



Original Content QA Lab: Subtitling Guidelines

ID-ID

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Reading Speed

17 characters per second for most programming.

13 characters per second for programming intended for children 6 and under.

Duration

Minimum duration for subtitles is 20 frames.*

Maximum duration for subtitles is 7 seconds.

*Reading speed should always be considered. Avoid reading-speed violations whenever possible.

Intervals

A minimum of 2-frame intervals should be used between continuous subtitles.

Character Limitations

42 characters per line

Timing + Duration

Text should be timed closely to the beginning and end of audio when possible. However, it's acceptable for subtitles to stay on-screen for up to a second after audio ends to meet reading-speed requirements.

Avoid subtitles that:

- Are not in sync with the audio
- Start well in advance of the corresponding audio (approximately 7 frames or more)
- Stay on-screen for too long (more than a second after dialogue ends or more than 7 seconds total)
- Flash on-screen too briefly to read

Line Treatment

Subtitles should occupy 2 lines maximum.

Positioning

Standard positioning is center-justified, at the bottom of screen.

If subtitles obscure pertinent text that appears in the lower third of the screen, or if overlapping with lower-third text will cause subtitles to become illegible, then they should be moved to the top of the screen.

Titling Dialogue

Dialogue should be subtitled as faithfully as possible within the limits of reading speed.

- When reading speed is exceeded, dialogue should be truncated without sacrificing or altering its intended meaning.
- Non-essential dialogue should generally be truncated first (verbal hedgers such as "Ya," or "Kau Tahu," for example).
- Conversely, subtitles should not add or rewrite dialogue for clarity.
- Do not title stand-alone utterances/exclamations such as oh, wah, or wow. These can be titled when part of a larger sentence.

Dual Speakers

Use a hyphen to indicate two speakers in the same subtitle.

EXAMPLE:

- Aku pikir kita memilih
- Lagi? Kita sudah melakukannya.

Continuity

Do not use ellipses when an ongoing sentence is split between two or more continuous subtitles. Commas should be used as usual when appropriate.

CORRECT:

SUB 1: Aku akan mengatakan kau bisa ikut,

SUB 2: tapi menurutku
Ibu dan Ayah tidak akan menyetujuinya.

INCORRECT:

SUB 1: Aku akan mengatakan kau bisa ikut...

SUB 2: ...tapi menurutku
Ibu dan Ayah tidak akan menyetujuinya.

Use an ellipsis to indicate:

- Dialogue that trails off
- Dialogue that begins mid-sentence
- A significant pause (one second or more)
- If dialogue continues in the next subtitle after a significant pause, ellipses should be used at both the end of the first subtitle and at the beginning of the second subtitle.

EXAMPLE:

SUB 1: Tunggu, apa kau makan...
SUB 2: ...semuanya?

Use an ellipsis (...) to indicate abrupt interruptions.

EXAMPLE:

- Aku pikir kau lupa untuk menutup...
- Aku menutupnya!

On-screen Text

All plot-pertinent on-screen text should be subtitled and translated. This includes narrative text (text that is part of principal photography) and burn-in text (text that has been added in post-production).

Subtitles for onscreen text should be in uppercase except for written passages which should match the case of the on-screen text

Use an ellipsis to indicate an interruption by on-screen text subtitles during ongoing dialogue. Please note that this is an exception to the standard continuity rule of not using ellipses for ongoing dialogue across subtitles.

EXAMPLE:

SUB 1: Jika itu terjadi, kau akan habiskan
enam minggu berikutnya...

SUB 2: GWYNETH PALTROW
PENDIRI & CEO, GOOP

SUB 3: ...meningkatkan aplikasimu demi
sebuah kesempatan mendapatkan saham.

Note: On-screen text and dialogue should never be on the same subtitle.

Glossaries

Keep a glossary of recurring terms and names to ensure consistency across episodes and seasons.

Glossaries should also include templates for recurring opening- and end-credits sequences when necessary.

Spelling & Research

Spelling:

Refer to the Kamus Besar Bahasa Indonesia (KBBI) as the primary source for spelling. <http://kbbi.web.id>

Titles and names:

- When confirming the names of songs, albums, cast & crew, movies/TV shows, or apps, please remain consistent with how they appear in Apple Music and iTunes.
- Brand, character and nicknames can remain untranslated (e.g., Coca Cola, Mickey Mouse, Harry Potter etc.)

Repetitions:

Do not translate any words or phrases that are repeated more than once. You only need to translate the first instance of it.

EXAMPLE 1 (Translate):

EN: It goes on and on and on
on, on, on
ID: Itu berlanjut terus-menerus

Expletives

Match the audio. Do not censor at will. If the expletive is audible, title the word.

If the expletive is bleeped, muted, or censored in any way, title the first letter of the word and represent the rest of the word with asterisks.

EXAMPLE:

A***** itu keren.

Try to reduce any expletive translation if you have similar meaning that is non expletive, unless it will change the meaning completely

EN: That's f***** brilliant.
ID: Itu benar-benar keren.

Foreign Dialogue

Foreign dialogue should only be translated if it is plot-pertinent and meant to be understood by the viewer.

Non-essential foreign dialogue should not be translated if it stands alone. If non-essential foreign dialogue is part of a larger sentence, then it can be translated.

EXAMPLE:

Aku mengatakan *arrivederci* pada makanan manis untuk sementara.

Italics

Italics should be used for

- Voice-over dialogue (examples: narration or a character's internal thoughts)
- Dialogue from an entirely different location (such as pre-lap dialogue from the next scene)
- Dialogue transmitted over phone, radio, TV, or other electronic device
- Song lyrics
- Foreign language
- Titles of books, albums and movies. (Song titles should appear in quotation marks.)
- Genus and species names (examples: *E. coli*, *Triceratops*)
- Widely used foreign terms that doesn't have an exact translation in your language (*branding*, *chorus*)

Numerals

- Numbers one to ten should be spelled out (satu, dua, tiga, dst)
- Numbers 11 - 9.999 should be represented numerically
- Numbers between 1.000 - 9.999 require a dot as a separator
- a decimal number should be represented numerically and use comma as a separator (2,5 ; 11,5)
- Number after 9.999 should use base number followed by a spelled out nominal naming (ribu, juta, milyar, triliun, dst)

EXAMPLE 1:

Populasi penduduknya adalah dua juta

EXAMPLE 2:

Populasi penduduknya adalah 11 milyar

Exceptions:

- Addresses should always be written numerically and avoid translating street names (e.g., 5 Primrose Lane).
- Numbers that start a sentence should generally be spelled out.
- The numeral rules may be broken due to space or time limitation:

Instead of:

Populasi penduduknya adalah dua juta tiga ratus enam puluh tiga ribu lima ratus enam puluh tujuh

Use:

Populasi penduduknya adalah 2.363.567

Currency

If a unit of currency is spoken in dialogue it should be spelled out.

EXAMPLE 1:

aku akan menjual aplikasinya untuk satu juta dolar.

EXAMPLE 2:

aku akan menjual aplikasinya untuk 1.000 dolar.

If a unit of currency is not spoken in dialogue, the number should be written without it (refer back to numerals rules).

EXAMPLE 3:

Barang itu harganya 129 atau 199
tergantung modelnya.

EXAMPLE 4:

Barang itu harganya 2,5 atau lima
tergantung modelnya.

Punctuation

Follow standard official rules.

Some notes:

- Quotation marks should be used for dialogue and written text that is quoted, recited from memory, or read.
- Depending on the context, you could use quotation marks for a translated term that has non-literal meaning. E.g., "Malaikatmu" in investing terms means "Angel Investor" not a literal Angel.
- Question marks, exclamation points, periods and commas are always placed inside of the quotation marks.
- If quoted text continues over several subtitles, quotation marks should only be used at the very beginning and very end of the quote. (Not at the beginning of each subtitle within the quote.)
- Use single quotes for a quote within a quote.
- Colons can be used when appropriate. Semicolons should not be used.

Songs

Titles of songs, albums, music tours, cast & crew, movies/TV shows, or apps should not be translated. Please remain consistent with how they appear in Apple Music and iTunes. They should always be in quotation marks.

Song lyrics should generally not be translated unless they are actuated on-screen and plot-pertinent. Plot-pertinent doesn't simply mean thematically relevant—it means that the lyrics convey information that is necessary for a viewer's understanding of the plot.

No end punctuation should be used when titling lyrics, except for question marks or exclamation points when appropriate.

Commas should be used as usual within lyrics, but not at the end of a line.

The first letter in each line should be capitalized.

CORRECT:

*Kupikir aku bisa meninggalkanmu
karena hatiku mati rasa*

INCORRECT:

*Kupikir aku bisa meninggalkanmu
karena hatiku mati rasa,*

There is a bit more leniency with casual/slang spelling in song lyrics than in spoken dialogue.

Songs in which the lyrics have been altered or parodied for comedic effect can generally be translated.

Abbreviation

Do not use abbreviations to shorten a words or sentences.

E.g.:

CORRECT:

aku tidak memiliki hubungan sama sekali dengan dia

INCORRECT:

aku tidak memiliki hubungan sama sekali dgn dia

You may use abbreviation for things such as status or title.

EXAMPLE:

Seperti Dr. Jekyll dan Tn. Hyde.

Acronyms

We will not translate acronyms unless we have a localized versions. We will translate the meaning but keep the foreign acronyms as-is. (You can research for the translated terms first then find if there are any acronyms for the language here http://www.akronima.com/wiki/Halaman_Utama)

EXAMPLE 1 (localized acronyms):

Sub 1:

EN: IP: Intellectual Property - the legally
protected ideas behind a new product

ID: HKI: Hak Kekayaan Intelektual - Ide yang resmi
dilindungi hukum di balik sebuah produk baru

Sub 2:

EN: Yeah, let's meet at the UN building
ID: Ya, mari bertemu di gedung PBB

EXAMPLE 2 (not localized / foreign acronyms):

Sub 1:

EN: AR on head mounted devices.
ID: Realitas Tertambah (AR) untuk perangkat di kepala

If the foreign acronyms are recurring throughout the content, you will only need to translate the meaning once in the beginning

EXAMPLE 3:

Sub 1:

EN: we create AR on head mounted devices.
ID: Kami membuat Realitas Tertambah (AR) untuk perangkat di kepala

Sub 2:

EN: We also bring AR down to board games and toys.
ID: Kami hadirkan juga AR ke papan permainan dan mainan.

Time and Measurement

- Use 24 hour format (22:00)
- Date format should be DD/MM/YY
- If date is mentioned in spoken dialogue, the day and year should follow numeral rules, and the month should be written out.

EXAMPLE:

EN: April 6th 1990 is my birthday
ID: Enam April 1990 adalah hari ulang tahunku

- We use metric units for measurement (weight, temperature, distance, etc).
- If the original format of the content is using imperial units, you only need to convert it into metric units if it is important for the audience to understand the context (content about cooking, science, etc)

EXAMPLE:

EN: Then add 1 cup of flour to the mix
ID: Lalu tambahkan 136 gram tepung ke dalam adonan

However, if it's not plot pertinent, keep the unit as is and you only need to localize the unit.

EXAMPLE 2 (not converting the unit):

EN: Let's take the 49 miles scenic route in San Francisco
ID: Ayo kita lewati rute indah sepanjang 49 mil di San Fransisco

Translation Credits

There should not be a subtitles for a translation/translator credit.