



## ***Writing for a Global Audience***

### **Course Specifications**

Course number: 088572

Course length: 0.5 day(s)

### **Course Description**

You are a content developer with a project to localize content into other languages. You have already written the text, or you are planning to write it, and you want to have the content localized as cost effectively as possible. You need to identify and eliminate cultural language patterns from your source content, so that you can effectively and efficiently localize the content. In this course, you will prepare content for localization.

**Course Objective:** You will prepare content for localization.

**Target Student:** This course is intended for content developers, trainers, marketing professionals, writers of documentation and technical specification, and product developers who need to create content that is effective and appropriate for a global audience.

**Prerequisites:** There are no prerequisites for this course.

**Delivery Method:** Instructor led, group-paced, classroom-delivery learning model with structured hands-on activities.

### **Performance-Based Objectives**

Upon successful completion of this course, students will be able to:

- Create a localization strategy, analyze content to identify problem areas, and write content suitable to be localized.

### **Course Content**

#### **Lesson 1: Preparing Content for Localization**

Topic 1A: Prepare to Localize Content

Topic 1B: Identify Cultural Language Patterns

Topic 1C: Write for Localization