Original Content QA Lab: Subtitling Guidelines
TR-TR

Last Revision
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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 "Şey" or "Pekala," for example).
- Conversely, subtitles should not add or rewrite dialogue for clarity.
- Do not title stand-alone utterances/exclamations such as oh, whoa, 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. No space should appear between hyphens and dialogue.

EXAMPLE:
<div align="center">

-Bence bunu oylamalıyız.
-Yine mi? Bunu zaten yapmıştık.
</div>

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: Bence sen de gelebilirsin

SUB 2: ama annemle babamın
onaylayacağını sanmam.

INCORRECT:

SUB 1: Bence sen de gelebilirsin…

SUB 2: …ama annemle babamın
onaylayacağını sanmam.

Use an ellipses 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: Bekle, gerçekten de…
SUB 2: …hepsini yedin mi?

In Turkish, don't use two hyphens (--) to indicate an abrupt interruption. Ellipsis should be used instead.

CORRECT: -Sanırım kapamayı unuttun…
-Kapadım!

INCORRECT:
-Sanırım kapamayı unuttun--
-Kapadım!

On-screen Text

Provide subtitles for all plot-pertinent on-screen text. 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 on-screen text should always be in upper case.

Don't subtitle onscreen text if it's redundant or understood in the target language.

CORRECT:
> EN: LONDON
> TR: LONDRA

INCORRECT:
> EN: SUDAN
> TR: SUDAN

If the dialogue is interrupted by an on-screen text subtitle, use ellipses to indicate the interruption.

EXAMPLE:
> SUB 1: Bence sen de gelebilirsin…
>
> SUB 2: KARAKOL
>
> SUB 3: …ama annemle babamın onaylayacağını sanmam.

Note: Onscreen text and dialogue should be on different subtitles.

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 TDK as the primary source for spelling. http://www.tdk.gov.tr/

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.

If the Turkish translation of a movie title or a book name is well known, you should use that instead.

EXAMPLE: EN: Great Expectations
                              TR: Büyük Umutlar

                              EN: Sesame Street
                              TR: Susam Sokağı

                              EN: The Flinstones
                              TR: Çakmaktaşlar

Character names:
Well known character names such as Mickey Mouse, Muppets should not be translated.

Although, Turkish translation can be used for some of the characters. Please refer to search engines.

Jack the Ripper - Karındeşen Jack
Popeye - Temel Reis

Abbreviations and acronyms:
• Follow TDK rules for when to use a period following abbreviations or acronyms. Common abbreviations with period include: Dr., Prof., Yrd. Doç., Av.
• When the abbreviation is all upper case, no need to use a period, e.g. TBMM, TDK. "T.C." is the only exception to that.

Slang:

Slang spellings should be confirmed with reputable sources whenever possible.

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:

S***** git!

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 titled if it stands alone. If non-essential foreign dialogue is part of a larger English sentence, then it can be titled.

EXAMPLE:

Tatlıya bir süre *arrivederci* diyeceğim.

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*)

Numerals

- Numbers one to ten should be spelled out. Numbers 11 and up should be represented numerically.

- Numbers 1.000 and up should be written with a period.

   EXAMPLE: 1.000, 200.000, 9.999.999

- Time should be written based on the 24-hour clock.

   EXAMPLE: 09.15, 13.35, 22.40

- If written numerically, dates should be as follows: DD MM YYYY. If spelling out, it should be DD Month YYYY.

   EXAMPLE: 29/08/1980, 29 Ağustos 1980

- Roman numerals can be used as seen on the original text.

   EXAMPLE: VIII. Henry, XX. yüzyıl

- Imperial units should be translated into metric system, such as weight, temperature and distance.

   EXAMPLE: Miles to Kilometers
                     Pound to Kilogram
                     Gallon to Liter
                   Fahrenheit to Celsius

Exceptions:

- Addresses should always be written numerically: 5 Primrose Lane
- Numbers that begin a sentence should generally be spelled out.

Currency

If a unit of currency is spoken in dialogue it should be spelled out or represented with the appropriate symbol. Currency doesn't have to be translated into Turkish liras.

EXAMPLE 1:

Bu uygulamayı 99 cent'e ya da $1.29'a satarım.

If a unit of currency is not spoken in dialogue, the number should be written without it.

EXAMPLE 2:

Modele bağlı olarak, bu sana
129'a ya da 199'a mâl olacak.

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.
- Question marks, exclamation points should be placed outside of the quotation marks unless they are part of the quoted material.
- 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 and the following sentence should start with upper case. Semicolons should not be used.

Accents

Accents are no longer used in Turkish. Although there are some exceptions: when two words are written the same but have different meanings, accents can be used.

EXAMPLE:

Kar - Kâr
Hala - Hâlâ

Hal - Hâl

Mal - Mâl

Songs

Song lyrics should generally not be titled 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:

> *Dağıldığımı sandın*
> *Ama dağılmadım*

INCORRECT:

> *Dağıldığımı sandın,*
> *Ama dağılmadım*

There is a bit more leniency with casual/slang spelling in song lyrics than in spoken dialogue. For example, dropping the "g" from "ing" words—as in ridin'—is acceptable when the audio calls for it. For example, in Turkish, "Yo" as in "Hayır" can be used.

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

Translation Credits

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

Subtitle
Recommendations

TR-TR

Altyazılar nasıl olmalı

Yerel dilde mümkün olduğunca açık anlatıma sahip; akıcı, anlaşılır, filmdeki karakterlerin konuşma ton ve tarzına uygun, modern ama yerel dil ve kültüre ters düşmeyen bir tarz yakalamaya çalışılmalı.

Sert ve kaba kelimeler

Sert kelimeler için uygun olduğu yerlerde örtmece (euphemism) kullanmaya çalışın.

- YANLIŞ: ceset, gelişmemiş ülke
- DOĞRU: cenaze, gelişmekte olan ülke

ÖRNEK

0:42:44:01	O gün geldiğinde ↵ cesedini buraya getirdiler.	O gün geldiğinde ↵ cenazesini buraya getirdiler.

Yerel kültüre uygunluk

Bir sözü, kaynak kültürde ifade ediliş şeklinden ziyade yerel kültürde kullanıldığı şekliyle ifade etmeye çalışın.

- YANLIŞ: insanların bizi dinlemesi için savaşmamız gerektiğini sanıyoruz
- DOĞRU: insanların bizi dinlemesi için savaşmamız gerektiğini düşünüyoruz

- YANLIŞ: catchy şarkı sözleri
- DOĞRU: Dillere dolanan/Hafızalarda yer edinen/Zihinlere kazınan şarkı sözleri

ÖRNEK

1:02:50:20	Ve sonra... Bu sözlerin ↵ kendinizde gördüğünüz kişinin	Ve sonra... Kendine bakışın ↵ o sözler sebebiyle değişirse,
1:02:53:11	bir parçası olmaya başlama riski vardır.	büyük bir riskle karşı karşıya gelirsin.

Yazım hatalarına karşı dikkatli olun

Kaçırması çok kolay olan bu hatalara engel olmak için metni belirli aralıklarla gözden geçirin.

ÖRNEK

MÜZİĞİ DEĞİŞTİREN KALK ATIŞI

Müzik türlerinde dikkat edilmesi gerekenler

Konuşmalarda geçen müzik türlerini küçük yazın. Aşağıdaki örnekler istisnaları içerir:

Flamenko, J pop, K pop, Kantopop, Latin, Afropop, Britpop, Mandopop.

- YANLIŞ: britpop, afropop, Rock, Rap
- DOĞRU: Britpop, Afropop, rock, rap

Tür isimlerinin arkasına gerektiği yerde kesme işareti kullanın.

- YANLIŞ: rockın, caz'ın, hip hopun, metalin, rapin
- DOĞRU: rock'ın, cazın, hip-hop'un, metal'in, rap'in

"psychedelic" müzik türünü "psychedelic" olarak yazın.
- YANLIŞ: saykodelik, saykedelik, saykidelik, psikedelik
- DOĞRU: psychedelic

"hip-hop"u "Hip-Hop" olarak kullanın ve ek geldiğinde "Hip-Hop'u" olarak ekleyin.

     - YANLIŞ: Hip-Hop'ın en iyileri
     - DOĞRU: Hip-Hop'un en iyiler

"Yayınladı" yerine "yayımlandı" kullanın

     - YANLIŞ: Albümü yayınlandı
     - DOĞRU: Albümü yayımlandı

Orkestra isimlerinde mümkün olduğunca Türkçe karşılıkları kullanın.

     - YANLIŞ: New York Phillarmonic
     - DOĞRU: New York Filarmoni Orkestrası

Rapçi yerine rap yıldızı, rap sanatçısı ya da rapper'ı tercih edin.

     - YANLIŞ: Rapçilerin içinde en iyisi oydu
     - DOĞRU: Rapper'ların içinde en iyisi oydu