

# Guidelines of Standards and Good Practices for Subtitling Videos



**In this document you will find a brief summary of the quality standards we follow when we create subtitles. This list is not by any means exhaustive, but should give the reader a general overview on the guidelines we follow to create high quality subtitles.**

## Text Length

We advise keeping each subtitle to a maximum of 2 lines, 32 characters per line. For subtitles in the same language as the audio, you can go a bit higher and have 42 characters per line. Having said that, we can always provide longer subtitles if that is what you need.

## Text Positioning

When positioning the subtitles, we pay attention to on-screen text. We make sure to never block anything that the audience is supposed to read.

## Forced Narratives: Burned In and Principal Photography

Burned In refers to on-screen text that is added in post-production, for example "Previously" or "Two years later". Principal Photography refers to text that is part of the video, for example a word written on a door. Both normally need to be included in subtitles.

## Mind the Gap

We make sure there's always a gap of at least 2 frames between subtitles. This has a "chaining" effect, which helps the viewer to properly read the dialogue and avoids "flashing" subtitles.

## Timing

We pay special attention to shot and scene changes. If there's a shot change and the dialogue hasn't stopped, we make sure the text remains on screen long enough so that the viewer's experience is not affected. If there's a scene change, the subtitle can never go over it. We make sure to use correct segmentation in these cases.

## Work with the Right Professionals

It is important that you work with professionals specialized on audiovisual content. For example, a specialist understands the importance of having a round of QA after the translation to detect issues and fix any errors of display or timing.



Subtitling is the quickest and most cost-effective way to localize your videos. If you have a question or need our help, please feel free to send us an email to [contact@australis-localization.com](mailto:contact@australis-localization.com). Subtitling your videos is one small step away.