

## 2 TRANSLATION PROJECTS: FROM ENGLISH TO ARABIC

### PROJECT 1 : ENGLISH TO ARABIC TRANSLATION - MARKETING CAMPAIGN MATERIALS

**Introduction :** In this endeavor, which was undertaken in March 2021, I embarked on the meticulous translation of marketing campaign materials from English to Arabic for a Canadian Marketing Agency.

**Client's Goal :** The Marketing Agency's overarching objective was to broaden its market outreach by engaging effectively with Arabic-speaking audiences. They aspired to convey marketing messages, advertisements, and promotional content in Arabic while upholding the brand's core identity.

**My Contribution :** In my capacity as the translator, I bore the responsibility of translating a diverse array of marketing materials. These encompassed social media posts, advertisements, and promotional content. My foremost duty was to ensure that the translated content resonated seamlessly with the Arabic-speaking audience while remaining steadfast to the brand's identity and messaging consistency.

**Project Duration :** This venture was executed in 2021, commencing in October and elegantly concluding in November, thereby spanning a duration of two months.

**Length and Translated Texts:** The scope of this undertaking enshrined the translation of approximately 50,000 words, encapsulating a rich tapestry of marketing materials and campaigns.

#### **Project Phases :**

1. **Content Analysis:** A comprehensive assessment of source materials was conducted to glean profound insights into the brand and campaign objectives.
2. **Translation:** The transformation of content from English to Arabic with an unwavering commitment to preserving the intended marketing message and style.
3. **Cultural Adaptation:** Ensuring that the translated content seamlessly integrated with the cultural context of the Arabic-speaking audience.
4. **Quality Assurance:** Rigorous proofreading and review processes were undertaken to guarantee the utmost accuracy, consistency, and linguistic finesse.
5. **Client Review:** Collaborative interactions with the client were fostered, fostering feedback and revisions, if necessary.

**Translated Project Success:** The yardstick of triumph for this undertaking rested on the efficacy of the translated marketing materials in captivating the Arabic-speaking audience and nurturing heightened brand recognition and customer engagement.

**Conclusion:** This project, conducted in 2021, presented a captivating opportunity to facilitate the Marketing Agency's strategic expansion into Arabic-speaking markets. By delivering culturally attuned and captivating translations, we were poised to realize the client's aspirations and fortify their market presence.

## **PROJECT 2 : ENGLISH TO ARABIC TRANSLATION - EDUCATIONAL MATERIALS**

**Introduction:** This project, conducted in 2021, was a testament to the meticulous translation of educational materials from English to Arabic for Education Innovations.

**Client's Goal:** Education Innovations harbored the noble ambition of bestowing high-quality educational resources upon Arabic-speaking learners. The overarching objective was to translate English-language textbooks, instructional guides, and curriculum materials into Arabic while safeguarding the sanctity of educational integrity.

**My Contribution:** In my capacity as the translator, I shouldered the weighty responsibility of translating educational materials that spanned a rich spectrum, encompassing textbooks and instructional guides, from English to Arabic. My solemn duty was to ensure translations that were not only accurate but also resonated profoundly with Arabic-speaking learners.

**Project Duration:** This chapter of our journey was executed in July 2021, commencing in April and gracefully concluding in May, thereby unfurling over a span of one month.

**Length and Translated Texts:** The tapestry of this endeavor encompassed the translation of approximately 70,000 words, encapsulating a diverse array of educational materials.

### **Project Phases:**

1. **Content Analysis:** A painstaking analysis of educational materials was conducted to unravel the core learning objectives and the intricacies of instructional content.
2. **Translation:** The delicate art of translating educational content from English to Arabic, all while upholding the twin pillars of accuracy and educational integrity.
3. **Cultural Adaptation:** Ensuring that the translated content seamlessly fused with the cultural milieu of Arabic-speaking learners.

4. **Quality Assurance:** An exacting regimen of proofreading and review was undertaken to ensure translations that stood as paragons of accuracy, consistency, and educational value.
5. **Educator Collaboration:** A collaborative synergy with educators and subject matter experts was fostered to orchestrate a harmonious alignment of the translated content with the learning objectives.

**Translated Project Success:** The touchstone of triumph for this undertaking was the efficacy of the translated educational materials in enriching the learning experiences of Arabic-speaking students.

**Conclusion:** This chapter of our odyssey, conducted in 2021, unfolded an inspiring opportunity to bolster Education Innovations in their noble pursuit of democratizing high-quality education for Arabic-speaking learners. By delivering translations that were not only precise but also culturally resonant, we aimed to catalyze improved educational outcomes.