



# The Challenges of Localisation for Casual Games

Lisa Daly – LRC Summer School 2011



# Some 'challenge' quotes

Accept the challenges so that you may feel the exhilaration of victory.

*General George S. Patton*

You can't expect to meet the challenges of today with yesterday's tools and expect to be in business tomorrow.

*Nelson Jackson*

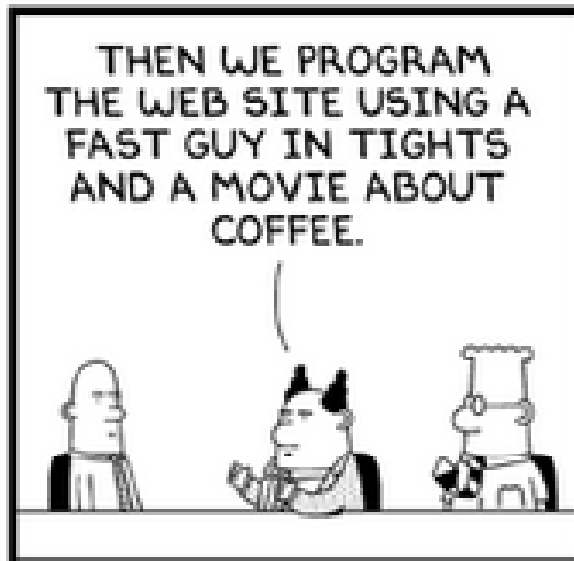
Life's challenges are not supposed to paralyze you, they're supposed to help you discover who you are.

*Bernice Johnson Reagon*

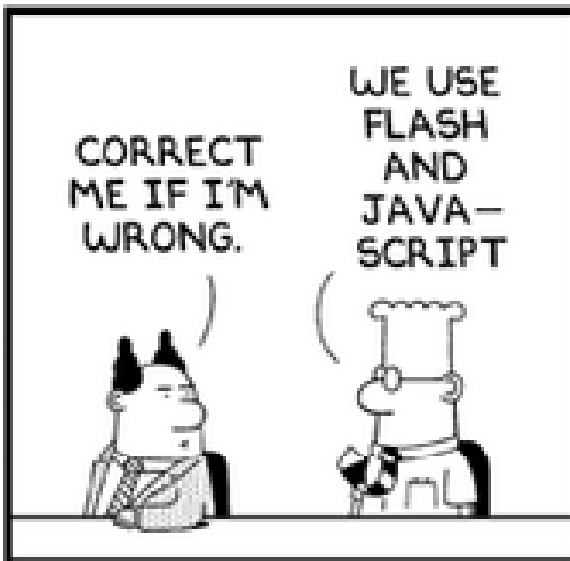




# Does anyone know what's going on?



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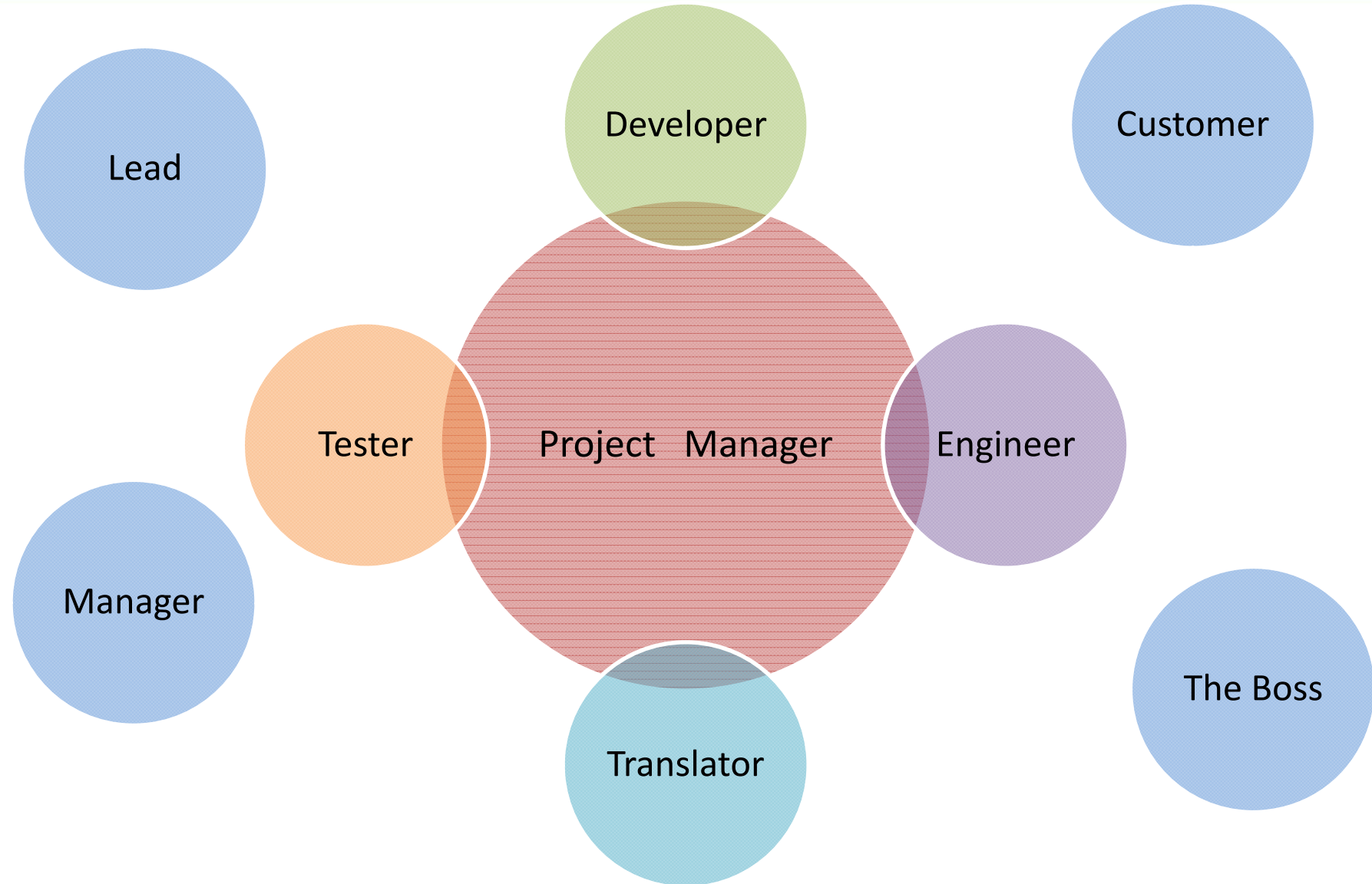


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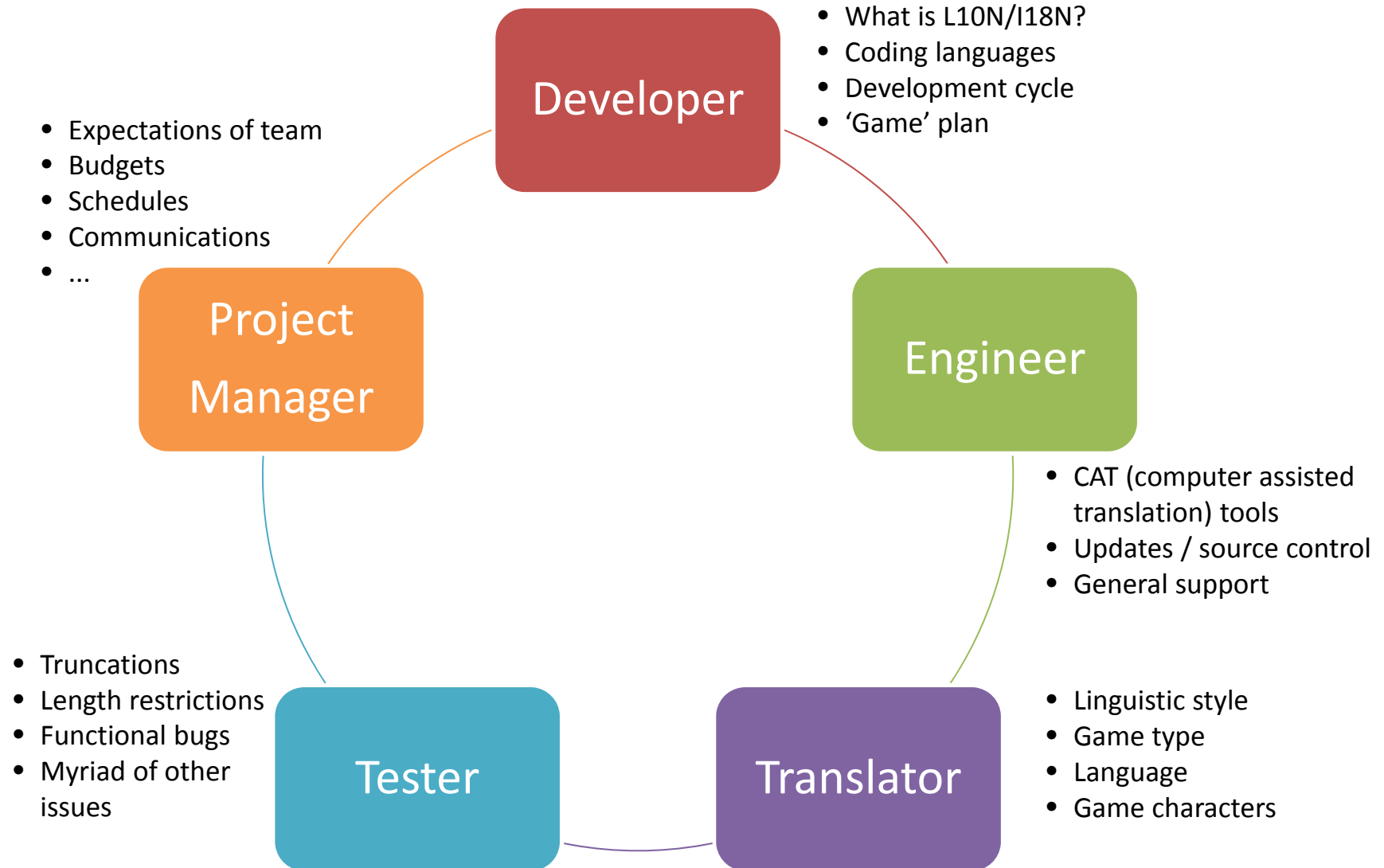


# The localisation cycle - roles





# Roles' challenges





# Developer tips

- Knowledge about localisation/  
internationalisation prior to coding
- Standard code - CAT tool-friendly code
- Organised files with identifiable strings for translation
- Set development schedules, code freezes
- As much reference material as appropriate



# Engineering tips

- Find a catch-all tool suitable for the bulk of incoming code
- Familiarise self with the other roles
- Get connected online for other support
- Organisation is paramount
- Communication is your friend!
- Expect the unexpected



# Translator tips

- Play at least some of the game so you know the context, atmosphere, main characters, protagonist(s)...
- Decide on the game style and stick to it if possible – create style guides and linguistic rules
- Be aware of ambiguous hidden objects, bad English or source language, genders
- Decide on how much work you will be doing versus the tester.



# Tester

- Linguistic, functional, everything else
- Linguistic -> visual quality
  - Incorrect language (incl typos, grammar)
  - Inappropriate language (familiarity, atmosphere)
  - Hidden objects ambiguity (bats, pipes, bows)
  - Length restrictions and truncations



# Project management

- Keep everything moving
- Communications
- Organisation and order
- Processes
- Big picture
- Calm midst chaos



# If nothing else...

- Communication
- Transparency
- Ask for help!
- Collaborate

