

Standardized Translation Parameters for high service-level projects (updated October 2024)

A. Linguistic work product parameters [1–13]

Source-content information [1–5] (much of this can be inferred by examining the source content)

1. general characteristics
 - (a) source language (including locale information, such as UK vs. American English)
 - (b) text type (information about a text, including its function, format, and the intention of the author with respect to the target audience, e.g. function: annual report; format: InDesign file; intent: informative)
 - (c) audience
 - (d) purpose (Skopos in Functionalist translation theory; complements intention in text type)
2. specialized language
 - (a) subject field
 - (b) terminology (terms marked in the source text, without target-language equivalents)
3. volume (i.e. size or length in words, characters, or some other unit)
4. complexity (e.g. written by a non-native of the source language? Text embedded in graphics?) i.e. challenges
5. origin (e.g. the source text is itself a translation)

Target content requirements [6–13]

6. target language requirements
 - (a) target language (including locale, e.g. Canadian French)
 - (b) target terminology (is project-specific bilingual terminology included in the reference materials?)
7. audience (intended end-user; especially when different from the intended audience of the source content)
8. purpose (**note: most use cases require high levels of correspondence and fluency; an exception is triage**)
9. content correspondence, i.e. type of translation (full segment-by-segment translation vs. summary; overt [source locale oriented; no attempt to hide the fact that it is a translation] vs. covert [e.g. localized or transcreated])
10. register (from formal to familiar; tone used in addressing audience)
11. format (file and modality [file: Word, InDesign, etc.]; [modality: document, subtitles, etc.])
12. style (**included in fluency, along with linguistic conventions**)
 - (a) style guide (e.g. Chicago Manual of Style or a company guide); other reference materials; priorities
 - (b) style relevance (is a high degree of readability important in this case?)
13. layout (margins, headings, etc., especially as they differ from the source content layout)

B. Process tasks [14–15]

14. typical tasks (note: which tasks are performed and who is responsible for each must be made clear)
 - (a) preparation (optional)
 - (b) initial translation (**select a point on the spectrum from unedited MT to post-edited MT to human translation**)
 - (c) quality inspection steps after initial translation (revision [bilingual], review [monolingual], proofreading)
15. additional tasks (e.g. 3rd party review, terminology check, termbase update/cleanup, testing, or back translation)

C. Other parameters: Project Environment [16–18]; Stakeholder Relationships [19–21]

16. technology (is any particular software to be used in the project for a particular point on the spectrum?)
17. reference materials (translation memories, termbases, etc. specified/implied in Part A): **where to find them**
18. workplace requirements (e.g. security measures, confidentiality requirements, or safety concerns in conflict zones)
19. permissions
 - (a) legal factors (e.g. who holds copyright for target text, translation memory, etc.?)
 - (b) recognition (does the translator's name or translation company's name appear in the published translation?)
 - (c) restrictions (on the use of materials, such as translation memory, after the project, etc.)
20. submissions
 - (a) qualifications (expected or required qualifications of provider)
 - (b) deliverables (the target content in the specified format, updated termbase, etc.)
 - (c) delivery method (email, sFTP, etc., including recipient name and address)
 - (d) delivery deadline(s) or turnaround time
21. expectations
 - (a) compensation (typically, cost)
 - (b) communication (channels and mode among contact persons within requester and provider organizations)

Notes: In 1, 7, and 8: audience and purpose can be plural in some cases. The tasks in 14c (revision, review, and proofreading) that can follow initial translation are taken from ISO 17100.