cyrillic or Traditional Chinese.

In other cases you can have a partial support. That is, some versions of the font, like "Book" or "Italic" can support your target language but others cannot, and this restricts the design possibilities in some languages.

This is why it is always important to check if your fonts will support your intended target language before beginning the localization process. If you find out that some of your fonts won't work, then it is time to look for replacement fonts that will work well with the language you intend to translate to. The good news is that there are many fonts to choose from and you'll surely find a set of fonts that reflects your style.

3. **The challenge** of Right-to-Left (RTL) languages

There are languages that are read from right to left. Examples of this are Hebrew, Arabic and Farsi.

These languages have their own set of challenges when it comes to graphic design since they usually tend to have a mix of right-to-left and left-to-right text, which makes typesetting much more complicated. Not only that: In order to deal with these languages, you need to have the special "RTL" versions of the design software.

Considering the challenges described, the only correct way of producing quality copies in RTL languages is with the support of designers who are in-country, know the languages, and have their software and computers configured for the target languages you chose.

Always work with companies (like Australis ☺) that have in-country support for RTL languages.

4. Do your images **need to be translated?**

Before the start of the project is important for you to decide if you want the content of your images translated, or if it's ok to leave them as they are.

Sometimes it's ok not to translate your images. For example, if you're dealing with images of websites or maps with names of businesses and streets, it makes no sense to translate the content as the reader of the translated files won't be able to relate the translated images with the "real thing".

On the other hand, if the image content needs to be understood by the reader, for example on an infography or schematic, then you need to localize your images. In this case, we will extract the text, translate it and then edit every image with specific tools like Adobe Photoshop or Adobe Illustrator.

5. **Screenshots** are normally not translated

Screenshots show something as it should look on screen, and normally they must not be translated. For example, if you have an User Interface that is in English and you don't plan on translating it, then the screenshots should remain in English. This way, the reader can relate the screenshot in the translated document to the content that is displayed in the User Interface.

Following the previous example, if you have recently translated the User Interface, then it is important to take new screenshots and replace the old ones instead of editing the English images and potentially introduce translations that are inconsistent with the UI.

We hope that the translation
of your design files is a complete success.

If you have any questions for us, or would like us to prepare a quote for translating your design material you can contact us at
production@australis-localization.com.