

General Styleguide

I. Document Procedures and Formatting

- 1) The **file format** and the **formatting of the source document** must not be changed. This also applies to bulleted lists, indents and headlines.
- 2) **Source documents in PDF format** are to be reproduced as Word file, unless otherwise specified. Please retain the main formatting and paragraphing characteristics of the source document.
- 3) In **PPT files** all texts on all slides are to be translated, including texts in the Notes section and the Master slides.
- 4) **Source documents in XLS format** may contain several worksheets. Unless otherwise specified, all worksheets in such a file must be translated.
- 5) **Headers and footers** are always to be translated.
- 6) For **manual syllable breaks** only conditional hyphens are allowed (MS Word: Ctrl+""-").
- 7) The translation must not contain any double triple or multiple **spaces** within or following a sentence.
- 8) The translated target files must not contain any comments of the translator. **Notes and comments** regarding the text may be appended to the translation as separate report file, if necessary.
- 9) **Texts in graphics and diagrams** are to be translated, unless otherwise specified. To accomplish this, text fields with the corresponding translation are to be placed onto the respective pictures. Alternatively, graphics may also be reproduced completely in the target language. A translation as legend in table form below the picture is allowed in exceptional cases after consultation with the relevant project manager.
- 10) Whenever the **usage of translation memories (TMs) or CAT tools** is required as per the job description, and/or a TM is provided as reference file, the source files must be translated/ edited using the prescribed TM or CAT Tool.

For the usage or creation of a new TM the following applies:

- 1) **User name** = zappmedia
- 2) **Language combination** of the TM = language combination of the job description (EN = en-GB)

The deliverables contain:

- 1) all unclean (bilingual) and clean (target file in source format) project files
- 2) updated TM export in TMX format (if required)

If a translation is to be changed in the course of a **revision cycle**, these changes are to be implemented into both file versions: the target files as well as into the bilingual files. The bilingual files are to be re-delivered together with the updated target files and TM export.

II. Orthography and Punctuation

1) General

- The latest/newest spelling and punctuation rules of the target language apply in all cases.
- Each translation must undergo a thorough spell check and – if applicable – a QA and tag check prior to final delivery.

2) Headings

- All headings in the documents of a project must follow a uniform formatting and capitalization convention.
- If local standard indents and other layout features that are not inherent in the source document are introduced, they must be applied systematically and consistently throughout the whole document.

3) Lists and enumerations

- All items in a continuous list must use uniform phrasing, even if the source text does not follow this principle.
- All bullet points in a continuous list must follow the same punctuation rule and start either with a lowercase or uppercase letter.
- Entries in term lists are to be capitalized systematically in each case.

Example:

Correct:	- Die Bestandsaufnahme wird durchgeführt.	- Durchführung der Bestandsaufnahme
	- Der Markt wird analysiert.	- Marktanalyse
	- Die Marktanalyse wird konsolidiert.	- Konsolidierung der Marktanalyse
	- Das Portfolio wird analysiert.	- Analyse des Portfolios
	- Die Portfolioanalyse wird abgeschlossen.	- Abschluss der Portfolioanalyse
	- Die Kundensegmente werden analysiert.	- Analyse der Kundensegmente

Wrong:	- Bestandsaufnahme durchführen,
	- Marktanalyse
	- die Marktanalyse muss konsolidiert werden.
	- Portfolio analysieren,
	- Abschluss der Portfolioanalyse
	- die Kundensegmente werden analysiert.

4) Abbreviations

- Abbreviations are to be avoided in all cases. Always use long forms, unless the text has length restrictions.
- General or internationally known acronyms are to be translated if equivalents exist in the target language.
- Special or company-specific abbreviations are to be handled as instructed: left untranslated or queried with the client via query sheets.

Example:

German	English
<i>Internationaler Gerichtshof (IGH)</i>	<i>International Court of Justice (ICJ)</i>
<i>IBN</i>	<i>IBN (Inbetriebnahme, Commissioning)</i>
<i>DafStb-Richtlinie</i>	<i>German Commission for Reinforced Concrete Guideline (Deutscher Ausschuss für Stahlbeton, DafStb)</i>

5) Quantities, dates and measures

- Unless otherwise instructed, measurements (weights, distances, currencies) are not to be converted into local standards.
- The decimal separators of numbers and quantities must always be adjusted to local standards.
- The order of quantity (number) + measure (abbreviation or symbol) must comply with local standards.
- Date and time specifications must always be adjusted to local standards.

Example:

German	English
<i>1.000,00 EUR</i>	<i>EUR 1,000.00</i>
<i>15,7 Mio €</i>	<i>€15.7m</i>
<i>08.07.2010</i>	<i>2010-07-08</i> <i>8 July 2010</i>

IV. Wording Conventions

1) Terminology

- Provided glossaries, translation memories or additional reference materials must be adhered to with first priority. The terminology from these materials must be consistently adopted in the translation.
- The source of any reference material additionally used must be proved on request.
- The terminology used must be precise and subject-specific. All terms that cannot be investigated or located unambiguously from the reference materials provided are to be queried with the client. For this purpose completed query sheets or term lists are to be submitted for reply in a timely manner before the deadline.
- The frequency of occurrence of a special term in a Google search result is not sufficient proof of its correctness and usability in a given context (merely quantitative proof). The search results must also match with regard to the content, and the spelling must be checked for correctness separately (qualitative proof).

2) Style

- Style and wording of the translation must correspond to the text type and genre of the source text. This implies the use of adequate genre-specific phrasing.
- The translation is to be fully adapted to your target language, i.e. the source text must not be translated literally (1:1), but in a free and fluent manner using appealing expressions in accordance with the conventions in the country of the target language. To achieve genuine mother-tongue results, sentence structures may be rephrased according to local standards.
- Coherence and consistency with the chosen wording as well as with the given reference materials are of utmost priority.
- Personal denominations (anthroponymy) are to be gender-neutralized as far as possible. Gender-neutral reference to persons is always to be preferred.

Example:

Wrong:	<i>Jeder Manager, der etwas auf sich hält, schätzt und motiviert seine Mitarbeiter.</i>
Correct:	<i>Jedes gute Management schätzt und motiviert das Personal/seine Arbeitskräfte.</i>

V. Delivery Quality

- The target language of the translation must be the mother tongue of the translator ("Native Speaker").
- Complex specialized texts are to be translated adequately and without loss of substance in terms of content and terminology. This implies that the translator has the required expertise in the respective special area of the source text and is skilled in the use of adequate special terminology.
- Prior to final delivery to zappmedia the translation is to be checked for completeness, correct orthography, grammar and language use as well as for compliance with all instructions and prescriptions in the job description.
- The translation quality meets the contractually agreed purpose only if it can be processed and published by zappmedia and its clients without further corrective measures.