

# Step up your game

*A book on desktop publishing from 1-StopAsia*

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# Introduction

When it comes to having one text in multiple languages and afterwards having the same outer layout or formatting, Desktop Publishing (often abbreviated DTP) is a must so you get the same result in all languages. Add the Asian languages and their diversity into the mix and things become even more complicated.

With this short ebook we are barely scratching the surface of Desktop Publishing but we'd like to make it a starting point. We'd like to showcase some interesting facts, some differences and to show you the benefits of DTP.

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# The importance of desktop publishing

It's a given that we live in an increasingly globalized world with shrinking borders. In terms of language and translations, both are becoming very important components of doing business as many enterprises are shifting across borders, penetrating new markets, and trying to overcome cultural barriers when selling products and services to a brand new clientele. One aspect of a company's marketing strategy when it comes to language and translation for an overseas audience is the importance of desktop publishing. Also referred to as DTP for short, it's the way one lays out a document, presentation, newsletter, PDF, flyers, brochures etc. This blog post will explore the importance of desktop publishing in the context of language and translation.

## The importance of desktop publishing

If you think that desktop publishing is limited to the confines

of graphic designers who look at how to make web and print material pretty, you're wrong. Desktop publishing is crucial for translation services especially due to the language factor that comes into play. For example, you might have a text of 500 words in English, but this, once translated, will turn out to be about 600 words in the final translated text. If this is a presentation, newsletter, website content, or something else, it will mean knowing when to move certain words to a new line so that the word isn't broken up incorrectly in the target language, shifting images and using the right colors so as not to offend, revising the layout of the document in a completely new way, and various other factors.

### **Desktop publishing & software**

There is a wide variety of software involved in desktop publishing ranging from Word, PDF, Powerpoint, to software with more complex requirements on knowledge such as Adobe Acrobat, Adobe Photoshop, and InDesign. It is critical to ensure that your language translator either works very closely with the desktop publisher or graphic designer or that they have the right skill set to address some of the desktop publishing challenges mentioned above.

Here are a few examples of this:

**DTP and Microsoft Word:** When it comes to documents in Word format and their overall simplicity, some clients may even ask whether a DTP service is even necessary. However, this is why DTP is often added on as a separate service fee. In this case, if you choose not to opt for DTP with a Word file, your translator will simply offer you the translated text in a raw, unformatted file.

**Microsoft Powerpoint:** These types of documents are a bit harder than Word files to format. One of the reasons for this issue with layout is the fact that such files are not well suited for text expansion. If your translation ends up being longer than the original text, this will expand past the initial boundaries and will display incorrectly.

**Images:** Whether in Powerpoint or word, images present a separate DTP problem. Some text images simply cannot be edited. With translation and DTP services, however, the text from an image can be extracted, translated, and then inserted back into the main image.

**InDesign:** This type of program is usually referred to as "the industry standard app for publishing projects". While it enables you to create a whole plethora of printed and web materials, they are usually much more challenging

## **5 benefits of DTP**

1. Work in any type of file and format
2. Complex languages & complicated characters
3. Optimize your project's look & feel
4. A critical impact on your project
5. Save on time, money & resources





for translators. This is why when ordering your translation service, you should request that your translation, editing, DTP, and proofreading are taken care of in one go.

### **Multilingual DTP**

Languages are so broad and varied across the world. From Arabic and Hebrew, which read from left to right to Korean or Chinese, which are character-based, you will need to hire the right translation company to help you with multilingual DTP and accurate translations. Multilingual DTP is exactly what it implies – many languages that are translated and formatted according to the specific layout or formatting required in the original document.

### **Benefits of desktop publishing**

**Work in any type of file and format:** Such professionals are usually well-skilled in both translations and DTP and can work with a wide range of file formats so that the end client is satisfied.

**Complex languages and complicated characters:** By combining a strong translator with a well-functioning DTP service, you'll be able to overcome some of the main challenges in terms of translating and publishing complex languages and dealing with complicated characters, which,

for example, may not fit onto a line but can't be broken up in order not to lose the original meaning.

**Optimize your project's look and feel:** Cultural components such as the impact of color or certain word usage may offend in some cases. This is why when you outsource desktop publishing, translators who work with DTP can help avoid and reduce any gaffes that might arise during the project.

**A critical impact on your translation or localization project:** Think of it this way – if you use improper desktop publishing, your layout and typos can lead to a poor impression of your company, a rejection of your product, and in some cases may lead to lawsuits if your information has mistakes due to incorrect formatting. By using a professional language service provider, you'll be able to have more confidence in the final product.

**Save on time, money, and resources:** By opting for a company to do both your translation and localization project, as well as your DTP, you'll have a stronger product and will need fewer revisions. By killing two birds with one stone, you'll also save yourself a lot of time, money, and resources.



## Conclusion

Desktop publishing is becoming an ever-important field in the space of translation and localization. It is a critical component of any translation job and more and more customers are seeking web and print content that will be effectively taken up by the target audience in the new country. There are many benefits of desktop publishing and you should not hesitate to outsource your projects to companies that offer both translation and DTP services.







# Proper punctuation when doing DTP in Japanese

In English, punctuation might be taken for granted. After all, the comma that adds a natural pause in a sentence or the period that marks its end are things seemingly no one notices. It's become a part of the language and even culture. Yet, it might be surprising that in Japan, there was no punctuation in Japanese up until the Ministry of Education introduced it in 1946. However, there was some development beforehand, after the Meiji era, where the modern-day period was introduced from China. Usage of this interesting and effective punctuation mark was sporadic and erratic.

But thanks to Emperor Meiji's love for Western literature, the period and other forms of punctuation made their way into the language's structure. This possibly little-known fact is the secret behind desktop publishing in Japanese as well as Japanese language translation. So what is Japanese punc-



tuation all about? How can you identify what symbols mean what, and where it is important to get started? We take a look at these questions below.

## Spacing

When it comes to spacing, it's important to remember that punctuation marks are portrayed as full-width characters. This results in the absence of a space between words and punctuation marks, except after question marks and exclamation marks. Also important to know about Japanese desktop publishing is that typography is usually wider than the typography in English, using some extra space called “full width”. What's more is that there's usually no space left between letters and also no space left after a Japanese word. In some cases, however, a space may be needed in order to avoid confusion. Finally, it's important to keep in mind that Japanese text can be written either horizontally or vertically and that the punctuation adapts to the direction of the text.

## Period

Also known as 句点 (Kuten) or 丸 (Maru), this is the Japanese version of the period. It looks like this: “。” and is placed at the bottom right hand corner of a word. Furthermore, it's usually placed at the end of a word but unlike English, its main

function is to separate sentences instead of really finishing them. That means that not all sentences will require a period to indicate their end. In addition, if a sentence ends with a question mark, the Kuten or Maru will be omitted as well because the question mark acts as a separator.

## Comma

The Japanese comma, or 読点 (Touten) is used similarly to English, but its use is much more liberal than its Western counterpart. It can be used almost anywhere in a sentence to create a break or a pause in it.

## Question mark

This mark, 疑問符 (Gimonfu) in Japanese, is a little tricky to use because in Japanese, there is a grammar-based marker called “ka” to indicate that an enquiry is being made. This makes the use of question marks redundant although it is often used in casual writing, where the grammatical rules tend to differ.

## The exclamation mark

感嘆符 (Kantanfu) is the Japanese exclamation mark and it is used just as its Western counterpart – in order to show emotion, volume, or both. They are typically avoided in





English	Japanese	Symbol
Period	句点 (Kuten) or 丸 (Maru)	。
Comma	読点 (Touten)	,
Question mark	疑問符 (Gimonfu)	？
Exclamation mark	感嘆符 (Kantanfu)	！
Quotation marks	かぎ括弧 (Kagi-kakko)	「」
	二重かぎ括弧 (Nijyuukgi-kakko)	『』
	引用符 (inyofu)	“”
Wave dash	波ダッシュ (Nami Dasshu)	～
Interpunct	中黒 (Nakaguro)	・

formal Japanese, although this is not the case in informal writing such as emails and texts.

Quotation marks

In Japanese, there are single, double and English-like quotation marks. The single ones, also known as かぎ括弧 (kagi-kakko) are half-brackets (「」) to indicate quotes and are the most common way of indicating quotes in the country. They are the most prevalent type of quotation mark. We now come to the double quotation marks or 二重かぎ括弧 (nijyuukgi-kakko) 『』. These are used less often than the single quotations and are mainly used to quote text within a text. They can also be used for the titles of books as well as journals. Finally, the English quotation marks (“”) or 引用符 (inyofu), are used to quote English text.

The wave dash

Nami Dasshu (～) is mainly used for “from-to” sentence constructions which refer to ranges such as time or distances. In addition, it is used to draw out and change the pitch of a vowel sound, marking subtitles, or showing where something is from.



## The Nakaguro

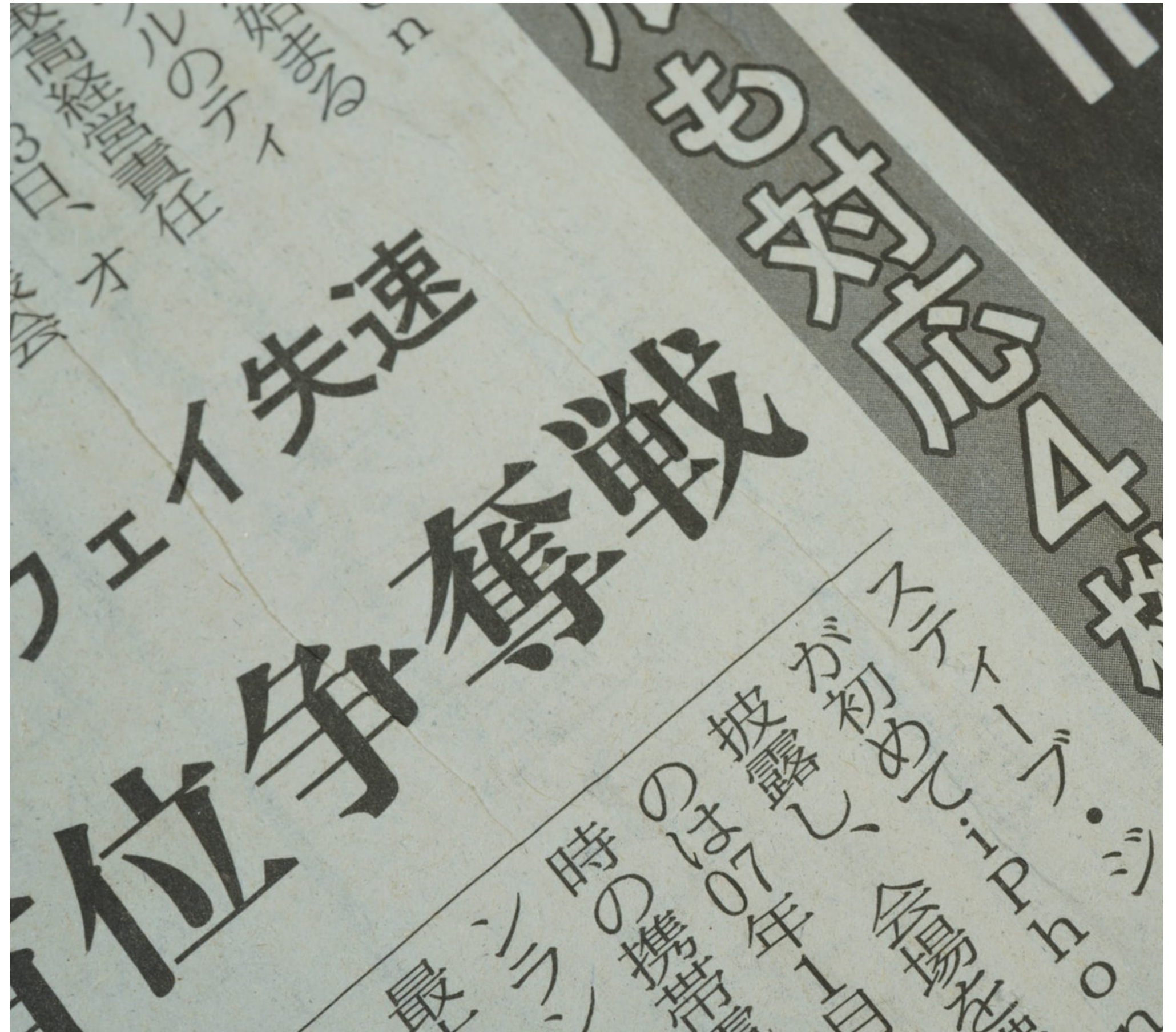
The Nakaguro “•” is mainly used to align things which have an equal status in a list of items, including the days of the week.

## Additional formatting rules

Japanese is similar to the West when it comes to expressing percentages (%), degrees Celsius (20 degrees C), decimals (3.14), currency (\$100) and thousands (1,000), so keep this in mind going forward when you are dealing with a more technical translation that contains several numbers that need to be expressed accurately.

## Conclusion

Despite its late entry into the formal language, at first sight, Japanese punctuation might seem daunting to say the least. This is why it's crucial to be aware of the rules of Japanese punctuation when undertaking any translation task. While the list of punctuation marks mentioned above is not exhaustive, it should help those involved in it prepare themselves for proper desktop publishing in Japanese. The fewer errors made, the better your translation project will emerge, and it will be more accurate, too.







# Burmese script and punctuation – everything you need to know

## **Burmese language**

Burmese language is the official language of Myanmar (formerly known as Burma) and is nowadays spoken by more than 30 million people. It is one of the representatives of the Asian languages from the Sino-Tibetan family and its previous forms dates back to the 11th century inscriptions found in the ancient city of Bagan.

Although Myanmar recognizes the English name of the language as the “Myanmar language”, specialists in the area of translation, and not only, continue to call it Burmese language.

## **Burmese writing system**

Burmese orthography has strongly been influenced by Hinduism and Buddhism. The Burmese script is a form of the



Mon script, which can be traced back to the Brahmi script of India. Since these writing systems were generally adapted to the sounds of Indo-Aryan languages, the Burmese script still does not fully represent the spoken word.

The Burmese writing system consists of symbols that represent circles or portions of circles in different combinations. The most credible reason for this is that the script has been developing in a time when letters would be engraved on palm leaves, the texture of which does not allow for the use of straight lines. Today, the Burmese alphabet consists of 33 letters that represent consonants, including 14 vowels that are indicated by diacritics. It is written horizontally from left to right.

### Burmese punctuation

We can start with the fact that the combinations of consonants and vowels (the same letters with diacritics) are signified by special orthographic ligatures (like the German ß, or the English æ). Burmese is a tonal language, but that does not mean that there are special indicators for tones – instead they are implied by the use of vowels. We go on with the fact that in Burmese punctuation rules spaces are used to separate not words, but phrases. And here come Burmese punctuation symbols:

၊ – signifies a comma, or a small break;

။ – signifies a full stop, or the end of a sentence;

— is used as a colon;

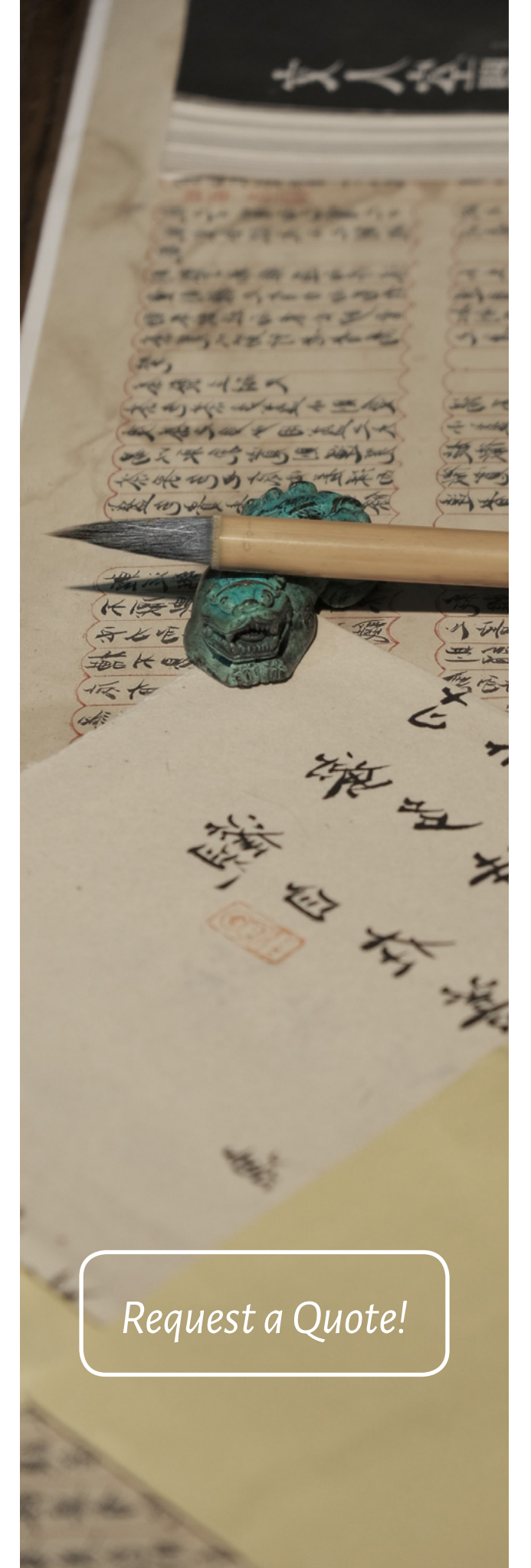
။ – signifies a question mark;

၏ – stands for a full stop in the case where the sentence ends with a verb;

၍ – serves as a connector between two trains of thought;

Naturally, for a person who hasn't seen Burmese language before, this must seem crazy. However, a lot of **translators** and language specialists that work with the language share their fascination with it. All of these peculiarities might make it difficult to work with, but it remains one of the most musical languages in the East, which also makes it great for fine and gentle poetry.

*Request a Quote!*





The background of the entire image is a dense, close-up photograph of green palm fronds. The fronds are long and feathery, with many small, pointed leaflets. A semi-transparent red rectangular box is overlaid on the upper left portion of the image, containing the title and a descriptive paragraph.

# Burmese Script

*The beautiful round script comes from the fact that it was written over palm leaves and a straight line would tear them apart.*





# About Korean Fonts

Desktop publishing is all around us. From the pamphlets and leaflets we receive when we walk into a shop, to brochures, magazines, and newspapers.

With a wide range of proponents claiming that print is dead, it may seem surprising to be focusing on the topic of desktop publishing (DTP), but professional DTP is, and will continue to be, a part of our lives as long as information needs to be disseminated.

In this blog post, we'll cover the topic of desktop publishing, and specifically, professional DTP as it relates to the Korean language and Korean fonts.

## **The Korean alphabet**

Known as Hangeul in South Korea, and as Chosongul in North Korea, the Korean alphabet may appear to share many simi-



larities with Chinese and Japanese.

But, there are some significant differences.

The Korean alphabet, Hangul, was created relatively late, historically speaking, by King Sejong the Great.

Korean letters, or “jamo” (자모) comprise the alphabet, which in turn, consists of 14 consonants and 10 vowels.

The interesting thing about Korean letters is that they were very logically created, with some calling the alphabet as “the most perfect phonetic system” ever devised. And here’s why.

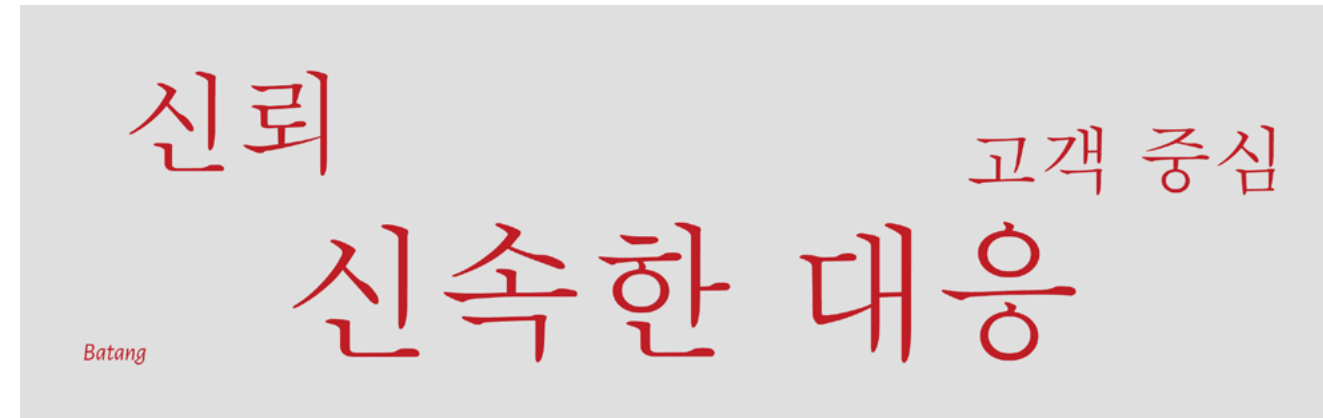
Each shape of each letter is devised in such a way as to mirror the sound that they make. For example, consonants are written in a way that mirrors the shape of the mouth and the position of the tongue when making the sound.

On the other hand, vowels have been built onto a simplified system of horizontal and vertical lines, making them easy to distinguish.

## About Korean Fonts

There are three main font categories:

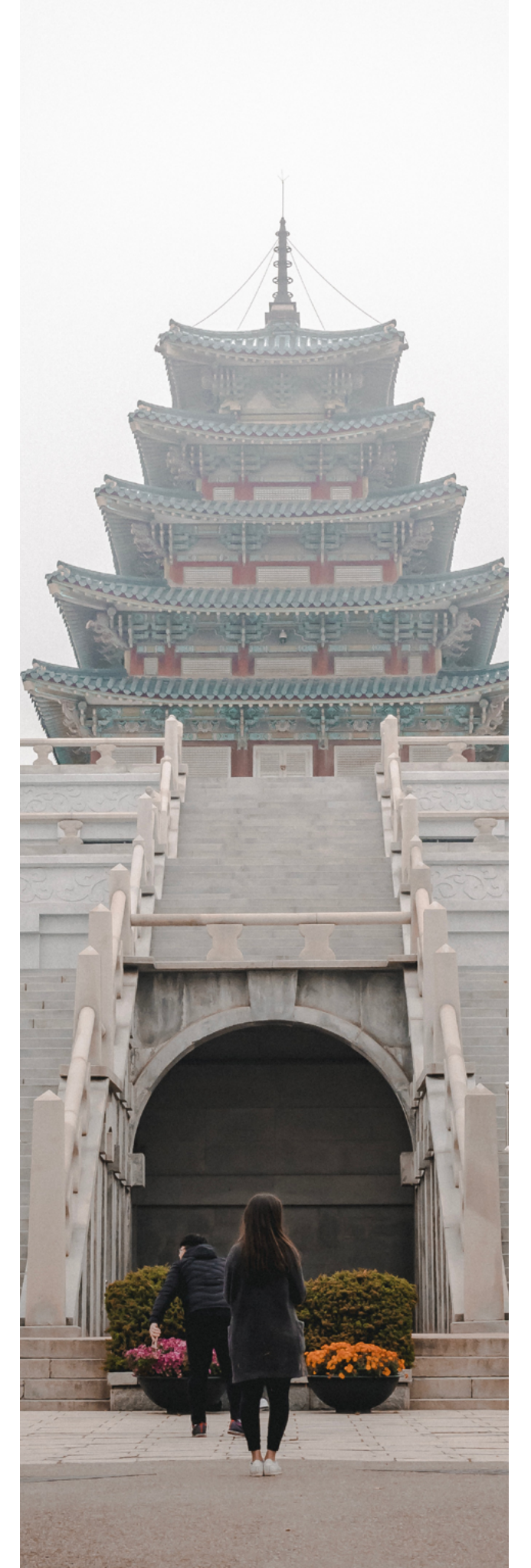
1. **바탕 Batang** (“background”) – the corners of the characters have serifs (a serif is a small line or stroke regularly attached to the end of a larger stroke)



2. **돋움 Dotum** (“stand out”) or Gothic – characters have no serifs – just like in Latin sans serif fonts



3. **궁서체 Gungsuhche** (“Palace Style”) – brush script, imitation of hand-written calligraphy







## Where to find them?

With the Korean language, however, the issue of fonts can be a difficult task if you are a novice and don't know where to start.

Keeping in mind the Korean language's use of characters and the specific structure of the Korean language, it's also important to know when, how and if to emphasize certain words and the font that will be chosen to emphasize this.

Luckily, there are several sources of Korean language fonts which you can use.

These sources include [Google's](#) selection of Korean fonts, Korea's search engine, [Naver](#), as well as Naver's [Hangul](#) site, which offers the Nanum Pro font series.

## Conclusion

Desktop publishing is a critical feature of our modern world as we disseminate information in a variety of ways to our intended audience.

Using catchy fonts might help you create and build your brand, and while this may seem relatively simple in the

### Some Important Highlights:

- Korean is written horizontally left-to-right, top-to-bottom (although historically it used to be written vertically, top-to-bottom, right-to-left, so that would still be acceptable in an artistic context)
- Korean uses spaces to separate words
- A piece of text in Korean will usually run slightly longer than its English equivalent
- There are some differences between typesetting for South Korea and North Korea.
- For example, South Korea uses English-style quotation marks while North Korea uses French-style guillemets
- Koreans don't use italics. Emphasis is achieved by using bold, single quotation marks, and underlines instead. A more old-fashioned way to emphasize something is putting a single dot on top of the desired syllabic blocks
- Single quotation marks are also used for marking a quotation within another quotation and for quoting one's thoughts.



English-speaking world, the same is not always true for Korea.

Korea's alphabet, Hangeul, is a very logically structured series of consonants and vowels and the use of syllabic blocs makes the language especially suited for learning maths.

Apart from this fact, however, you may need to access some Korean fonts to emphasize your message and employ creativity in your task.

In this blogpost, we've offered some background information on the Korean alphabet and provided some **useful resources** for accessing Korean fonts.

We hope this information will help you with your next desktop publishing project!





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