

## **SYLLABUS**

## **Faculty of Arts and Sciences**

Cou	rse Code Course Title		Credits		ECTS Value						
TRN 414		Translation and Localization			2-3)	7					
Cour	Prerequisite Courses:										
Course Language:		English	Course Delivery	Mode:	Face to Face						
	se Type Level:	Compulsory / Undergraduate / 4th Year / Spring Semester									
Instr	uctor's Ti	tle, Name, and Surname	Course Hours	Office H	ours	Contact					
	Asst. P	rof. Dr. Mustafa Kartal Çelikay	3	Wednesday: 10:00 - 11:00 & 13:30 - 14:30		kartalcelikay@ cag.edu.tr					
Cour Coor	se dinator:	Asst. Prof. Dr. Mustafa Kartal Çelikay									
Cour	Course Objectives										
Outcomes		pose of this course is to enable students zation as an integral component of the			Relations						
	in the tra and mult dimension assessm	Students learn strategies, technologica nslation of digital content such as websit timedia products. They analyze the cult ons of localization, apply terminology tent processes, and gain profession by in the global translation market.	Program Outcome								
g Out	1	Defines the concept of localization translation.	and distinguishes	s it from	3, 5, 6, 7	5, 4, 4, 4					
Course Learning	2	Applies localization strategies to diffe web, game, and multimedia.	5, 6, 7	5, 5, 5							
e Le	3	Uses CAT tools, translation memories, and terminology databases effectively. 3, 5, 7									
Cours	4	(translator, editor, project manager, et	lains collaboration among different roles in localization nslator, editor, project manager, etc.).								
	5	Analyzes cultural and ethical issues develops solutions.		4, 5							
	6	Carries out localization practices invol	6, 7	5, 5							
	7	Evaluates personal localization performance and develops 8,9 improvement strategies.									
Cour Cont		This course covers both theoretical and practical aspects of translation and localization in digital age. Students learn to use tools for website, game, software, and multimedia translation plan workflows, and manage localization projects in various file formats. Topics incluterminology management, quality control, cultural adaptation, and ethical principles localization.									
Course Schedule (Weekly Plan)											
Wee	k	Topic	Preparati	on	1	g Methods and chniques					
		uction to the course – The concept of zation and its relation to translation	Instructor preser (Course overview expectations)								



		Dooding: limánoz	T T	
Website localization		Crespo (2024)	Discussion, application	
Video game localization		Research: sample game texts	Case study, analysis	
Localization strategies ar adaptation	nd cultural	Instructor materials	Discussion, case analysis	
Workflow and project ma localization	nagement in	Reading: Williams (2004)	Presentation, applied example	
Technological tools in loc TM, TB)	alization (CAT,	CAT tool demo	Demonstration, hands-on practice	
Localization of different fi JSON, XML)	le formats (HTML,	Sample files	Laboratory practice	
Midterm Exam		Study of previous topics	Theoretical and practical exam	
Midterm Exam		Study of previous topics	Theoretical and practical exam	
Audiovisual translation and commercial, series)	nd localization (film,	Selected videos	Practice, discussion	
Quality evaluation in tran technologies	slation	Academic articles	Discussion, analysis	
Roles and teamwork in the process	ne localization	Reading: Odacıoğlu & Köktürk (2015)	Presentation, case analysis	
Student localization project preparation		Group planning	Project work	
General review and pre-f	inal guidance	Previous course materials	Discussion, feedback	
Final project preparation	and consultation	Project drafts	Mentoring, application	
Pre-final workshop and to	echnical rehearsal	Project files	Workshop practice	
Final Exam		Localization Project Implementation	Project application + report writing	
Final Exam		Localization Project Implementation	Project application + report writing	
	Course F	Resources	<del>-</del>	
ok:	Francis.  Jiménez-Crespo, M World Wide Web. F O'Hagan, M. & Ash	hworth, D. (2002). Translation-Mediated Communication		
mended References:	Odacıoğlu, M. C. & Köktürk, Ş. (2015). The Impact of the Localization Industry on Translation Theories. Akademik Bakış Journal.  Williams, J. (2004). The Guide to Translation and Localization. Lingo Systems.  Temuçin, D., Odacıoğlu, M. C., & Gündüz, A. (2024). The Position of Localization Literature (1998–2024) in Türkiye.  https://lokalise.com/  https://weglot.com/  https://redokun.com/blog/localization-process  https://latitudeprime.com/website-localization-the-complete-guide/			
	Video game localization  Localization strategies ar adaptation  Workflow and project malocalization  Technological tools in localization  Technological tools in localization of different files of JSON, XML)  Midterm Exam  Midterm Exam  Audiovisual translation arcommercial, series)  Quality evaluation in transletchnologies  Roles and teamwork in the process  Student localization project  General review and pre-files project preparation  Pre-final workshop and technologies  Final Exam  Final Exam  Final Exam	Video game localization  Localization strategies and cultural adaptation  Workflow and project management in localization  Technological tools in localization (CAT, TM, TB)  Localization of different file formats (HTML, JSON, XML)  Midterm Exam  Midterm Exam  Audiovisual translation and localization (film, commercial, series)  Quality evaluation in translation technologies  Roles and teamwork in the localization process  Student localization project preparation  General review and pre-final guidance  Final project preparation and consultation  Pre-final workshop and technical rehearsal  Final Exam  Final Exam  Course F  Jiménez-Crespo, M Francis.  Jiménez-Crespo, M O'Hagan, M. & Ashin a Digital World. M Odacioğlu, M. C. & Industry on Transla  Williams, J. (2004). Systems.  Temuçin, D., Odac Localization Literation https://lokalise.com/https://weglot.com/https://redokun.com/https://redokun.com/	Video game localization  Localization strategies and cultural adaptation  Workflow and project management in localization of technological tools in localization (CAT, TM, TB)  Localization of different file formats (HTML, JSON, XML)  Midterm Exam Study of previous topics  Midterm Exam Study of previous topics  Audiovisual translation and localization (film, commercial, series)  Quality evaluation in translation etchnologies  Roles and teamwork in the localization group planning  General review and pre-final guidance Previous course materials  Final project preparation and consultation Project drafts  Final Exam Localization Project Implementation  Final Exam Localization Project Implementation  Course Resources  Jiménez-Crespo, M. A. (2024). Localization in Teransia.  Jiménez-Crespo, M. A. (2024). Localization in Digital World, Multilingual Matters.  Odacioğlu, M. C. & Köktürk, Ş. (2015). The Implementation Translation in a Digital World, Multilingual Matters.  Odacioğlu, M. C. & Köktürk, Ş. (2015). The Implementation Translation Localization Project Localization Project Implementation  Temuçin, D., Odacioğlu, M. C., & Gündüz, A. (2 Localization Literature (1998–2024) in Türkiye. https://lokalise.com/ https://weglot.com/ https://weglot.com/	



https://youtu.be/Swhen8XCI_4 (Anthony Pym Lecture – Localization)									
Course Assessment and Evaluation									
Activities Number		Percentile	Notes						
Midterm Exam	1	30%	Theoretical understanding and applied task						
Participation in Localization Project	5	10%	Active participation in project-based sessions						
Project Preparation & Terminology Work	5	10%	Evaluation of preparedness and submissions						
Final Exam	1	50%	Project performance (40%) + written report (10%)						
ECTS Table									
Content		Number	Hours	Total					
Course Duration		14	<b>3</b> 42						
Out-of-Class Study		14	6 84						
Preparation for Simulations		5	6	30					
Midterm Exam (Midterm Exam Du Midterm Exam Preparation)	ration +	1	20	20					
Final Exam (Final Exam Duration - Exam Preparation)	+ Final	1	<b>30</b> 30						
	206								
	206 / 30 ≈ 6,8 ≈ 7								
	7								