



MODL5103

Multimedia Translation

Semester One // 2018

Course Overview

Staff Contact Details

Convenors

Name	Email	Availability	Location	Phone
Sean Cheng	sean.cx@unsw.edu.au	Tuesday 10am-12am	Morven Brown 278	+61 9385 2314

Tutors

Name	Email	Availability	Location	Phone
Amy Wang	hal@unsw.edu.au	TBA	N/A	N/A
Alisa Tian	z3340287@unsw.edu.au	TBA	N/A	N/A
Rebeca Nieto	hal@unsw.edu.au	TBA	N/A	N/A
Elena Mikhailik	hal@unsw.edu.au	TBA	N/A	N/A
Yveline Piller	z3344101@unsw.edu.au	TBA	N/A	N/A
Melissa McMahon	hal@unsw.edu.au	TBA	N/A	N/A
Rosa Joo Yun Yang	joo.yang@unsw.edu.au	TBA	N/A	N/A
Masako Ogawa	hal@unsw.edu.au	TBA	N/A	N/A
Alana Simpson	z3049247@unsw.edu.au	TBA	N/A	N/A
Suzan Piper	hal@unsw.edu.au	TBA	N/A	N/A

School Contact Information

School of Humanities and Languages

Location: School Office, Morven Brown Building, Level 2, 258

Opening Hours: Monday - Friday, 9am - 4:45pm

Phone: +61 2 9385 1681

Fax: +61 2 9385 8705

Email: hal@unsw.edu.au

Attendance Requirements

A student is expected to attend all class contact hours for a face-to-face (F2F) or blended course and complete all activities for a blended or fully online course.

A student who arrives more than 15 minutes late may be penalised for non-attendance. If such a penalty is imposed, the student must be informed verbally at the end of class and advised in writing within 24 hours.

If a student experiences illness, misadventure or other occurrence that makes absence from a class/activity unavoidable, or expects to be absent from a forthcoming class/activity, they should seek permission from the Course Authority, and where applicable, their request should be accompanied by an

original or certified copy of a medical certificate or other form of appropriate evidence.

A Course Authority may excuse a student from classes or activities for up to one month. However, they may assign additional and/or alternative tasks to ensure compliance. A Course Authority considering the granting of absence must be satisfied a student will still be able to meet the course's learning outcomes and/or volume of learning. A student seeking approval to be absent for more than one month must apply in writing to the Dean and provide all original or certified supporting documentation.

For more information about the attendance protocols in the Faculty of Arts and Social Sciences: <https://www.arts.unsw.edu.au/current-students/academic-information/protocols-guidelines/>

Academic Information

For essential student information relating to: requests for extension; review of marks; occupational health and safety; examination procedures; special consideration in the event of illness or misadventure; student equity and disability; and other essential academic information, see <https://www.arts.unsw.edu.au/current-students/academic-information/protocols-guidelines/>

Course Details

Credit Points 6

Summary of the Course

This course provides you with both theoretical knowledge and practical experience in multimedia translation at a professional level. This includes:

1. online texts (business, politics, culture, and social affairs);
2. audio-visual translation (captioning and subtitling);
3. multimedia content (video game localisation and software localisation).

The course frames multimedia translation within an international perspective with emphasis on the cutting-edge technologies embedded in the language services industry of today.

At the conclusion of this course the student will be able to

1. analyse linguistic features that impose translation difficulties in multimedia translation
2. formulate translation strategies to confidently translate multimedia content in both language directions
3. justify translation choices based on theory and research
4. relate contextual knowledge of the language services industry to translation strategies
5. caption and subtitle multimedia content

Teaching Strategies

Lectures and language-specific tutorials are taught by academic staff and professional translators in the relevant fields. This combination ensures theoretical knowledge is paired with professional practice.

Assessment

Assessment Tasks

Assessment task	Weight	Due Date	Student Learning Outcomes Assessed
Weekly translation assignments	50%	weekly depending on language specific tutorials	1,2,3,4
Audio-visual translation project	40%	01/06/2018 05:00 PM	1,2,4,5
Quiz	10%	29/05/2018 10:00 AM	1,3,4

Assessment Details

Assessment 1: Weekly translation assignments

Start date: weekly depending on language specific tutorials

Length: approximately 250 words per language direction

Details: Weekly translation of approximately 500 words (250 words per direction) with up to 250 words of justification. Written formative feedback on assignment with individual and group-based oral feedback during tutorials.

Additional details:

For weekly translations, two translations per language direction will be picked for marking as ongoing assessment. Each marked translation will be marked out of 100 and be converted to the 50% weight as ongoing assessment. Constructive feedback without marks will be given on each week's translations in tutorials. The translations that will be given marks will be chosen by tutors.

Submission notes: Start dates and due dates are determined by language specific tutors, and need to be followed strictly.

Turnitin setting: This assignment is submitted through Turnitin and students do not see Turnitin similarity reports.

Assessment 2: Audio-visual translation project

Start date: Mar 5

Details: Subtitling and captioning of four video clips of approximately 500 words each with up to 250 words of justification. Written summative assessment with individual and group-based oral feedback during subsequent tutorials. This is the final assessment for attendance purposes.

Submission notes: A package of subtitling files also need to be submitted via Moodle Assignment links

Turnitin setting: This assignment is submitted through Turnitin and students do not see Turnitin similarity reports.

Assessment 3: Quiz

Start date: 29/05/2018 09:00 AM

Details: Quiz containing 20 randomized items from lecture content and required reading. Written feedback provided on quiz items with oral discussion in subsequent lecture.

Additional details:

The quiz will be available and need to be completed in the last lecture.

Turnitin setting: This is not a Turnitin assignment

Submission of Assessment Tasks

Students are expected to put their names and student numbers on every page of their assignments.

Turnitin Submission

If you encounter a problem when attempting to submit your assignment through Turnitin, please telephone External Support on 9385 3331 or email them on externalteltsupport@unsw.edu.au. Support hours are 8:00am – 10:00pm on weekdays and 9:00am – 5:00pm on weekends (365 days a year). If you are unable to submit your assignment due to a fault with Turnitin you may apply for an extension, but you must retain your ticket number from External Support (along with any other relevant documents) to include as evidence to support your extension application. If you email External Support you will automatically receive a ticket number, but if you telephone you will need to specifically ask for one. Turnitin also provides updates on their system status on Twitter.

Generally, assessment tasks must be submitted electronically via either Turnitin or a Moodle assignment. In instances where this is not possible, it will be stated on your course's Moodle site with alternative submission details.

Late Assessment Penalties

An assessed task is deemed late if it is submitted after the specified time and date as set out in the course Learning Management System (LMS).

The late penalty is the loss of 5% of the total possible marks for the task for each day or part thereof the work is late. Lateness will include weekends and public holidays. This does not apply to a task that is assessed but no mark is awarded.

Work submitted fourteen (14) days after the due date will be marked and feedback provided but no mark will be recorded. If the work would have received a pass mark but for the lateness and the work is a compulsory course component, a student will be deemed to have met that requirement. This does not apply to a task that is assessed but no mark is awarded.

Work submitted twenty-one (21) days after the due date will not be accepted for marking or feedback and will receive no mark or grade. If the assessment task is a compulsory component of the course a student will automatically fail the course.

Special Consideration Applications

You can apply for special consideration when illness or other circumstances interfere with your assessment performance.

Sickness, misadventure or other circumstances beyond your control may:

- * Prevent you from completing a course requirement,
- * Keep you from attending an assessable activity,
- * Stop you submitting assessable work for a course,

* Significantly affect your performance in assessable work, be it a formal end-of-semester examination, a class test, a laboratory test, a seminar presentation or any other form of assessment.

For further details in relation to Special Consideration including "When to Apply", "How to Apply" and "Supporting Documentation" please refer to the Special Consideration website:

<https://student.unsw.edu.au/special-consideration>

Academic Honesty and Plagiarism

Plagiarism is using the words or ideas of others and presenting them as your own. It can take many forms, from deliberate cheating to accidentally copying from a source without acknowledgement.

UNSW groups plagiarism into the following categories:

Copying: using the same or very similar words to the original text or idea without acknowledging the source or using quotation marks. This also applies to images, art and design projects, as well as presentations where someone presents another's ideas or words without credit.

Inappropriate paraphrasing: changing a few words and phrases while mostly retaining the original structure and information without acknowledgement. This also applies in presentations where someone paraphrases another's ideas or words without credit. It also applies to piecing together quotes and paraphrases into a new whole, without referencing and a student's own analysis to bring the material together.

Collusion: working with others but passing off the work as a person's individual work. Collusion also includes providing your work to another student before the due date, or for the purpose of them plagiarising at any time, paying another person to perform an academic task, stealing or acquiring another person's academic work and copying it, offering to complete another person's work or seeking payment for completing academic work.

Inappropriate citation: Citing sources which have not been read, without acknowledging the "secondary" source from which knowledge of them has been obtained.

Duplication ("self-plagiarism"): submitting your own work, in whole or in part, where it has previously been prepared or submitted for another assessment or course at UNSW or another university.

Correct referencing practices:

- Paraphrasing, summarising, essay writing and time management
- Appropriate use of and attribution for a range of materials including text, images, formulae and concepts.

Individual assistance is available on request from The Learning Centre (<http://www.lc.unsw.edu.au/>). Students are also reminded that careful time management is an important part of study and one of the identified causes of plagiarism is poor time management. Students should allow sufficient time for research, drafting and proper referencing of sources in preparing all assessment items.

UNSW Library also has the ELISE tool available to assist you with your study at UNSW. ELISE is designed to introduce new students to studying at UNSW but it can also be a great refresher during your study.

Completing the ELISE tutorial and quiz will enable you to:

- analyse topics, plan responses and organise research for academic writing and other assessment tasks
- effectively and efficiently find appropriate information sources and evaluate relevance to your needs
- use and manage information effectively to accomplish a specific purpose

- better manage your time
- understand your rights and responsibilities as a student at UNSW
- be aware of plagiarism, copyright, UNSW Student Code of Conduct and Acceptable Use of UNSW ICT Resources Policy
- be aware of the standards of behaviour expected of everyone in the UNSW community
- locate services and information about UNSW and UNSW Library

Some of these areas will be familiar to you, others will be new. Gaining a solid understanding of all the related aspects of ELISE will help you make the most of your studies at UNSW.

(<http://subjectguides.library.unsw.edu.au/elise/aboutelise>)

Course Schedule

[View class timetable](#)

Timetable

Date	Type	Content
Week 1: 26 February - 4 March	Lecture	<p>Introduction to Media Translation</p> <ol style="list-style-type: none"> 1. Introduction to course structure 2. Defining key concepts of domains, audiences, and text types 3. Explanation of translation and reflection processes 4. Giving and receiving constructive feedback 5. Introduction to the AVT Project
	Tutorial	<ol style="list-style-type: none"> 1. Community building and organisation 2. Setting of assignments and submissions
Week 2: 5 March - 11 March	Lecture	<p>Translation Phases and Strategies</p> <ol style="list-style-type: none"> 1. Translation phases 2. Translation strategies 4. Introduction to translation process studies
	Tutorial	<p>Note: Different language specific tutorials will have different tutorial times, and translation feedback schedule will be determined by specific tutors.</p> <p>Feedback and discussion on weekly translation homework</p>
Week 3: 12 March - 18 March	Lecture	<p>Translation Quality Assessment</p> <ol style="list-style-type: none"> 1. Understanding the need for quality assessment (TQA) 2. Familiarity with contemporary QA methods 3. Using QA to help reflection and development
	Tutorial	<p>Note: Different language specific tutorials will have different tutorial times, and translation feedback schedule will be determined by specific tutors.</p> <p>Feedback and discussion on weekly translation homework</p>
Week 4: 19 March - 25 March	Lecture	<p>Content, Context, and Constraint</p> <ol style="list-style-type: none"> 1. Awareness of audience design for media translation content

		2. Understanding of the nature of digital content 3. Appreciation of the limitations placed on content, format, tools, and on the translator
	Tutorial	Note: Different language specific tutorials will have different tutorial times, and translation feedback schedule will be determined by specific tutors. Feedback and discussion on weekly translation homework
Week 5: 26 March - 1 April	Lecture	Audio-visual Translation I 1. Introduction to audio-visual translation: transcription, subtitling, and dubbing. 2. Working with audio- visual translation tools
	Tutorial	No tutorials this Friday due to Good Friday long weekend
Break: 2 April - 8 April	Lecture	No class this week due to mid-semester break
Week 6: 9 April - 15 April	Lecture	No class this week due to postgraduate break
Week 7: 16 April - 22 April	Lecture	Audio-visual Translation II 1. Exploration of captioning, fan-subs, and translation hacking. 2. The impact of audio-visual translation 3. Standards
	Tutorial	Note: Different language specific tutorials will have different tutorial times, and translation feedback schedule will be determined by specific tutors. Feedback and discussion on weekly translation homework
Week 8: 23 April - 29 April	Lecture	Audio-visual Translation III Wider issues of audio-visual translation
	Tutorial	Note: Different language specific tutorials will have different tutorial times, and translation feedback schedule will be determined by specific tutors. Feedback and discussion on weekly translation homework
Week 9: 30 April - 6 May	Lecture	Translation and New Media 1. Understanding key aspects and terms in new media 2. Awareness of global context and current trends 3. The need for translation technology
	Tutorial	Note: Different language specific tutorials will have

		<p>different tutorial times, and translation feedback schedule will be determined by specific tutors.</p> <p>Feedback and discussion on weekly translation homework</p>
Week 10: 7 May - 13 May	Lecture	<p>Collaborative and Community Translation</p> <ol style="list-style-type: none"> 1. Understanding of community translation 2. Awareness of the related strengths, limitations, and open questions
	Tutorial	<p>Note: Different language specific tutorials will have different tutorial times, and translation feedback schedule will be determined by specific tutors.</p> <p>Feedback and discussion on weekly translation homework</p>
Week 11: 14 May - 20 May	Lecture	<p>Software Localisation</p> <ol style="list-style-type: none"> 1. Knowledge of the formats of software localisation 2. Familiarity with common tools used in software localisation 3. Industry context
	Tutorial	<p>Note: Different language specific tutorials will have different tutorial times, and translation feedback schedule will be determined by specific tutors.</p> <p>Feedback and discussion on weekly translation homework</p>
Week 12: 21 May - 27 May	Lecture	<p>Video Game Localisation</p> <ol style="list-style-type: none"> 1. Understanding of translation in the area of video games 2. Awareness of the challenges in this domain
	Tutorial	<p>Note: Different language specific tutorials will have different tutorial times, and translation feedback schedule will be determined by specific tutors.</p> <p>Feedback and discussion on weekly translation homework</p>
Week 13: 28 May - 3 June	Lecture	<p>Recap and Review</p> <p>Recap of the key knowledge of multimedia translation</p> <p>Reflection on audio-visual translation project</p> <p>Quizz</p>

	Tutorial	Note: Different language specific tutorials will have different tutorial times, and translation feedback schedule will be determined by specific tutors. Feedback and discussion on weekly translation homework
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Resources

Prescribed Resources

Expected Readings:

1. The Routledge Handbook of Translation Studies (2013) edited by Carmen Millán and Francesca Bartrina
2. Introducing Translation Studies (2012, 3rd ed.) by Jeremy Munday (this will act as a bridge to/from MODL5100)

Journals:

Please see the list of T&I journals on Moodle.

Recommended Resources

1. Scientific and Technical Translation Explained (2012) by Jody Byrne
2. Media Literacy (2008) by Susan Feez, Rick Iedema, and Peter White
3. Key Terms in Translation Studies (2009) by Giuseppe Palumbo

Course Evaluation and Development

The course will be formally evaluated via myExperience survey at the end of the semester.

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