Course Overview

Translation has evolved into a technical endeavor as well as an art form. The demand for translation of online content including marketing websites, social media, computer-based training, and e-commerce applications have grown tremendously. As a result, clients now regularly require translation of electronic media that go way beyond Microsoft Office. For translators, understanding how to handle more "technical" formats is crucial for success in today’s competitive translation environment.

This course starts out with four online sessions where students are guided step-by-step though hands-on exercises that mimic how web content is authored, designed and published. Following that, we spend an intensive three days on-site in Monterey in a fully outfitted computer lab where students will disassemble, manipulate and rebuild a real website to create a "localized" copy; one that is fully adapted for the target language market. Finally, the last two sessions are conducted online once again, where students will explore more advanced projects as well as learn project management and quoting of websites.

For more information about the Translation and Interpretation Short Programs please contact: Heather Kokesch, Phone: 831.647.6422, Fax: 831.647.6650, E-mail: tisp@miis.edu

or visit http://go.miis.edu/tisp

About the Instructor

JON RITZDORF

Monterey Institute of International Studies alumnus Jon Ritzdorf has been a translation technologist for over seven years and has held technical positions at three of the ten largest translation service providers in the world.

With a decade of combined experience in translation, localization and internationalization, Jon has benefited hundreds of students with his expert instruction as an adjunct professor of localization topics at New York University, Rutgers University, and the Monterey Institute of International Studies.

His simple approach to tackling technical subjects for the average translator, emphasis on hands-on learning in the classroom, and techniques for empowering translators have all been praised for their effectiveness by students, translation instructors, and professionals alike.
**Class Outline**

**Session 1: Online (2 hrs)**
Introduction: What is HTML? What is Localization?

**Session 2: Online (2 hrs)**
Learning HTML - The "language" of the web

**Session 3: Online (2 hrs)**
Webpage content creation, layout and styling

**Session 4: Online (2 hrs)**
Understanding how websites interpret human language

**Session 5: On-site (6 hrs)**
File Maintenance for website localization projects
Preparation of HTML for translation
Introduction to web scripting
Post-processing
Web content in a computer-assisted translation (CAT) environment

**Session 6: On-site (6 hrs)**
Graphic formats and the graphic design process
Creating graphic contact sheets and callouts
Introduction to Photoshop
The basics of graphics localization for websites

**Session 7: On-site (6 hrs)**
Reassembling a localized website
QA: Codes, links and visuals
Troubleshooting
The round trip process, from beginning to end (time permitting)

**Session 8: Online (1 hr)**
How to quote website localization projects
Project management for website localization projects
Finalizing the project

**Session 9: Online (1 hr)**
Sneak peek at “advanced” projects: dynamic websites and web applications
Translation in the face of Web 2.0 Technologies: What can I expect?
Frequently Asked Questions

How are the "On-site" and "Online" portions of the course conducted?

On-site: Course will be in a computer lab on the campus of the Monterey Institute. Students must be able to attend the classes in Monterey as well as the online portions. The full-service computer lab with an instructor terminal, LCD overhead projector and all required software preloaded onto the machines will be provided, so students do not need to bring their laptops, but are welcome to do so.

Online: Course uses the same collaborative technology that most major companies and academic institutions use today for online meetings and “virtual” classrooms. You will meet the instructor and all your classmates in an on-line forum via this technology. Before each class you will be emailed attendance information which will enable audio and video feeds for class. Students can attend from anywhere in the world if they have ready access to a high-speed internet connection.

What if I need to drop out early, or I decide after the first class that I don't want to continue?

A refund schedule will be provided with the registration form.

How many students are allowed in the class?

The maximum number allowed for this course is 14. Note that classes can fill up quickly and you should register as soon as possible because space is limited. If in the unfortunate event that a class does not run due to low attendance, you will be granted a full refund of any deposit or registration fees.

How much of a time commitment are your courses outside of class?

In order to really get the most out any course Jon Ritzdorf leads, you should plan to spend about 2-4 hours on homework per session.

Obviously, your actual time spent can vary depending on your current level of computer skill, familiarity with the subject and how far you personally want to take a particular assignment. For all classes, you should be committed to putting in the extra time needed to practice outside of class in order to get the most out of your learning investment.

Are your classes language-specific?

No. All courses are taught without any bias towards a particular language. We have had students with language backgrounds from Arabic to Swahili with all languages in between.

What computer skills do I need?

You must be a strong user of Microsoft Windows. At the minimum you need to already know:

- How to create, rename and move files and folders
- How to save a file to a particular location or folder and remember where you saved it
- How to navigate your hard (C:\) drive
- How to navigate folders in a directory/folder tree
- How to download files off the internet.

You don't have to be a master of computing, but if you are not comfortable with basic computing skills, you will struggle. Basic computer skills for Windows are outlined at http://www.jegsworks.com/Lessons/win/index.html
Frequently Asked Questions (continued)

Do I need to buy additional software or materials for the class?

All the tools and applications we are going to be using in the course are either a) preinstalled b) on a standard Windows operating system or c) can be downloaded for free off the web (some as time-limited trials).

What kind of computer/internet connection do I need for online classes?

You don't need a super-fast, completely up-to-date computer. However, we would recommend a system that isn't more than 3 years old. Since we will have online meetings with live demonstrations over your internet feed, it is more essential that your computer have a high-speed internet connection. If you have concerns about your computer or home setup, send an e-mail to Heather Kokesch, tisp@miis.edu.

I only use a Mac. Can I attend the classes?

If you are an avid Mac user and do not have a PC, be advised that the large majority of translation technology software out there is still only available for Windows. That said, if you use Boot Camp on your Mac (which will allow you to boot your Mac with the Windows operating system) or if you are already a strong user of Parallels Desktop, you should be OK.

Why don't you offer everything online?

Certain concepts are simply not able to be grasped in-depth via an online format. The mantra of Professor Ritzdorf is to "make the complex simple and fun"...for some skills (particularly those requiring technical acumen) this goal can only be realized in a traditional classroom environment. (many make a small vacation out of it!).