
Certified Professional in Game Localization

The History of Game Localization

Game Localization:

Game localization refers to the process of adapting video games for different regions and languages. This includes translating in-game text, audio, and visuals, as well as making cultural adjustments to ensure the game is suitable and enjoyable for players in different markets. Game localization is crucial for reaching a global audience and maximizing a game's potential success.

Localization Kit:

A localization kit is a set of files and resources provided to translators and localizers to facilitate the localization process. This kit typically includes the game's script, glossary of terms, character profiles, style guides, and any other relevant information needed to ensure accurate and consistent translation.

Translation:

Translation is the process of converting text or speech from one language into another while maintaining the original meaning and tone. In game localization, translation is a key component in making the game accessible to players in different regions. Translators must have a deep understanding of both languages and cultures to accurately convey the original intent of the game.

Transcreation:

Transcreation is a creative form of translation that goes beyond simply converting words from one language to another. In game localization, transcreation is often used to adapt cultural references, jokes, and wordplay to make them more relevant and engaging for players in different regions. Transcreators must have a deep understanding of both the source and target cultures to effectively adapt the content.

Subtitling:

Subtitling is the process of adding text captions to a video or game to provide a translation of the dialogue or narration. In game localization, subtitling is commonly used to provide players with translated subtitles for in-game dialogue, cutscenes, and other audio content. Subtitling is a cost-effective way to localize games while preserving the original voice acting.

Dubbing:

Dubbing is the process of replacing the original voice acting in a video or game with voice actors speaking in a different language. In game localization, dubbing is often used to provide players with a fully localized audio experience, including translated dialogue, narration, and character voices. Dubbing can enhance the immersion and accessibility of a game for players in different regions.

Culturalization:

Culturalization is the process of adapting a game to suit the cultural norms, preferences, and sensitivities of players in different regions. In game localization, culturalization involves making changes to content, visuals, and gameplay mechanics to ensure they are appropriate and appealing to the target audience.

Culturalization is essential for avoiding cultural misunderstandings and ensuring a game's success in global markets.

Terminology Management:

Terminology management is the process of creating and maintaining a consistent set of terms and translations for use in a localized game. In game localization, terminology management involves identifying key terms, creating glossaries, and ensuring that these terms are used consistently throughout the game. Effective terminology management helps maintain linguistic accuracy and coherence in the localized version of the game.

Quality Assurance (QA):

Quality assurance is the process of testing a localized game to ensure that it meets the required standards of accuracy, functionality, and user experience. In game localization, QA involves checking for linguistic errors, cultural issues, technical glitches, and other issues that may affect the quality of the localized version. QA is essential for delivering a polished and error-free game to players in different regions.

Internationalization (i18n):

Internationalization is the process of designing and developing a game in a way that makes it easy to localize for different regions and languages. In game development, internationalization involves separating the game's content from its code, using Unicode for text encoding, and implementing support for multiple languages and cultural conventions. Internationalization lays the foundation for efficient and effective game localization.

Globalization:

Globalization is the process of adapting a product or service to meet the needs of a global market. In game localization, globalization involves considering cultural, linguistic, and technical factors to create a game that can be enjoyed by players around the world. Globalization encompasses both the localization of content and the strategic planning needed to enter new markets successfully.

Character Encoding:

Character encoding is the process of assigning numerical codes to characters in a given set, such as ASCII or Unicode, to represent them in digital form. In game localization, character encoding is essential for ensuring that text in different languages can be displayed correctly within the game. Using the appropriate character encoding system is crucial for supporting a wide range of languages and alphabets.

Voiceover:

Voiceover is the process of recording spoken dialogue or narration for a video or game. In game localization, voiceover is often used to provide players with a fully localized audio experience, including translated dialogue, character voices, and narration. Voiceover can enhance the immersion and authenticity of a game, making it more engaging for players in different regions.

Regionalization:

Regionalization is the process of adapting a product or service to suit the specific needs and preferences of a particular region. In game localization, regionalization involves making adjustments to content, visuals,

and gameplay mechanics to cater to the cultural, legal, and market requirements of a specific region. Regionalization is essential for creating a customized and relevant experience for players in different markets.

Linguistic Testing:

Linguistic testing is the process of evaluating the linguistic accuracy and quality of a localized game. In game localization, linguistic testing involves checking for translation errors, grammatical mistakes, spelling errors, and other linguistic issues that may affect the overall quality of the localized version. Linguistic testing is essential for ensuring that the game is linguistically accurate and culturally appropriate for players in different regions.

Codepage:

A codepage is a character encoding system that maps characters to specific numerical codes for use in digital communication. In game localization, codepages are used to support different languages, alphabets, and writing systems within the game. Choosing the appropriate codepage is crucial for ensuring that text is displayed correctly and accurately in the localized version of the game.

Machine Translation:

Machine translation is the automated process of translating text from one language to another using computer algorithms. In game localization, machine translation can be used to generate initial translations of large volumes of text quickly and cost-effectively. However, machine translation is not always accurate or contextually appropriate, and human translators are often needed to refine and improve the translations.

Cultural Sensitivity:

Cultural sensitivity refers to the awareness and respect for the cultural differences and nuances of different regions and populations. In game localization, cultural sensitivity is essential for avoiding cultural misunderstandings, stereotypes, and offensive content. Game localizers must be culturally sensitive and knowledgeable to ensure that the localized version of the game is respectful and appealing to players in different regions.

Character Limitation:

Character limitation refers to the maximum number of characters that can be displayed in a given space, such as a text box or dialogue bubble. In game localization, character limitation can pose challenges when translating text from one language to another, as different languages may require more or fewer characters to convey the same message. Game localizers must be mindful of character limitations to ensure that translated text fits within the available space.

Regional Rating Systems:

Regional rating systems are guidelines and classifications used to rate the content of video games based on their suitability for different age groups and audiences in specific regions. In game localization, developers must adhere to the rating systems of each target market to ensure that the game complies with local regulations and cultural norms. Understanding regional rating systems is essential for releasing a game in multiple markets.

Subtitle Synchronization:

Subtitle synchronization refers to the timing and alignment of subtitles with audio or visual content in a video or game. In game localization, subtitle synchronization is crucial for ensuring that translated subtitles appear on screen at the right time and in sync with the corresponding dialogue or action. Poor subtitle synchronization can lead to confusion and detract from the player's experience, highlighting the importance of accurate timing.

Localization Platform:

A localization platform is a software tool or system used to manage the localization process for a game. Localization platforms typically offer features such as project management, translation memory, glossary management, and collaboration tools to streamline the localization workflow. Using a localization platform can help developers and localizers work more efficiently and effectively to deliver high-quality localized games.

Localization Community:

The localization community refers to a network of professionals, experts, and enthusiasts who are involved in the field of game localization. The localization community includes translators, localizers, project managers, developers, and other stakeholders who share knowledge, best practices, and resources related to game localization. Engaging with the localization community can provide valuable insights, support, and opportunities for collaboration in the industry.

Localization Workflow:

The localization workflow is the sequence of steps and processes involved in localizing a game from start to finish. The localization workflow typically includes tasks such as text extraction, translation, editing, proofreading, testing, and final implementation. Following a well-defined localization workflow is essential for managing the localization process efficiently and ensuring the quality and accuracy of the localized version.

Localization Testing:

Localization testing is the process of evaluating a localized game to ensure that it functions correctly and meets the cultural and linguistic requirements of the target market. In game localization, localization testing involves checking for issues such as text truncation, font display, language support, and cultural appropriateness. Localization testing is essential for identifying and resolving any localization-related issues before the game is released.

Localization Project Management:

Localization project management is the process of planning, coordinating, and overseeing the localization of a game to ensure that it is completed on time and within budget. In game localization, project managers are responsible for organizing translation teams, setting schedules, monitoring progress, and resolving any issues that may arise during the localization process. Effective project management is essential for delivering successful localized games.

Localization Tools:

Localization tools are software applications and resources used to assist in the localization process, such as

translation memory systems, terminology management tools, and subtitle editing programs. Localization tools help streamline tasks, improve consistency, and enhance productivity in game localization. Using the right localization tools can significantly impact the efficiency and quality of the localized version of a game.

Localization Best Practices:

Localization best practices are guidelines, techniques, and strategies that are recommended for achieving successful game localization. Best practices cover aspects such as translation quality, cultural adaptation, project management, testing procedures, and collaboration with localization teams. Following localization best practices can help developers and localizers deliver high-quality localized games that resonate with players in different regions.

Localization Challenges:

Localization challenges refer to the obstacles and difficulties that developers and localizers may encounter during the game localization process. Challenges can include linguistic complexities, cultural differences, technical limitations, tight deadlines, and budget constraints. Overcoming localization challenges requires careful planning, effective communication, and creative problem-solving to ensure a successful localization outcome.

Localization Quality:

Localization quality refers to the overall standard of the localized version of a game in terms of linguistic accuracy, cultural adaptation, technical functionality, and user experience. Achieving high localization quality requires attention to detail, rigorous testing, and collaboration between developers, localizers, and QA testers. Localization quality is essential for creating a polished and immersive experience for players in different regions.

Localization Strategy:

Localization strategy is the plan and approach that developers use to localize a game for different regions and languages. A localization strategy may involve decisions regarding target markets, language support, cultural adaptation, regionalization, and marketing tactics. Developing a well-defined localization strategy is crucial for maximizing the impact and success of a game in global markets.

Localization Market Trends:

Localization market trends are the current patterns and developments in the game localization industry, such as emerging markets, language preferences, technological advancements, and player expectations. Staying informed about localization market trends can help developers anticipate changes, adapt to new opportunities, and make informed decisions about localizing games for different regions. Understanding market trends is essential for staying competitive in the global gaming industry.

Translation Memory:

Translation memory is a database that stores previously translated segments of text for reuse in future localization projects. In game localization, translation memory systems help improve consistency, efficiency, and productivity by storing and retrieving translations of repetitive or similar content. Translation memory can save time and effort for translators and localizers, especially when working on large-scale projects with recurring text.

Localization Cost:

Localization cost refers to the expenses associated with localizing a game for different regions and languages, including translation, voiceover, testing, project management, and other localization-related services. Localization cost can vary depending on factors such as the scope of the project, the number of languages supported, the complexity of the content, and the quality standards required. Managing localization costs effectively is essential for delivering a localized game within budget.

Linguistic Expertise:

Linguistic expertise refers to the specialized knowledge and skills required to accurately translate and localize content from one language to another. In game localization, linguistic expertise is essential for maintaining the original meaning, tone, and style of the game while adapting it for different regions. Linguistic experts must have a deep understanding of both languages and cultures to ensure high-quality and culturally appropriate translations.

Cultural Adaptation:

Cultural adaptation is the process of modifying content, visuals, and gameplay elements to suit the cultural preferences, norms, and sensitivities of players in different regions. In game localization, cultural adaptation involves making changes to dialogue, characters, settings, and storylines to resonate with the target audience. Cultural adaptation is essential for creating an immersive and engaging experience that feels authentic and relevant to players in diverse markets.

Localization Testing Tools:

Localization testing tools are software applications and resources used to evaluate the quality and functionality of a localized game, such as language checkers, font testers, subtitle editors, and compatibility testers. Localization testing tools help identify and resolve issues related to translation accuracy, linguistic integrity, cultural appropriateness, and technical performance. Using the right localization testing tools can streamline the testing process and ensure a high-quality localized game.

Linguistic Validation:

Linguistic validation is the process of verifying the accuracy, fluency, and appropriateness of translated text in a localized game. In game localization, linguistic validation involves reviewing translations for grammar, spelling, punctuation, style, and cultural nuances to ensure they meet the required quality standards. Linguistic validation is essential for delivering linguistically accurate and culturally appropriate content to players in different regions.

Localization Resource Management:

Localization resource management is the process of allocating and optimizing resources, such as translators, editors, testers, and tools, to support the localization of a game. In game localization, resource management involves planning and coordinating the use of resources effectively to meet project deadlines, quality goals, and budget constraints. Efficient resource management is crucial for maximizing productivity and ensuring the success of a localized game.

Localization Vendor:

A localization vendor is a company or service provider that offers professional localization services, such as

translation, voiceover, testing, and project management, to help developers localize their games for different regions. Localization vendors may specialize in specific languages, regions, genres, or platforms, and provide expertise and resources to support the localization process. Choosing the right localization vendor is essential for achieving high-quality and timely localization outcomes.

Localization Partnership:

A localization partnership is a collaborative relationship between developers and localization vendors to work together on localizing a game for different regions and languages. In game localization, partnerships involve sharing knowledge, resources, and responsibilities to ensure the success of the localization project. Building strong localization partnerships can enhance communication, efficiency, and quality in the localization process, leading to better localized games.

Localization Knowledge Base:

A localization knowledge base is a repository of information, best practices, guidelines, and resources related to game localization that developers and localizers can access for reference and support. The localization knowledge base may include terminology lists, style guides, cultural insights, technical specifications, and other relevant information to help with the localization process. Using a localization knowledge base can improve consistency, accuracy, and efficiency in game localization.

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Localization Quality Assurance:

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