Original Content QA Lab:
Subtitling Guidelines
UK-UA

Last Revision
July 31, 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 shortened 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 an m-dash to indicate two speakers in the same subtitle. Space should appear between hyphens and dialogue.

EXAMPLE:

— Де твій бас, друже?
— Тут, зі мною.

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: Я не усвідомлював,
коли почав створювати музику,

SUB 2: що гратиму в клубі.

INCORRECT:

SUB 1: Я не усвідомлював,
коли почав створювати музику…

SUB 2: …що гратиму в клубі.

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: Адже коли все відбувається так швидко…
SUB 2: …іноді нам тяжко тримати темп.

SUB 1: Зачекай, невже ти з'їв…
SUB 2: …невже все це?

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

EXAMPLE:

— Ти все взяв для...
— Так, все!

On-screen Text

Should include all plot-pertinent on-screen text (always include on-screen text if the English subtitles contain it).

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 UK-UA, for example, "Producer" would be understood, so it is not necessary to add that subtitle.

Notes:
Subtitles should generally match the case of the on-screen text.
Ukrainian subtitles for burn-in texts/name of the show that keeps in English are not required.
On-screen text and dialogue should be on separate 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 this sites as the primary source for spelling.
http://www.pravopys.net/
http://litopys.org.ua/pravopys/pravopys2015.htm

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.
Quotes are used in names of songs, albums, movies, books in case if they are transliterated into Ukrainian.
Stage-names, nicknames of people and animals, bands, different venues, the name of companies, brand names should not be translated unless they carry important meaning to the plot.

EXAMPLE:

Planet of the Apps, Jay Z, Dior, Barclays.

Well-known characters names could be translated.

EXAMPLE:

Міккі Маус, Джек-Різник, Губка Боб.

Names of historical figures, real names of artists should be transliterated.

Slang:
Slang spellings and meanings should be confirmed with reputable sources whenever possible.
You can check at http://www.urbandictionary.com/.

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:

Це повний п****** .

Foreign Dialogue

Foreign dialogue (not in English) 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:

Я кажу солодощам *arrivederci* на деякий час.

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

Numerals

- Numbers one to ten should be spelled out. Numbers 11 and up should be represented numerically.
- Numbers consisting of many digits are divided into groups containing three digits each, which are separated with spaces.

EXAMPLE:

1 000
1 456 000

- The spaces between groups might not be larger than the space taken up by a single digit. Longer numbers are separated neither with periods nor commas.
- Decimal value is separated from the integer number with a comma.

EXAMPLE:

1 345,56

- Four-digit numbers and numbers representing years, page numbers, etc., are kept together.
- If the percent sign is preceded by a number, there should be a space between the number and the sign: 10 %. Do not split the number and the sign between different lines (use non-breaking space if possible).

Exceptions:
- Addresses should always be written numerically: вул. Гетьмана, 1
- 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.
The dollar sign ($) is put after numbers and must be separated with a space.
Currency should not be converted to local currency.

EXAMPLE 1:
> Я б продавав додаток за 99 центів або 1,29 $.

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

EXAMPLE 2:
> Це коштуватиме тобі 129 або 199, залежно від моделі.

The digits come first, followed by a space and then the abbreviation грн. (always in lowercase and followed by a full stop) or the symbol.

Punctuation

Follow standard official rules.

Some notes:
- Colons can be used when appropriate. Semicolons should not be used.

Quotation mark
- Quotation marks should look like «» (chevrons).
- Inside chevrons straight quotation marks are used for a quote within a quote.

EXAMPLE:

«кнопка "Готово"»

- Chevrons 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.
- If quoted text continues over several subtitles, chevrons should only be used at the very beginning and very end of the quote. (Not at the beginning of each subtitle within the quote.)

Parentheses
- In Ukrainian there is no space between the parentheses and the text inside them.
- Comma, semicolon, colon, En-dash and Em-dash are always placed after the closing parentheses. Full stop, exclamation mark and question mark can be placed before the closing parentheses if these symbols are related to the words in parentheses, or after the closing parentheses if these symbols are related to the sentence in a whole.
- After the closing parentheses at the end of the sentence the appropriate punctuation should be placed (related to the sentence in a whole), independent of the punctuation in the parentheses.

Dashes and Hyphens

- The hyphen «-» is used to divide words between syllables, to link parts of a compound word.
- There should be no spaces before and after the hyphen.

EXAMPLE:

<p align="center">веб-сайт
інтернет-магазин
Гвінея-Бісау</p>

- The n-dash is used as a minus sign, usually with spaces before and after. Space is omitted only when the minus is used to show that the number is negative.
- An m-dash «—» separates words in a sentence and has a grammatical function.
- Use an m-dash to indicate two speakers in the same subtitle.
- Dashes should not be substituted with hyphens.

EXAMPLE:

Guardian Circle — це особиста система безпеки.

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:

You thought I took a spill
But I didn't

INCORRECT:

You thought I took a spill,
but I didn't

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.

Dates

First Day of the Week	Monday	понеділок
First Week of the Year	The week that contains January 1st	1 січня
Separator	. (period)	. (крапка)
Short Date format	dd.MM.yy dd.MM.yyyy	23.05.05 23.05.2005
Long Date Format	dd MMMM yyyy 'p.'	23 травня 2005 р.

Months

Month	Full Form	Abbreviation Form	Long Date Form
January	січень	січ	січня
February	лютий	лют	лютого
March	березень	бер	березня
April	квітень	квіт	квітня
May	травень	трав	травня
June	червень	черв	червня
July	липень	лип	липня
August	серпень	серп	серпня
September	вересень	вер	вересня
October	жовтень	жовт	жовтня
November	листопад	лист	листопада
December	грудень	груд	грудня

- Names of months and weekdays are not capitalized unless it is required by grammar (f.e. first word in the sentence)
- If the weekday must be mentioned, the following format is used: [weekday], d mmmm yyyy 'p.'
- The date should always be in the format of day.month.year and use periods (.)
- First Day of Week: понеділок.

- Month names should be used together with the date: December, 22 should be 22 грудня.

Notes: Use the abbreviations only if you do not have space. Otherwise use the full name of the days and months.

Time

- Should be used 24-hour format
- Standard time format: HH:mm

EXAMPLE:

12:24

Measurement Units

Category	English	Translation
English units of Measurement	Inch	дюйм
	Feet	фут
	Mile	миля
	Gallon	галон

If the unit of measure is preceded by a number, there should be a non-breaking space between the number and the unit of measure: 35 мм

Measurements should be converted.
EXAMPLE 1 :

10 ft = 3 m

EXAMPLE 2 :

10 lbs = 4,5 kg

EXAMPLE 3 :

100 °F = 38 °C