

Translation in Museums: Tips and Tricks to Get it Right!

~ QUICK SUMMARY ~

WHAT TO LOOK FOR:

You should be looking for professional translators who are native speakers of the target language and are specialized in the translation of museum-related content. To find them:

1. Get a few names (2-3) through referrals, web search or LinkedIn search. Remember they don't need to be local!

2. Check their LinkedIn profile/website for...

- **Training** – Look for trained translators; university education (BA/MA) in translation/languages is key. Remember a bilingual speaker is not enough!
- **Experience** – They should have a few years of experience, ideally 5+!
- **Specialization** – Choose a professional who's a specialist in your field.
- **References** – Check out what their clients are saying.

WHAT TO ASK FOR:

You should be getting **TEP – Translation + Editing + Proofreading**. This is the international standard process that ensures a good quality product.

WHAT TO EXPECT:

Remember that for any good professional translation service you will likely be paying between **\$0,20 - \$0,25 per word**, and that your project might incur surcharges for rushed orders or highly complex texts, as well as other costs such as minimum fees, or charges for any additional services required, such as design, subtitling, transcription, voice over, etc.

Depending on availability and individual workload capacity, remember that you might need up to 5 business days to translate 1,000 words, and 10-12 business days for 5,000 words.

WHAT TO DO TO – Best practices:

- 1) Always send a sample when requesting a budget; it doesn't need to be the final draft.
- 2) Provide reference materials and any previously translated texts, if any.
- 3) Provide as much contextual information as possible (goal of the exhibition, target audience, etc.).
- 4) Decide on any particular use of the language (gender-neutral Spanish, neutral Spanish and/or relevant Spanish variants).
- 5) Provide images of any artwork referenced in your texts, especially in extended labels.
- 6) Avoid sending texts to be translated last minute; try to make time for translation from the beginning of the project.
- 7) Allow for the right amount of space for the translated text; consider having the designers and the translators discuss different possibilities.

