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| --- |
| **Course Title:** Localization |
| **Course Code**: TRN 6110 |
| **Program**: Master of Arts in Translation |
| **Department**: Translation |
| **College**: College of Languages & Translation  |
| **Institution**: King Khalid University |
| **Version**: 1 |
| **Last Revision Date:** **01 Feb 2024** |

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# **A. General information about the course:**

**1. Course Identification:**

|  |
| --- |
| 1. Credit hours: (2 Hours) |
|  |
| 2. Course type |
| A. | [ ]  University  | [ ]  College | [x]  Department | [ ]  Track |  |
| B. | [ ]  Required | [x]  Elective |
| 3. Level/year at which this course is offered: (Level 3/ Year 2) |
| 4. Course general Description: |
| This course provides an in-depth exploration of localization, focusing on software, documentation, and games. Tailored for MA students, it delves into the complexities of adapting content for diverse linguistic and cultural contexts. Additionally, it is designed to equip MA students with advanced skills and knowledge, preparing them for specialized roles in the localization industry. MA students will engage with theoretical concepts, practical applications, and industry-standard tools, fostering a comprehensive understanding of localization processes and challenges. |
| 5. Pre-requirements for this course (if any): |
| NA |
| 6. Pre-requirements for this course (if any): |
| NA |
| 7. Course Main Objective(s): |
| 1. Deepen understanding of localization's principles and its critical role in global business strategy.
2. Explore advanced tools and technologies used in localization, including their application in complex scenarios (e.g. software, product, website, games or film and TV Localization).
3. Examine cultural and linguistic nuances in-depth and learn to address challenges in localization for diverse audiences.
4. Develop advanced skills in managing localization projects and leading multicultural teams, focusing on communication, coordination, and quality assurance.
 |

**2. Teaching Mode:** (mark all that apply)

| **No** | **Mode of Instruction** | **Contact Hours** | **Percentage** |
| --- | --- | --- | --- |
| 1 | Traditional classroom | **27** | **90%** |
| 2 | E-learning | **3** | **10%** |
| 3 | Hybrid* Traditional classroom
* E-learning
 |  |  |
| 4 | Distance learning |  |  |

**3. Contact Hours:** (based on the academic semester)

|  |  |  |
| --- | --- | --- |
| **No** | **Activity** | **Contact Hours** |
|  | **Lectures** | **20** |
|  | **Laboratory/Studio** |  |
|  | **Field** |  |
|  | **Tutorial**  | **5** |
|  | **Seminars**  | **5** |
|  | **Total** | **30** |

# **B. Course Learning Outcomes (CLOs), Teaching Strategies and Assessment Methods:**

| **Code** | **Course Learning Outcomes** | **Code of PLOs aligned with program** | **Teaching Strategies** | **Assessment Methods** |
| --- | --- | --- | --- | --- |
| **1.0** | **Knowledge and understanding** |
| 1.1 | **Understand the cultural and linguistic challenges in localization and how they impact global communication.** | **K 1**  | **Lecture discussion and tutorial.** | **Practical and final exams.**  |
| 1.2 | **Insightfully demonstrate advanced knowledge of the steps involved in conducting localization projects, including research on linguistic, technical, and cultural considerations** | **K 5** | **Lecture discussion and tutorial.** | **Localization project.** |
| 1.3 | **Demonstrate an adequate understanding of technical issues in conducting localization projects, including handling linguistic and cultural challenges** | **K 4**  | **Lecture discussion and tutorial.** | **Localization project.** |
| **2.0** | **Skills** |
| 2.1 | **Apply theoretical knowledge related to localization methods to select appropriate strategies for localizing content in different languages and cultural contexts.** | **S 2** | **Localization practice**  | **Practical and final exams.** |
| 2.2 | **Demonstrate proficiency in using localization tools and software to manage and execute projects.** | **S 2** | **Localization practice**  | **Practical exam and localization project.** |
| 2.3 | **Negotiate options and alternatives skillfully and constructively when dealing with localization challenges, and produce a coherent localization plan suitable for professional practice in the field.** | **S 4 & S 3** | **Localization practice**  | **Practical exam and localization project.** |
| **3.0** | **Values, autonomy, and responsibility** |
| 3.1 | **Monitor learning and performance autonomously, identifying personal needs, setting learning goals, and applying appropriate strategies for effective localization.** | **V 3** | **Localization group tasks with different leadership roles.**  | **Presentation and checklist.**  |
| 3.2 | **Employ the knowledge and skills gained from the course in diagnosing and proposing solutions to localization challenges encountered in various industries or organizations.** | **V 1 & V 3** | **Localization group tasks with different leadership roles.**  | **Presentation and checklist.** |
| 3.3 | **Display leadership, ingenuity, and dedication when engaging in group or individual projects related to localization.** | **V 3** | **Localization group tasks with different leadership roles.**  | **Presentation and checklist.** |

# **C. Course Content:**

|  |  |  |
| --- | --- | --- |
| **No** | **List of Topics** | **Contact Hours** |
|  | **An introduction to the localization industry and basic concepts.** | **2** |
|  | **Identifying translatable components and introduction to localization tools.** | **2** |
| **3.** | **Understanding the internationalization process and handling linguistic and cultural differences.** | **2** |
| **4.** | **Localizing software programs.**  | **5.5** |
| **5.** | **Localizing products and websites.** | **5.5** |
| **6.** | **Localizing video games.**  | **5.5** |
| **7.** | **Localizing films and TV productions.** | **5.5** |
| **8.** | **Overview of localization project management and industry trends.** | **2** |
|  |  |  |
| **Total** | **30** |

# **D. Students Assessment Activities:**

| **No** | **Assessment Activities \***  | **Assessment timing****(in week no)** | **Percentage of Total Assessment Score** |
| --- | --- | --- | --- |
|  | **Individual/group presentation** | **5** | **10%** |
|  | **localization project (theoretical & practical)**  | **6** | **15%** |
|  | **Practical exam** | **13** | **30%** |
| **4.** | **Final exam (theoretical & practical)** | **16** | **40%** |
| **5.** | **Checklist (attendance and in-class participation)** | **Ongoing**  | **5%** |

\*Assessment Activities (i.e., Written test, oral test, oral presentation, group project, essay, etc.)

# **E. Learning Resources and Facilities:**

**1. References and Learning Resources:**

|  |  |
| --- | --- |
| **Essential References** | Selected topics can be drawn from: * Maylath, B., & St. Amant, K. (2019). Translation and Localization: A Guide for Technical and Professional Communicators (1st ed.). Routledge, London. <https://doi.org/10.4324/9780429453670>
* Roturier, J. (2015). Localizing Apps: A practical guide for translators and translation students (1st ed.). Routledge, London. <https://doi.org/10.4324/9781315753621>
* Miguel Á. Bernal-Merino. (2014). Translation and Localisation in Video Games: Making Entertainment Software Global (1st ed.). Routledge, London. <https://doi.org/10.4324/9781315752334>
 |
| **Supportive References** | Students may wish to consult the following references for the required tasks for this course:* Lokalise Academy is a free online platform where you can learn all things localization from top experts in the industry: <https://academy.lokalise.com/>
* Udemy courses: Introduction to Localization Tools for Translators, Trados Studio 2022 Basic Training Translation & Localisation, and Website Localization for Translators
 |
| **Electronic Materials** | * Saudi Digital Library <https://sdl.edu.sa/sdlportal/en/publishers.aspx>
* Academic citation tool <https://www.citethisforme.com/>
* Academic honesty <https://courses.lumenlearning.com/collegesuccess-lumen/chapter/academic-honesty/>
 |
| **Other Learning Materials** | * What’s new with Passolo 2022: <https://trados.com/blog/whats-new-with-passolo-2022/>
* What is software localization? <https://trados.com/learning/topic/software-localization>
* Crowdin is AI-powered localization software for teams and businesses: <https://crowdin.com/>
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**2. Educational and Research Facilities and Equipment Required:**

| **Items** | **Resources** |
| --- | --- |
| **facilities** (Classrooms, laboratories, exhibition rooms, simulation rooms, etc.) | **Classroom that accommodates a maximum of 12 students. Wi-Fi-connection should be available, and students are required to bring their laptops for practice.**  |
| **Technology equipment**(Projector, smart board, software) | **Data show, Overhead projector, & Smart Board.** |
| **Other equipment**(Depending on the nature of the specialty) | **NA** |

# **F. Assessment of Course Quality:**

| **Assessment Areas/Issues**  | **Assessor** | **Assessment Methods** |
| --- | --- | --- |
| **Effectiveness of teaching** | **Students** | **Direct: Questionnaire** |
| **Effectiveness of students’ assessment** | **Peers reviewers & course coordinator**  | **Direct: Discussion** |
| **Quality of learning resources** | **Course coordinator** | **Indirect: Statistics** |
| **The extent to which CLOs have been achieved** | **Quality committee**  | **Indirect: Course Report** |
| **Other** |  |  |

**Assessor** (Students, Faculty, Program Leaders, Peer Reviewer, Others (specify) **Assessment Methods** (Direct, Indirect)

# **G. Specification Approval Data:**

|  |  |
| --- | --- |
| **Council /COMMittee** | **Translation/English Depratment**  |
| **Reference No.** | **13** |
| **Date** | **19 Feb 2024**  |