



## CASE STUDY

**Client:** Twig Education

**Sector:** Education

**Project:** Localisation of STEM educational content

**Languages:** Latin American Spanish

### About the client

Twig Education is a digital media company that offers education content to schools via subscription websites.

Twig Education's products are based around real-world video content, accompanied by learning materials for students and teachers. Twig films are created using documentary footage from major archives (including the BBC Motion Gallery, NASA, Science Photo Library, and Getty Images among others) as well as self-produced graphics and animations.

In the US, Twig Education offers a complete science and engineering program called Twig Science. The program is aligned to the Next Generation Science Standards and includes full lesson plans for Pre-Kindergarten to Grade 8, and supplemental resources for high school using Twig Secondary. *(Courtesy of Wikipedia)*

### Our involvement

In early 2019 Prestige Network were approached by Twig, to translate 2.5m words and create 12k pages of printed educational modules.

This was a logistically demanding project requiring strong project management in order to meet strict delivery deadlines.

### Our challenge

We had multiple challenges to resolve, not the least being the sheer volume of content and the size and varied type of files used to build the modules. The project consisted of:

- 2,500,000 words
- 12,000 pages of complex typesetting
- 28 modules
- Around 400 files involved in each module
- Demanding deadlines
- Unique vocabulary suitable for elementary school children
- The need to store and move many, very large files
- Information security

### Our solution

Key to the success of the project was the delivery of the translated content using a style and voice that would engage with Spanish speaking elementary school children in North America.



To achieve this, we:

- Created and tested two teams of L.A Spanish translators, benchmarking the style and To to be maintained across the entire project.
- Built a comprehensive term glossary
- Maintained a Translation Memory
- Implemented a detailed QA process

## Managing the typesetting

Our seamless workflow – translation to studio - enabled us to process a large number of pages quickly and to a very high standard.

In-house typesetting and studio resources ensured that we had complete control over this critical stage and could carry out late revisions and updates without delay.

Localised files were pre-flighted and delivered to Twig as 'ready to print.

## Data storage and security

The volume and size of files employed for this project demanded the installation of a dedicated secure server using military grade security protocols.

It was considered that a realistic level of commercial security should be employed whilst the localisation process progressed.

Prestige Network have been managing a large and complex project for us, which has been ongoing since March 2019. Our impression of Prestige's project management is extremely positive. There is a consistent system for queries, we are always kept well informed about progress, and our contacts there are extremely responsive. They have responded well to new information and changes in requirements, and all deadlines have been met.

**Twig Education**



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