



Translating Video Projects

First, let's get our terminology straight—it's confusing for many people!

Dubbing: Substitution of existing dialog or narration by a new recording in another language. If the audio track for dialog isn't available separately from the music or sound effects, we can either retain the original soundtrack at a lower volume, or reconstruct the music back-ground (which requires additional time).

Voice-Over ("VO"): Narration by an unseen speaker. This is simpler to replace than on-camera dialog, especially if the project is in its original, editable form (narration on a separate track).

Subtitles: Onscreen text in an alternate language, as a visible part of the video image itself that cannot be turned off (except on DVDs).

Captions: Also known as "closed captioning"—and confusingly, as "subtitles" in some European countries. Specialized equipment is used to embed caption text in the unseen lines of a video signal, that is only visible on televisions supporting this feature (enabled in their setup menu). Many new televisions display caption text while audio is muted, for example. Tip: for North American video (NTSC standard; see next column), captions can be provided in two languages. A single VHS tape (in NTSC format) can therefore include the original English audio, plus captions in two other languages.

BetaCam, D2, D1, 3/4 or U-matic, 1-inch: Professional formats for video master tapes, as opposed to consumer VHS videotapes. For best results, a copy of the original video master should be obtained in one of these formats.

NTSC, PAL, and SECAM: The three main video standards in use around the world. They're mutually incompatible! Video tapes recorded in one standard cannot be played back on televisions, VCRs or cameras designed for another, and must be converted and copied in order to be viewable. NTSC is used in North America, Japan, the Philippines, South Korea, and parts of South America; PAL is used in Western Europe (except France), some South American countries, eastern/southern Africa, the Middle East, Australia and Asia; SECAM is used in France, many French ex-colonies in Africa, and most ex-Soviet bloc countries in Eastern Europe. Not only are video tape formats incompatible, but so are DVDs!

Computer Video Files: Videotape compatibility issues can be avoided with video on CD-ROM or the web. The most common video file formats are MPEG, QuickTime and AVI.

ASIST provides language services for video and multimedia projects in any language, including voice talent and session coordination. Be sure to consult with us during planning phases of the project. We will be glad to assist you on a technical level, to determine the most effective approach for your video communications.

Famous Quotes

"They may forget what you said, but they will never forget how you made them feel."

— Carl W. Buechner

"After all, when you come right down to it, how many people speak the same language even when they speak the same language?"

— Russell Hoban

"The great enemy of clear language is insincerity. When there is a gap between one's real and one's declared aims, one turns—as it were—instinctively to long words and exhausted idioms, like a cuttlefish squirting out ink."

— George Orwell

"I am about to, or I am going to, die. Either expression is used."

— Dominique Bouhours, grammarian (his last words)



We always look forward to hearing from you. This is the eighth issue of our current newsletter. To e-mail comments or suggestions for future issues, click: marketing@ASISTtranslations.com





New Talent at ASIST

As the depth and variety of our language services expands, the production staff at ASIST also continues to grow. Starting with this issue of our newsletter, we will introduce you to some of the recent additions to the ASIST team. As you work with them on your translation projects, you will understand why we welcome their contributions to the ASIST effort!



Sheri comes to ASIST as a Project Coordinator with 25 years of experience in graphics, marketing, and printing. Most recently she was responsible for project coordination, graphic design, printing and presentations in the Investment Management Group of one of the nation's largest banks. Prior to that, Sheri was a production coordinator for an award-winning worldwide marketing agency.



Before joining ASIST as a Project Coordinator, Alexander oversaw projects at one of the nation's largest translation agencies in New York City, managing 25 languages or more, often

on a rush basis and had coordinated an annual volume over four million words. Fluent in Russian and Tajik, his interpreting experience includes stints with the World Bank, offices of the United Nations, the World Health Organization, the Red Cross, Doctors Without Borders and the International Monetary Fund.



Sonia has a Master's degree in economics and brings a wealth of language skills to the ASIST team. She is fluent in Hindi, Punjabi, Sanskrit and Gujarati. She previously lived in New Delhi, India but was born and raised in the city of Agra, where one of the seven wonders of the world, the Taj Mahal, is located.



Iris joins the ASIST MIT (Medical Interpreting and Translation) team with experience as a Spanish interpreter in the medical and legal fields, and as a Spanish interpreter for Habitat for Humanity. She has degrees in Psychology and Interior Design, and was recognized for leadership as a student. She also has extensive experience in bilingual education, both in elementary education and in the healthcare community.

Say What?

"Thank you for your business."

SOMALI:

Waad ku mahadsan tahay shaqadaada.

ITALIAN:

Vi ringraziamo per il vostro sostegno.

JAPANESE:

毎度ご利用頂きありがとうございます。

GERMAN:

Wir danken Ihnen für das Vertrauen, dass Sie uns mit Ihren Aufträgen entgegengebracht haben.

RUSSIAN:

Благодарим Вас за успешный бизнес.

SPANISH:

Le agradecemos su patrocinio.

FRENCH:

Merci de votre confiance.

Ful Nabel (Fava Beans and Vegetables)

This is an easy version of a traditional Egyptian recipe, that can be served as a soup or appetizer.

*1 cup chopped onions
2 cloves garlic, pressed
1/4 cup extra-virgin olive oil
1 teaspoon ground cumin
1-1/2 teaspoons sweet Hungarian paprika*

*1/4 teaspoon cayenne pepper
2 Bay leaves
1 large carrot, chopped
1 cup chopped fresh tomatoes
3-1/2 cups vegetable stock*

*2 cups fava beans, canned or fully cooked
1/4 cup chopped fresh parsley
3 tablespoons fresh lemon juice
Salt and Black Pepper, to taste,
Fresh mint leaves, finely chopped*

In a large soup pot, sauté onions and garlic in the oil until onions are translucent. Add cumin, paprika, cayenne, bay leaves and chopped carrots. Cook on medium heat for 5 minutes. Stir in chopped tomatoes and vegetable stock. Simmer until carrots are tender, about another 15 minutes. Add cooked fava beans, parsley and lemon juice. Season with salt and pepper to taste.

Garnish with fresh mint leaves, serve accompanied by pita bread.

Are you in Central Ohio?



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