# UNSW Course Outline

# MODL5103 Multimedia Translation - 2024

Published on the 23 May 2024

## General Course Information

**Course Code :** MODL5103
**Year :** 2024
**Term :** Term 2
**Teaching Period :** T2
**Is a multi-term course? :** No
**Faculty :** Faculty of Arts, Design and Architecture
**Academic Unit :** School of Humanities and Languages
**Delivery Mode :** Multimodal
**Delivery Format :** Standard
**Delivery Location :** Kensington
**Campus :** Sydney
**Study Level :** Postgraduate
**Units of Credit :** 6

<u>Useful Links</u>

<u>Handbook</u> <u>Class Timetable</u>

# Course Details & Outcomes

## Course Description

This course provides you with both theoretical knowledge and practical experience in multimedia translation at a professional level. This includes:

1. online texts (business, politics, culture, and social affairs);
2. audio-visual translation (captioning and subtitling);
3. multimedia content (video game localisation and software localisation).

The course frames multimedia translation within an international perspective with emphasis on the cutting-edge technologies embedded in the language services industry of today.

# Relationship to Other Courses

n/a

# Course Learning Outcomes

| Course Learning Outcomes |
|---|
| CLO1 : analyse linguistic features that impose translation difficulties in multimedia translation |
| CLO2 : formulate translation strategies to confidently translate multimedia content in both language directions |
| CLO3 : justify translation choices based on theory and research |
| CLO4 : relate contextual knowledge of the language services industry to translation strategies |
| CLO5 : caption and subtitle multimedia content |

| Course Learning Outcomes | Assessment Item |
|---|---|
| CLO1 : analyse linguistic features that impose translation difficulties in multimedia translation | • Weekly translation assignments<br>• Audio-visual translation project<br>• Quiz |
| CLO2 : formulate translation strategies to confidently translate multimedia content in both language directions | • Weekly translation assignments<br>• Audio-visual translation project |
| CLO3 : justify translation choices based on theory and research | • Quiz<br>• Weekly translation assignments |
| CLO4 : relate contextual knowledge of the language services industry to translation strategies | • Audio-visual translation project<br>• Quiz<br>• Weekly translation assignments |
| CLO5 : caption and subtitle multimedia content | • Audio-visual translation project |

# Learning and Teaching Technologies

Moodle - Learning Management System | Microsoft Teams | Zoom | Review - Assessment/

Feedback Tool

# Learning and Teaching in this course

n/a

# Additional Course Information

n/a

# Assessments

## Assessment Structure

| Assessment Item | Weight | Relevant Dates |
|---|---|---|
| Weekly translation assignments<br>Assessment Format: Individual | 50% | Start Date: 27/05/2024 12:00 AM<br>Due Date: Week 10: 29 July - 04 August<br>Post Date: 12/08/2024 12:00 AM |
| Audio-visual translation project<br>Assessment Format: Individual | 40% | Start Date: Not Applicable<br>Due Date: Not Applicable<br>Post Date: 12/08/2024 09:00 AM |
| Quiz<br>Assessment Format: Individual | 10% | Start Date: Not Applicable<br>Due Date: Week 10: 29 July - 04 August<br>Post Date: 12/08/2024 09:00 AM |

## Assessment Details

### Weekly translation assignments

Assessment Overview

Students will work on 4 tasks per direction, around 400-500 words per task.

Feedback via oral comment in class or individual comment on Turnitin.

Course Learning Outcomes

- CLO1 : analyse linguistic features that impose translation difficulties in multimedia translation
- CLO2 : formulate translation strategies to confidently translate multimedia content in both language directions
- CLO3 : justify translation choices based on theory and research
- CLO4 : relate contextual knowledge of the language services industry to translation strategies

Detailed Assessment Description

Weekly translation assignments.

### Assessment Length

400-500 words each task

### Submission notes

Please check with individual tutor for submission date

### Assessment information

- This is a continuous assignment; weekly submission is required.
- Only the last translation task in each direction will be marked.
- Note: different language-specific classes will have different weekly submission deadlines. The universal submission links in Moodle do not specify deadlines for different language streams, so please double-check the deadlines with your tutors and follow their arrangements.

### Assignment submission Turnitin type

This assignment is submitted through Turnitin and students can see Turnitin similarity reports.

## Audio-visual translation project

### Assessment Overview

Students will work on two 2-3 mins English videos to subtitle into LOTE direction.  Both videos are marked, and each accounts for 20%.

LOTE to English direction subtitling to be discussed in language-specific tutorials as case studies. No subtitling tasks and no marking for the LOTE to English direction.

Feedback provided via Turnitin, in-class oral feedback.

### Course Learning Outcomes

- CLO1 : analyse linguistic features that impose translation difficulties in multimedia translation
- CLO2 : formulate translation strategies to confidently translate multimedia content in both language directions
- CLO4 : relate contextual knowledge of the language services industry to translation strategies
- CLO5 : caption and subtitle multimedia content

### Detailed Assessment Description

Consult language-specific tutors for detailed requirements.

### Assessment Length

2-3 mins/each video for subtitling

### Submission notes

Check with tutors for exact submission date

## Assessment information

- New change: 2 subtitling tasks. English to LOTE direction only. Case study and discussion only for the LOTE to English direction.
- Only the second subtitling task in each direction will be marked.
- Note: different language-specific classes will have different weekly submission deadlines. The universal submission links in Moodle do not specify deadlines for different language streams, so please double-check the deadlines with your tutors and follow their arrangements.

## Assignment submission Turnitin type

This assignment is submitted through Turnitin and students can see Turnitin similarity reports.

# Quiz

## Assessment Overview

Students will answer 20 questions on Moodle Quiz.

Feedback via automatic marking.

## Course Learning Outcomes

- CLO1 : analyse linguistic features that impose translation difficulties in multimedia translation
- CLO3 : justify translation choices based on theory and research
- CLO4 : relate contextual knowledge of the language services industry to translation strategies

## Detailed Assessment Description

Online quiz in Week 10

## Assessment Length

Short quiz questions

## Submission notes

Online submission

## Assessment information

The quiz will be made available on Moodle for students to complete in week 10.

Please check Moodle and annoucement for detail instruction.

## Assignment submission Turnitin type

This is not a Turnitin assignment

# General Assessment Information

The assessment tasks focus on three aspects of training:

- Ongoing weekly translation - practice and develop the core translation skills and techniques
- Audio-visual translation project - practice and develop foundational media subtitling skills and techniques, including using a subtitling tool and a comprehensive understanding of subtitling workflows. Explore and discuss AI based auto-subtitling workflows.
- Quiz - consolidating the understanding of foundational knowledge and theoretical concepts.

<u>Grading Basis</u>

Standard

<u>Requirements to pass course</u>

At least 50% of total marks

# Course Schedule

| Teaching Week/Module | Activity Type | Content |
|---|---|---|
| Week 1 : 27 May - 2 June | Lecture | Lecture 1 Introduction to Media Translation<br>1. Introduction to course structure 2. Defining key concepts of domains, audiences, and text types<br>3. Explanation of ongoing practice and assessment<br>4. Explanation of the AVT project<br>Lecture content is subject to change. Please check the Moodle course site for the most updated content. |
| | Tutorial | No tutorials in week 1. Tutorials start from week 2.<br>Different language streams might have different schedules for weekly translation and feedback depending on the tutors. Please check the Moodle course for detailed arrangements. |
| Week 2 : 3 June - 9 June | Lecture | Lecture 2<br>Audio-visual Translation I<br>• Introduction to audio-visual translation: transcription, subtitling, and dubbing.<br>• Working with audiovisual translation tools - hands-on with Agesub and Q&A<br>Please check the Moodle course site for more details. |
| | Tutorial | Different language streams might have different schedules for weekly translation and feedback depending on the tutors. Please check the Moodle course for detailed arrangements.<br>Discussion and feedback on EN text 1 |
| Week 3 : 10 June - 16 June | Lecture | Lecture 3<br>Translation phases, strategies and quality assessment<br>1. Basic translation workflows<br>2. Translation quality assessment (TQA)<br>3. Industry standards<br>Please check the Moodle course site for more details. |
| | Tutorial | Different language streams might have different schedules for weekly translation and feedback depending on the tutors. Please check the Moodle course for detailed arrangements.<br>Discussion and feedback on LOTE text 1. |
| Week 4 : 17 June - 23 June | Lecture | Lecture 4 Content, Context, and Constraint Awareness of audience design for media translation content Understanding of the nature of digital content Appreciation of the limitations placed on content, format, tools, and on the translator<br>Please check the Moodle course site for more details. |
| | Tutorial | Different language streams might have different schedules for weekly translation and feedback depending on the tutors. Please check the Moodle course for detailed arrangements.<br>Discussion and feedback on EN text 2 |
| Week 5 : 24 June - 30 June | Lecture | Lecture 5 Audio-visual Translation II<br>AVT project midterm discussion, hands-on practice on more advanced features of AegiSub<br>Please check the Moodle course site fore more details. |
| | Tutorial | Different language streams might have different schedules for weekly translation and feedback depending on the tutors. Please check the Moodle course for detailed arrangements.<br>Discussion and feedback on LOTE text 2 |
| Week 6 : 1 July - 7 July | Lecture | No lecture in Week 6 - Flexi Week |
| | Tutorial | Different language streams might have different schedules for weekly translation and feedback depending on the tutors. Please check the Moodle course for detailed arrangements.<br>Discussion and feedback on EN text 3 and AVT phase 1 into LOTE. |
| Week 7 : 8 July - 14 July | Lecture | Lecture 6 Audio-visual Translation III<br>1. Wider issues of audio-visual translation 2. The impact of audio-visual translation and standards 3. Translation and new media |

| | | Please check the Moodle course site for more details. |
|---|---|---|
| | Tutorial | Different language streams might have different schedules for weekly translation and feedback depending on the tutors. Please check the Moodle course for detailed arrangements.<br>Discussion and feedback on LOTE text 3 and AVT phase 1 into EN. |
| Week 8 : 15 July - 21 July | Lecture | Lecture 7 Collaborative and (online) community translation<br>1. Crowdsourcing 2. Fan translation 3. Translation hacking and IP issues.<br>Please check the Moodle course site for more details. |
| | Tutorial | Different language streams might have different schedules for weekly translation and feedback depending on the tutors. Please check the Moodle course for detailed arrangements.<br>Discussion and feedback on EN text 4. |
| Week 9 : 22 July - 28 July | Lecture | Lecture 8 Video game and software localisation Globalisation, internationalisation, localisation and translation localisation workflows Software localisation Video game localisation The impact of automated translation<br>Please check the Moodle course site for more details. |
| | Tutorial | Different language streams might have different schedules for weekly translation and feedback depending on the tutors. Please check the Moodle course for detailed arrangements.<br>Discussion and feedback on LOTE text 4. |
| Week 10 : 29 July - 4 August | Lecture | Lecture 9 Summary and conclusion Reflection on the main topics and translation practices Reflection on the AVT project The next step Quiz<br>Please check the Moodle course site for more details. |
| | Tutorial | Different language streams might have different schedules for weekly translation and feedback depending on the tutors. Please check the Moodle course for detailed arrangements.<br>AVT Phase 2 feeback |

# Attendance Requirements

Students are strongly encouraged to attend all classes and review lecture recordings.

# General Schedule Information

Refer to weekly schedule

# Course Resources

## Prescribed Resources

Expected Readings:

- The Routledge Handbook of Audiovisual Translation by Luis Pérez-González
- The Routledge Handbook of Translation Studies (2013) edited by Carmen Millan and Francesca Bartrina
- The didactics of audiovisual translation by Jorge D'az-Cintas (2008)

Journals: Please see the list of T&I journals on Moodle.

# Recommended Resources

1. Scientific and Technical Translation Explained (2012) by Jody Byrne

2. Media Literacy (2008) by Susan Feez, Rick Iedema, and Peter White 3. Key Terms in Translation Studies (2009) by Giuseppe Palumbo

# Additional Costs

n/a

# Course Evaluation and Development

The course will be formally evaluated via myExperience survey at the end of the semester.

# Staff Details

| Position | Name | Email | Location | Phone | Availability | Equitable Learning Services Contact | Primary Contact |
|---|---|---|---|---|---|---|---|
| Lecturer | Elena Mikhailik | | N/A | N/A | by appointment | Yes | Yes |
| Tutor | Rebeca Paredes (Spanish) | | N/A | N/A | by appointment | No | No |
| | Joo Yun (Rosa) Yang (Korean) | | N/A | N/A | by appointment | No | No |
| | Suzan Piper (Indonesian) | | N/A | N/A | by appointment | No | No |
| | Hidetaka Abe (English into Japanese) | | N/A | N/A | by appointment | No | No |
| | Anita Byrnes (Japanese into English) | | N/A | N/A | by appointment | No | No |
| | Bill Gonopoulos (Greek) | | TBA | TBA | TBA | No | No |
| | Bisa Surla (Serbian) | | TBA | TBA | TBA | No | No |
| | Elena Mikhailik (Russian) | | TBA | TBA | by appointment | No | No |
| | Benoit Malmontet (English into French) | | TBA | TBA | by appointment | No | No |
| | Roberta Bazzoni (French into English) | | TBA | TBA | by appointment | No | No |
| | Kun (Sandra) Yan (Chinese) | | TBA | TBA | by appointment | No | No |
| | Mariana Yonamine (Portuguese) | | TBA | TBA | by appointment | No | No |

# Other Useful Information

## Academic Information

Due to evolving advice by NSW Health, students must check for updated information regarding

online learning for all Arts, Design and Architecture courses this term (via Moodle or course information provided).

Please see: https://www.unsw.edu.au/arts-design-architecture/student-life/resources-support/protocols-guidelines for essential student information relating to:

- UNSW and Faculty policies and procedures;
- Student Support Services;
- Dean's List;
- review of results;
- credit transfer;
- cross-institutional study and exchange;
- examination information;
- enrolment information;
- Special Consideration in the event of illness or misadventure;
- student equity and disability;

And other essential academic information.

## Academic Honesty and Plagarism

Plagiarism is using the words or ideas of others and presenting them as your own. It can take many forms, from deliberate cheating to accidentally copying from a source without acknowledgement.

UNSW groups plagiarism into the following categories:

- Copying: Using the same or very similar words to the original text or idea without acknowledging the source or using quotation marks. This includes copying materials, ideas or concepts from a book, article, report or other written document, presentation, composition, artwork, design, drawing, circuitry, computer program or software, website, internet, other electronic resource, or another person's assignment without appropriate acknowledgement.
- Inappropriate paraphrasing: Changing a few words and phrases while mostly retaining the original information, structure and/or progression of ideas of the original without acknowledgement. This also applies in presentations where someone paraphrases another's ideas or words without credit and to piecing together quotes and paraphrases into a new whole, without appropriate referencing.
- Collusion: Working with others but passing off the work as a person's individual work. Collusion also includes providing your work to another student for the purpose of them plagiarising, paying another person to perform an academic task, stealing or acquiring another person's academic work and copying it, offering to complete another person's work or seeking payment for completing academic work.
- Inappropriate citation: Citing sources which have not been read, without acknowledging the

"secondary" source from which knowledge of them has been obtained.

- Duplication ("self-plagiarism"): Submitting your own work, in whole or in part, where it has previously been prepared or submitted for another assessment or course at UNSW or another university.

The UNSW Academic Skills support offers resources and individual consultations. Students are also reminded that careful time management is an important part of study. One of the identified causes of plagiarism is poor time management. Students should allow sufficient time for research, drafting and proper referencing of sources in preparing all assessment items. UNSW Library has the ELISE tool available to assist you with your study at UNSW. ELISE is designed to introduce new students to studying at UNSW, but it can also be a great refresher during your study.

Completing the ELISE tutorial and quiz will enable you to:

- analyse topics, plan responses and organise research for academic writing and other assessment tasks
- effectively and efficiently find appropriate information sources and evaluate relevance to your needs
- use and manage information effectively to accomplish a specific purpose
- better manage your time
- understand your rights and responsibilities as a student at UNSW
- be aware of plagiarism, copyright, UNSW Student Code of Conduct and Acceptable Use of UNSW ICT Resources Policy
- be aware of the standards of behaviour expected of everyone in the UNSW community
- locate services and information about UNSW and UNSW Library

### Use of AI for assessments

As AI applications continue to develop, and technology rapidly progresses around us, we remain committed to our values around academic integrity at UNSW. Where the use of AI tools, such as ChatGPT, has been permitted by your course convener, they must be properly credited and your submissions must be substantially your own work.

In cases where the use of AI has been prohibited, please respect this and be aware that where unauthorised use is detected, penalties will apply.

[Use of AI for assessments | UNSW Current Students](#)

## Submission of Assessment Tasks

### Turnitin Submission

If you encounter a problem when attempting to submit your assignment through Turnitin, please telephone External Support on 9385 3331 or email them on externalteltsupport@unsw.edu.au

Support hours are 8:00am – 10:00pm on weekdays and 9:00am – 5:00pm on weekends (365 days a year). If you are unable to submit your assignment due to a fault with Turnitin, you may apply for an extension, but you must retain your ticket number from External Support (along with any other relevant documents) to include as evidence to support your extension application. If you email External Support, you will automatically receive a ticket number, but if you telephone, you will need to specifically ask for one. Turnitin also provides updates on their system status on Twitter.

Generally, assessment tasks must be submitted electronically via either Turnitin or a Moodle assignment. In instances where this is not possible, alternative submission details will be stated on your course's Moodle site. For information on how to submit assignments online via Moodle: https://student.unsw.edu.au/how-submit-assignment-moodle

### Late Submission Penalty

UNSW has a standard late submission penalty of:

- 5% per calendar day,
- for all assessments where a penalty applies,
- capped at five calendar days (120 hours) from the assessment deadline, after which a student cannot submit an assessment, and
- no permitted variation.

Students are expected to manage their time to meet deadlines and to request Special Consideration as early as possible before the deadline. Support with Time Management is available here.

## School Contact Information

### School of Humanities & Languages

**Email:** hal@unsw.edu.au

**Location:** School Office, Morven Brown Building, Level 2, Room 258

**Opening Hours:** Monday - Friday, 9am - 5pm