Top Tips for Course Development & Localization

1. Select the right localization partner
2. Consider localization in the design process
3. Consider "locale" of target students (geography, language, etc.)
4. Avoid images with embedded text
5. Consider language expansion (Spanish, French, etc. grow 25%+)
6. Use Closed Captioning (CC) instead of Voice Over
7. Select an authoring tool that supports multiple languages
8. Limit the use of text in videos
9. Consider 508 Accessibility Standards
10. Keep a single e-lesson or module under 30 minutes
11. Consider students different cultural backgrounds in content development
12. Avoid culture-specific slang, colloquialisms and idioms
13. Limit the use of animation effects on text
14. Keep any audio clear and concise
15. Avoid using the audio to "read" the text on the screen
16. Avoid adding background music and sounds to a narrated animation
17. Questions must be clear and unambiguous
18. Adding examples is crucial to facilitate understanding of concepts
19. Ensure adequate time for final testing and QA of localized content
20. For more eLearning localization tips, download our **"Best of eLearning Blogs"** eBook from our website resources page

gpi | **Globalization Partners International**
— *Any Language. Any Locale.* —

www.globalizationpartners.com

Globalization Partners International

Any Language. Any Locale.

If your company or organization needs to deliver training around the world in any language or locale, let the eLearning localization professionals at GPI help. By serving as an extension of your training department, we ensure you achieve equitable learning outcomes with your global training content and programs.

Our eLearning localization solutions help clients translate in over 150 languages. Professionally localized content that is consistent, cost-effective and culturally correct will enhance your training impacts and make sure your audiences are all on the same page.

Contact GPI's eLearning localization specialists to learn more.

Services

- Translation and Copywriting
- Multilingual Desktop Publishing
- eLearning Content Localization
- Software Localization
- Website Localization
- Interpretation
- Global Search Engine Marketing

Tools

- Articulate Storyline
- Articulate Rise
- Articulate Studio
- Adobe Captivate
- Trivantis Lectora Inspire
- TechSmith's Camtasia
- PowerPoint

eLearning Content Localization

- Training Modules
- Websites
- Mobile Apps
- XML Content
- Certification Programs

- Virtual and In-Person Classroom Training
- PowerPoint
- Audio Scripts
- Video Subtitles and Dubbing
- Animated content

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