



Translation principles Brillianto

Without prior agreement on any of these principles, the translator will make an informed decision based on good practice and his own judgement.

- ✓ We will agree the translation style before the translation work starts (e.g. technical, scientific, marketing).
- ✓ We will agree appropriate levels of readability targets (e.g. lay audience, non-native speaker)
- ✓ We will agree the formality of the translation into German, i.e. formal you („Sie“) or informal you („Du“)
- ✓ We will agree the translation of key terms, e.g. biodiversity = Biodiversität or Artenvielfalt (diversity of species)
- ✓ The German language is increasingly anglicised. We will agree whether to translate key terms into German or to keep commonly used English terms
 - E.g. “case study” or “Fallstudie”
 - E.g. “best practice” or “bestes Verfahren”
- ✓ Brillianto will improve readability. The translation will:
 - Cut long sentences into two sentences.
 - Transform passive tense verbs into active tense words
 - Replace complicated words with simpler words
 - Avoid too many adjectives and fill words
- ✓ For German to English translations, I will use <http://www.hemingwayapp.com/> to improve readability
- ✓ For English to German translations, I will use <https://languagetool.org/de/leichte-sprache/> to improve readability
- ✓ For German to English translations, I will use the official English name of German organisations, where available
 - E.g. Bundesamt für Naturschutz/Federal Agency for Nature Conservation



- ✓ I translate technical terms according to international agreements,
 - E.g. IUCN National Park zoning: “core area” = „Kernzone“; “buffer zone” = „Pflegezone“, “transition area” = „Entwicklungszone“
- ✓ I translate proper nouns with appropriate additions, e.g. „Nationalpark Harz → “Harz Mountains National Park“ or „Elbe “→ “River Elbe“
- ✓ I use local versions of place names, e.g. Munich/ München; Mecklenburg-Pomerania/ Mecklenburg Vorpommern; Thames/ Themse
- ✓ I supplement place names with additional geographic information, e.g. „Berchtesgaden, South East Bavaria“ or Canterbury, Südwestengland.
- ✓ I supplement German postcodes with „D-“
- ✓ I supplement postal addresses with an extra line with „Germany“ or “United Kingdom“ respectively
- ✓ I supplement phone numbers with “+49 ” or „+44“ respectively
- ✓ I replace weblinks linking to other pages in the original language to webpages in the target language where available or add “in englisch” or “in German” respectively
- ✓ I do not translate original titles of books and scientific citations
- ✓ I translate common species names correctly into the target language, e.g. fire-bellied toad → Rotbauchunke (not “Feuerbauchkröte“) ; Sumpfdotterblume = marsh marigold (not “marsh yolk flower”)
- ✓ On request, I can replace or supplement the scientific name with the common species name
- ✓ English common species names will be in lower case, unless they include a pronoun, e.g. “European eagle owl“
- ✓ I will expand on and spell out common abbreviations and acronyms, e.g.
 - A7 → A7 Motorway („Autobahn“)
 - NDR → regional state television and radio station for Northern Germany (Norddeutscher Rundfunk, NDR)
 - BBC → staatliche britische Fernseh-und Rundfunkanstalt (British Broadcasting Corporation, BBC)

Payment in Pound Sterling unless agreed otherwise.

Brillianto

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