Case Study

Scaling Rapid Translations of K-12 Content for Bilingual Classrooms

Magic EdTech

The Client

The client, a global leader in edtech, specializes in standards-aligned digital curriculum, engaging content, and professional learning for K-12 classrooms. Their comprehensive platform offers a market-leading, vast library of video content, interactive lessons, and digital textbooks across various subjects.

The Challenge

A major urban school district in the Midwest of the US, a key user of the client's materials, instituted a new adoption requirement in late spring 2024 for all student assignments to be available in both English and Spanish. The client needed Spanish versions of all their educational assets ready for the upcoming fall semester.

Critical Success Parameters

✓ Deliver high-quality translations of English products into Mexican Spanish, ensuring accuracy, authenticity, and fluency, all within a three-month timeline to prepare and train teachers on the new versions.

✓ Translate 6052 individual assets, including 1102 image descriptions, 312 images with text, 139 HTM files, 19 PowerPoints, 674 PDFs, 186 audio files (including podcasts, songs, etc), and 3620 video files.

✓ Translate over 250,000 printed words and record 345 hours of audio (~2.5 million spoken words) in Spanish, using a team of fluent professional voiceover artists across genders, age ranges, and various settings/modalities.

Our Approach

✓ Tested and employed a neural machine translation service to quickly execute translations. For audio files, we applied a "speech-to-text" tool to convert spoken English into scripts for automatic translation.

✓ Assigned subject matter experts to validate translations and hired 50+ voiceover artists to record hundreds of hours of audio in various formats, including screen narration, podcasts, songs, and dramatic scenes.

✓ Our production team collaborated with SMEs and voiceover studios to edit, compose, and seamlessly integrate the translated content back into its original format, carefully adjusting for the 15% increase in Spanish text length.

Key Result Highlights

Translated **6,052** educational assets, including images, HTML files, PowerPoints, PDFs, audio, and video.

Recorded and edited **345** hours of translated audio to match the English versions.

Translated **250,000** printed words and **2.5 million** spoken words.

Project executed within a **3** month timeframe.

30% cost savings due to Magic's use of automation.