

How can you as the customer contribute to the success of your translation project?

You certainly can!

Target Group: Please inform me about the kind of target group you want to address with your translation and the objective of the translation. This is crucial for my work. If the translation of an English medical text is supposed to address patients it must use a style different to that of a translation which is targeted at a specialist group (such as physicians, scientists etc). An advertising text uses a language very different to that of product information. The rules applying to the translation of technical handbooks are different to those applying to the translation of product brochures.

Time for Processing: A perfect translation e.g. of a product documentation definitely establishes an increase in product value! However, it will not be of any use if not available at the stipulated point of time. Please do allow an adequate amount of time for the translation of your documents. Translating does not merely consist of „copying a text into another language“. Your text is not only translated into a language with a different structure and grammar but also transferred into a different culture where different rules and conventions need to be adhered to so that the translation will work in the way you intend for your target group. You should plan ample time for research and several proofreading and editing runs. Realistically, you can expect a maximum of 300 standard lines or 10 standard pages to be translated per day.

Reference Material: At the beginning of our working relationship, I have to get acquainted with your specific products. It would be of great help if you could supply me with reference material such as product brochures, handbooks of older models, previous contracts, correspondence, background information on your company etc. Please do not forget to supply the corresponding photos and pictures esp. when technical lists have to be translated. Photos, drawings and charts are especially helpful e.g. for the translation of parts lists since they enable me to literally picture the subject in question.

Contact Name: Please provide me with the name of a contact person in your company. Especially at the beginning of our business relationship, I will ask you for company specific abbreviations and acronyms, phrasings and terms that only you can know. Depending on the type of text to be translated I might also require an appointment to talk to you personally or to have a brief tour of your facility.