

# Lowering the Cost of Localizing E-book Comics

Authoring Guidelines and  
Localization Techniques

Max Troyer

# Whose Job Is It?



# Photoshop and Illustrator





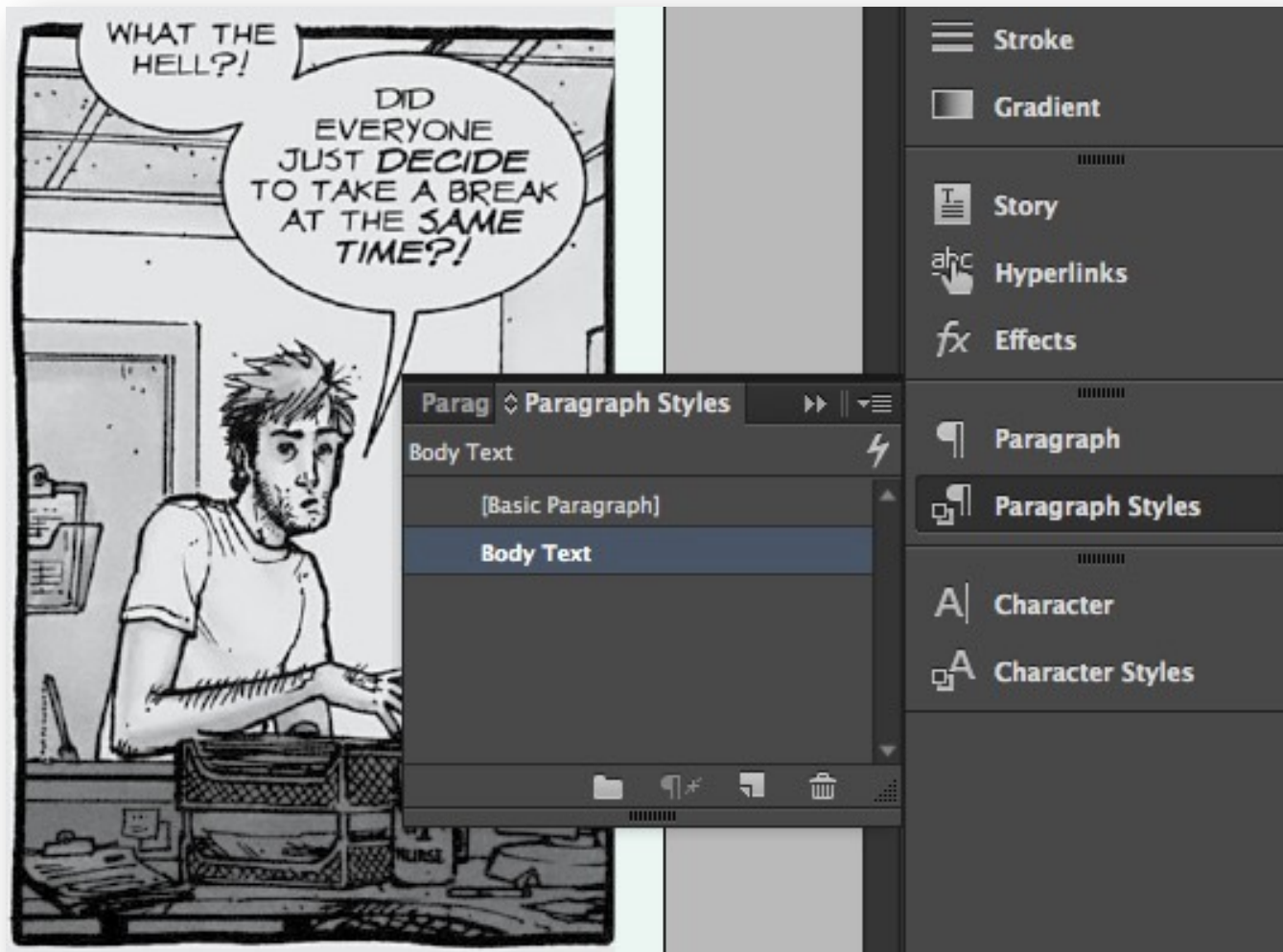
# Tools Support

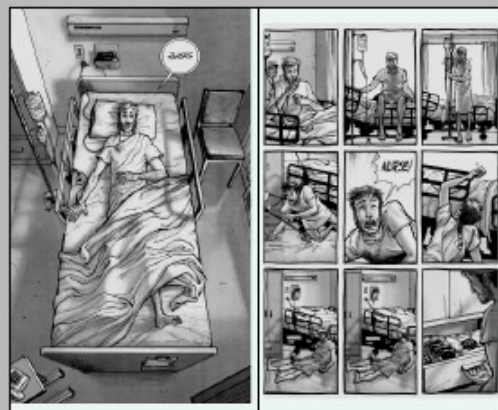
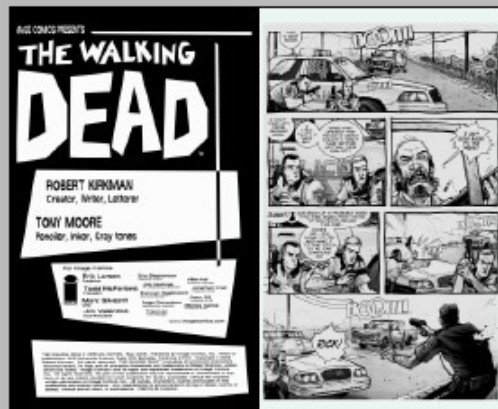
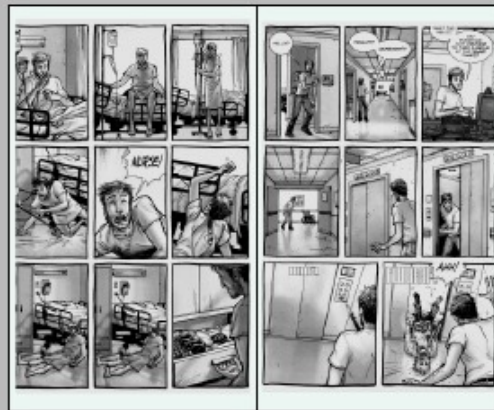
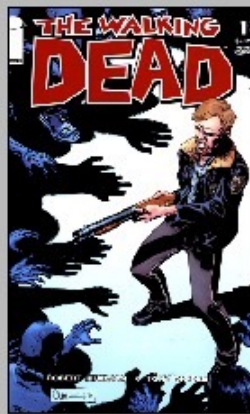
- CAT and TMS support for Photoshop and Illustrator is not fantastic
- There are tools that support PSD and AI, but they are add-ons and not affordable



**Photoshop:** Extracts both text and formatting information. With the current version translations are exported as either Excel, Html or Ods. The direct recomposition of translated Photoshop files will be added in the future.

# Paragraph and Character Styles

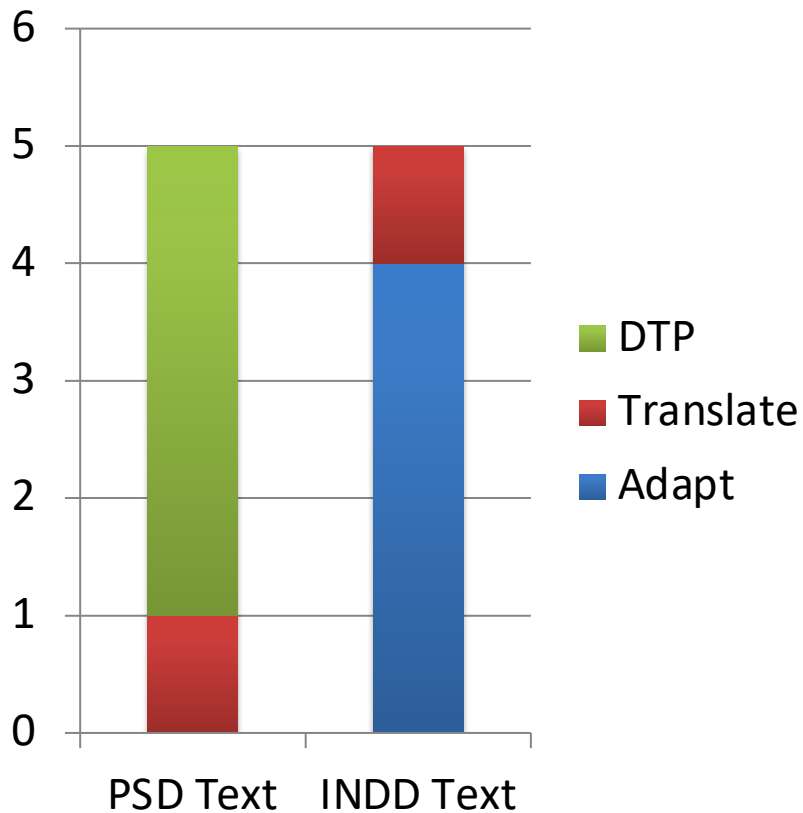




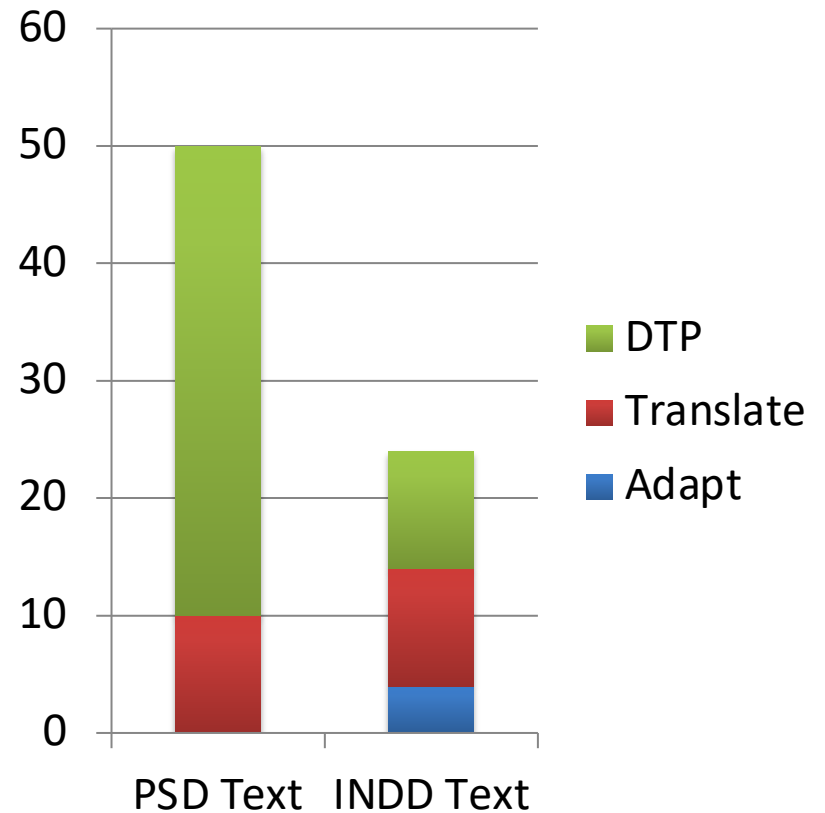
# Move the Text to InDesign



# Cost Analysis



**Single Language**



**Multiple Languages**

# Max Troyer

Assistant Professor  
Translation &  
Localization Management

mtroyer@miis.edu



**Monterey Institute  
of International Studies**  
*A Graduate School of Middlebury College*