

How to Localize a video game

HERE ARE 12 STEPS WE NEED TO CONSIDER TO GLOBALIZE A VIDEO GAME



PLANNING

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- Choose LSP/Translators
- Choose QA partner/Testers
- Choose actors for the audio recording (if applicable)
- Create master schedule
- Define preliminary release date
- Define depth of Culturalization

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GAME KICK-OFF

- Review scope
- Decide platform
- Decide languages
- Budget estimation





REFERENCES

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- Create style guide
- Create glossary
- Create bios of the characters
- Create story scripts
- Create concept art
- Create TM
- Create LQA guide, including reporting best practices
- Create audio files specifications

FAMILIARIZATION

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- On board LSP/Translators
- Explain game
- Agree on processes
- Create QA material
- Agree on quality expectations
- Agree on how to deal with preferential changes





INTERNATIONALIZATION

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- Ensure all localisation assets are in place
- Pick up a font, implement and test (pseudo-localization)
- Dynamic UI ready (word-wrapping)
- Prepare subtitles settings (if applicable)
- Define locale (ISO 639&3166-1)
- Prepare NLS (Natural Language Standards) to allow date, time, currency and numbers
- Define key names best practices
- Define audio files format
- Define grammatical tokens



TOOLS FRAMEWORK

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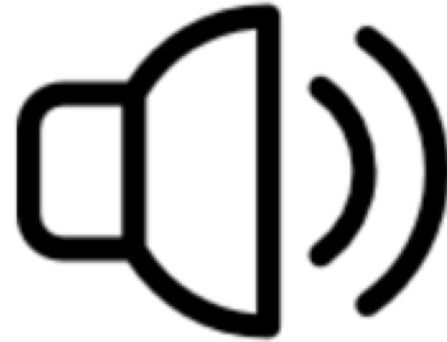
- Set-up TMS
- Set-up Termbase tool
- Set-up Bug Tracking Tool
- Set-up Audio&Subtitles Tool



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TRANSLATION

- Start Translation
- Ensure efficient Q&A process/tool in place
- Hand-off files



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AUDIO

- Record localization audio
- Create/Integrate subtitles



LOCALIZATION QA

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- Create QA build
- Share QA documentation
- Execute LQA phase



BUG TRIAGE

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- Approve/reject reported
- Implement fixes
- Create a new regression QA build
- Close fixed bugs (or re-open)



TRANSCREATION

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- Localize marketing assets
- Localize packaging (for console games)
- Localize store content (for mobile games), keywords, what's new text, logos, screenshots
- Localize TV ads (if any)



SIGN-OFF

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- Create candidate release build
- Teams on call for emergencies (including Translators and Localization engineer in case hot fixes required)
- Consolidate budget
- Post-mortem and share lessons learned
- Celebrate!!! YAY!

*Work with
Globalization
Team as early
as you can on
your game*