



CHECKLIST

Subtitling and voice-over projects

STAR Deutschland

Your single-source communication partner for products and services



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Do you want to expand your international presence?

In order to successfully sell products and services internationally, it is essential that you speak the languages of your target markets. Even your video content should be translated into foreign languages. Spoken content can be conveyed in the respective national language through the use of subtitling or voice-over.

Feel free to use our detailed checklist: By following these six steps, you will be fully prepared and ready to launch your projects quickly and efficiently.

1. What material do you have?

Do you already have a transcription (a script) for the video?

YES

NO

Which software was used to create the content and/or in which format is the file available (e.g. MS Word, Excel or similar)?

.....

What is/are the source language(s)?

.....

Does your video contain text in graphics or animations that need to be translated?

YES

NO

If YES: Are these texts already included in the script?

YES

NO

Do these embedded texts need to be extracted?

YES

NO

2. Into which language(s) should the script be translated?

.....

.....

.....

.....

Tip: Trust a professional language service provider with an international presence to help you with this – they can ensure that your message will be understood in target markets across the globe!

3. Is the spoken text to be rendered as subtitles or as a voice-over?

In which file formats is the data to be translated available?

Subtitles

Subtitles are the (sometimes slightly abbreviated) text form of on-screen dialogue. These subtitles are shown on the screen and are synchronised with the corresponding audio.

Voice-over

Voice-over work involves creating a new audio recording of a voice speaking the translation over the existing audio recording in the original language.

4. Service/delivery format

Which service and which return format do you require?

Transcription

SRT file (for further processing by agencies, for example)

Subtitles burnt into the video (format and formatting details required)

Voice-over (details required; see point 6)

Other

.....

Are there any work instructions, style guides, terminology guidelines, etc.?

.....

Tip: This information is very important and must be taken into account by the language service provider, both for the translation and for the subsequent integration of the content into the video.

5. Does someone need to validate the content before subtitling or voice-over work is undertaken?

.....

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Tip: Spellings of proper names, product names and the like should be corrected and approved by you before translation and burning in.

6. If you have opted for voice-over, these important questions must be addressed before recording begins

Do you want a male or female voice?

.....

Are there any special requirements for the voice (childlike, mature, youthful, etc.)?

.....

Do you want a particular accent?

.....

What about background sounds? Music? Voice overlay?

.....



How should abbreviations be handled? Each letter spelled out individually, or read as a full word?

.....

What skills does the voice-over artist need to possess (acting, etc.)?

.....

Will the voice-over be used for internal purposes only, or do you plan to release the final product to the public? E.g. TV/radio/YouTube/customer website? (for some voice-over artists, "where" and "how" their voice is used is a decisive factor)

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Is the voice-over artist permitted to make minor alterations independently, or does feedback/commentary need to be provided for every text change?

.....

Would you like to be on site in person for the voice-over work or dial in by phone? What technical options can the recording studio offer you?

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If you have any questions or comments, please feel free to contact us by phone or e-mail. We look forward to hearing from you!



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