

## PIECING TOGETHER AN EFFECTIVE BRIEFING: TRANSLATION & TRANSCREATION

A briefing serves to guide our work. The more targeted the information we receive, the better we can ensure to meet your expectations. In our experience, the following checklist of information simplifies and streamlines projects. You may not be able to answer each point, and some may be irrelevant for your commission. That's OK. These are just guidelines.

- How long is the source text?**  
Number of words or characters is a helpful measure as number of pages can vary depending of font size and document spacing.
- What is the language of the source text, and into which language(s) should it be translated?**  
We provide translations/transcreations from English to German (Germany) and German to English (British or American). For other language combinations, we try to support by referring to our extended network.
- What type of asset would you like us to translate?**  
Brochure, flyer, advertisement, blog post, instructions for use, emailer, etc.
- Describe the content of the text. E.g., Science/Technology, Medicine, Marketing, etc.**  
If possible, please provide the source text, or at least parts of it.
- Are there any CI guidelines that we need to consider?**  
Please share as much information as possible. For example, are there certain words that must not be used?
- Is the text part of a larger asset, e.g., a page within a website, or a chapter within a book?**  
Please provide any existing translations, so we can match tonality and style.
- What is the file format of the source text (Word doc, InDesign file, PDF, etc.)? Should we deliver the target text in the same format?**  
We use MemoQ, a CAT-Tool software that allows for import and export of a variety of file formats. If required, we can also translate content directly in Adobe InDesign.
- Timelines. By when do we need to deliver the translated text?**  
It helps to calculate backward from the date on which the final asset will be made available. Consider time for printing, posting online, or preparing a distribution channel; account for internal review with relevant stakeholders and time to implement revisions; don't forget any processing for document control systems.



## ADDITIONAL QUESTIONS: TRANSCREATION PROJECTS

Does the asset/text/slogan contain any puns, allusions, or country-specific jargon that call for an additional layer of creativity to obtain an asset tailored to the audience in your target country? If so, please also consider the following:

- Objective of the asset. What is the purpose of the asset or better yet, what outcome do you expect from the transcreation and distribution of the asset? What kind of thoughts, feelings, or actions would you like to evoke?**
- Describe the audience of the asset to be transcreated.**  
Information about their job, age, and reading habits is valuable.
- How will the audience be exposed to the asset?**  
Name the channels for distribution of the asset to be transcreated.
- What is your preferred tone of voice for the asset? Consider:**  
Should or may the content be written in the first person? Don't forget your CI guidelines!  
  
Should or may the reader be addressed directly? Do you prefer a short, snappy, fresh writing style or does the audience and objective of the asset call for a more sober and formal writing style?
- Does the transcreated text need to fit to any particular visuals?**  
Please provide these visuals, so that we can adjust the text to the existing imagery.
- Are there any restrictions regarding the length/size of the transcreated text? For example, to make it fit into an existing layout?**  
If possible, please provide the source text in layout.
- Would you like us to provide explanatory comments for the transcreated text?**  
Comments explaining possible connotations and allusions can be helpful if you are not native to the target language.

