

BEST PRACTICES FOR PRODUCING MULTILINGUAL ELEARNING COURSES



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ELEARNING STATS AND TRENDS IN BUSINESS

The eLearning trend was already rising before the pandemic hit, with a 900% increase in the industry since 2000. From educational courseware to training for employees to bloggers, eLearning has shown to be more convenient, effective, and efficient than traditional classroom or conventional settings.

Once the pandemic hit, businesses had to pivot with employees working from home, educational institutions moving online, and some industries seeing a boom in hiring and training employees.

Consumers of the content find it to be more convenient and safer, and they can flex to meet their schedules. Often, it's cheaper as well.



QUICK FACTS

400%

Growth in the online course market in 2020

90%

Of companies used eLearning as a training tool in 2020

98%

Of small businesses use video-based training programs

\$370 BILLION

Is the projected growth of the eLearning industry by 2026 from \$101 billion in 2019

eLearning in Business

eLearning is the way to go for businesses that need to reach limited English proficient employees and/or a globally and culturally dispersed audience.

In this eBook, we'll look at a few of the eLearning software platforms that we see regularly, best practices for preparing your project, multimedia requirements, and our localization process.



QUICK FACTS

42%

Of organizations believe that eLearning helps them increase their competitive edge

26%

Higher revenue generated per employee by companies who offer training using technology, including eLearning

5X

More material participants learn without increasing time in training

COMMON AUTHORIZING TOOLS FOR ELEARNING

Many authoring tools are available for eLearning courses, from basic to highly technical programs. As a Language Service Provider (LSP), we frequently see **Articulate 360: Rise 360** and **Articulate 360: Storyline 360**, as well as **Adobe Captivate**. They all have multilingual content capabilities.



MULTILINGUAL CONTENT TIPS

- ✓ Rise 360 supports Asian languages but not right-to-left languages like Hebrew
- ✓ Storyline 360 supports Asian and right-to-left languages
- ✓ Both have a built-in set of Text Labels for 28 languages
- ✓ Course content can be exported as XLIFFs for translation
- ✓ In Rise 360, you can create a copy to send to language service provider (LSP). For Storyline 360, you can zip up your Storyline files to send to your LSP.

Articulate 360

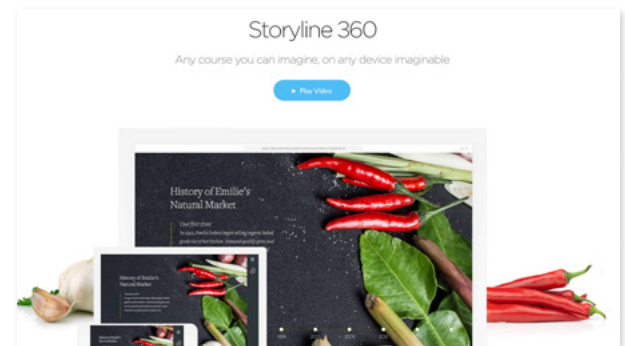
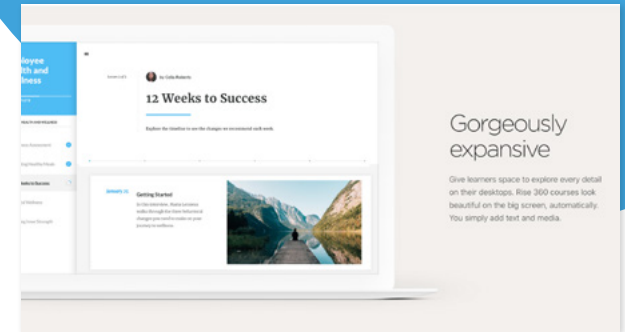
Articulate 360 provides several eLearning apps and resources for eLearning professionals. The two eLearning authoring apps are Rise 360 and Storyline 360, which both provide excellent but different authoring experiences.

Rise 360

Rise 360 is a browser-based app designed to author eLearning courses quickly. Rise 360 is best to use for text-heavy courses that don't require complex interactions or extreme customizations. It does support some basic quiz features and videos. It also has automatic responsivity built into it, so your audience can take their learning on the go.

Storyline 360

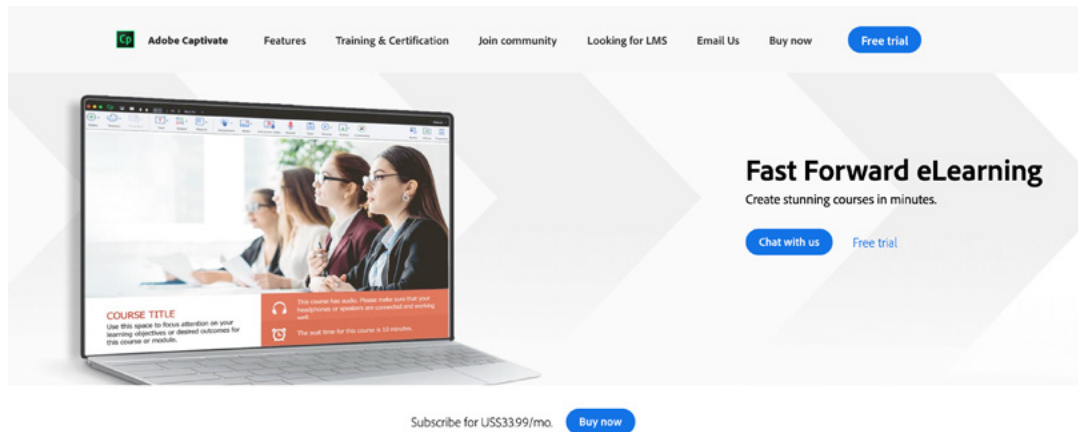
Storyline 360 is a Windows-based desktop app that provides many interactive elements and powerful customizations. It has a similar look and feel to PowerPoint, which can be helpful to those who don't have much experience with eLearning software. Storyline 360 has more flexibility and complexity than Rise 360, so it may take longer to get familiar with all its features



Adobe Captivate

Adobe Captivate is another popular eLearning authoring tool, created almost 20 years ago. Since its founding, Adobe Captivate has been known by several names and changed ownership over time. Fast forward to the present day, and we have what's now known as Captivate.

Captivate supports Virtual Reality (VR) projects for immersive eLearning. It also has the ability to create interactive videos for demos, video recordings from a webcam feed, and responsive PowerPoint projects.



Introducing the biggest ever free update for Adobe Captivate users.

Create beautiful, mobile-ready courses in minutes with the all-new Quick Start Projects, ready-to-go slides and out-of-the-box interactions. Speed up course creation using automated branching and by changing appearance and style of one object and applying it to another. Now you can edit SVGs and convert them to buttons, play overlay videos on clicking a VR hotspot and add multiple overlay slides at any point in your course.

MULTILINGUAL CONTENT TIPS

- ✓ Captivate 2019 supports Asian and right-to-left languages
- ✓ It has a geo-location feature course developers can set up to target their eLearning courses and assessments to specific locations
- ✓ Course content can be exported to a Microsoft Word document or XML format for translation

Other Authoring Tools

eLearning materials may come in many forms, from PowerPoint presentations videos to sophisticated multimedia presentations or JavaScript-powered web pages. At Morningside, we work with a variety of source content, including courses made from scratch as well as the following platforms and environments.



Articulate 360



Captivate



Lectora
INSPIRE
Lectora



Adobe Flash



HTML 5



Microsoft PowerPoint



XML



InDesign



FrameMaker



RoboHelp



QuarkXpress



Illustrator



Madcap



BEST PRACTICES FOR PREPARING YOUR MULTILINGUAL ELEARNING PROJECT

As you start preparing your eLearning project for localization, consider these items.

- ✓ **Start thinking about multilingual content from the beginning.**

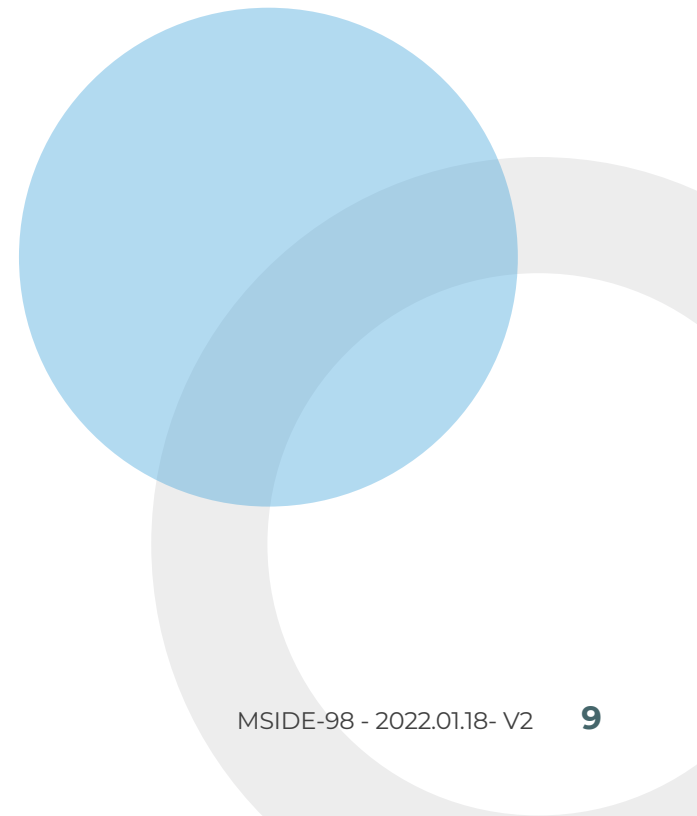
Don't wait until you've completed your eLearning course to start thinking about translation. As you're developing content, you should think about making it as general and straightforward as possible while still getting your message across.

For example, you won't want to use local references, acronyms, and jargon. Keeping these types of things to a minimum will make the translation process go smoother .
- ✓ **Determine which graphics need to be localized.**

Not all graphics may need to be localized, like if you use a universal symbol. For those that need to be localized, either avoid embedding the text into the graphic itself, or provide your LSP with the original layered artwork.
- ✓ **Make sure there's room for text to expand or contract.**

Many languages, like German, take up more room than English, while others, like Chinese, take less room, so make sure there's space for text to expand or contract.

For example, if you have a table that's full of content, you may not have enough room for more extended languages, while shorter languages may not look formatted correctly.



✓ **Identify which course components you want to localize.**

You may not need to translate the entire course—for example, needs may vary across locales and audiences. You can save time and money by translating only what you need for each particular audience.

✓ **Determine if you want to add additional multimedia services, such as transcription.**

eLearning courses can contain many different multimedia components, such as transcription, subtitles, and more. Read more in our **Multimedia Options** section. Identify your requirements so you can share them with your LSP.

✓ **If you have a voiceover component, define your requirements.**

Outline your requirements, including things like gender, age, accent, tone, and style. Do this for each voice talent requirement.

✓ **Plan for the review process.**

Will you have resources available to review the final translated course? It's a good idea to have someone who's a native speaker and is familiar with the content review the course. Plan for this and put it in your schedule.

✓ **Find out about your LSP's requirements for packaging up the content.**

Please work with your LSP to understand what requirements they have for processing files. Requirements can vary based on the type of software you're using, so work with your LSP to understand what you need to do.

Please share the following items with your LSP so that they can produce the best translation.

- ✓ Company style guide
- ✓ Previously translated content
- ✓ Glossary of specialized terms
- ✓ Any materials that will provide the translators with context and information about your products and/or services

MULTIMEDIA OPTIONS

eLearning courses usually have many moving parts, including video, audio, text, and graphics. Multimedia assets can be produced in many different formats and created in a wide variety of applications such as:

- Camtasia
- Adobe After Effects
- Adobe Premiere
- Final Cut Pro
- Articulate Studio



You have a wide range of options for localizing these components for a multilingual audience, from adding a voiceover professional to adding subtitles to localizing graphics and more. Here are some multimedia options.

Voiceover Talent



eLearning courses usually require voiceover talent to bring the content to life. Voiceover actors generate an audio recording in a recording studio, and then a project manager or team matches the audio to the body of the content. You can create a list of requirements for the voiceover talent, including gender, age, and accent. Audio recordings can be timed or untimed.

Transcription



Many eLearning courses require a transcription of the course for their learners. Transcription is a word-for-word rendering of the audio. Transcribing eLearning content can benefit the audience because it gives them another way to absorb the information. This way, they can listen to the course while also reading it and take notes for understanding and future tests.

Subtitling



Subtitling is an essential part of most eLearning courses. It requires a balance of precision and creativity to capture the substance and style of the content while synchronizing it to the length of the content. In addition to the content itself, consider the fonts, text colors, styles, pacing, and effects to match the tone and style of the course. Creating a seamless user experience helps engage students and can increase efficacy.

Graphics and Other Visuals



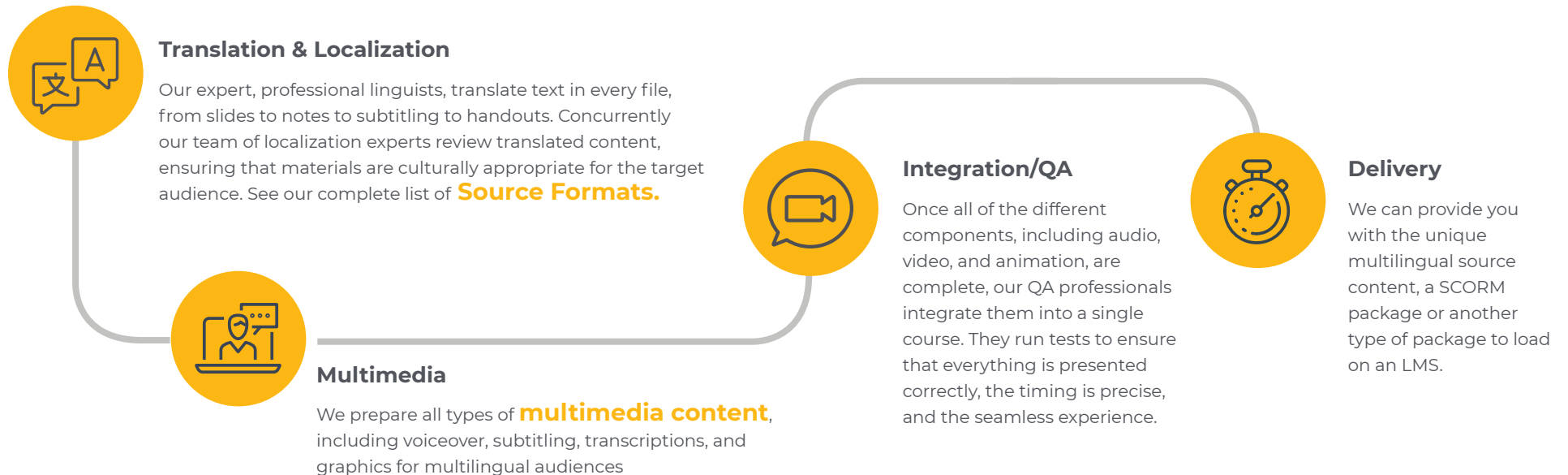
eLearning courses are usually quite full of graphics and other types of visuals. For starters, the navigation buttons such as Next and Close should be translated. Graphics and other visuals that are part of the course should also be localized. This means that not only should the words be translated, but things like the colors should be appropriate for the target language. For example, in Western cultures, red symbolizes stop, love, or danger. However, in China, red means luck and happiness.

If possible, text shouldn't be embedded in graphics; text should be in text boxes or some other format so it's separate from the visuals. Doing so will make it easier and take less time for localization teams.

MORNINGSIDE'S COMPLETE ELEARNING LANGUAGE SOLUTIONS

At Morningside, we follow a thorough, standardized process to create accurate, high-quality localized courses. Our eLearning localization group has over 20 years of experience localizing complex eLearning projects in many different subject areas. The team works closely to produce user-friendly deliverables that provide the same user experience as the source content.

Our eLearning Workflow



THE MORNINGSIDE DIFFERENCE

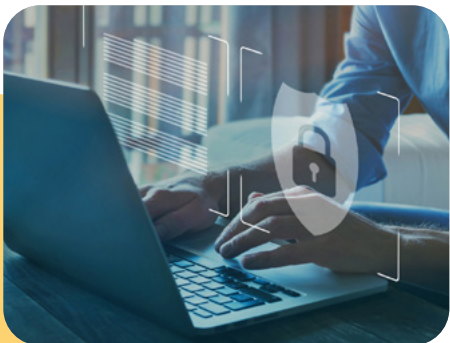


Meeting Deadlines & Rush Service

'Morningside's "always available" service philosophy means we are available 24 hours a day, seven days a week, to undertake urgent multimedia localization projects. We understand that in certain situations, your content may require immediate attention and an expedited turnaround. Whatever the size or complexity of your multimedia project, you can rely on Morningside to get the job done.

Unparalleled Accuracy

With Morningside's team of experienced project managers, linguists, voiceover talents, and technical experts your materials are analyzed efficiently, translated and localized accurately.



Data Security

Our clients are increasingly concerned about exposing their sensitive data to unnecessary risk. That's why Morningside has invested significant human and financial resources to create a comprehensive Information Security Management System (ISMS) certified to ISO 27001:2013.



Industry Expertise

Global 500 companies around the globe trust Morningside to create and deliver high-quality multimedia content in all required formats. Our full suite of multimedia services includes graphics, voiceovers, subtitles, and other elements needed for successful software localization. We can provide end-to-end solutions when video editing and audio mastering are required and work with state-of-the-art recording studios and production facilities.

About Morningside

Morningside equips the world's leading corporations with a full suite of end-to-end translation and localization solutions for their corporate compliance needs. With over 4,000 clients in 55 countries, Morningside is globally recognized for its expertise and technology innovation in areas such as eLearning and training, human resources, corporate communications, and legal matters. Our language services ensure your ideas and policies are seamlessly communicated to your employees, partners, and customers and meet all local and cultural requirements. Major companies worldwide rely on Morningside as a trusted partner for convenient compliance and training language support delivered on time and on budget.

Websites



eLearning



Marketing Materials



Interpretation



Multimedia



Software





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