Case Study

Streamlining Multilingual Publishing with Automated InDesign Translation

Magic EdTech

The Client

The client is a global publishing house facing growing demands for multilingual content across markets.

The Challenge

The client faced challenges in translating and localizing InDesign documents for multiple languages while maintaining design consistency, reducing time-to-market, and ensuring accessibility compliance. They were looking for an automated solution with human oversight and cultural adaptation to streamline the process.

Critical Success Parameters

✓ Integrate AI translation with human expertise to ensure optimal quality and accuracy.

✓ Automate workflows to minimize manual tasks and reduce potential errors.

✓ Ensure WCAG 2.1 compatibility to guarantee accessibility across all language versions.

✓ Customize the process to meet client-specific requirements and maintain consistent branding.

Our Approach

✓ Developed a comprehensive InDesign translation process by combining cloud infrastructure, AI-powered translation, and human expertise.

✓ Established a secure cloud environment for project management and file storage, ensuring data security with IAM/ACL protocols.

✓ Set up an Accelerators Repository for custom translation tools and provisioned an LLM model for AI-assisted translation.

✓ Customized accelerator tools to meet the client's specific needs and developed training guidelines for AI models and human reviewers.

✓ Automated pre-processing of text and media, applying grade-specific adjustments for different target audiences.

✓ Utilized AI for initial translations, followed by human review for accuracy and cultural adaptation.

✓ Automated font application and layout adjustments for various languages to maintain design integrity.

✓ Developed an automated assembly and packaging process for final deliverables, streamlining deployment for quick release to various markets.

For more details, visit: **www.magicedtech.com**

Key Result Highlights

Reduced translation time by **60%** compared to traditional methods.

Achieved **95%** design consistency across all language versions.

Processed over **500** documents in **15** languages within the first year.

Ensured all translated documents met WCAG 2.1 standards, improving accessibility.

Reduced translation and localization costs by **40%**.