
Certified Professional in Game Localization

Technical Aspects of Game Localization

Technical Aspects of Game Localization

Game localization involves adapting video games to different languages, cultures, and regions to make them more accessible and appealing to a global audience. It goes beyond just translating text; it also involves adjusting graphics, audio, and other elements to ensure the game feels native to the target market. The technical aspects of game localization refer to the processes, tools, and technologies used to facilitate this adaptation. Below are key terms related to the technical aspects of game localization:

1. Asset Extraction

- Asset extraction is the process of extracting all the relevant files and resources from a game to be localized. This includes text strings, images, audio files, videos, and other assets that need to be translated or adapted for different languages.

2. Character Encoding

- Character encoding refers to the method used to represent characters in a digital format. Different languages use different character sets, and it is essential to use the appropriate encoding to display text correctly in the target language.

3. Culturalization

- Culturalization is the process of adapting a game to the cultural norms, preferences, and sensitivities of a specific region. This may involve changing character names, altering storylines, or modifying gameplay elements to resonate with the target audience.

4. Font Support

- Font support refers to the ability of a game to display text in different fonts and character sets. Some languages require specific fonts to be displayed correctly, and ensuring proper font support is essential for a successful localization.

5. Globalization

- Globalization is the process of designing and developing a game in a way that makes it easy to localize for different regions and languages. This includes using Unicode for text encoding, separating text from code, and following best practices for internationalization.

6. Internationalization

- Internationalization is the process of designing a game to be easily adapted for different languages and regions. This involves separating text strings, graphics, and other content from the game code to make localization more straightforward.

7. Localization Kit

- A localization kit is a collection of files, resources, and guidelines provided to translators and localization teams to facilitate the localization process. It typically includes text files, glossaries, style guides, and instructions on how to implement translated content back into the game.

8. Machine Translation

- Machine translation is the use of automated translation tools to translate text from one language to another. While machine translation can be a useful tool for speeding up the localization process, it often lacks the nuance and accuracy of human translation.

9. Multiplatform Localization

- Multiplatform localization involves adapting a game for multiple platforms, such as console, PC, and mobile devices. Each platform may have different technical requirements and constraints that need to be considered during the localization process.

10. Pseudolocalization

- Pseudolocalization is a technique used to test the internationalization readiness of a game by replacing text with fake, non-Latin characters. This helps identify potential issues with text expansion, font support, and character encoding early in the localization process.

11. Quality Assurance (QA)

- Quality assurance is the process of testing a localized game to ensure that all text, graphics, audio, and other elements display correctly and function as intended in the target language. QA testing is crucial for identifying and fixing any localization errors before the game is released.

12. Subtitle Localization

- Subtitle localization involves translating and adapting subtitles for in-game dialogues, cutscenes, and other audiovisual elements. Subtitles need to be synchronized with the audio and properly localized to convey the original meaning accurately.

13. Terminology Management

- Terminology management is the process of creating and maintaining a consistent set of terms and phrases used in a game across different languages. This helps ensure coherence and accuracy in the translated content and improves the overall quality of the localization.

14. Text Expansion

- Text expansion refers to the phenomenon where translated text takes up more space than the original text. Different languages have varying word lengths and grammatical structures, which can lead to layout issues and text overflow if not properly accounted for during localization.

15. User Interface (UI) Localization

- UI localization involves adapting the game's user interface elements, such as menus, buttons, and dialog boxes, to fit the linguistic and cultural requirements of the target audience. This includes resizing elements, rearranging layouts, and adjusting colors to improve usability and readability.

16. Version Control

- Version control is a system that tracks changes to game files and assets over time, allowing localization teams to collaborate, manage updates, and maintain a history of revisions. Version control is essential for ensuring consistency and avoiding conflicts during the localization process.

17. Voiceover Localization

- Voiceover localization involves re-recording audio dialogues in the target language to replace the original voice acting. This process requires matching lip-sync, tone, and emotion to the original performance while ensuring cultural relevance and linguistic accuracy.

18. Workflow Automation

- Workflow automation involves using software tools and scripts to streamline repetitive tasks and improve efficiency in the localization process. Automation can help reduce manual errors, speed up the turnaround time, and enhance overall productivity.

19. XLIFF (XML Localization Interchange File Format)

- XLIFF is a standard format used in the localization industry to exchange and store translation data. XLIFF files contain source text, target text, formatting information, and other metadata, making it easier to manage and process translations across different tools and platforms.

These terms cover the essential technical aspects of game localization, from asset extraction and character encoding to workflow automation and XLIFF. Understanding these concepts is crucial for game localization professionals to effectively adapt games for global markets and deliver high-quality localized experiences to players worldwide.