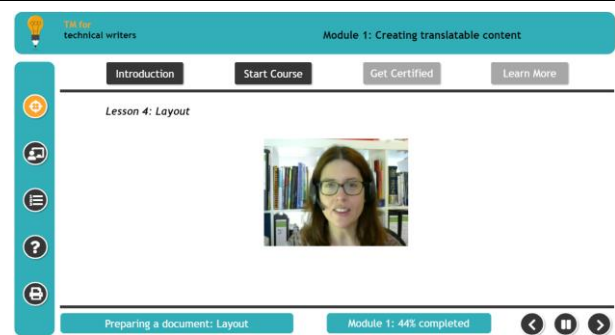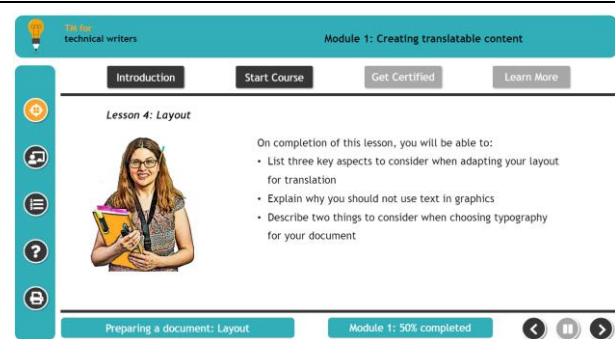# Lesson 4: Layout

Lesson overview

Screen 1

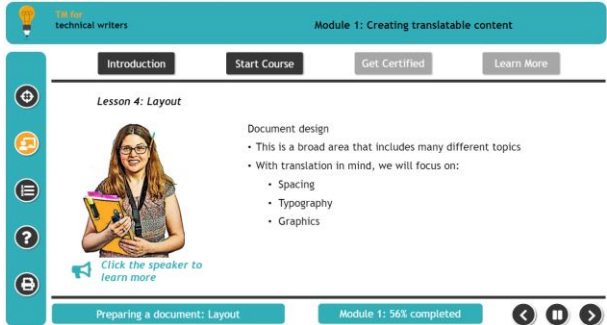| Welcome	Screen
So, we've already talked about how consistent writing style, formatting, and terminology can help streamline the translation process. In this final lesson in this module, we'll look at what to tweak in your document layouts so that your content can go global.	

Screen 2

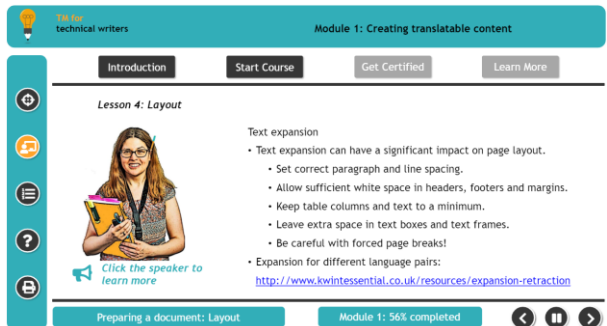| Objectives	Screen
On completion of this lesson, you will be able to: • List three key aspects to consider when adapting your layout for translation • Explain why you should not use text in graphics • Describe two things to consider when choosing typography for your document	

Lesson Content

Screen 1

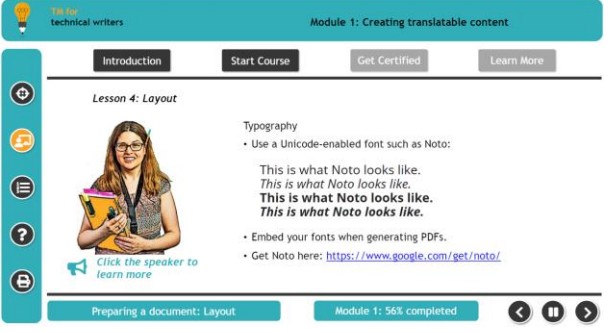| What is document design?	Screen
Document design covers a lot of topics –color, structure, and quite a lot in between. In this lesson, we will focus on three design considerations that are particularly important in the translation process: • Spacing • Typography • Graphics	

Screen 2

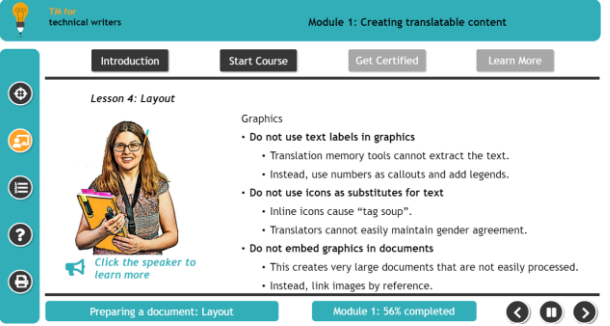| Text expansion	Screen
In almost all cases, translating from English to another language will result in at least some text expansion. This isn't an issue for translation memory tools such as Trados Studio, but it will affect the page layout of your translated documents. The amount of expansion varies from language to language, so the most important thing is to use plenty of white space so that your document doesn't end up looking crowded. Here are some quick tips: • Set appropriate paragraph spacing in every paragraph format. • Set line spacing to at least 1.15. • Set headers, footers, and margins so that you have sufficient white space around your content. • Do not create tables with more than four columns and keep the text in those tables to a minimum. • If you have to use text boxes or frames, make them large enough to allow for expansion. • Be careful with forced page breaks and automated pagination in paragraph formats – the results will be very different from language to language. Kwintessential have a nice overview of the typical expansion of different language pairs on their website. So that's well worth a visit.	

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Screen 3

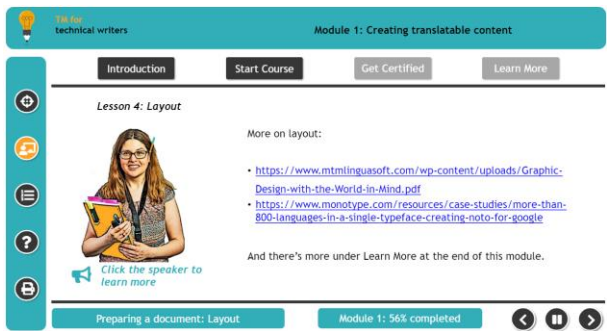| Typography	Screen
To make your document translation-ready, here are two things to consider when choosing a font. • Use a Unicode-enabled font such as Noto. This will allow your document to support almost all international languages and scripts without the need for language-specific adaptation. • Always remember to embed your fonts when generating PDFs. Otherwise, readers who do not have your font installed on their system may not be able to print or view your PDF correctly.	

Screen 4

Graphics	Screen
The final point I want to discuss is graphics. • Make sure to avoid using text labels in graphics. Translation memory tools will not be able to extract the text. If you need to use callouts in your graphics, use numbering and include a legend beneath the image. Alternatively, if you are creating your graphics in Photoshop or Illustrator, add the text to a separate layer and provide the native Photoshop or Illustrator file to your translators for editing. • Avoid using icons as substitutes for text. Translating sentences that contain a lot of icons just means more tag soup, and depending on their target language, translators also have to try to maintain gender agreement for the nouns, adjectives and verbs that the icons represent. If the same text is used in multiple locations but with different icons, translation memory tools cannot check for gender and may find a match that potentially isn't correct in the context. • Finally, do not embed graphics in documents. This increases the document size enormously, and for very large documents, can cause translation memory tools such as Trados Studio to crash when importing or exporting the files. Instead, link the images by reference.	

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Closing	Screen
So, that was our final topic for this module. I've added some interesting links on graphics and typography on this slide, and I've included some additional resources in the Learn More section, which you can access after you finish this lesson.	

Lesson Summary

Summary	Screen
• Use sufficient white space for lines, paragraphs, headers, footers and margins. • Keep the columns in tables to a minimum and use text sparingly. • Use Unicode-enabled fonts. • Always embed your fonts in your PDFs. • Do not use text in graphics. • Do not use icons as substitutes for text. • Do not embed graphics.	