

GAME LOCALIZATION: QUALITY ASSURANCE AND TECHNOLOGICAL DEVELOPMENTS

ATA 61 ANNUAL CONFERENCE

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Outline



Quality assessment
process



Technological
developments



Concluding thoughts

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Quality Assurance (QA)



Essential to guarantee the quality of the video game



First time translation seen in context



Also known as "testing", "debugging", "quality control"



In-house vs. outsourcing

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Main Types of LQA



FUNCTIONALITY TESTING



LINGUISTIC TESTING



COMPLIANCE TESTING



REGRESSION TESTING

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Functionality Testing



Broken functionality



Implementation issues

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Linguistic Testing



Linguistic quality



Localized audio
quality



Cosmetic issues



Accuracy,
mistranslations



Culturally
inappropriate
content



Date, time, currency
and numerical values
format

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Compliance Testing



Manufacturer's terminology



Product naming conventions



Button/controller representations



Platform-specific features

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Regression Testing

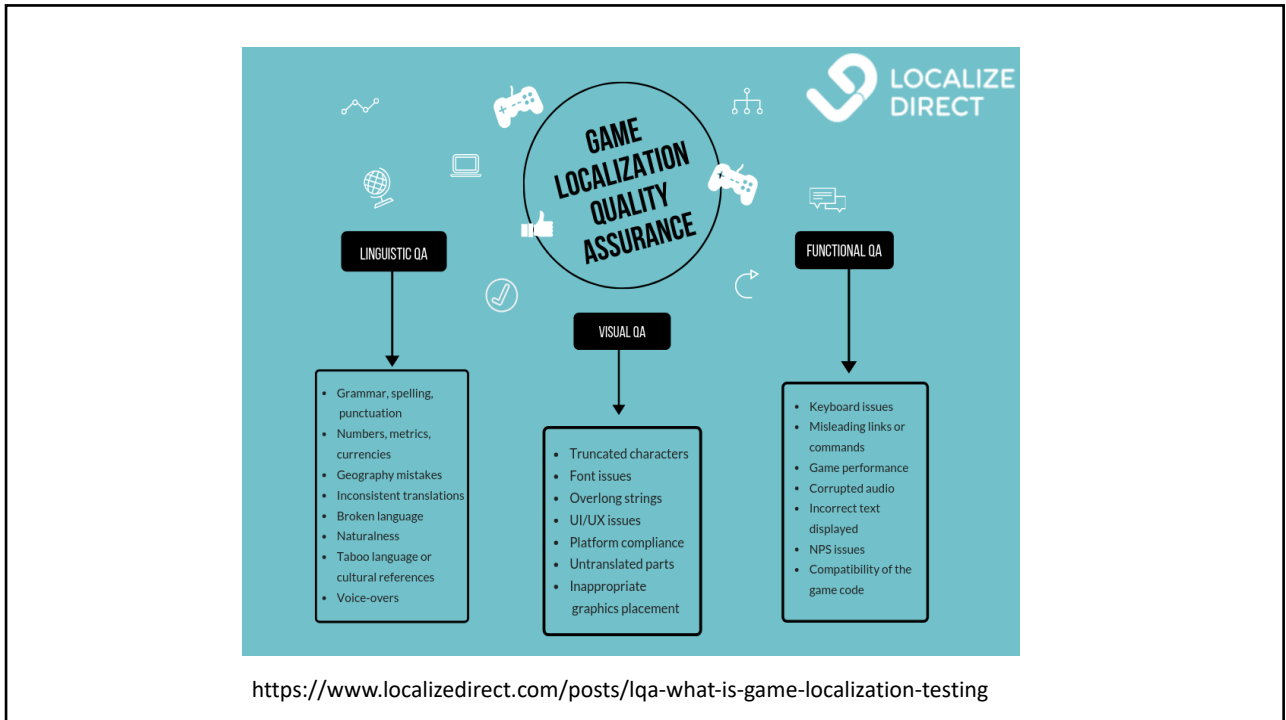


Track reported bugs.

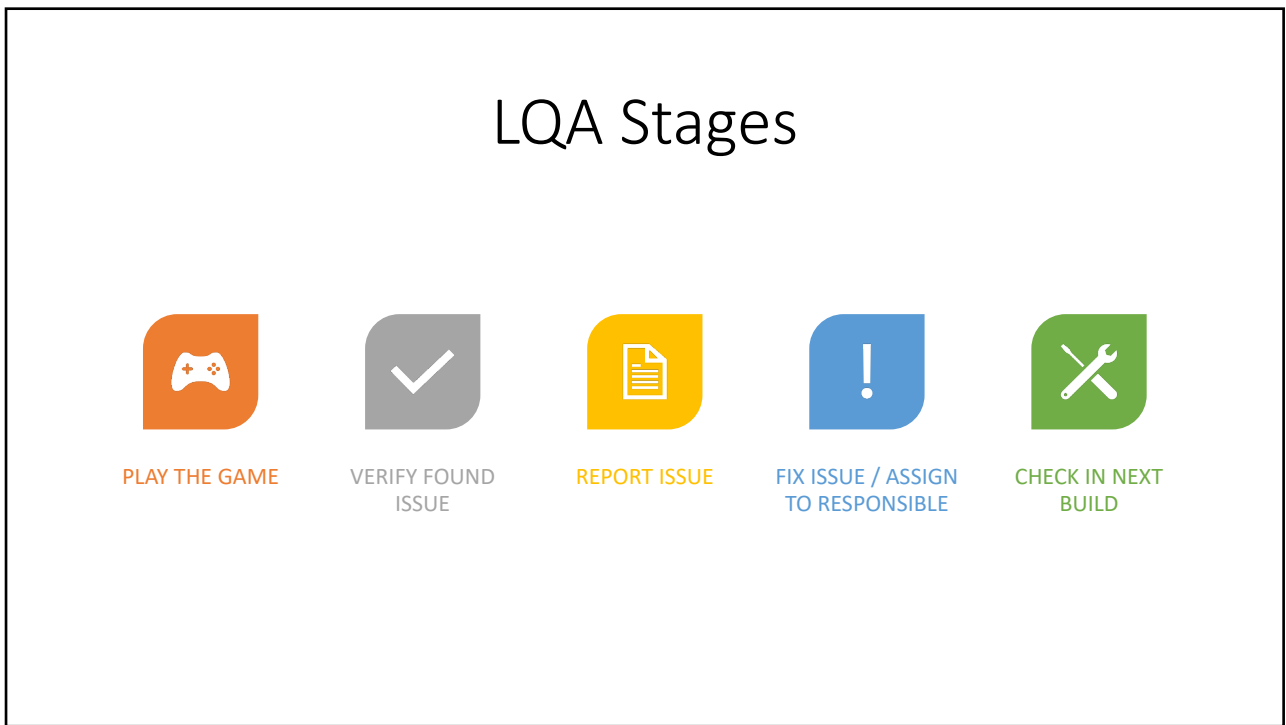


Check for new issues.

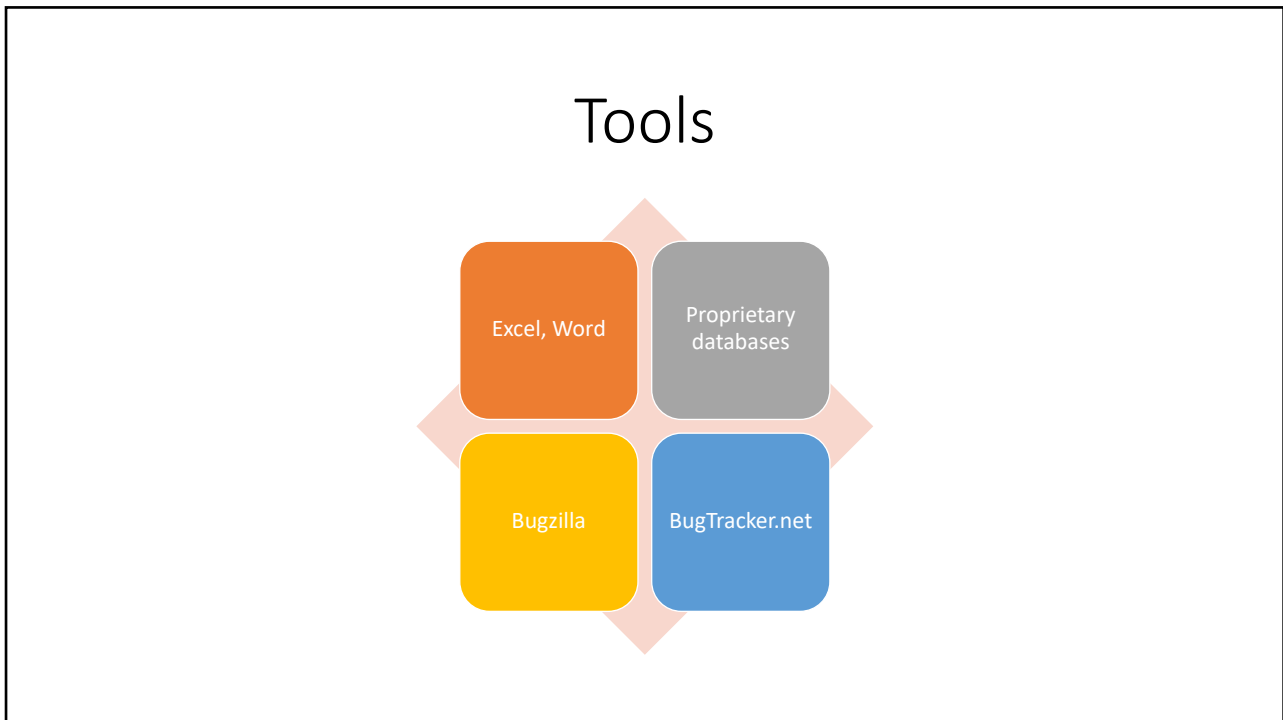
8



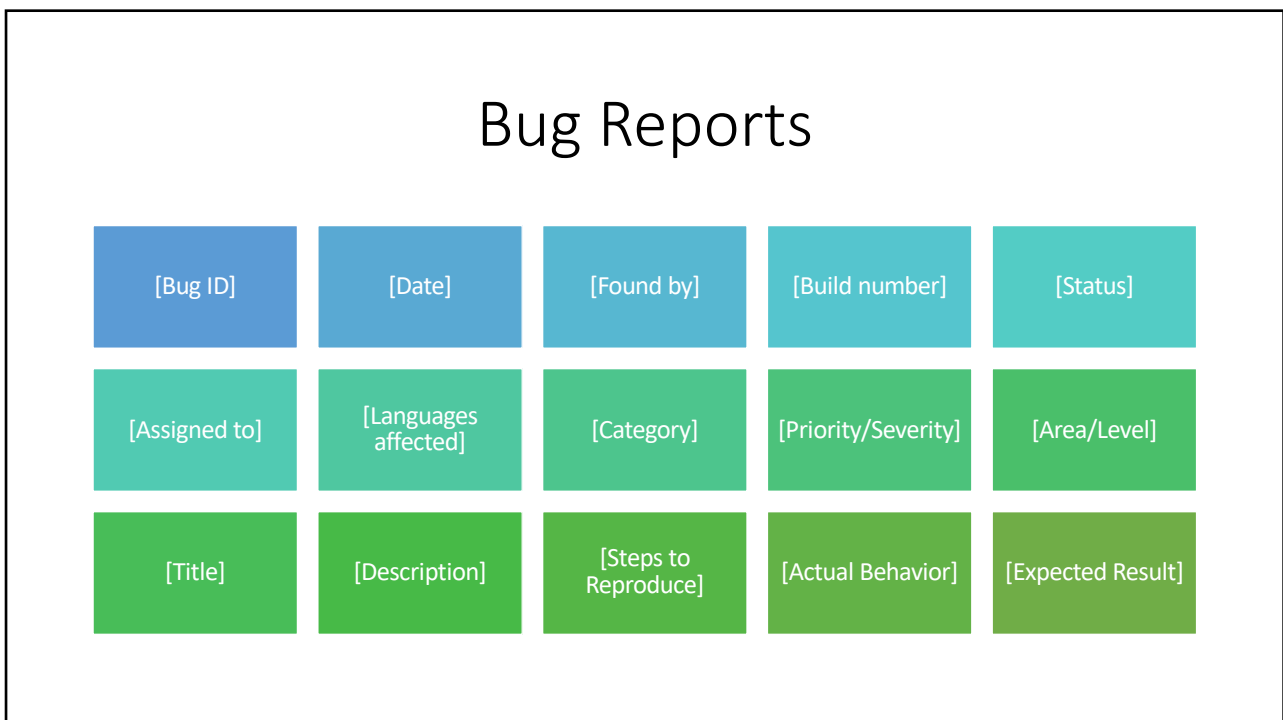
9



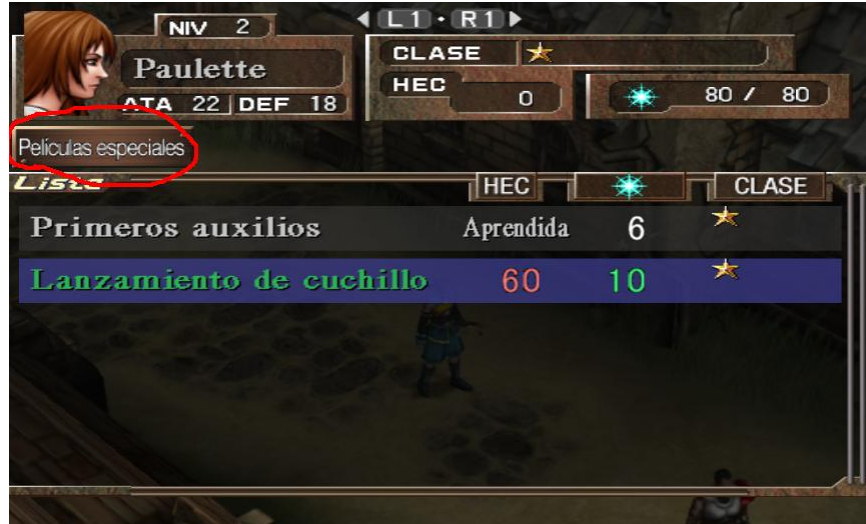
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ARC: El crepúsculo de las almas (2016)

Fuente: <https://daffi2.wordpress.com/2014/01/16/errores-de-traducion-en-videojuegos/>

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Source: <https://i.imgur.com/AeAjceF.jpg>

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Source: <https://us.forums.blizzard.com/en/warcraft3/t/truncated-tooltip/23242>

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Artificial Intelligence for Dubbing

Tools for modifying animations depending on target text.



Software manipulates graphics so that facial muscles move in synch with phonetic content.

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Ciberpunk 2077 (CD Projekt, 2020)

JALI Research



Facial animations that match spoken dubs in 10 languages

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Ciberpunk 2077 (CD Projekt, 2020)

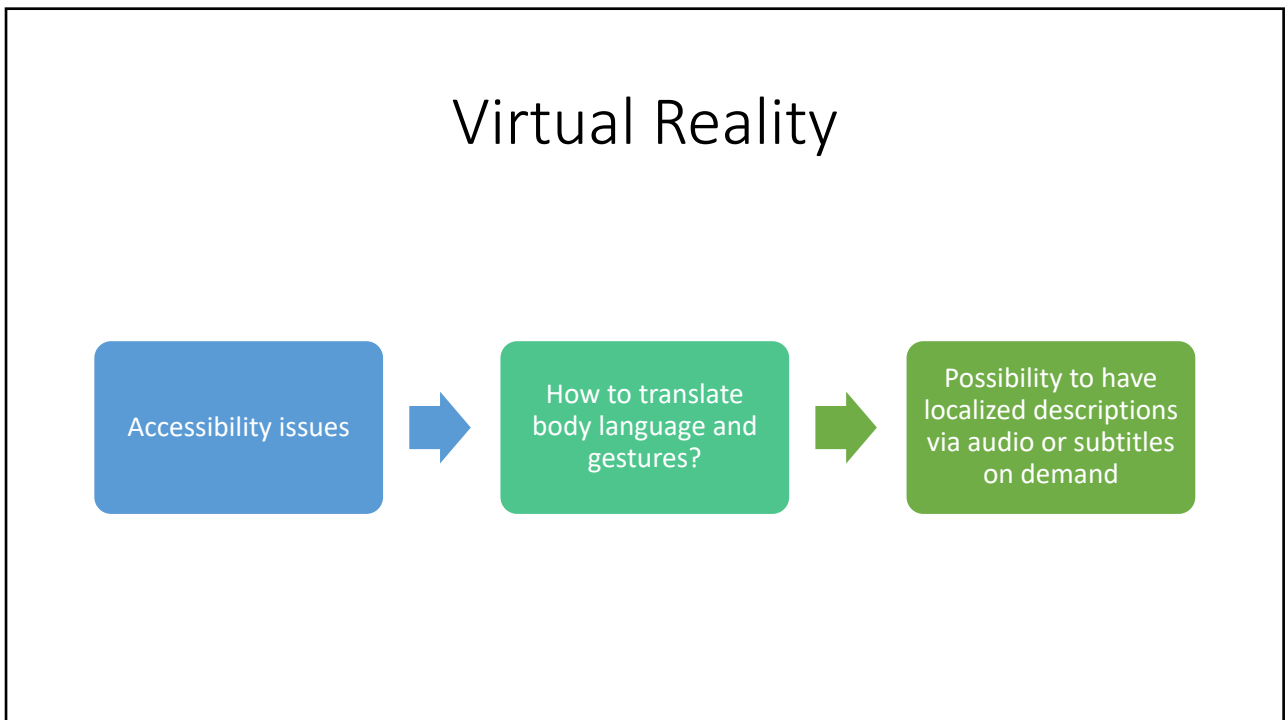


<https://youtu.be/uFlxiz0jwRE> (from 15:36)

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Text to Speech

- Ubisoft: Use of text to speech technology for reviewing texts



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Machine Translation (MT)



Increasing use of neural MT



Increase speed of delivery



Reduce costs

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MT Challenges

Terminology

Variables
and tags

Creativity

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MT at Electronic Arts



Research for several years



Implementation in April
2019



What text types were
suitable?



Level of quality to be
expected?

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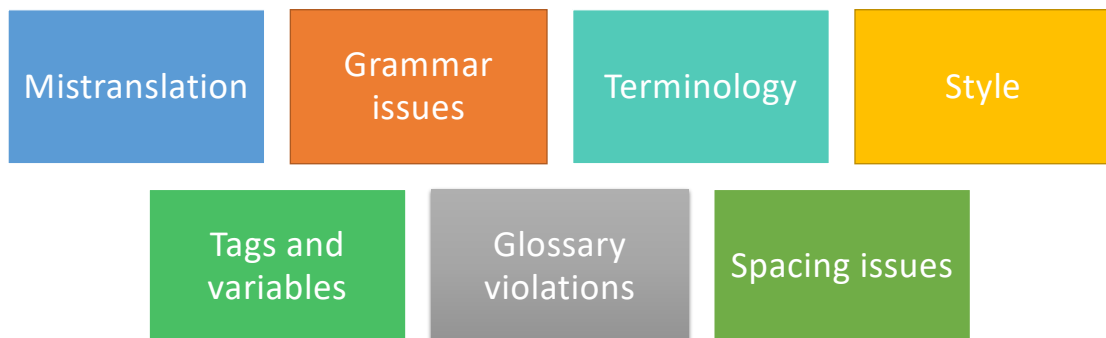
Types of Content

Area/Content type	Service	Comments	Utility	Speed	Sentiment
Player feedback	Instant MT	e.g. player feedback collected from social media	✗	✗	✗
Customer support articles	MTPE	Legacy article with little impact could be considered for raw MT	✓	✗	✗
Back translations	Instant MT	To understand the meaning of translations	✗	✓	✗
Game content	MTPE	<ul style="list-style-type: none"> •Titles with low ROI for specific languages •For a first translation into English for titles developed in other countries •Cinematics (lip syncing) scripts that are edited heavily 	✗	✗	✓
Websites	MTPE	<ul style="list-style-type: none"> •Low impact locales with low ROI •Testing engagements in specific locales and considering full localization service afterwards 	✗	✗	✓
Tutorials/User guides	MTPE		✓	✗	✗
Live chat	Instant MT		✓	✓	✗
Translation for information	Instant MT	Generally speaking when you only need to get the meaning of content	✗	✓	✗

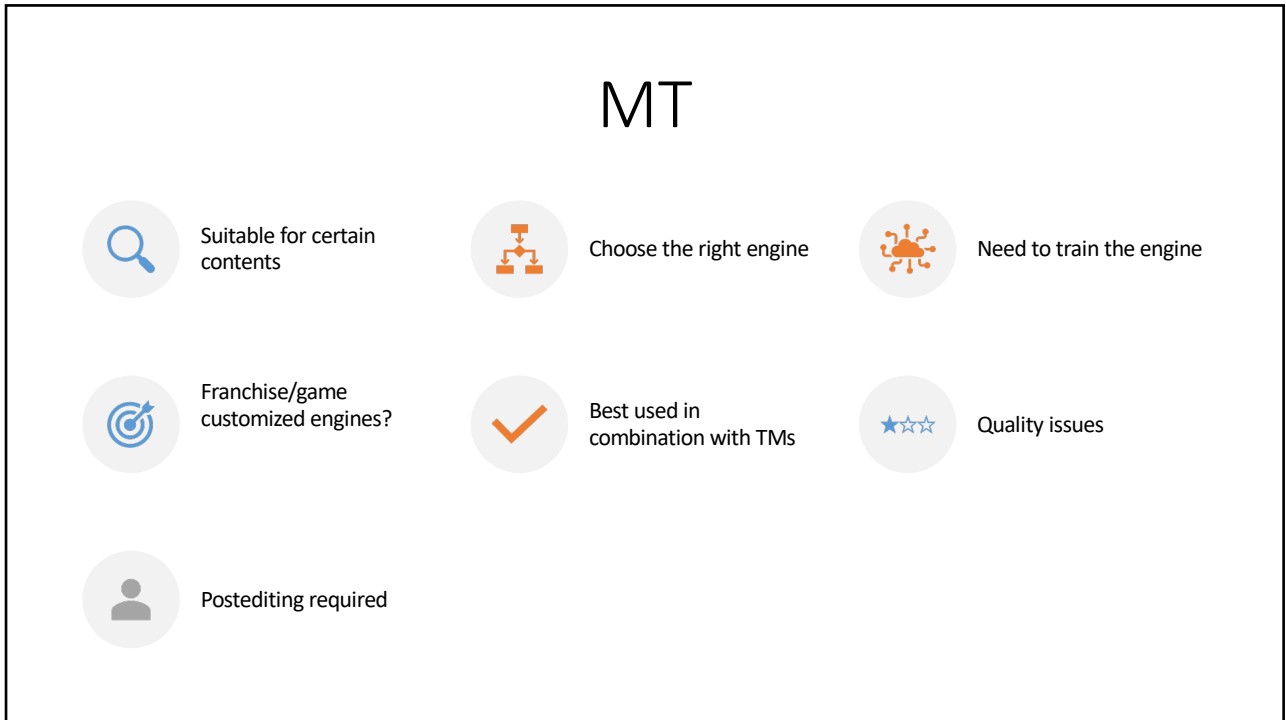
Categorization of types of text at Electronic Arts. Source: [MultiLingual](#)

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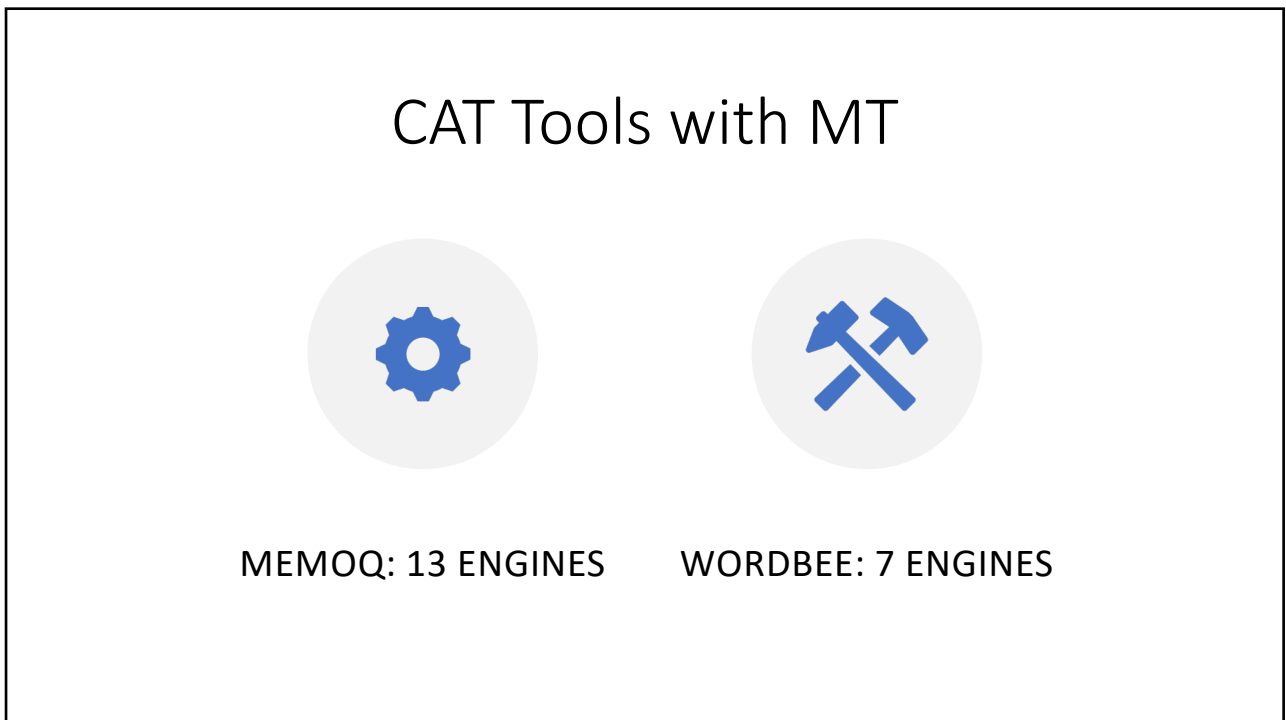
MT at Electronic Arts: Issues found



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Machine Translation



Card Wars: Adventure Time (2012)

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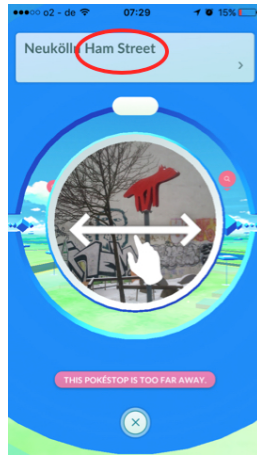


Source: <https://www.hobbyconsolas.com/reportajes/club-chistendo-lost-transleision-69828>

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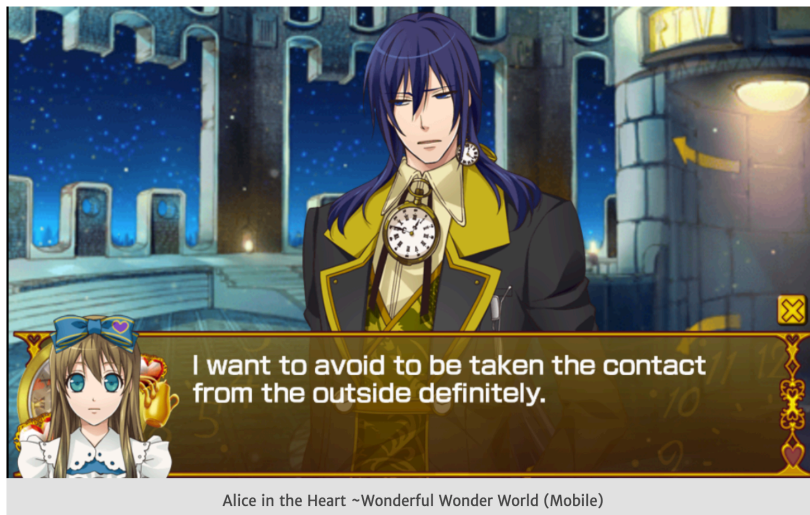
Pokémon Go Game

- Berlin's Schinkestraße becomes...



Source:
<https://www.applanga.com/blog/why-is-the-world-crazy-about-pokemon>

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Alice in the Heart ~Wonderful Wonder World (Mobile)

Source: <https://legendsoflocalization.com/funky-fantasy-iv/>

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Concluding Thoughts



QUALITY IS PARAMOUNT TO THE SUCCESS OF GAME LOCALIZATION.



IMPORTANCE OF QA PROCESSES DUE TO AGILE LOCALIZATION PROCESSES.



EMERGING TECHNOLOGIES CAN FACILITATE OR POSE CHALLENGES TO THE LOCALIZATION PROCESS.



INCREASING ROLE OF MT AND POSTEDITING.



QUALITY FIT TO PURPOSE

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Concluding Thoughts



STREAMLINE PROCESSES
AND BE MORE PRODUCTIVE



IMPLICATIONS FOR
RESEARCH AND TRAINING

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References

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- Bernal-Merino, Miguel Ángel. (2014). *Translation and Localisation in Video Games*. London: Routledge.
- O'Hagan, Minako; Mangiron, Carme. (2013). *Game Localization: Translating for the Global Digital Entertainment Industry*. Amsterdam & Philadelphia: John Benjamins.

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- <https://screenrant.com/cyberpunk-2077-animations-languages-ai-lip-sync/>

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<https://www.ata-divisions.org/AVD/>

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