

# ACADEMIC PROGRAM

## SPECIALIST DIPLOMA IN VIDEO GAME TRANSLATION AND LOCALIZATION

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ACADEMIC YEAR  
**2023-2024**



# LEVEL 1: THE WORLD OF VIDEO GAMES

## (EQUIVALENCE: 3 CREDITS)

### FACULTY

Mr. Alfredo López Pérez (professional localizer)

Mr. Ismael Marín Castañeda (professional localizer)

### OBJECTIVES

The objective of this level is to teach students the history, evolution, concept and genres of video games as well as to develop the thematic knowledge necessary to complete the task of video game localization.

### PROGRAM

#### **The world of video games and introduction to localization**

- The origin of video games and games in antiquity
- The appearance of new technologies and the first video games
- The evolution of video games and the proliferation of the industry
- Introduction to localization. Video game localization
- The concept of GILT and video games

#### **Video games today, trends, the industry and their localization**

- Video games today: the current generation, market analysis and company evolution
- The future and trends in the video game sector
- Video games in society: evolution and application
- The concept of video games and their localization



# LEVEL 2: HOW IS A VIDEO GAME BORN?

## VIDEO GAMES IN THE INDUSTRY AND THEIR LOCALIZATION

(EQUIVALENCE: 4 CREDITS)

### FACULTY

Mr. Alfredo López Pérez (professional localizer)

### OBJECTIVES

In this level, we will look at the basic and specific concepts of localization applied to the video game industry. After refining our knowledge about the localization process in general, we will analyze the specific characteristics of video games and the corresponding types of text.

### PROGRAM

#### Video game genres and introduction to localizable elements

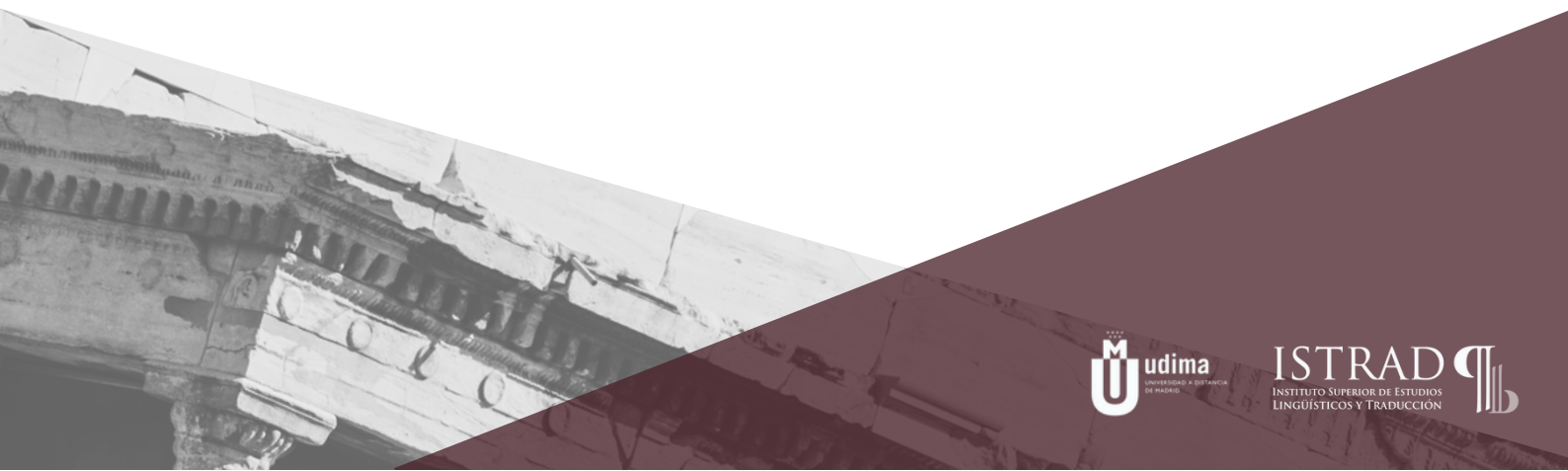
- Video game genres: an academic and industry focus
- The importance of localization and a descriptive analysis of *Final Fantasy*
- Practical introduction (I) to localizable elements in video games

#### Historical-artistic models in the world of video games, their localization and other localizable elements

- Introduction to the world of art applied to video games and their localization
- Artistic influences in video games: from *Space Invaders* to *Assassin's Creed*
- Are video games art?
- The localization of elements and historical and artistic references
- Practical introduction (II) to localizable elements in video games

#### Types of texts and localizable components

- Localization, marketing and its importance in the process
- The start of video game localization: "All your base are belong to us"
- What material is localized in a video game? Beyond the game itself



# LEVEL 3: THE LOCALIZER'S INVENTORY (EQUIVALENCE: 3 CREDITS)

## FACULTY

Dr. Cristina Ramírez Delgado (ISTRAD / Universidad Pablo de Olavide)

## OBJECTIVES

The objective of this level is to teach students to use specific tools for video game localization: computer assisted translation tools (CAT) and other indispensable tools for the localizer's inventory.

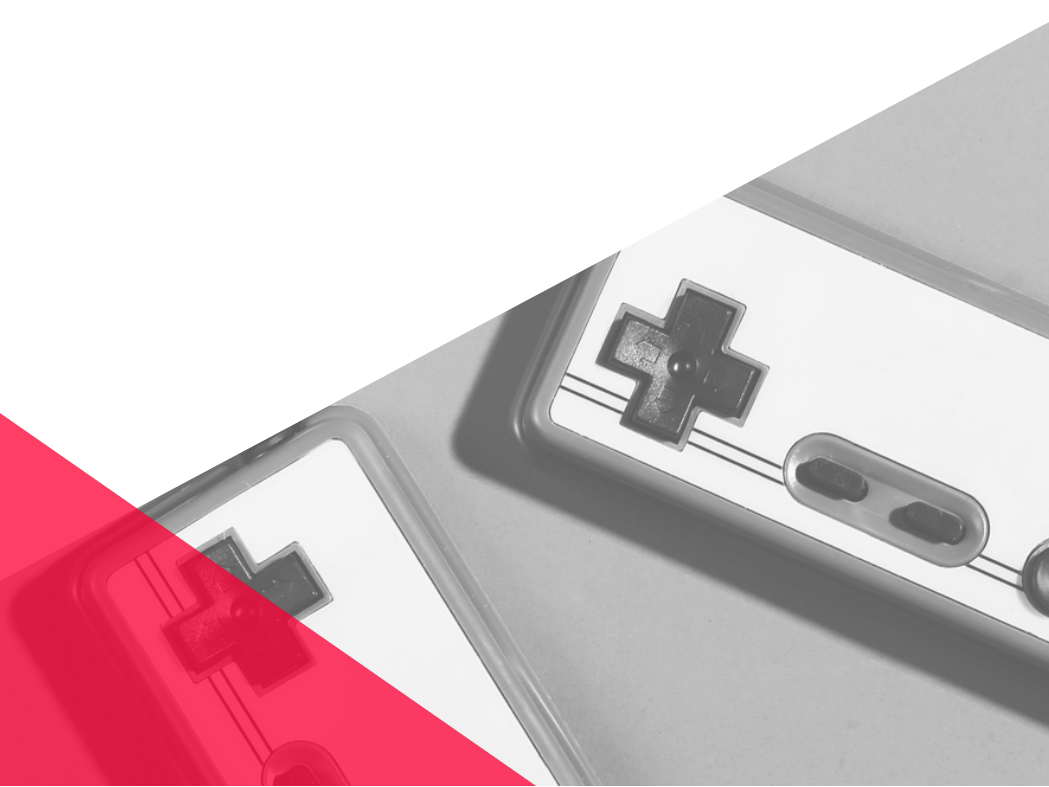
## PROGRAM

### Computer assisted translation (CAT) and machine translation (MT)

- Machine translation (MT) and computer assisted translation (CAT) and their application in the area of video games
- What types of formats and files does a localizer work with?

### Computer assisted translation programs

- Computer assisted translation programs and the most frequently used CAT tools
- Creating and maintaining translation memories
- Memories, style guides and glossaries for video game companies and clients. Mouse or *ratón*?





# LEVEL 4:

## THE VIDEO GAME DEVELOPMENT PHASE

### (EQUIVALENCE: 6 CREDITS)

#### FACULTY

Dr. Óscar P. Frades Villar (Grupo INNOVA – Universidad Complutense de Madrid)  
Mr. Alfredo López Pérez (professional localizer)

#### OBJECTIVES

In this level, we will complete a specific analysis of all of the phases that make up the video game localization process, from preparation until the final testing of the project. In this phase, we will look at the techniques necessary to make video games more accessible and thus give users greater autonomy when interacting with video games. In addition, students will work with the translatable elements of a video game according to genre: onscreen text, textual graphics and other elements.

#### PROGRAM

##### Video game localization and localization phases

- The localization process and its phases: preparation, localization, revision, testing and bug fixing
- Video game localization resources: translation kit, style guides, terminological resources and machine translation

##### Accessibility in video games

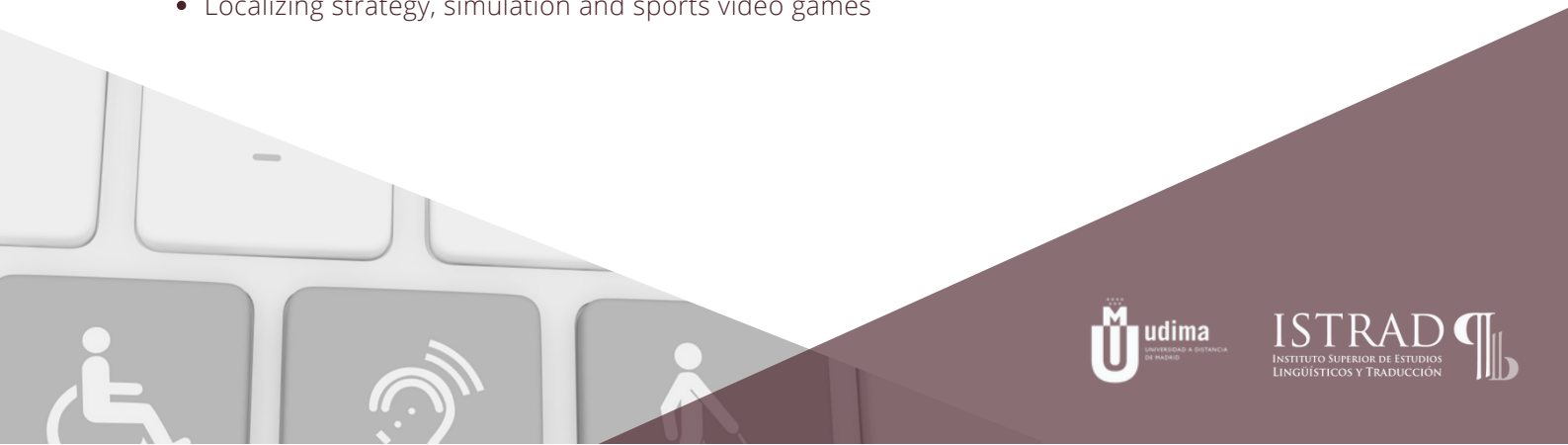
- Accessibility in video games: the current state and diversity of accessibility in video games
- Accessibility strategies and recommendations
- A new profession: video game localizer and expert in accessibility

##### Translatable text and other elements

- Translatable text, tags, sources and coding
- Text boxes and video game menus: game menu, system, options, inventory, characters, etc.
- Context in video game localization
- Dialogues, objects and characters in video games: swords, amulets, villains and heroes
- Images and graphic resources in video games

##### Video game localization by genre

- Localizing platform and action video games: from jumps to shots
- Localizing role-playing and adventure video games: swords, dragons and many stories
- Localizing strategy, simulation and sports video games



# LEVEL 5:

## THE SUBTITLING AND DUBBING PHASE

(EQUIVALENCE: 3 CREDITS)

### FACULTY

Ms. Eugenia Arrés López (professional translator and localizer)

Dr. Laura Mejías Climent (Universitat Jaume I)

### OBJECTIVES

This level will focus on the general and specific aspects of the subtitling and dubbing phase for video games. Students will study and work with the processes, translatable elements and necessary competences, adapting them to the limitations and components of each platform and product. Additionally, students will develop specific subtitling competences specifically applied to the sector and video game sector protocols.

### PROGRAM

#### Dubbing in video games

- Dubbing in video games: general aspects and limitations according to platform
- Localizing cinematic and audio components: dubbing
- In the dubbing studio: video game characters, translators, dubbing actors, technicians and celebrities
- The growing industry of video game dubbing. Is video game dubbing profitable?
- Practical analysis: the best and worst of video game dubbing. *Metal Gear Solid* vs. *Age of Pirates*

#### Subtitling in video games

- Localizing cinematic and audio components: subtitling
- What is subtitled?
- Subtitling protocols in video games
- Subtitle font, size and color
- Current problems in video game subtitling



# LEVEL 6: THE TESTING PHASE (EQUIVALENCE: 3 CREDITS)

## FACULTY

Mr. Pierangelo Canton (professional localizer)

Dr. Cristina Ramírez Delgado (ISTRAD / Universidad Pablo de Olavide)

## OBJECTIVES

The objective of this level is to analyze one of the last phases in video game localization: the testing phase. In this phase, which is essential to guarantee the quality of the video game localization, video game localization will be looked at from the perspective of the tester, through quality controls and the different revision processes: testing and bug fixing.

## PROGRAM

### The localization process: the video game testing and quality control phase

- The testing phase: processes and how video game companies work
- Working while playing: the figure of the video game tester
- Quality control in video games
- Revision, testing and bug fixing

### Video game testing: roles, types and methodology

- Roles in video game testing
- Methodology and processes in video game testing
- Bug classification



# LEVEL 7: PACKAGING, PROMOTION AND ADDITIONAL MATERIAL

## (EQUIVALENCE: 6 CREDITS)

### FACULTY

Dr. Rocío Márquez Garrido (ISTRAD)

Dr. Jesús Torres del Rey (Universidad de Salamanca)

### OBJECTIVES

This level looks at the localization of all types of localizable material produced for video games: manuals, web pages, official guides, updates and other additional materials. Tools and specific abilities will be strengthened to understand these elements in depth and work with them.

### PROGRAM

#### Localizing video game guides and additional material (patches and updates)

- Beyond the video game: additional material
- Localizing official video game guides
- Localizing patches and updates. Video games: the sequels were never good
- Additional documents: help files, manuals and sleeves
- Legal texts in video games

#### Localizing promotional video game material

- The advertising sector and promoting video games
- Localizing promotional text in video games
- Editing images with graphic editing tools

#### Localizing video game websites

- Introduction to the web and website localization
- Structure and components of a website: images, HTML files, style sheets
- Web page computer languages
- Tools and processes in web page localization
- Localizing video game websites: theory and practice

#### Editing graphic elements

- The digital image
- Digital image formats
- Image editing tools

# LEVEL 8: VIDEO GAME DEVELOPMENT AND MARKETING FOR MOBILE DEVICES

## (EQUIVALENCE: 2 CREDITS)

### FACULTY

Mr. Alfredo López Pérez (professional translator)

Dr. Cristina Ramírez Delgado (ISTRAD / Universidad Pablo de Olavide)

### OBJECTIVES

The objective of this level is to make the video game development and marketing process for mobile devices known and to dive into the use of specific tools and the localization of mobile device applications.

### PROGRAM

#### Introduction to mobile application localization

- The concept of application for mobile devices
- Devices and platforms
- Current overview of mobile application localization
- Options for mobile application localization: machine translation, social translations or crowdsourcing (collaborative translation) and professional translation
- Components of an application for a mobile device

#### Localizing applications and video games for mobile devices

- The mobile application and game localization process
- Problems with context and terminology in mobile devices
- Tools and resources for mobile application localization



# LEVEL 9: PROJECT MANAGEMENT IN THE VIDEO GAME SECTOR

## (EQUIVALENCE: 3 CREDITS)

### FACULTY

Dr. Juan José Arevalillo Doval (professional translator)

Ms. Rosario de Zayas Rueda (professional translator and localizer)

### OBJECTIVES

This level will cover all aspects related to managing projects in the video game localization sector and the use of tools applied to project management will be looked at in detail.

### PROGRAM

#### Video game translation and localization project management

- Project management: video games and localization
- Localization workflow and professionals: from localizers to testers
- Project planning

#### Tools for project management

- Software and tools for project management
- Quality control and process control





# LEVEL 10: THE PROFESSIONAL SECTOR AND VIDEO GAMES

## (EQUIVALENCE: 2 CREDITS)

### FACULTY

Mr. Octavio López Manchado (professional translator)

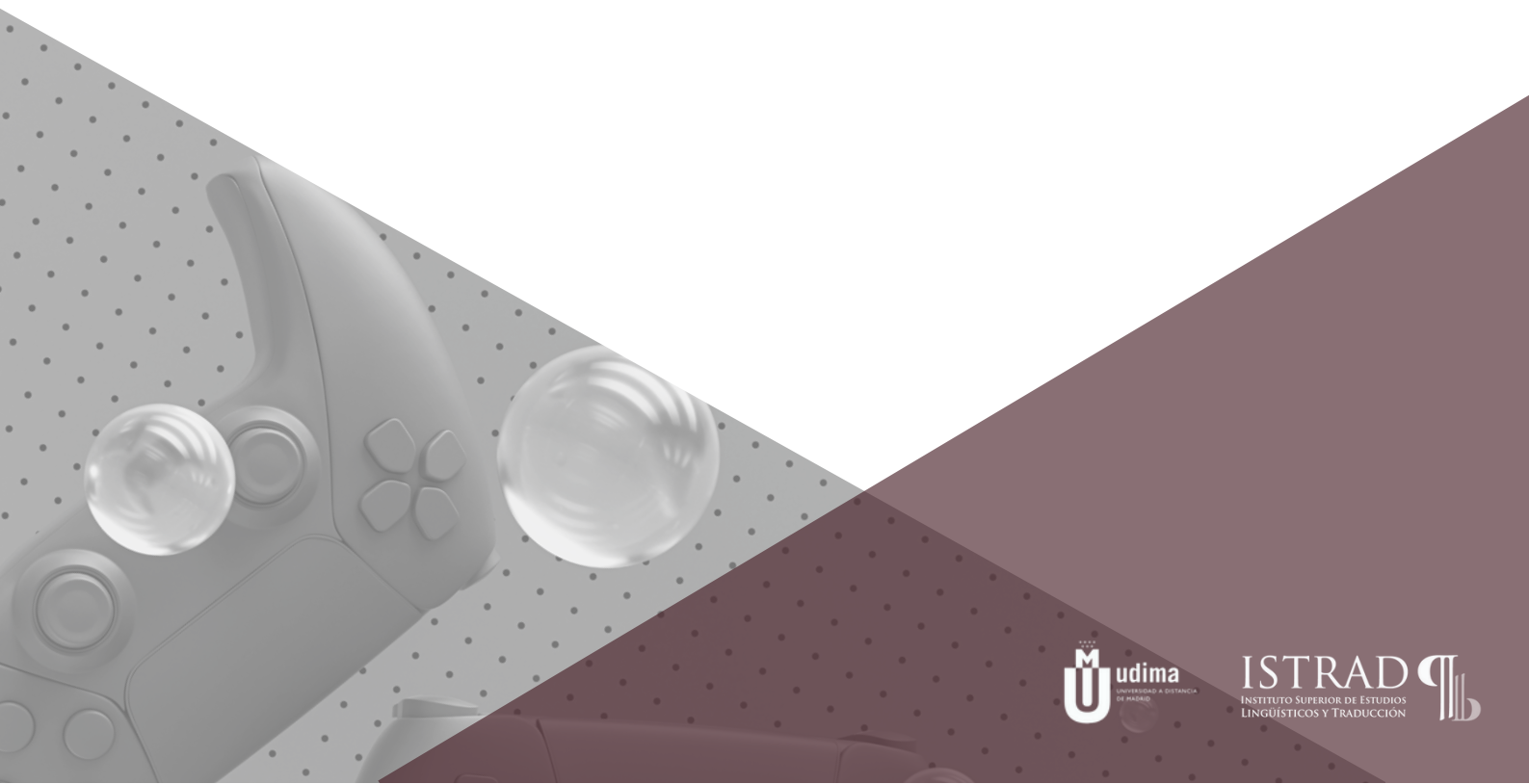
### OBJECTIVES

In this level, students will obtain a general view of the current panorama of the professional video game localization sector and how companies and sector professionals work.

### PROGRAM

#### The professional sector

- Current panorama in the localization sector
- National and multinational localization and video game companies
- Being a localizer and freelancer in the localization sector
- How do I become a professional video game localizer?



# FINAL PRACTICAL PROJECT

## (EQUIVALENCE: 10 CREDITS)

### FACULTY

Mr. Alfredo López Pérez (professional localizer)

Mr. Ismael Marín Castañeda (professional localizer)

### OBJECTIVES

This module will consist of localizing a complete video game. To do so, students will need to localize all of the translatable elements of the video game from menus and dialogues to the website and official guide for the game. Students will also complete testing, with the corresponding report, to guarantee the quality of the video game in all aspects related to the target language. **This game and its elements have been created exclusively by ISTRAD and Aula Arcade for the Specialist Diploma in Video Game Translation and Localization**, have a practical nature and are not for profit or sale.

### PROGRAM

#### Video game localization: Final Boss

- Video game localization and testing plan
- Analysis and localization of the translatable elements in the video game