



Course Specification

(Postgraduate Programs)

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 May 2024**



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A. General information about the course:

1. Course Identification:

1. Credit hours: (2)

2. Course type

A. University College Department Track

B. Required Elective

3. Level/year at which this course is offered: (3/ 2)

4. Course General Description:

The Localization course provides MA students with a comprehensive understanding of localization as a key area within the translation and language services industry. It focuses on the adaptation of software, digital content, documentation, and video games for diverse linguistic and cultural audiences. Students will explore both theoretical principles and practical applications of localization, gaining insight into cultural adaptation strategies, user interface translation, and workflow management. Through hands-on experience with industry-standard tools and case studies, students will develop the technical and intercultural competencies necessary to succeed as localization professionals. The course equips students with the advanced skills required to engage in this specialized field, preparing them for roles in global content development, UX/UI localization, and multilingual digital publishing.

5. Pre-requirements for this course (if any):

NA

6. Pre-requirements for this course (if any):

NA

7. Course Main Objective(s):

The course aims to:

1. Deepen students' understanding of localization principles and their strategic significance in global communication and business.
2. Equip students with the skills to apply advanced localization tools and technologies across domains such as software, websites, games, and audiovisual content.
3. Foster critical awareness of cultural and linguistic nuances, enabling students to effectively adapt content for diverse audiences.
4. Develop students' competencies in localization project management, including workflow coordination, quality assurance, and leading multicultural teams.





2. Teaching Mode: (mark all that apply)

No	Mode of Instruction	Contact Hours	Percentage
1	Traditional classroom		
2	E-learning		
3	Hybrid <ul style="list-style-type: none"> • Traditional classroom • E-learning 	27 3	90% 10%
4	Distance learning		

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

No	Activity	Contact Hours
1.	Lectures	20
2.	Laboratory/Studio	
3.	Field	
4.	Tutorial	10
5.	Others (specify).....	
	Total	30

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

Code	Course Learning Outcomes	Code of PLOs aligned with the program	Teaching Strategies	Assessment Methods
1.0	Knowledge and understanding: After successfully completing the course, learners will be able to			
1.1	Demonstrate an advanced understanding of the cultural and linguistic dimensions of localization, including the theoretical frameworks that underpin cross-cultural communication, and critically assess how these factors shape the effectiveness of	K2, K3	<ul style="list-style-type: none"> - Interactive lectures on cross-cultural theories - Case study analysis of global campaigns - Group discussions/debates on cultural missteps 	Individual/Group Presentation, Final Exam (Theoretical), Checklist (Attendance & Participation)



Code	Course Learning Outcomes	Code of PLOs aligned with the program	Teaching Strategies	Assessment Methods
	global content adaptation.			
1.2	Demonstrate comprehensive and insightful knowledge of the processes involved in managing localization projects, with particular emphasis on the research and evaluation of linguistic, technical, and cultural parameters that influence project planning and execution.	K2, K3	<ul style="list-style-type: none"> - Project-based learning - Guest speakers from industry - Guided reading of project workflows and PM tools 	Localization Project (Theoretical & Practical), Final Exam (Theoretical)
1.3	Demonstrate a critical and contextually informed understanding of the technical dimensions of localization projects, including the integration of linguistic and cultural considerations within digital workflows and technological infrastructures.	K3	<ul style="list-style-type: none"> - Software demonstrations - Problem-solving workshops - Comparative analysis of workflows 	Practical Exam, Final Exam (Practical)
2.0	Skills			
2.1	Apply advanced theoretical and methodological knowledge of localization to critically select and justify appropriate strategies for adapting content across diverse linguistic and cultural contexts.	S1, S2	<ul style="list-style-type: none"> - Scenario-based problem-solving - Strategy selection exercises - Peer review of localization samples 	Localization Project (Theoretical & Practical), Final Exam (Theoretical & Practical)
2.2	Demonstrate proficient and strategic use of industry-standard localization tools and software to effectively		<ul style="list-style-type: none"> - Hands-on lab sessions - Tool-based tasks (memoQ, Trados, etc.) 	Practical Exam, Final Exam (Practical)



Code	Course Learning Outcomes	Code of PLOs aligned with the program	Teaching Strategies	Assessment Methods
	manage, execute, and evaluate complex localization projects within professional workflows.	S3	- In-class troubleshooting exercises	
2.3	Skillfully negotiate and evaluate alternative solutions to localization challenges, and develop a coherent, context-sensitive localization plan aligned with industry standards and professional practice.	S2, S3	- Group simulations - Role-playing stakeholder negotiations - Development of full project plans	Individual/Group Presentation, Localization Project (Theoretical & Practical), Checklist (Attendance & Participation)
3.0	Values, autonomy, and responsibility			
3.1	Demonstrate principled adherence to source texts while exercising informed and culturally sensitive judgment in adapting content to meet the linguistic, sociocultural, and contextual expectations of target audiences.	V 1	- Ethical case discussions - Comparative translation analysis - Class debate: fidelity vs. adaptation	Localization Project (Theoretical & Practical), Final Exam
3.2	Exhibit a sustained respect for one's own cultural identity while consistently acknowledging and valuing the norms, perspectives, and communicative practices of other cultures in all dimensions of translation practice.	V3	- Reflective journaling - Intercultural dialogue activities - Analysis of culture-bound localization issues	Final Exam (Reflective Component), Checklist (Attendance & Participation)
3.3	Demonstrate autonomy, intellectual flexibility, and ethical responsibility in	V 3	- Independent research tasks - Peer feedback on decision-making	Localization Project (Theoretical & Practical),



Code	Course Learning Outcomes	Code of PLOs aligned with the program	Teaching Strategies	Assessment Methods
	addressing translation challenges, applying creative and contextually grounded solutions in line with professional standards.		- Reflective reports on challenges faced	Checklist (Attendance & Participation)

C. Course Content:

No	List of Topics	Contact Hours
1.	An introduction to the localization industry and basic concepts.	2
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
1.	Individual/group presentation	5	10%
2.	localization project (theoretical & practical)	6	15%
3.	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	<p>Selected topics can be drawn from:</p> <ul style="list-style-type: none"> - 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	<p>Students may wish to consult the following references for the required tasks for this course:</p> <ul style="list-style-type: none"> - <u>Lokalise Academy</u> is a free online platform where you can learn all things localization from top experts in the industry: https://academy.lokalise.com/ - <u>Udemy courses</u>: Introduction to Localization Tools for Translators, Trados Studio 2022 Basic Training Translation & Localisation, and Website Localization for Translators
Electronic Materials	<ul style="list-style-type: none"> - 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	<ul style="list-style-type: none"> - 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/

. Educational and Research Facilities and Equipment Required:

Items	Resources
<p>facilities (Classrooms, laboratories, exhibition rooms, simulation rooms, etc.)</p>	<ul style="list-style-type: none"> • Specialized interpreting classrooms • Language laboratories equipped for interpreting practice



Items	Resources
	<ul style="list-style-type: none"> • Simulation rooms for real-world interpreting scenarios
Technology equipment (Projector, smart board, software)	<ul style="list-style-type: none"> • Projectors and smart boards • Interpreting software and digital audio tools • Recording and playback systems
Other equipment (Depending on the nature of the specialty)	<ul style="list-style-type: none"> • Soundproof interpreting booths • Headsets and microphones • Note-taking tools and visual aids

F. Assessment of Course Quality:

Assessment Areas/Issues	Assessor	Assessment Methods
Effectiveness of teaching	Assessed by students, faculty, program leaders, and peer reviewers using direct feedback and evaluations.	Assessed through student evaluations, peer reviews, classroom observations, and teaching feedback surveys.
Effectiveness of students' assessment	Evaluated by students, faculty, and program leaders through exam performance, project outcomes, and feedback.	Evaluated through analysis of exam results, project outcomes, grading consistency, and student feedback.
Quality of learning resources	Reviewed by faculty and program leaders based on student feedback and peer reviews.	Reviewed via surveys, resource usage analytics, student and faculty feedback, and comparison with academic standards.
The extent to which CLOs have been achieved	Measured by faculty, program leaders, and peer reviewers using assessments, exams, and student portfolios.	Measured through direct assessments like exams, projects, portfolios, and indirect methods like student self-assessment and surveys.
Other	Assessed by a combination of students, faculty, program leaders, peer reviewers, and external evaluators using	Assessed using qualitative feedback, focus groups, external reviews, and additional surveys tailored to specific concerns.





Assessment Areas/Issues	Assessor	Assessment Methods
	surveys, feedback forms, and reflective essays.	

Assessor (Students, Faculty, Program Leaders, Peer Reviewer, Others (specify))

Assessment Methods (Direct, Indirect)

G. Specification Approval Data:

COUNCIL /COMMITTEE	ENGLISH/TRANSLATION DEPARTMENT COUNCIL
REFERENCE NO.	8-1-46
DATE	25 AUGUST 2024

