

CASE STUDY

Subtitling projects for training and e-learning



SCENARIO

→ THE CLIENT

Training and communication company that uses unconventional development programs to enhance individuals and their growth within the company.

→ THE REQUIREMENT

To subtitle 5 training videos from Portuguese to English for the internal staff of one of the leading supermarket chains in Italy.

SUBTITLING TERMS



→ **Master video:** This is the video with completed editing and sound editing, to which subtitles are applied.



→ **.srt File:** A text file that contains the translated electronic subtitles.



→ **Electronic Subtitles:** These are prepared in the .srt file, which is then imported into the video file during the editing phase.



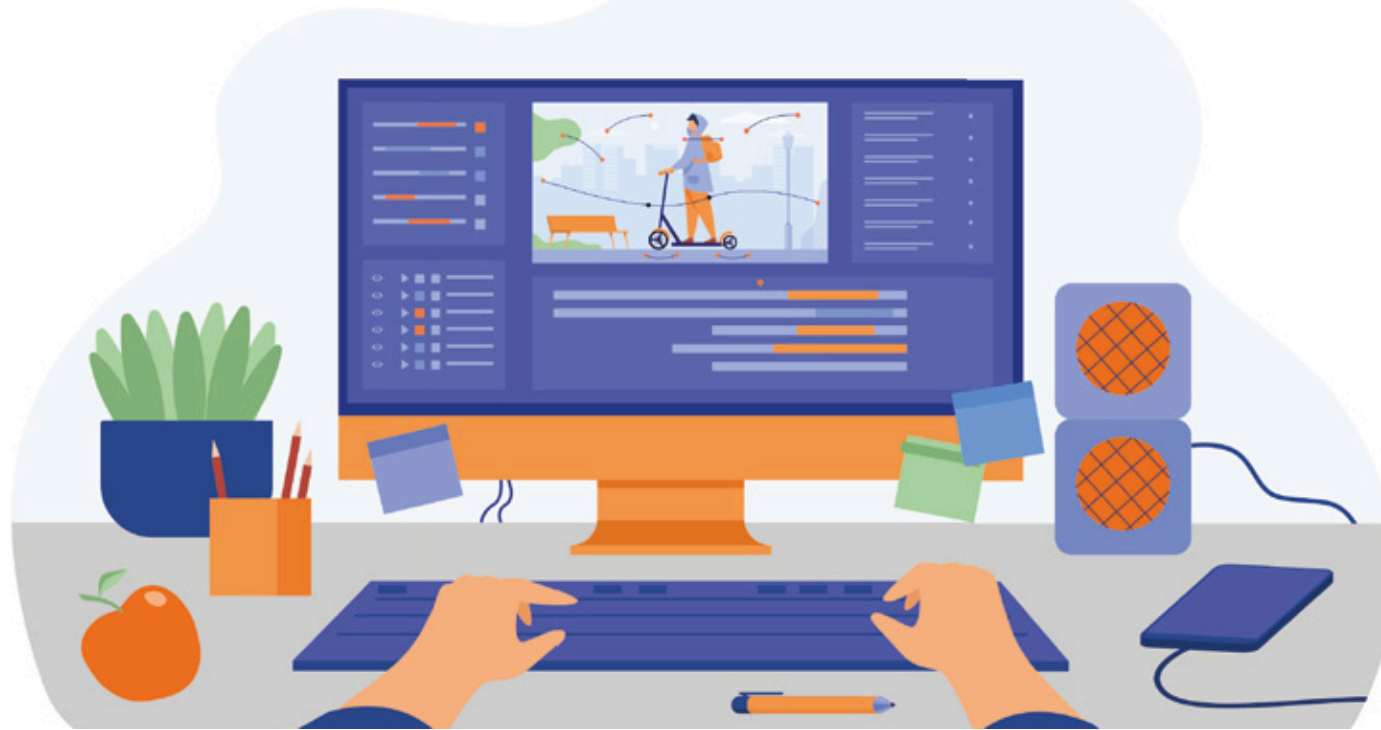
→ **Timing (or Time Code):** Definition of the appearance and disappearance times of the subtitles in the video.



THE CHALLENGE

To organize, coordinate, and manage the different stages of the subtitling process.

- ✓ **Automatic Transcription:** Transcription of the video dialogues (using dedicated software or the Microsoft Word function).
- ✓ **Transcription Check:** Verification of the correspondence between the transcribed text and the spoken dialogue in the video.
- ✓ **Translation:** Conversion of the transcribed and verified text into the target language.
- ✓ **Timing:** Assigning the appearance time (TIME IN) and disappearance time (TIME OUT) of the subtitles on the screen.
- ✓ **Creation of the .srt file** containing the so-called electronic subtitles.
- ✓ In this case, the client directly handled the **editing**, meaning the importation of the electronic subtitles into the video file.



THE SOLUTION



SPECIALIZED INTERNAL TEAM

A dedicated **Project Manager with experience in subtitling projects**, who efficiently organized the project while respecting the client's budget and ensured timely delivery.



EXPERIENCED SUBTITLERS

Selected from our **freelance translators specialized in subtitling**, with experience working with professional software for subtitle creation.



PRECISE AND TIMELY ORGANIZATION

Thorough consultation with the client during the **preparatory phase** to understand their needs regarding file types, subsequent usage, and workflow stages.

Sharing the **workflow, delivery schedule**, and **translator queries** with the client.



OTHER PROJECTS FOR THE CLIENT

SUBTITLE TRANSLATION FOR CORPORATE TRAINING VIDEOS ON E-LEARNING PLATFORMS, COVERING VARIOUS INDUSTRY SECTORS:



Cosmetics



Eyewear



Footwear



Pharmaceuticals



Clothing

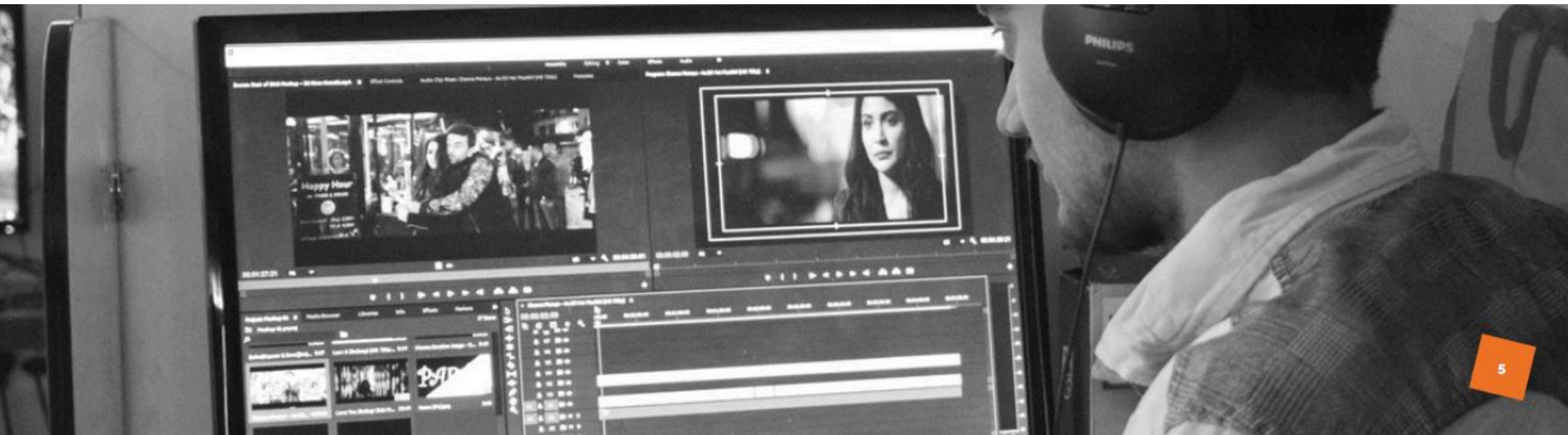


Mass retail

LANGUAGE COMBINATIONS:

Italian → English

English → Italian, Spanish, French, German, Portuguese, Brazilian Portuguese, Dutch, Chinese, Japanese, Thai, Turkish, and Polish





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