GUÍA DOCENTE

LOCALIZACIÓN:
TECNOLOGÍA Y TRADUCCIÓN // LOCALISATION

Grado en Lenguas Modernas y Traducción
Universidad de Alcalá

Curso Académico 2018/2019
3º y 4º curso – 1er Cuatrimestre

GUÍA DOCENTE

Nombre de la asignatura:	**Localización: Tecnología y Traducción // Localisation**
Código:	**440037**
Titulación en la que se imparte:	**Grado en Lenguas Modernas y Traducción**
Departamento y Área de Conocimiento:	**Filología Moderna. Área de Traducción e Interpretación**
Carácter:	**Optativa**
Créditos ECTS:	**8**
Curso y cuatrimestre:	**3º y 4ª, 1er cuatrimestre**
Profesorado:	María del Mar Sánchez Ramos
Horario de Tutoría:	**Por determinar**
Idioma en el que se imparte:	Inglés-Español

1a. PRESENTACIÓN / COURSE DESCRIPTION

The aim of this course if to provide a practical approach to localisation as the process of adapting digital products, services and content for foreign markets, which implies both technical and linguistic knowledge. Students will acquire an overview of the international industry of localisation, key issues of software, web, game and mobile localisation. Trainee translators will be informed about current trends in localisation and understand the complexities involved in localising a product and the appropriate electronic tools used in the localisation industry.

Requirements

Students are expected to have a B2.2 level of English and Spanish (Common European Framework) when they start the course, which means that students are expected to be able to follow explanations, take notes, and ask questions, as well as provide the answers for the activities in both languages. Students in their 3rd year, for their part, will be expected to be well on their way to achieving an advanced level of English (C1) in all four communicative skills and this will be taken into account in their final mark.

It is expected that students have an intermediate knowledge of the main translation technology tools and have passed the subject *Herramientas Informáticas Aplicadas a la Traducción*.

Note: Erasmus students will have to certify their level of English and Spanish (at least B.2) at the beginning of the course.

1b. PRESENTACIÓN / COURSE DESCRIPTION

Localisation is a non-compulsory course included in the Degree of Modern Languages and Translation. The main goal is to offer a practical approach to the area known as Localisation. Theoretical and practical content will be described, including the different technical and linguistic issues involved in the localisation process.

2. COMPETENCIAS / OBJECTIVES

Generic competences:

1. To develop student´s autonomy as learners

2. To improve student´s abilities to communicate and work in groups

3. To develop and articulate independent and critical thinking based on supporting evidence

4. To use bibliographic and specialized sources efficiently and correctly

5. To demonstrate the ability to understand and express oneself, correctly and clearly, at the C1.1 level of the European Framework for Languages as well as to be able to translate from English into Spanish

6. To develop the capacities for self-assessment, self-improvement and team work

Specific competences:

1. To understand and describe the key aspects of localisation

2. To be familiar with the localisation industry and translation technology

3. To identify technical problems in localisation (software, web and mobile localisation) and propose possible solutions to these problems

4. To use different localisation tools

3. CONTENIDOS / COURSE CONTENTS

Syllabus	Workload
UNIT 1.- PRINCIPLE ISSUES IN LOCALISATION: tools and standards	• 3 hours
UNIT 2.- WEBSITE LOCALISATION: static and dynamic websites, CMS, web accessibility	• 9 hours
UNIT 3.- SOFTWARE LOCALISATION: programming introduction	• 9 hours
UNIT 4. MOBILE LOCALISATION: Android, localisation environments	• 9 hours
UNIT5. FOSS LOCALISATION: Gettext system, crowdsourcing, collaborative platforms	• 9 hours
UNIT 5.- GAME LOCALISATION: transcreation, QA testing	• 9 hours

4. METODOLOGÍAS DE ENSEÑANZA-APRENDIZAJE.- ACTIVIDADES FORMATIVAS / METHODOLOGY AND CLASS ACTIVITIES

4.1. Distribución de créditos (especificar horas)

Lectures	64 hours = lectures [whole group sessions], seminars [reduced group sessions], workshops [activities], written exam
Autonomous student learning	152 hours (independent work and preparation of activities and exam)
Total hours	200

4.2 ESTRATEGIAS METODOLÓGICAS, MATERIALES Y RECURSOS DIDÁCTICOS / LEARNING ACTIVITIES, MATERIALS AND RESOURCES

Whole group sessions (theoretical issues)	Main theoretical issues will be discussed in class.
Whole group sessions (practical issues)	Students will be able to put theoretical issues into practice by means of different activities involving the use of localisation tools.
Assignments (localisation tasks, research on localisation industrial market)	Students will work in groups to complete different activities to consolidate their knowledge in localisation and translation technology. Individual assignments will be also developed.

5. EVALUACIÓN / ASSESSMENT

Assessment procedure

All students will be graded following a process of continuous assessment and a final exam. Different aspects of the course will be evaluated separately throughout the semester in order to obtain an overall continuous and formative final mark for the course mark. This means that all the students will have to participate actively and effectively in class, in both individual and group activities. A minimum of 80% attendance is compulsory.

Exceptionally, those students who have been recognized as eligible for final evaluation in accordance with the terms in article 10 of the "NORMATIVA REGULADORA DE LOS PROCESOS DE EVALUACIÓN DE LOS APRENDIZAJES" (passed on 24-03-2011) may sit for a final exam which will include questions on all the topics covered in the class, localisation activities and a localisation project. Those students who have not passed the first exam, either through continuous or final evaluation, will have the right to be assessed again in June by a similar exam to the final, including questions on theoretical concepts and practical activities using main localisation tools.

Assessment criteria

Students should demonstrate they have acquired the main concepts and competences related to this module. Thus, by the end of the course, students are expected to be able to:

- demonstrate knowledge and understanding of the key issues and concepts of each unit
- identify main localisation problems and solve them using the appropriate tools
- incorporate translation technology to solve practical cases

Grading criteria

Taking all this into consideration, students will be graded as follows:

SOBRESALIENTE (FIRST):

-Student fully understands localisation concepts and is able to put all of them into practice by means of the appropriate tools
-Student does not have significant errors of decoding / encoding and he / she has a very good use of English
-Student shows the ability to critically evaluate localisation tools and localised products using these technologies in a clear way, demonstrating independent ideas and opinions

NOTABLE (SECOND)

-Student well understands localisation concepts and is able to put most of them into practice by means of the appropriate tools
-Student has up to one important error and has a good use of English
- Student shows the ability to critically evaluate localisation tools and localised products using these technologies, demonstrating some independent ideas and opinions

APROBADO (PASS)
-Student has some important errors in understanding and putting into practice localisation main concepts by means of the appropriate tools but minimum is achieved
-Student has encoding problems (choice of vocabulary, idioms and register) and / or significant grammatical errors
- Student evaluates localistion tools and localised products using these technologies but in a very general way and has few critical opinions

SUSPENSO (FAIL)
-Student has severe problems and shows inaccuracies in understanding and putting into practice localisation main concepts
-Student shows persistent serious grammatical inaccuracy and inappropriate choices of vocabulary, idiom and register
-Student is not able to critically evaluate localisation tools and localised products using these technologies and does not show any independent thinking

	Assessment breakdown
Type	Description
Participation	Active participation in class (preparing assigned materials and discussing them in class)
Assignments and projects	Practical projects requiring students to use different translation tools and to carry out a substantial amount of activities involving localisation practice

Written exam	Final written exam about the theoretical and practical contents studied in class

6. BIBLIOGRAFÍA / REFERENCES

Bernal, M.A. 2015. *Translation and Localisation in Videogames*. New York-London: Routledge.

Calvo Ferrrer, J. R. & Méndez González, R. 2018. *Videojuegos y [para] traducción: aproximación a la práctica localizadora*. Granada: Comares.

Díaz Fouces, O. & García González, M. (eds.). 2008. *Traducir (con) software libre*. Granada: Comares.

Dunne, K. 2006. *Perspectives on Localization* Amsterdam: John Benjamins.

Esselink, B. 2000. *A Practical Guide to Localization.* Amsterdam: John Benjamins.

Jiménez-Crespo, Miguel A. 2013. *Translation and Web Localization*. New York-London: Routledge.

O'Hagan, M. & Mangiron, C. 2013. *Game Localization. Translating for the global digital entertainment industry*. Amsterdam: JohnBenjamins.

Reineke, D. (ed.). 2005. *Traducción y localización. Mercado, gestión y tecnologías*. Las Palmas de Gran Canaria: Anroart.

Roturier, J. 2015. *Localizing Apps*. A practical guide for translators and translation students. London/New York: Routledge.

Tercedor Sánchez, M. 2010. «Translating web multimodalities: Towards inclusive web localization». *Tradumàtica*, Web localisation, n.o 8 (diciembre). http://www.fti.uab.cat/tradumatica/revista/num8/articles/09/9art.htm.

Torres del Rey, J. & Rodríguez Vázquez, S. 2016. «New insights into translation-oriented, technology-intensive localiser education: accessibility as an opportunity». In *Proceedings of the 4th International Conference Technological Ecosystems for Enhancing Multiculturality* (TEEM '16), 971-78. New York: ACM Press. doi:https://doi.org/10.1145/3012430.3012634.

Yuste Rodrigo, E. 2008. *Topics in language resources for translation and localisation.* Amsterdam/Philadelphia: John Benjamins.