

Image Handling

What is it?

- The process of localising images by replacing the source language text inside an image with the text from the target language. The translated content is arranged within the new editable file format, aligned around existing elements by preserving, as much as possible, the same visual impact as in the source file.

How does it work?

- Ordered via our secure client portal (Ease / API)
- Offered in addition to any translation project or as a standalone service for:
 - **Low complexity level images:**
 - Vector images or Adobe Photoshop (.psd with layers)
 - Editable text
 - Latin script and Asian scripts languages
 - Up to 7 text boxes per image
 - **High complexity level images:**
 - Raster images
 - Non-editable text
 - Latin, Cyrillic, Asian scripts, right to left languages
 - More than 7 text boxes per image
- Assigned to Lingo24 DTP specialists
- Project-related information and specifications to be provided
- The process of Image Handling usually involves two components:
 - In the pre-translation step, where the desired text is extracted to CAT tool friendly files
 - The post-translation step, when the DTP artist inserts the translated text back into the image and formats the file to keep, as much as possible, the same visual impact as in the source.
- The Lingo24 DTP specialist will only perform the specific service process on the target files, i.e, there will be no review, adjustment or correction of the source file layout in order to meet the specific requirements
- Text formatting and font management of the target files will be performed according to Lingo24's text formatting rule set and Font Management Policy unless otherwise requested
- Output capacity:
 - For low level of complexity, up to 10 images per language / hour
 - For high level of complexity, up to 3 images per language / hour
- Delivery is made via the original ordering portal (Ease / API), with its related notifications
- Default service availability: 24 hours a day/5 days a week.

Service Price

- Based upon a per hour pricing scheme
- Minimum charges per language combination apply

Adherence to service scope

Project Management oversees implementation of and monitors adherence to project configuration:

- Client-Lingo24 agreement, project-related client information and DTP specifications are documented and communicated
- DTP specialist assigned meet the Lingo24 standard requirements for competences and qualifications
- Assignment to a second Lingo24 DTP specialist for DTP peer review purposes
- Ongoing Query Management and Issue Clarification
- Use of relevant tools and programs: - Adobe Illustrator, Photoshop
- Workflow steps set up
- Lingo24's <Post Layout Checking> service is added as default to ensure the highest degree of layout similarity and text integrity with the source file

Client Feedback

- Client to confirm receipt of deliverables within 1 business day
- Explicit service acceptance within 3 business days, otherwise acceptance is implied (unless customer specific service acceptance timeframes and criteria have been requested and confirmed by Lingo24)
- 2 client feedback cycles included where formatting and content errors (deletions, insertions, faulty replacements) that might have been introduced during the layout stage can be raised. Client feedback provided should be in line with Lingo24's standard guidelines (Best Practice Adding Comments in PDF Files)
- Client feedback on the translation to be provided during the Translation stage following our Integrated Client Review process as per the <Client Review> service
- Client feedback assessed by the Quality and Experience team when quality questions have been raised and appropriate corrections and/or corrective actions implemented, if necessary.

Quality and Scope of service

High-level Error Categories

Accuracy	Text extraction	Fail to extract non editable text from images. Fail to remove not needed content.
	Graphics	Incorrect use of graphics.
	Omission	Fail to localize the country specific elements, such as PNs, phone numbers, addresses etc.
	Truncation/ text expansion	Missing text or text flowing outside text boxes.
	Callouts	The callouts or the leaders do not mirror the source file.
Technical requirements	CAT tool related	Providing improper CAT tool friendly files
	File optimization	Fail to implement file/client optimization standards
	File management	Fail to respect the file management standards.
	Workflow	Fail to respect the standard or client specific DTP workflow.
	Printing specs	Fail to respect the printing instructions received from the client.
	Delivery package	Fail to respect client's standards for the delivery files.
Layout	Mirror the source	Fail to match the general source style and to preserve the overall visual impact of the page.
	Layout Framework	Change the position or dimension of layout/design components.
	Text handling	Text boxes are overlapping with each other.
Design style	Company style	Text formatting done outside the standards set by specific client workflows.
		Fail to use the latest image elements.
		There is a problem relating to design aspects (vs. linguistic aspects) of the content.
	Local formatting	Issues related to local formatting (rather than to overall layout concerns).
Length	There is a significant discrepancy between the source and the target text lengths.	
Other	PDC	Fail to implement all the amends suggested by the reviewer in the post DTP checking stage.
		Any other issues.

High-level Error Category Weight

Accuracy	Multiplier: 3
Technical requirements	Multiplier: 3
Layout	Multiplier: 2
Design style	Multiplier: 2
Other	Multiplier: 1

Error Severity Levels

Severity Level	Definition	Multiplier
Minor	Errors that don't lead to loss of meaning layout or design and wouldn't confuse or mislead the user but would be noticed, would decrease stylistic quality, fluency or clarity, or would make the content less appealing.	1
Major	Errors that may confuse or mislead the user due to significant change in meaning, layout or design, or because errors appear in a visible or important part of the content.	5
Critical	Errors that may render the document unusable for its intended purpose, carry health, safety, legal or financial implications, violate geopolitical usage guidelines, damage the company's reputation, cause the application to crash or negatively modify/misrepresent the functionality of a product or service, or which could be seen as offensive.	10

Quality Threshold

Professional DTP file formats such as the ones provided by Adobe (Illustrator or Photoshop) offer the possibility of having editable text within images hence more control over text allowing for enhanced similarity with the source. The quality pass/fail threshold for these file formats is 98%.

For image formats where the text and the background are merged into one object (PNG, JPG etc), the DTP artist needs to rebuild parts of the image before adding the translated text. This process may lower the similarity with the source down to 75%.

The quality pass/fail threshold is based on:

- Number of confirmed errors per high-level error category
- The error category weight
- Error severity level and multiplier
- Number of pages.

We do not label as confirmed errors, customer revisions or feedback on Lingo24's DTP which are:

- Preferential changes: both the original layout and the revised version have equal merit and are correct; either can be used
- Unsupported changes: changes not in line with the general client requirements and DTP specifications, changes not in line with the source layout, or changes containing errors.

Impact on Quality

The service-specific risk factors that can have a negative impact on all quality categories of this service are:

- The impact of the language expansion or contraction on the layout
- Lack of compatibility between the source file fonts and the requirements of the target language.

Consultancy

Get in touch with your Account Manager / Project Manager for any custom requirements:

- Shorter turnaround times
- Source file format and content not compliant with the service standard
- Revisions or additions to the source content after order confirmation and with service provision in progress
- Developing a brand new layout
- Weekend and 24/7 coverage.

Disclaimers

- Following assessment of <Image Handling> requirements, capabilities and capacity, Lingo24 reserves the right to agree one or more of the following:
 - Longer order confirmation times
 - Longer turnaround times than requested by client
 - To decline requests if no agreement can be reached and service provision cannot be guaranteed (incomplete DTP specifications: missing links, missing fonts, ambiguous information about the content to be translated, etc.)
 - To suggest a different service package
- Linguistic changes received after the DTP service has been completed will trigger the provision of our <Feedback Implementation> service for the implementation of these changes in the TM, followed by additional <DTP> service provision for implementation of these changes in the final deliverable.