



# Original Content QA Lab: Subtitling Guidelines

## HR-HR

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Last Revision  
August 9, 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.
- Keep the subtitles as concise and unambiguous as possible by using proper syntax and avoiding straight translations.

## Dual Speakers

Use a hyphen followed by a space to indicate two speakers in the same subtitle, with a maximum of one speaker per line.

### **EXAMPLE:**

- I što sad?
- Pričekaj. Daj mi trenutak.

## 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: Uopće ne razumijem

SUB 2: tvoju odluku!

### **INCORRECT:**

SUB 1: Uopće ne razumijem...

SUB 2: ...tvoju odluku!

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: Čekaj, jesi li ti pojeo...

SUB 2: ...doslovce sve to?

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

### **EXAMPLE:**

- Mislim da is zaboravila zatvoriti...
- Zatvorila sam!

## On-screen Text

Any redundant on-screen text (i.e. those that are either identical to the existing on-screen text or anything covered in the dialogue) should be deleted.

All text (with the exception of excerpts from books, magazines, newspapers, text messages etc.) should be written in all caps. Otherwise, they must match the lower/uppercase format as it is represented in the source, on-screen footage.

It is not necessary to include burn-ins/forced narratives unless they are relevant to the plot or have already been covered in the dialogue.

Keep dialogue and burn-ins/forced narratives separate at all times. Use ellipsis in cases where the dialogue gets interrupted.

**Note:** On-screen text and dialogue should be on different subtitles.

### EXAMPLE:

SUB 1: Radio sam na ovom filmu...

Burn-in: REDATELJ

SUB 2: ...deset mjeseci

## 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 Croatian rules please refer to these language reference materials:

Hrvatski pravopis: <http://pravopis.hr/>

Hrvatski jezični portal: <http://hjp.znanje.hr/>

Engleski-Hrvatski riječnik: <https://hr.glosbe.com/en/hr>

## **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.

Both main and episode titles will be the same as the English ones and will therefore not require titling if it is already on screen.

For titles of existing, published works (movies or tv shows), use any official or generally accepted translations. If none exist, leave the existing title in its' original language.

## **Slang:**

Slang spellings should be confirmed with reputable sources whenever possible.

For English:

Urban Dictionary <http://www.urbandictionary.com>

## **Brand Names:**

Brand names should be left as is. Consider using the names of local brands or generic terms if it is unlikely that the target audience is familiar with the product.

## **Character Names:**

Use the Croatian names for characters that have well-established local Croatian translations (e.g. mythical and/or historical characters).

For character names that do not have well-established Croatian translations, retain the English name or use a generic term/name that conveys the same meaning as the original.

Nicknames can be translated only if they are plot-pertinent.

Proper names (e.g., Peter, John etc.) are never translated unless an approved translation has been provided to you.

## 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\*\*\*\*\*.

## Foreign Dialogue

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

When using foreign words, always ensure that spelling, accents and punctuation is correct (when applicable).

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 subtitled.

Foreign words should be italicized unless the words have become culturally accepted and used in everyday settings (such as *bon appétit* or *rendezvous* in English) or if they are proper/brand names.

### EXAMPLE:

Govorim *arrivederci* za slastice za neko vrijeme.

## Italics

Italics should be used for

- Voice-over dialogue (e.g. 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 (e.g. *E. coli*, *Triceratops*)

## Numerals

- Numbers from 1 to 10 are written out in full (e.g., jedan, dva, tri, etc.)
- Numbers above ten need to be written out numerically (11, 12, 13, etc.)
- Numbers above ten thousand should be divided in groups of three digits (counting from the end), separated by spaces (e.g., 10 000, 123 000 etc.)
- Commas are used as decimal separators (e.g. 9,99)
- Numbers up to ten thousand do not need commas, periods or other forms of separation (e.g. 9999)
- There is always a space that separates a number from the % symbol (e.g. 3 %)

### Exceptions:

- Addresses should always be written numerically: Radnička cesta 41
- Numbers that begin a sentence should generally be spelled out.

These rules may be broken in the event of space or time limitations.

## Currency & Units of Measure

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

### EXAMPLE 1:

Prodao bih aplikaciju za 99 centi ili 1,29 \$.

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

### EXAMPLE 2:

To će vas koštati 129 ili 199  
ovisno o modelu.

Units of measure should be converted to the metric system. Fahrenheit should be converted to Celsius.

Time information should be shown using the 24-hour format, using the following spacing convention:

Sada je 17 h.  
Sada je 17:30.

Dates are to be written with a full stop after the year in the following format:  
DD.MM.YYYY

### **EXAMPLES:**

August 7th 2017 = 07.08.2017.

**Note:** Name of the month has to be in Genitive case when writing the month out.

## **Punctuation**

Follow standard official rules.

Some notes:

- Following quotation marks are used in Croatia: „”
- 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 outside of the quotation marks unless they are part of the quoted material. 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 quotation marks for a quote within a quote.
- Colons can be used when appropriate. Semicolons should not be used.

## Songs

Keep names of songs, albums, movies/TV shows, or apps 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 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.

All lyrics and album titles should be italicized. Song titles need to be in quotation marks.

Use an ellipses to indicate that the song is continuing to play in the background when its subtitle has to be removed to give precedence to any dialogue.

The first letter in each line should be capitalized.

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.