

Austin Community College | High Technology Institute

ITSE 6082: Web Localization

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8 Hour Online Format | Office Hours 7:00 – 9:00 MWF

Course Description:

Web site localization is a major industry focus area, and it ranks as the #1 area in anticipated growth. Web site project team skill include, translation and editing combine with cultural understanding of the intended target market. The course will help students design and structure their sites to optimize localization, prepare and organize web file structures to streamline the process, understand test localized site functionality and analyze browser issues.

Context materials will include excerpts from “A Practical Guide to Localization” by Bert Esselink and other relevant publications.

Course Objectives:

1. Learn the elements involved in web localization.
2. Understand the localization process.
3. Explore tools and techniques used in web localization.

Prerequisite:

1. Basic Internet browsing skills.
2. Understanding of markup languages syntax.

Rational:

The Internet is not a trendy soon-to-be-forgotten fashion, it is the future and cannot be ignored. Particularly, accessing remote markets and potential clients may be much easier with a ubiquitous front window. Yet, this window must be made understandable to the target audience and hence localized. The medium’s specificities naturally have an impact on the localization process as a whole and will be studied in this module.

Required Material:

None

Evaluation:

1. Class participation.
2. Evaluation questions posted through Blackboard.
3. Attendance

Proposed Meeting Dates and Times:

Meeting 1	Thursday April 6, 2006	7:00 – 9:00 P.M.
Meeting 2	Friday April 7, 2006	7:00 – 9:00 P.M.
Meeting 3	Tuesday April 11, 2006	7:00 – 9:00 P.M.
Meeting 4	Thursday April 13, 2006	7:00 – 9:00 P.M.

Course Outline:

1. Introduction
 - a. Definition of Terms
 - b. Industry (Why Localize)
2. Localization Process I
 - a. Preparation
 - b. Translation
3. Localization Process II
 - a. Q/A
4. Tools I & II
 - a. Translation
5. Engineering
 - a. QA
6. 3rd Party
 - a. Graphics
 - b. Dynamic Contents

