

Welcome to the September 2008 edition of the **Comms Multilingual** newsletter

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You are receiving this newsletter as your organisation has had previous contact with **Comms Multilingual**. If you do not wish to receive further communications from Comms Multilingual, please click [here](#) to unsubscribe.

Comms Multilingual in North America

Over the past year, the sales of Comms Multilingual have grown significantly and we have gained many customers in the USA and Canada. In order to provide a better service for these customers, **Differentiation & Focus Inc.** has been appointed to represent Comms Multilingual in North America. Differentiation & Focus Inc. is based in Reno, Nevada. Customers will still have the option of contacting Head Office in Epsom using a toll free number.

Typesetting

According to Wikipedia, Typesetting involves the presentation of textual material in graphic form on paper or some other medium. Before the advent of desktop publishing, typesetting of printed material was carried out in print shops by compositors working by hand, and later with machines.

Each edition of the newsletter will look at a different aspect of translation services, including translation itself, typesetting, web site localisation, voice-recordings etc. In this edition, we will focus on typesetting.

Our clients have many different types of material that not only need to be translated, but also typeset. We take the file format of the original English file, then typeset it with the language translation. QuarkXPress and InDesign are the two most common formats, but we also deliver high resolution PDF files that are print ready. Files can be large so delivery can be via our FTP server. Alternatively, we can print ourselves and deliver the hardcopy to the client.

This is what we did for a client project in the medical devices sector.

1. Receipt of the original text in English covering "Instructions for Use".
2. Design of the leaflet to go into the product packaging in 12 languages.
3. Client amendments and final approval.
4. Translation of the instructions for use into 11 languages (the original EN was the 12th language).
5. Independent proof-reading to ensure quality.
6. Client review and approval of translations : this is an obligatory step for any part of the medical or pharmaceutical sectors.
7. Typesetting of the approved translations.
8. Client approval.
9. Finalisation of typeset booklet and printing.
10. Delivery of the booklet to our client, completely ready to use.



What information do we need from you in order to provide you with a quotation for typesetting? Please provide us with the following:

- Languages into which the document should be translated (also called target languages)
- A copy of the original document(s) to be translated
- Original file and graphics file formats
- Delivery file format (print ready file or hardcopy)
- Subject matter
- Your deadline
- Any special requirements

With this information to hand, we will carry out a word count and let you have our quotation quickly. Our contact details are below.

Tips on Typesetting Work

- When preparing the original English file for a document that will need to be translated and typeset, please allow for the fact that text can be up to 30% longer when translated into other languages.
- Standard paper sizes and packaging do vary around the world so try to use a size that is appropriate for the target countries.
- The layout of documents will have to be changed for right to left languages like Arabic where binding is always on the right hand side.
- Consider what images and content are appropriate for the target countries.
- Languages like Spanish, French and English have many local variations between Europe and the Americas, so consider how many different versions of the finished product are required.

If you have any questions about translation or typesetting, please contact Comms by phone or by E-mail. Our contact details for Head Office and North America are below.

Thank You

Sue Orchard

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