



Original Content QA Lab: Subtitling Guidelines

SK-SK

Last Revision
August 3, 2017

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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 "Well," or "You know," 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 followed by a space to indicate two speakers in one subtitle, with a maximum of one speaker per line.

EXAMPLE:

SUB 1: - Myslým, že by sme mali voliť.

SUB 2: - Znovu? Ved' už sme volili.

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: Celkom úplne nerozumiem,
SUB 2: ale neviem či sa to bude
mame a otcovi páčiť.

INCORRECT:

SUB 1: Povedal by som, že môžeš ísť s nami...
SUB 2: ...ale neviem či sa to bude
mame a otcovi páčiť.

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: Počkaj, ty si zjedol...
SUB 2: ...úplne všetko?

Use three ellipsis (...) to indicate an abrupt interruption.

EXAMPLE:

SUB 1: Myslím, že som zabudol zavrieť...
SUB 2: - Nie, zavrel som to!

Use ellipsis to indicate a pause or an abrupt interruption. In the case of a pause, if the sentence continues in the next subtitle, do not use an ellipsis at the beginning of the second subtitle.

EXAMPLE:

SUB 1: Neviem...
SUB 2: ako si dám rady.

SUB 1: - Neviem...
SUB 2: - Poradíš si!

On-screen Text

All plot-pertinent on-screen text should be subtitled.

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 all CAPS except for written passages which should match the case of the on-screen text.

When ongoing dialogue is interrupted by an onscreen text subtitle, we should use ellipsis. Please note that this is an exception to the standard continuity rule of not using ellipses for ongoing dialogue across subtitles.

SUB 1: Viete, už teraz je umelec, ktorý si vytvoril vlastný zvuk...
SUB 2: STEVE AOKI, PRODUCENT, DJ
SUB 3: ...vybudoval svoju vlastnú kultúru.

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:

For general Slovak rules please refer to these language reference materials:

http://www.ucps.sk/subory/Pravne_predpisy_pdf_doc/STN_01_6910_Pravidla_pisania_a_upravy_pisomnosti.pdf, STN 01 6910 Pravidlá písania a úpravy písomností, STN 6.8.2010

<http://www.juls.savba.sk/ediela/psp2000/psp.pdf>, Pravidlá slovenského pravopisu, Veda 2000

<http://slovník.juls.savba.sk>, online glossary

Characters used as words:

Certain characters in the English text are used as words. These should not be used in the translated text for Slovak.

EXAMPLES:

> number

& > and

Abbreviation:

Unless we have a localized abbreviation, we won't translate it. We will translate the meaning but keep the foreign abbreviation as is.

EXAMPLE 1 (localized abbreviation):

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

SK: DV: Duševné vlastníctvo - majetok nehmotnej povahy, ktorý je výsledkom tvorivého myslenia alebo tvorivej duševnej činnosti. Je predmetom právnej ochrany.

EXAMPLE 2 (not localized/foreign abbreviation):

EN: AI in our application.

SK: Umelá inteligencia (AI)

If the foreign abbreviation is recurring throughout the whole content, you need to translate the meaning only once in the beginning

EXAMPLE 3

SUB 1: **EN:** We build our AI from collected data.

SUB 2: **SK:** Naša umelá inteligencia (AI) je vybudovaná zo zozbieraných dát.

SUB 1: **EN:** AI is build into our application.

SUB 2: **SK:** AI je zabudovaná do našej aplikácie.

Acronyms:

For general Slovak rules on acronyms please refer to these language reference materials:

<https://www.google.com/search?client=safari&rls=en&q=pravidla+pisania+skratiek&ie=UTF-8&oe=UTF-8>

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.

Slang:

Slang spellings should be confirmed with reputable sources whenever possible.

If slang word has equivalent in Slovak and is widely used and understood, translate it. If not sure about slang word meaning or no equivalent in Slovak, keep slang in original in quotation marks to avoid changing the meaning of context.

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:

J**** celú túto prácu!

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:

Sladkostiam poviem na chvíľu *arrivederci*.

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 from 1 to 10 should be written out: jeden, dva, tri, etc. Numbers above ten should be written numerically: 11, 12, 13, etc. When a number begins a sentence, it should always be spelled out.

The above rules might be broken due to space or time limitations.

Higher numbers as 5 000, 200 000, 1 000 000, 2 500 000, 6 000 000 000 can be spelled as 5 tisíc, 200 tisíc, 1 milión, 2,5 milióna, 6 miliárd

Whenever possible make number easy to read for viewers writing it in short form.

Note: numerals in English are often written using a hashtag symbol. Always use Slovak form instead (#1 > 1.).

Indicate time on a 24-hour basis, using spacing as follows:

Je 14. hodina.

Je 14:15.

Currency

If a unit of currency is spoken in dialogue, it should be spelled out or represented with the appropriate symbol.

EXAMPLE 1:

Predal by som tú apku za 99 centov alebo \$1.29.

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

EXAMPLE 2:

Podľa toho, aký je to model
bude to stáť 129 alebo 199.

Punctuation

Follow standard official rules.

Some notes:

- Slovak uses the following type of Quotation marks: „ “

- Quotation marks should be used for dialogue and written text that is quoted, recited from memory, or read.
- Question marks and exclamation points should be placed inside of the quotation marks. 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

Names of songs, albums, cast & crew, movies/TV shows, or apps, please remain consistent with how they appear in Apple Music and iTunes. They should always be in quotation marks.

EXAMPLE:

„I see fire“

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:

*Maličká slzička je nevinná
A predsa vo svete moc veľkú má*

INCORRECT:

*Maličká slzička je nevinná,
a predsa vo svete moc veľkú má*

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.

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.

Time and measurement

- Slovak uses 24 hour format (24:00)
- Indicate time on a 24-hour basis, using spacing as follows:

Je 14. hodina.

Je 14:15.

- Date can be written down in words. Name of the month never starts with an upper-case letter. On case by case basis year can be left out.

EXAMPLE:

ENG: You have until May 5th to pay me the rent.

SK: Do 5. mája máš čas, aby si mi zaplatil nájomné.

- (Name of the month has to be in Genitive Case when mixing numeral and name of the month)
- Use Metric system for measurement (weight, temperature, distance, etc.) should be converted into metric unit if important for understanding of the content.

EXAMPLE:

EN: That hike was about nine miles long.

SK: Ten výlet bol dlhý as 14,5 km.