

<b>Course Title</b>	: Localization and Project Management
<b>Course Code</b>	: TRA3240
<b>Recommended Study Term</b>	: Any
<b>No. of Credits/Term</b>	: 3
<b>Mode of Tuition</b>	: Tutorial
<b>Class Contact Hours</b>	: 3-hour tutorial per week in computer laboratory
<b>Category</b>	: Elective (Category A: Skills-Based Courses for students of Year 1 intake up to 2021-22 Category C: Multimedia and Corporate Communication for students of Year 1 intake from 2022-23)
<b>Prerequisite</b>	: TRA2001
<b>Co-requisite</b>	: Nil
<b>Exclusion</b>	: Nil
<b>Exemption Requirement</b>	: Nil

### **Brief Course Description:**

This course familiarizes students with typical professional practices in the translation industry, including localization, translation project management, and revision and post-editing. The course introduces students to the general concepts of project management, and discusses workflows and processes involved in a translation project through the use of translation and localization software.

Language of instruction: English / Chinese

### **Aims:**

This course aims to help students learn how to make effective use of computer-aided translation and project management tools to enhance translation productivity, share project data, and manage translation projects. Students will be given the opportunity to assume a variety of roles in the coordination of translation projects.

### **Learning Outcomes (LOs):**

On completion of the course, students will be able to:

1. Explain key aspects of the translation industry, with a particular focus on the impact of technology on translation activities
2. Apply general concepts and approaches related to project management
3. Use a wide range of computer-aided translation and project management tools in the processes of document translation and website localization
4. Coordinate bilingual translation projects
5. Identify the strengths and weaknesses of computer-aided translation tools for localization projects

### **Indicative Contents:**

The course consists of various topics to equip students with general concepts of project management and localization workflows. It introduces students to translation processes

through an overall project management approach. Students will acquire the expertise in using software that enables a localization project. The topics cover in this course include:

1. Background of project management in the translation industry
2. Phases of a translation project
3. Quality standardization and assurance in the translation industry
4. Managing bilingual projects
5. Revision and post-editing for a translation project
6. Quoting and invoicing for bilingual translation projects
7. Localization as a profession
8. Designing and translating internationalized websites (e.g., using WordPress to build a bilingual website)
9. Desktop publishing for localization projects

**Teaching Method:**

Three hours of tutorial per week. The tutorial session is to be held in a computer laboratory. Topics listed under “Indicative Contents” will be covered in lectures.

**Measurement of Learning Outcomes:**

Students' achievement of learning outcomes will be measured by means of:

1. Project portfolio: Students will submit a project portfolio consisting of a range of project deliverables from the team project, e.g., quotes, invoices, workflow sheets, translations, translation memories, terminology termbases, and post-editing and revision records.
2. Project presentation: Students will give a group presentation on their localization project, an internationalized website, to illustrate their project management tasks at the end of the semester.
3. Essay Assignment: Students will submit an essay at the end of the semester. The essay will involve an analysis of the translation workflows and quality of their own collaborative translation project.

Learning Outcomes	Assessment Method		
	Project Portfolio	Project Presentation	Essay Assignment
Explain key aspects of the translation industry, with a particular focus on the impact of technology on translation activities	X	X	X
Apply general concepts and approaches related to project management	X	X	X
Use a wide range of computer-aided translation and project management tools in the processes of document translation and website localization	X		
Manage and coordinate bilingual translation projects	X		
Identify the strengths and weaknesses of computer-aided translation tools for localization projects	X	X	X

**Assessment:**

Project portfolio:	60%
Project presentation:	20%
Essay Assignment:	20%

**Recommended/ Supplementary readings:**

- 史宗玲：《電腦輔助翻譯》，臺北市：書林，2004年。
- Bowker, L. (2002). *Computer-Aided Translation Technology: A Practical Introduction*, Ottawa: University of Ottawa Press.
- Bowker, L. (2006). *Lexicography, Terminology, and Translation*, Canada: University of Ottawa Press.
- Chan, Sin-wai. (2016). *The Future of Translation Technology: Towards a World without Babel*, New York: Routledge.
- Drugan, Jo. (2013). *Quality in Professional Translation: Assessment and Improvement*. London: Bloomsbury.
- Dunne, Keiran J. (2012). The Industrialization of Translation: Causes, Consequences and Challenges. *Translation Spaces* 1(1): 143-168.
- Dunne, Keiran J. and Elena S. Dunne (Eds.) (2011). *Translation and Localization Project Management*. Amsterdam: John Benjamins Publishing Company.
- Esselink, B. (2000). *A Practical Guide to Localization*, Amsterdam: John Benjamins Publishing.
- O'Hagan, M. (1993). "The Impact of New Technologies on Translation Studies". In: Carmen Millán and Francesca Bartrina (Eds.), *The Routledge Handbook of Translation Studies*, London: Routledge.
- Olohan, Maeve. (2011). Translator and Translation Technology: The Dance of Agency. *Translation Studies* 4(3): 342-357.
- Somers, H. (2003). *Computers and Translation: A Translator's Guide*, Amsterdam: John Benjamins Publishing Company.

**Important Notes:**

- (1) Students are expected to spend a total of 9 hours (i.e. 3 hours of class contact and 6 hours of personal study) per week to achieve the course learning outcomes.
- (2) Students shall be aware of the University regulations about dishonest practice in course work, tests and examinations, and the possible consequences as stipulated in the Regulations Governing University Examinations. In particular, plagiarism, being a kind of dishonest practice, is "the presentation of another person's work without proper acknowledgement of the source, including exact phrases, or summarised ideas, or even footnotes/citations, whether protected by copyright or not, as the student's own work". Students are required to strictly follow university regulations governing academic integrity and honesty.
- (3) Students are required to submit writing assignment(s) using Turnitin.
- (4) To enhance students' understanding of plagiarism, a mini-course "Online Tutorial on Plagiarism Awareness" is available on <https://pla.ln.edu.hk/>