



Original Content QA Lab: Subtitling Guidelines

HI-HI

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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 to indicate two speakers in the same subtitle. No space should appear between hyphens and dialogue.

EXAMPLE:

-शायद हमें वोट करना चाहिए।
-फिर से? हम पहले ही वह कर चुके हैं।

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: मुझे लगता है तुम साथ आ सकते हो,

SUB 2: पर मुझे नहीं लगता
घरवाले आने देंगे।

INCORRECT:

SUB 1: मुझे लगता है तुम साथ आ सकते हो...

SUB 2: ...पर मुझे नहीं लगता
घरवाले आने देंगे।

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: रुको, क्या तुमने...

SUB 2: ...पूरा खा लिया?

Use ellipses to indicate an abrupt interruption.

EXAMPLE:

-शायद तुम बंद करना भूल गए...

-मैंने बंद कर दिया है!

On-screen Text

Subtitles should include 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). If the English text is understood in HI-HI, no need to add a subtitle.

Subtitles should generally match the case of the on-screen text.

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

Example 1:

Sub 1: आपका नाम क्या है?

Sub 2: बेन्स

सबवे टैलेंट

Sub 3: बेन्स। कार के जैसा, पर “स” लगा है।

Use ellipses in cases where the on-screen text interrupts the dialogue.

Example 2:

Sub 1: अगर ऐसा हुआ, तो आपको अगले छह सप्ताह...

Sub 2: ग्वेनेथ पाल्ट्रो

संस्थापक और सीईओ, गूगल

Sub 3: ...अपने ऐप को और बढ़िया बनाना होगा।

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 following dictionaries as the primary source for spelling.

<http://www.cstt.nic.in>

<http://www.shabdkosh.com>

<http://www.rajbhasha.nic.in>

<http://www.cdac.in>

<http://www.microsoft.com/Language/en-US/Search.aspx>

www.dict.hinkhoj.com

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:

Translate slang terms if their equivalent terms exist in Hindi. If there is no equivalent, then keep the original word in curly quotes.

Acronyms:

Common Acronyms like FBI, CIA, IT, AI should be transliterated in Hindi, such as एफबीआई, सीआईए, आईटी, एआई. Complicated acronyms can be elaborated and transliterated in the first series of subtitles.

Abbreviations:

Abbreviations can be translated in Hindi, such as Temp. - Temperature/ Temporary as per the context. Personal titles are transliterated and may be abbreviated as well.

- Mr. - श्री / श्रीमान
- Mrs. - श्रीमती
- Miss - कुमारी
- Ms. – सुश्री
- Dr. - डॉ.
- Prof. - प्रो.

Character and Brand Names:

- Character names such as Mickey Mouse, Big Poppa, Scary Jim are DNT or as they appear in Apple music and iTunes.
- General names such as James, Alex can be transliterated.
- Do not translate brand names or album names. For example: Apple Watch, Nike, iOS etc.

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:

क्या ब***** है।

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 sentence, then it can be titled.

EXAMPLE:

कुछ समय के लिए मैं मीठे को *arrivederci* कह रही हूँ।

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.
- Decimal numbers should be represented numerically. For example: 7.8, 5.2.
- Numbers 1,000 and up require a comma.

Exceptions:

- Addresses should always be written numerically:
- C/12, आदर्श नगर or C-20, आदर्श नगर.
- Numbers that begin a sentence should be spelled out.
- For ordinal numbers, 1st - 9th are spelled out: पहला, दूसरा. From 10th, ordinal numbers are written out numerically, followed by वीं: 10वीं, 12वीं.

Currency

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

EXAMPLE 1:

मैं इस ऐप को 100 डॉलर या 120 डॉलर में बेचूँगा।
यह 50 पाउंड का है।

For currency value in million and billion, convert them to Indian equivalent as example below:

EXAMPLE 2:

हमने 6 करोड़ डॉलर कमाए।
हमने 64 करोड़ डॉलर कमाए।

For example:

1 million - 10 लाख, 1 billion - 100 करोड़.

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

EXAMPLE 2:

यह आपको 129 या 199
का पड़ेगा, मॉडल के अनुसार।

Grammar Rules

- **Nukta:** Nukta (or nuqta) is a dot added under Hindi consonants to denote loan words from Arabic, Persian, Urdu and English. Nuktas are a fixed property of the spelling of the word and when in doubt about the spelling, a Hindi-Urdu-English dictionary should be consulted to make sure that the spelling is correct. Also, use nuktas for all English words containing the “fa” sound to differentiate फ़ pha from फ fa.
- **Articles:** There are no articles in Hindi and therefore “a” or “an” from English should not be literally translated to “एक” (“one”). Most sentences in Hindi do not need an article when “a” or “an” in English are translated. For example, “please take a cupcake” would be translated as “कपकेक लें” and “please take one cupcake” would be translated as “एक कपकेक लें”. These translations become awkward when “a” or “an” in English is literally translated to “एक” (“one”).
- **Plurals:** In the case of transliterations, the singular form of the English term shall take precedence over its plural form. If the English plural is used then it does not always “sound plural” in a Hindi sentence. For example, His albums - उनकी ऐल्बम.
- **Pronouns:** For singular, 'This' and 'That' should be translated as 'यह' and 'वह'. For plural, 'these' and 'those' should be translated as 'ये' and 'वे'.

Style Conventions

- **Complex Technical Terms:** Transliteration is preferred since not all viewers will understand the pure Hindi term. For example:

Venture Capitalist - वेंचर कैपिटलिस्ट
Artificial Intelligence - आर्टिफिशियल इंटेलिजेन्स
Information Technology - इन्फ़र्मेशन टेक्नॉलजी

- Always attempt to find a Hindi word that can be easily understood.
- **Urdu vs. Hindi:** If a commonly known term is equally used in Hindi and in Urdu, the Hindi term shall take precedence. For example: तरीका without Nukta.
- **Urdu vs. Transliteration:** If a Hindi term cannot be used and the translator has to choose between Urdu and Transliteration, then Transliteration shall take precedence.
- **Date & Time:** Comma should not be used to separate the month from the year. DD/MM/YY format should be used while translating to Hindi. Examples: 17 मार्च 2015, 17/03/2015, 17/3/15.
- Colon (:) should be used as a time separator. No space is required before or after the colon. 'o'clock' should be translated as 'बजे'.
- For Example:

रात 10:30 बजे

सुबह 9 बजे

14:20 पर

4 बजकर 40 मिनट पर

Come get me at 10am - मुझे सुबह 10 बजे लेने आना।

Let's have dinner on the 12th of this month - इस महीने की 12 तारीख को डिनर पर चलते हैं।

This offer will start from 1st January, 2017 - 1 जनवरी 2017 से यह ऑफ़र शुरू होगा।

We will meet today at 10 pm. - हम आज रात 10 बजे मिलेंगे।

- **Metric system:** Units of measurement and temperature should be converted to Hindi standards.

- For example:

Miles - km
Pound (lb) - kg
°F - °C

Punctuation

Follow standard official Hindi rules.

Some notes:

- Use curly double quotation marks (“ ”) and not straight quotation marks (" ") for quotes.
- Use single quotes for a quote within a quote.
- Hindi full - stop **पूर्ण विराम** (।) should be used.
- 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 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.)
- Colons can be used when appropriate. Semicolons should not be used.

Syntax Rules

- **Genders:** Pay special attention to genders, and research well before addressing nouns as masculine or feminine. Make sure the articles and adjectives are adjusted accordingly.

General advice

- Make sure the subtitles are consistent with previous translations.

- Change the order of variables in strings to match the syntax of the Hindi language.
- Use the Indian or UK English term when transliterating anything from US English. For example, 'Metro' instead of Subway, 'Full-stop' instead of 'Period', etc.

Songs

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.

CORRECT:

खुदा जाने के मैं फ़िदा हूँ
खुदा जाने मैं मिट गया

INCORRECT:

खुदा जाने के मैं फ़िदा हूँ,
खुदा जाने मैं मिट गया

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.