

TO DTP OR NOT TO DTP?

Desktop publishing (DTP) is the creation of documents using page layout skills on a personal computer. DTP ensures that your content retains its visual appeal after translation by adjusting the layout and design composition.

Does your translated content need DTP?
Use these 7 steps to find out.

1 IS THE CONTENT BEING PROFESSIONALLY PRINTED?

No **Yes**



If you're having your content professionally printed, protect the quality of your investment. Adjusting the amount of space allocated to each design component, text size, and positioning ensures your content remains readable, maintains consistent layout styles, and has a good-looking ratio of text to graphics.

See Step 7

2 WILL IT NEED FILE TYPE CONVERSIONS?

No **Yes**



Different applications use different file formats. Opening a non-native document subjects the document to conversion, which can result in errors in formatting and embedded graphics. Use DTP to prevent errors and ensure that your translation source materials of varying file formats look unified.

See Step 7

3 DOES IT HAVE A COMPLEX LAYOUT?

No **Somewhat** **Very**



Many languages take up more space than English. With very simple text documents, where pagination isn't important, the changes in layout this can cause may not be an issue.



Differences in text volume can rearrange page breaks and lead to widowed or orphaned text and headings. Translation to languages that read in a different direction or with different ways of emphasizing speech will also need DTP (like translating bold or italic text into Asian languages).



In addition to text layout, emphasis challenges, and basic pagination issues, content with more complicated layout elements like tables, headings, columns, bullet points, hyperlinks, and text boxes will require expert DTP to maintain the clarity and quality of the original.

See Step 7

4 IS THE CONTENT CUSTOMER FACING?

No **Yes**



For translation projects that will be shared with clients, protect your company's professional image by including DTP.

See Step 7

5 DOES IT INCLUDE GRAPHICS OR SCREENSHOTS?

No **Yes**



If text embedded graphics and image captions are included in your source materials, post-translation DTP will help to ensure that image and text layers are handled appropriately.

See Step 7

6 DOES IT HAVE DELIVERABLE SPECIFICATIONS?

No **Yes**

DTP may not be necessary for your content.



DTP can help to ensure that translation of your content is free of glitches and layout errors when outputting content into whatever format (PDF, html/xml format, eLearning, and more).

7 ACCLARO CAN HELP WITH ALL OF YOUR DTP NEEDS.

Contact us for more information at info@acclaro.com or visit our website at www.acclaro.com.