The growth of e-learning is driving the need for translation voice-over services

Over the last decade, the amount of multimedia content produced by consumers and businesses has exploded as a result of the desire for richer experiences and the practical need to consume content quickly. It also has provided a catalyst for growth in Corporate E-Learning (CEL).

The good news for the translation industry is that CEL initiatives often require content to be delivered in multiple languages – which makes professional linguistic services an essential part of program delivery.

TRANSLATION SERVICE PROVIDERS REQUIRE A WIDE RANGE OF CAPABILITIES

Companies are creating effective educational/training content and distributing it via a corporate portal, or over the internet, to all types of digital devices (desktop PC's, laptops, tablets and smart phones). The programs are classed as either Asynchronous (no Instructor, self-paced) or Synchronous (Instructor, group-based).

Content is usually created in applications such as Microsoft Office and Google Docs, or in specialized e-learning software such as Articulate Storyline 360, Trivantis Lectora, Adobe Captivate and Creative Cloud, Camtasia, iSpring or custom-developed applications. The content itself is usually exported from these applications or Content Management Systems (CMS) into translation-friendly formats and could include any combination of text, graphics, audio/video, subtitles or voiceovers.

Some common examples of e-learning projects

- Code of Conduct and Policies
- Compliance Training
- Customer Service
- Data Securities Breaches
- Employee Induction
- Health and Safety
- Manuals and Operating Procedures

- Operational Efficiencies
- Presentation Materials
- Product Knowledge
- Production Processes
- Sales Methodologies
- Skills Development
- Software Application User Guides

THE IMPORTANCE OF VOICE-OVERS

Much of the corporate world still revolves around written documents, but that doesn't mean text is the best way to deliver training. A person is much more likely to comprehend and retain information when it is delivered both visually and audibly. This is often referred to as the Dual Channel Theory (DCT).

An effective voice-over will have far greater impact than words on a screen. When the voice itself is natural, clear, expressive and distinctive, it will resonate with an audience and keep them engaged.

Voice-overs are very flexible and can be tailored to suit a broad base of learners with various levels of education or stepped up in sophistication for executive or technical audiences.

The voice-over is a key element in building trust with the viewer. A professional voice brings credibility to the message, which can be further reinforced by using correct terminology, pronunciation and enunciation.

RESOURCE SELECTION

Different projects require diverse types of narrators that can range from bilingual linguists up to the level of highly recognized actors. It is the language service provider's role to understand the exact requirements, budget for the project, and ensure the resource chosen is a good match.

In any event, narrators require a basic understanding of the subject matter before they can be considered.

TRANSLATION VOICE-OVER SERVICE OPTIONS

	General Purpose	Specialized	Broadcast Grade
Suitability	• General business communication • Non-technical or material that is not complex	• Corporate E-Learning • Learning Management Systems platforms • Web videos	• Commercials, movies, TV or high-end internet distributed content
Quality	• Good • Bilingual talent that is well briefed on the subject and requirements of the project • Static content that enables time variation	• High quality • Semi-professional talent with past voice-over experience • Able to work within time frames established in the source material (foreign languages require more words than English)	• Top of the line • Lip syncing essential • Brand or creatively driven requirements • Talent may be registered with ACTRA or come from a professional agency
Facilities	Small sized or portable recording booth with PC-based software tools	Semi-professional studio with Production Coordinator	High-end production studio with Sound Engineer and Production Manager
Cost Level	Small budget	Medium budget	Large budget

For more information, please contact the Translation Team at TC@Alllanguages.com or call 647-826-1967