

UKRAINIAN
TRANSLATION
INDUSTRY
CONFERENCE



Webinars-2015

Doing subtitles right: adapting video content for international markets.

Olga Melnikova

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Hosts



Valentyna Kozlova
CMO of the UTIC



Stanislav Bogdanov
COO of the UTIC-2015

Speaker



Olga Melnikova
project coordinator at
Venga Global

- Olga holds an MA degree in Translation and Localization Management (Middlebury Institute of International Studies at Monterey) and two BAs (Creative Writing from Gorky Literature Institute and Teaching French and English from Kaluga State University)
- Prior to joining Venga Global, Olga worked as a freelance translator and interpreter for seven years
- Olga volunteers as an admin of the frussie.com website and Facebook page (France), and as a localizer for Future Actually charity fund (Russia)
- Olga is an Amateur winner of the LocJAM2 video game translation contest (2015)
- More info about Olga at www.olgamelnikoff.com

Question to the audience:

What is your level of dealing with subtitles?

ASK! ASK!
Ask! A
ASK! SKI

Introductory video: <https://youtu.be/2hfRKN7nsGU>



1. **Elżbieta Pętlicka** (Account Manager at Venga Global, Inc.)
2. **Max Troyer** (T9n and L10n Management Program Coordinator at Middlebury Institute of International Studies at Monterey)
3. **Venga Global team** (Errol Cleary, Denis Boyd, Karla Vargas)
4. **Internet** (links are given at the bottom of respective slides)

Venga Global, Inc



Originated in the
software industry

20+ years experience

in globalizing information-based tech products

Cloud-based
translation and localization support



Global linguists

50+ languages

2,300+ in-country specialists

linguists, content writers, domain specialists, and subject matter experts



Agenda

Part 1: Subtitling Bootcamp

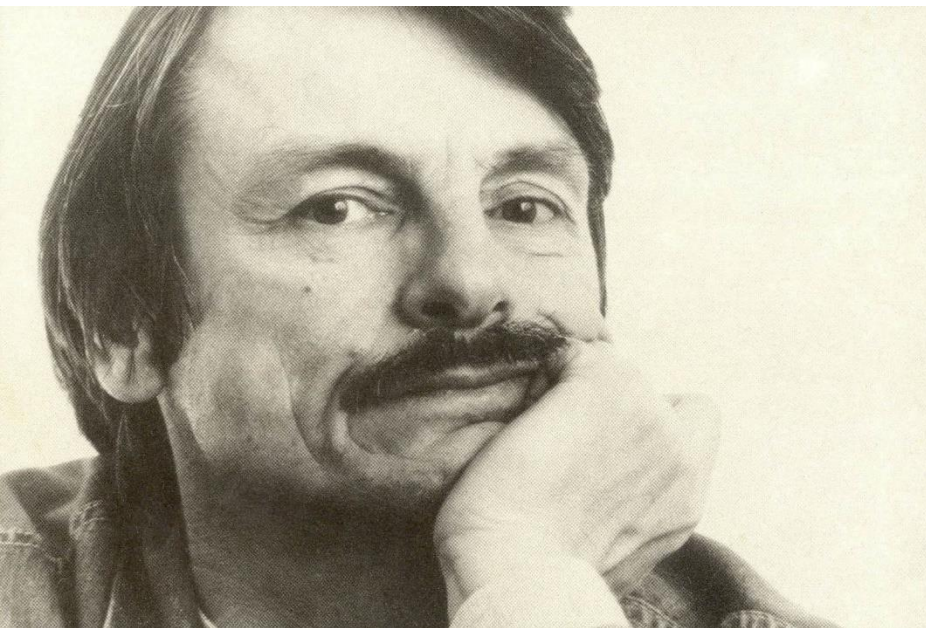
1. 21st Century – Boom of Video Localization
2. Subtitling Best Practices
3. *5-minute Workshop: How to Create Subtitles (SRT File) in Subtitle Edit*

Part 2: Becoming Specialists in Subtitles

1. Subtitling Project Workflow at Venga
2. Subtitling Software and Subtitle Formats
3. *5-minute Workshop: How to Translate an SRT File in a CAT Tool and Format It*

Part 3: Good Job, Here Comes Entertaining Part

1. Subtitling, Voice-Over or Dubbing: What to Choose?
2. Voice-Over Dub in Post-Soviet Countries: from Volodarsky to Goblin
3. *5-minute Workshop: How to Create Subtitles on YouTube*



Andrei Tarkovsky, *Sculpting in Time*

*Андрей Тарковский,
«Запечатленное время»*

In this book one of the greatest Russian filmmakers of the 20th century explains that cinema is a synthetic art combining all the other different arts (theater, poetry, painting). While combined, they strengthen each other and create the most powerful art form

21st Century – Boom of Video Localization

Nowadays people stop reading, they prefer watching

Example: Help text files are replaced by short videos

***If 1 picture is worth 1,000 words,
then 1 video is priceless***



whisper

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What Is a Subtitle?

Definition

Text translation of the source language of the video that shows up on screen; it is linked to a time code that matches a certain point of time within the video

Types:

- a) burned-in subtitles (open: permanent, always visible) and soft (closed: can be turned on and off)
- b) within the same language (for deaf and hard of hearing – also called captioning) and across languages (foreign-language film and television)

Subtitling Best Practices

- **Adaptation** is needed (transform a spoken word into a written word) – removing “junk words”; you are not translating word-by-word, rendering

Speech: Speed wins is kind of a great concept ->

Subtitle: Speed wins is a great concept

- Subtitle **appears** on the screen when the person **starts** speaking and **disappears** when the person **stops** speaking
- Subtitles should be **as “invisible” as possible** – they should not take the viewer’s eyes away from the screen

Subtitling Best Practices

Position

Horizontal, bottom of the screen (1/3), aligned to center

Incorrect:



Correct:



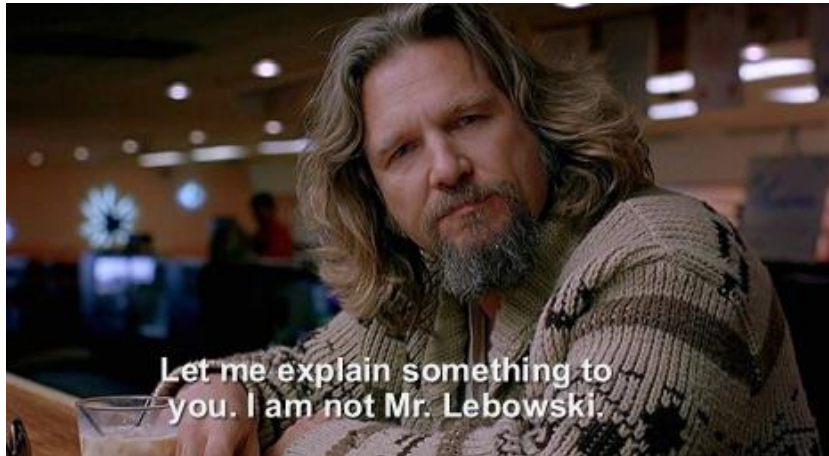
Credits: Max Troyer, Elżbieta Pętlicka

Subtitling Best Practices

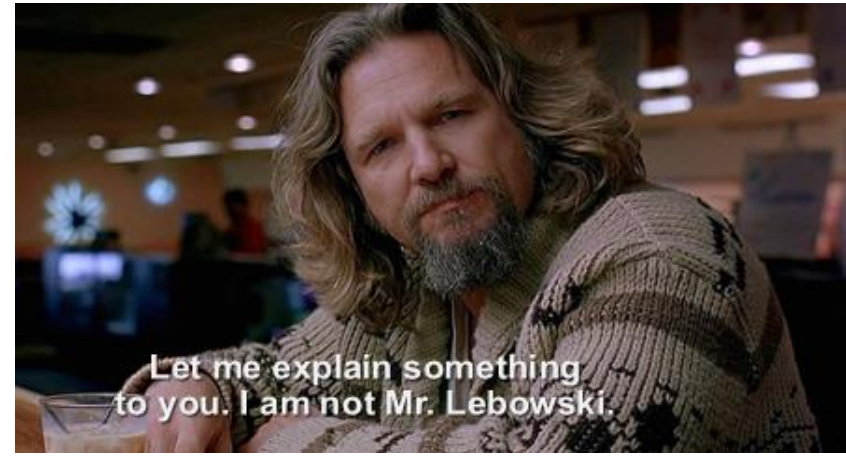
Breaking a subtitle into two lines

Do not divide semantic and grammatical units (set expressions, adjective+noun, etc.)

Incorrect:



Correct:



Credits: Elżbieta Pętlicka, Max Troyer

Subtitling Best Practices

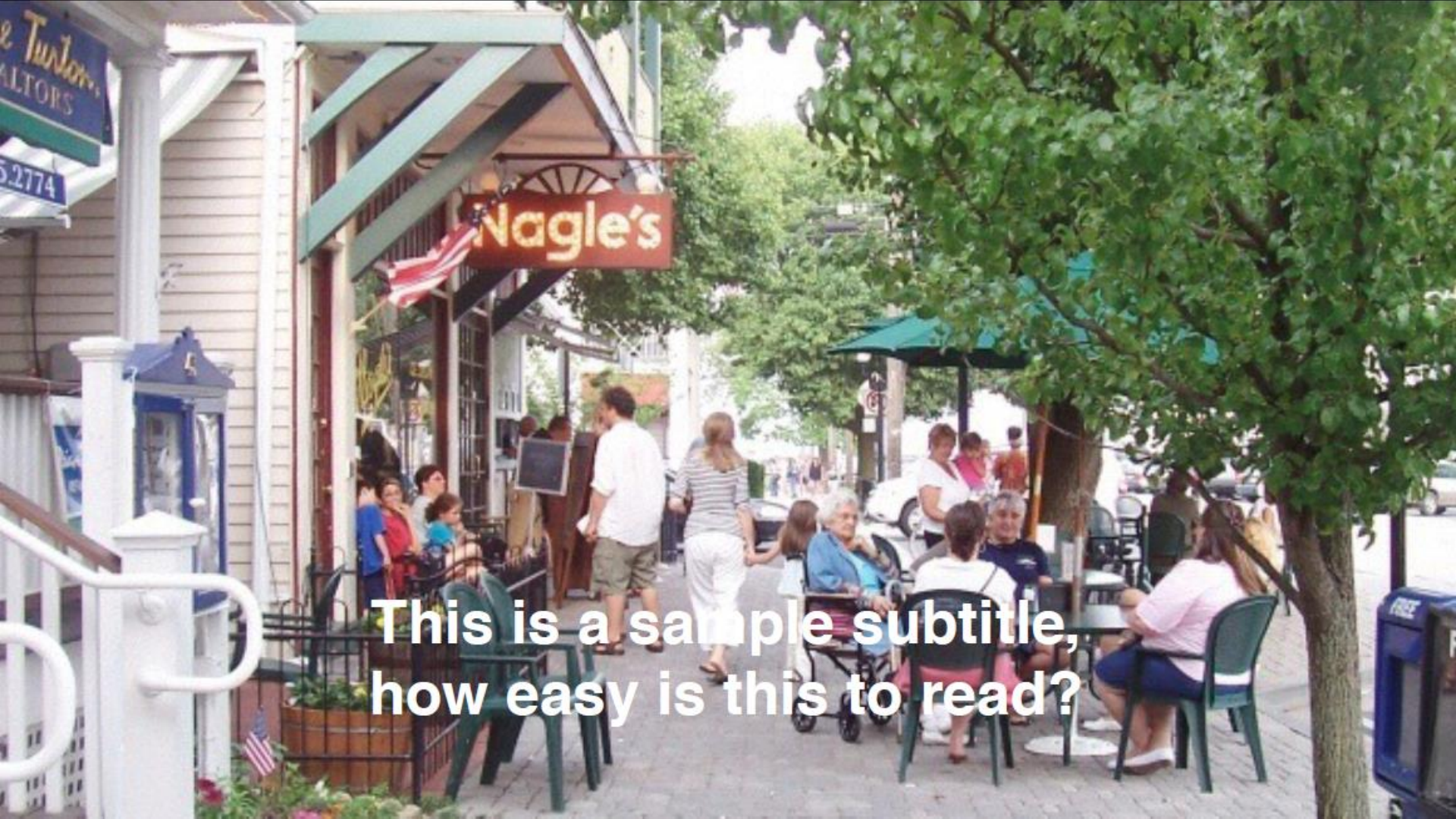
Format

- ✓font: sans serif (Arial)
- ✓color: white (or yellow)
- ✓effects:
 - ❖ shadow,
 - ❖ outline,
 - ❖ black/grey background

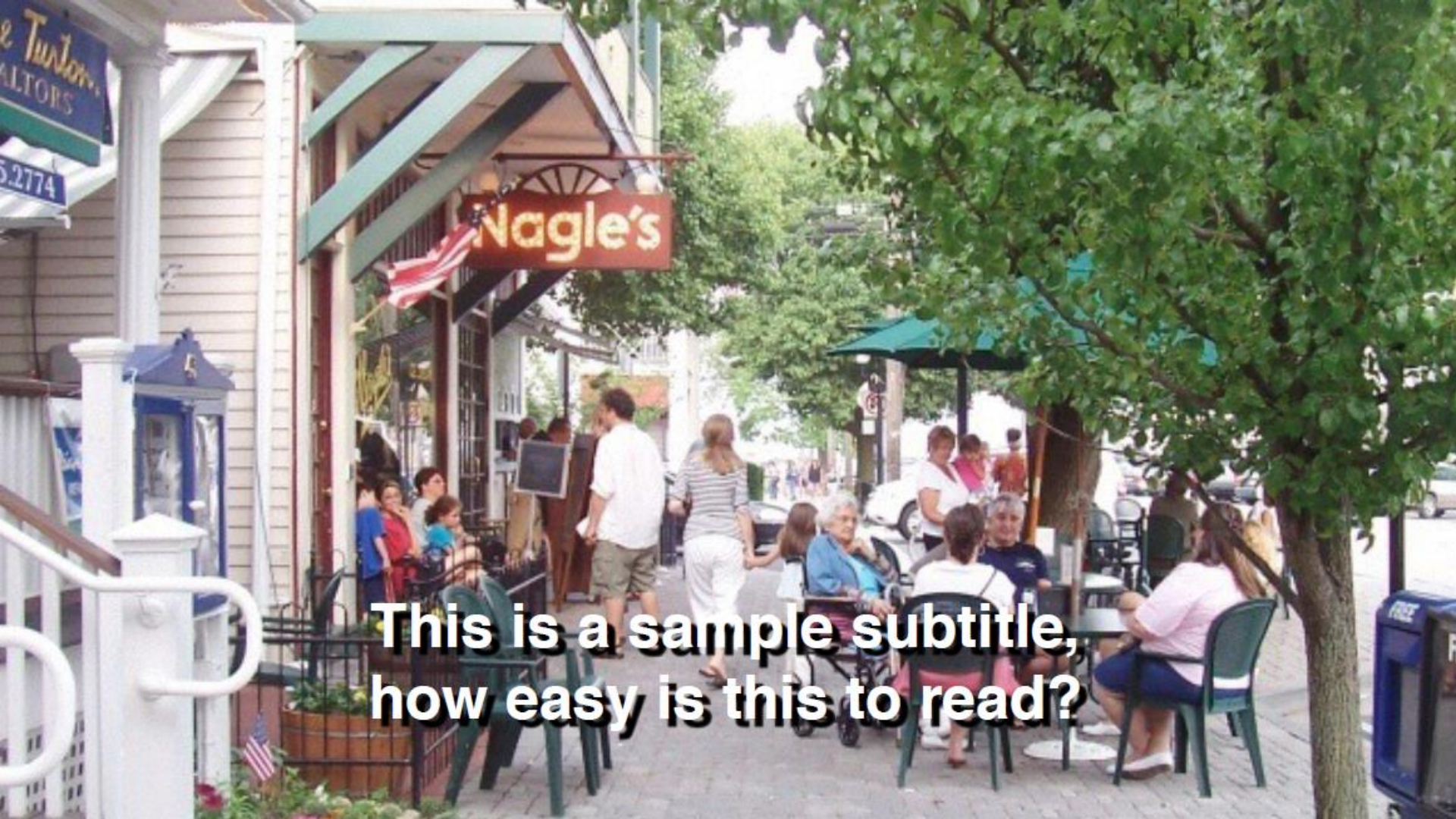


Credits: Max Troyer, Elżbieta Pęćlicka

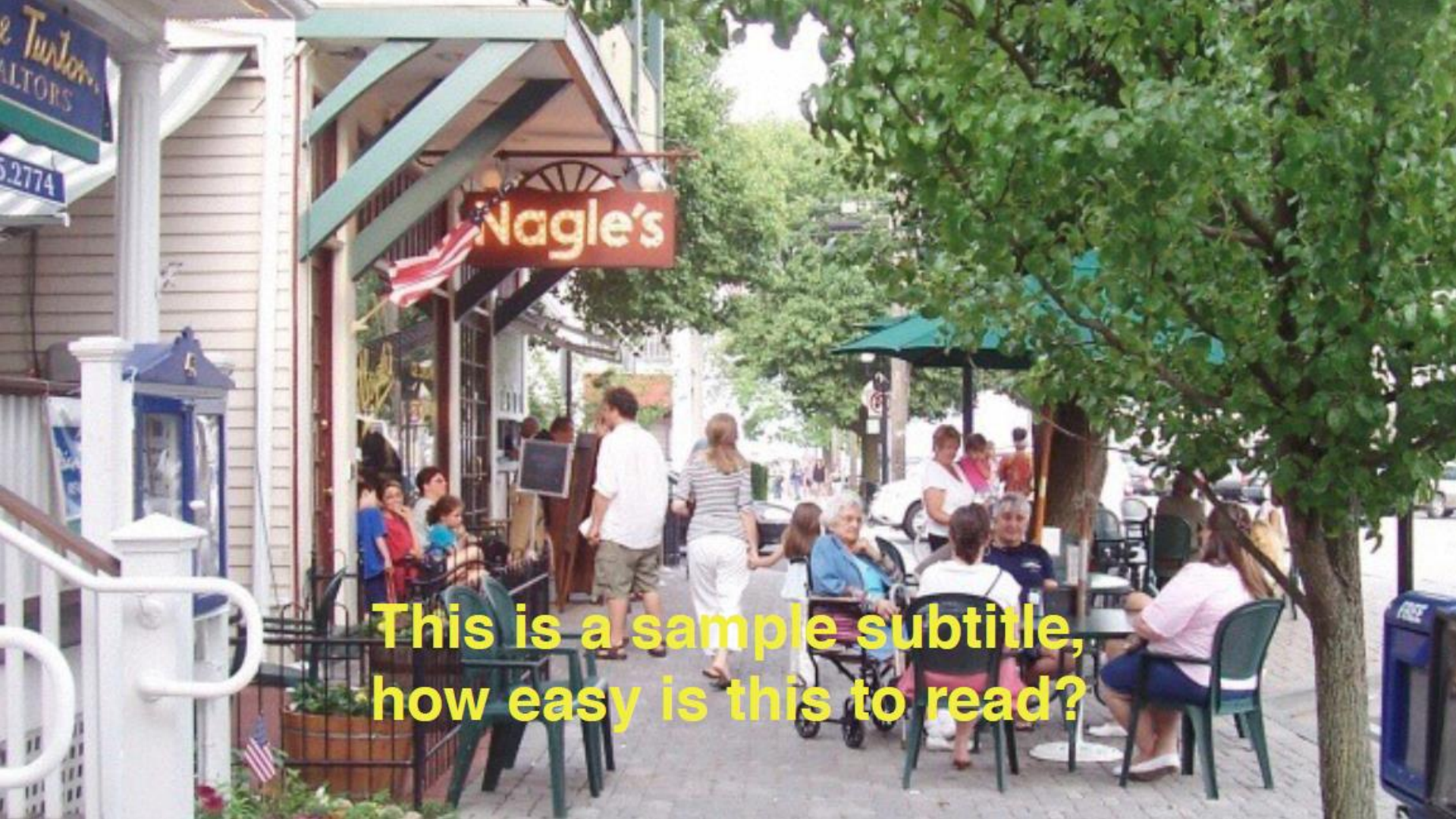
The next five slides are taken from the training by Max Troyer



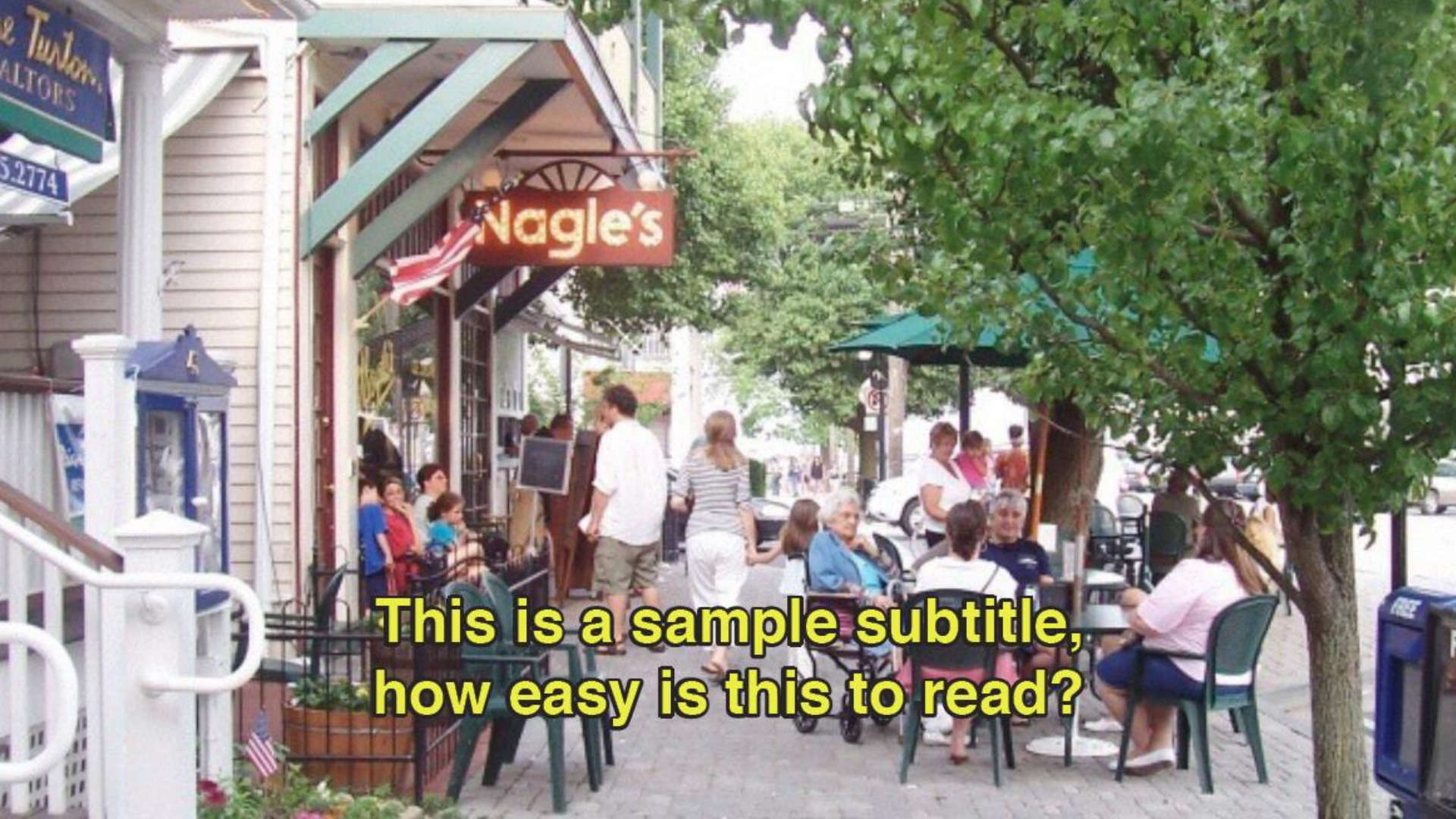
This is a sample subtitle,
how easy is this to read?



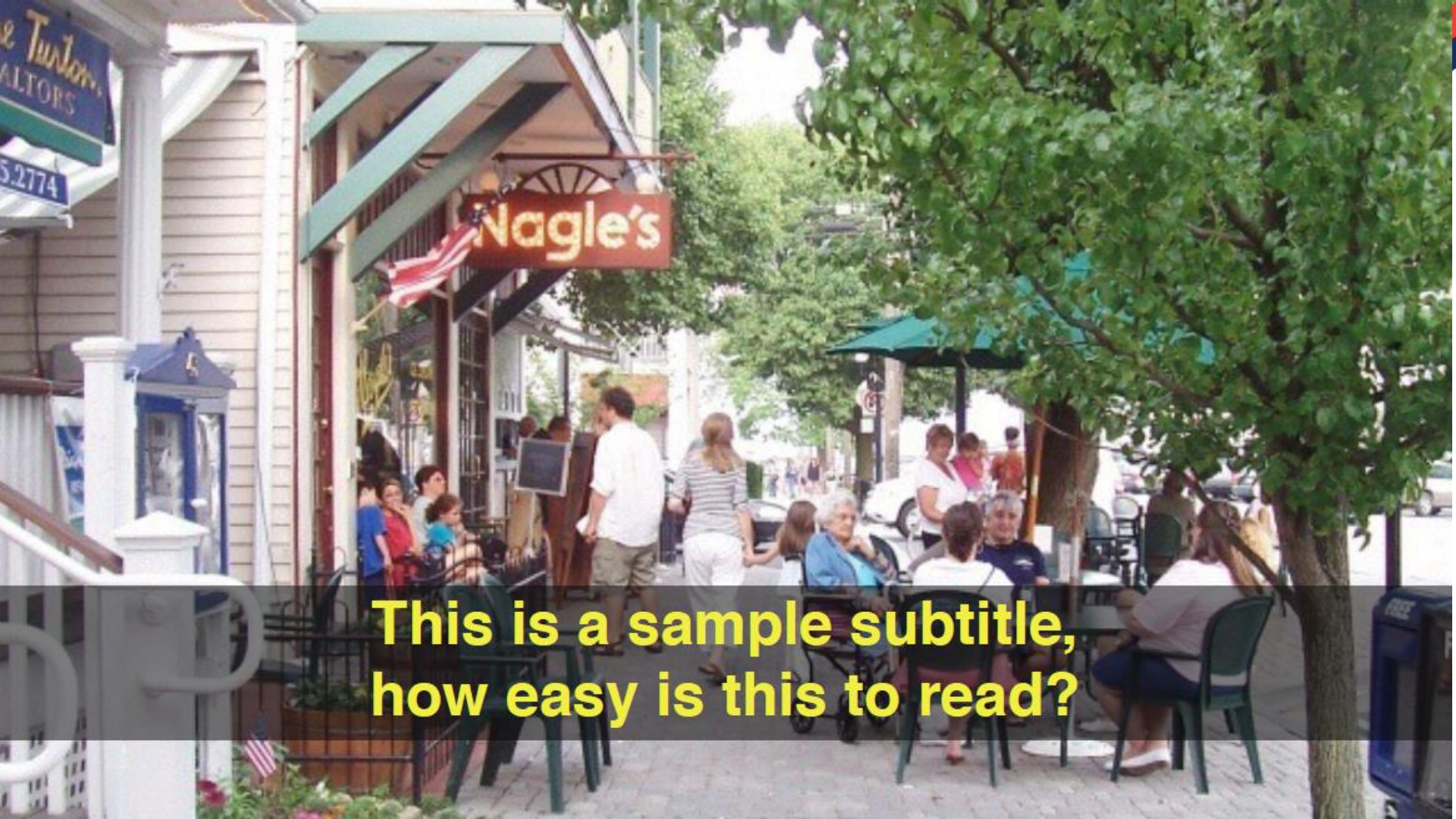
**This is a sample subtitle,
how easy is this to read?**



**This is a sample subtitle,
how easy is this to read?**



**This is a sample subtitle,
how easy is this to read?**



**This is a sample subtitle,
how easy is this to read?**

4 Golden Rules of Subtitling

2-line rule
40-character rule
6-second rule
"Gap" rule



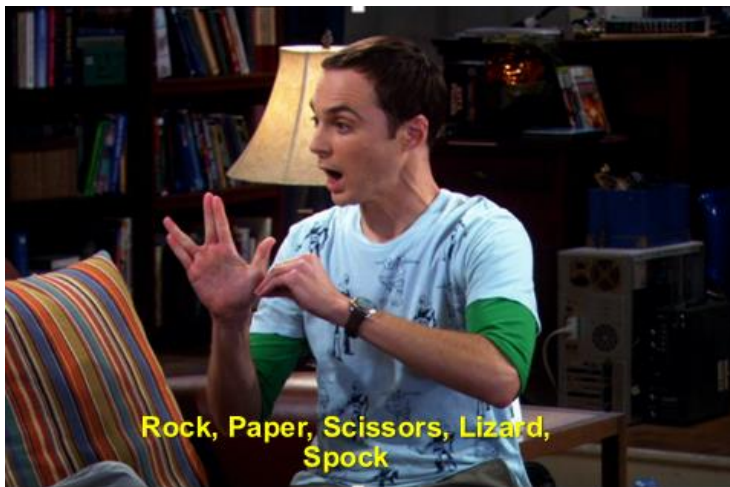
Credits: Elżbieta Pętlicka, Max Troyer

4 Golden Rules of Subtitling

2-line rule:

Subtitles cannot have more than 2 lines, and the higher line should be shorter than the lower line. This is because every rule about subtitle layout is designed to make subtitles legible, but not cover too much of the image

Incorrect:



Correct:



Credits: Elżbieta Pętlicka, Max Troyer

4 Golden Rules of Subtitling

40-character rule:

One line of a subtitle has a 40-character limit

This one is for Latin alphabet, 35 - for Cyrillic alphabet, 14 – for double-byte languages (Japanese and Korean), 16 – for Chinese characters

Incorrect (54 characters):



Correct (24/29 characters):



4 Golden Rules of Subtitling

6-second rule:

A subtitle should not be on the screen for more than 6 seconds (otherwise the reader starts re-reading the subtitle) or for less than 1.5 seconds (otherwise the reader will not have enough time to read the subtitle)

“Gap” rule:

There should be a small gap between subtitles – 0.125 sec



Description:

You will learn how to create soft subtitles (can be turned off) using Subtitle Edit. We will create captioning (same language) first – foreign language subtitles to be explored in next Workshop. Format of the file – SRT (SubRip)

For the workshop you will need:

A video in mp4 format without subtitles (not for long)

A transcript (or script – these are words spoken in the video). It is better to create it beforehand to break it into subtitles later on.

Subtitle Edit (download a free version, I have version 3.4.2)

Link to the Workshop video: <https://youtu.be/Ockr4wDVhqw>

7-Step Subtitling Project Workflow at Venga



Get the
video

Create a
transcript
in Word

Create an
English
subtitle file

Put the file
into a CAT
tool

Translation
– Editing –
Proofrea-
ding

Post-
processing

In-Context
QA



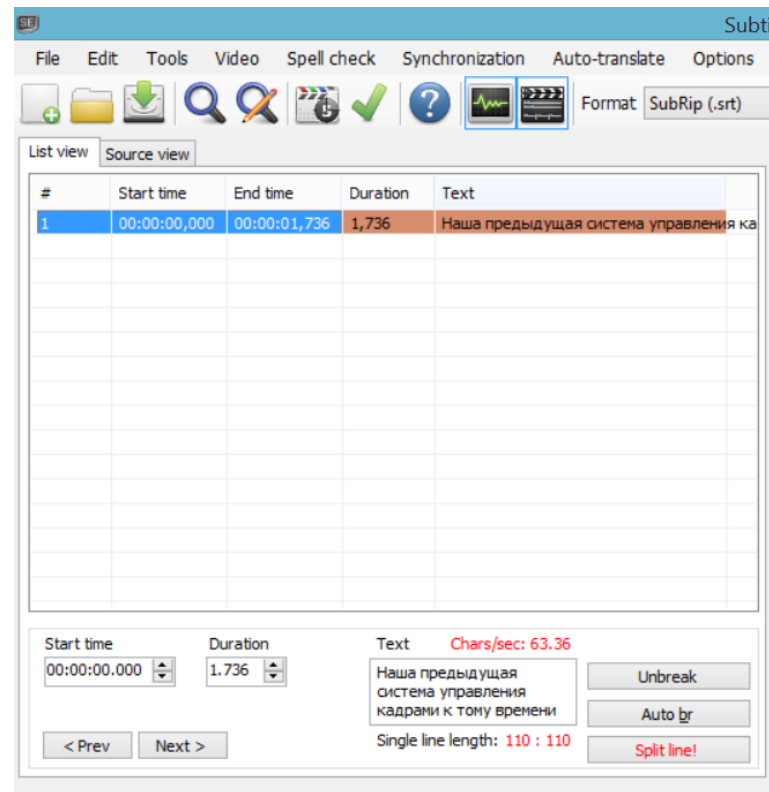
Subtitling Software

Soft (closed) subtitles that can be toggled on/off:

- Visual SubSync
- Subtitle Edit
- Aegisub (allows complex formatting)

Burned-in (open) subtitles that are hard-burned in the video:

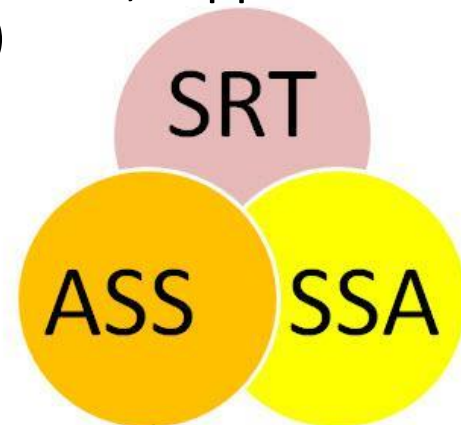
- Handbrake
- MKV merge



Subtitle File Formats

Lots of subtitling formats (20 formats in the Wikipedia list)

- **SRT** (SubRip) – the most popular format and almost universal, supported by most software and video players (including YouTube)



- **SBV** – a file format outputted by YouTube's Automatic Timing feature which creates automatically timed captions based on a transcript (we will study it in Workshop 3)
- **SSA (ASS)** – an advanced file format that allows you to style your subtitles

Description:

You will learn how to translate an SRT file in memoQ, export it and put in a VLC player. We will then style it using VLC.

For the workshop you will need:

- Your video and your SRT file created during Workshop 1
- CAT tool (I am using memoQ)
- Engineering team to create a CAT tool SRT filter (or just translate transcript and create SRT in Subtitle Edit for target language)
- VLC (we are using SRT format, not SAA (allowing styling), so we will format our subtitles using VLC)

Link to the Workshop video: <https://youtu.be/qk6XjOIziYw>

Subtitles, Voice-over or Dubbing: What to Choose?

It depends on:

- The market (the country) you are entering
- Your budget
- Deadline you have for this project
- Type of content





- **What is it?**

From Slide 7:

Text translation of the source language of the video that shows up on screen; it is linked to a time code that matches a certain point of time within the video

- **In which countries is it used?**

Scandinavian countries, Mexico, Japan, Turkey, Portugal
Only cartoons or programs for children are dubbed in these countries

- **Cost**

The least expensive technique out of three (and the fastest)

- **What is it?**

Recording of translated content (using one or two voice-over actors) that is added on top of the original audio track, which can be heard in the background

- **In which countries is it used?**

Russia and Eastern Europe (Ukraine, Poland, Latvia, Lithuania)

- **Cost**

More expensive than subtitles, more time needed



Dubbing



- **What is it?**
Replacement of the voices of the actors shown on the screen with those of different performers speaking another language.
- **In which countries is it used?**
Germany, Italy, Spain, China, Brazil, India
- **Cost**
The most expensive way of video localization, the turnaround for such projects is the longest

Voice-over Dub

What is it?

A phenomenon that appeared in the former Soviet Union countries - with the fall of the regime, many popular foreign movies, previously forbidden under communist rule, started to flood in, in the form of low-quality home-copied videos.

2 main voice-over dub celebrities:

- **Leonid Volodarsky** – an iconic one-voice translator of hundreds of Hollywood movies in 1990-s with a “clothespin on the nose”
https://youtu.be/sKbziV_aZu4
- **“Goblin” (Dmitry Puchkov)** – translator of The Lord of the Rings and other popular movies who has been starring since the beginning of the 2000s until now.
He created voice-over texts that have little to do with the original scripts (only general meaning is rendered), but his translation is all about jokes, humor and irony – <https://youtu.be/7vtQu1YGBYk>



Subtitles, Voice-over and Dubbing: Workflow



	Subtitles	Voice-over	Dubbing
1	Translate the text and produce a script	Translate the text and produce a script	Translate the text in such a way that the words used match the lip movements of the actors (lip syncing) – a very expensive translation
2	Produce a subtitles file with an appropriate time coding and formatting	Record the voice-over track using voice talent's services	Comprehensive recording process (involving qualified actors and recording technicians)
3	Produce finalized subtitled video (localization engineering)	Sync the video and the audio (localization engineering)	Comprehensive localization engineering – putting everything together in one video

<http://www.cetra.com/blog/making-video-content-accessible-voice-overs-subtitling-and-dubbing>

Description

You will learn how to create soft subtitles using YouTube. File formats – SRT and SBV (remember – SBV is a format of the files generated by YouTube automatically; this feature is called automated timing)

For the workshop you will need:

Your video without subtitles uploaded to YouTube

That's it!

But if you want to speed up the process, also have available:

The transcript from Workshop 1

SRT file created during Workshop 1 or Workshop 2

Link to Workshop 3 video: <https://youtu.be/JPfceculFyo>

Questions



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Our guest for the next webinar



Kimmo ROSSI

Head of Research and Innovation sector

DG CONNECT

European Commission

December 10, 2015

We thank UTIC-2015 partner

