

“12 USEFUL THINGS I WISH I KNEW SOONER IN ACNH” STYLE GUIDE FOR JA, ZH-CN, DE

PURPOSE

Welcome to the “12 Useful Things I Wish I Knew Sooner in ACNH” Style Guide for Japanese, Simplified Chinese, and German! We want to make sure the video is as fun and informative as possible to our global audiences, and we need your help in making that happen. We have created this guide so that you can translate our content knowing exactly how we want to engage with our audience. We really want this guide to be your instruction manual for how we want to reach and engage directly with our audiences in their own language.

GENERAL TIPS AND TRICKS

To do or not to do! Here are some handy tips for you about what we'd like you to do, as well as what we'd like you to avoid doing, when translating.

- **BE SIMPLE AND CONCISE**

As a rule of thumb, be simple and concise: because it is a subtitle project, make sure to translate as simply as possible. Also, making it as short as possible (ideally 6 characters per second); remember, people cannot read as fast as they can listen.

- **BE CREATIVE**

No one wants literal translations that are not natural or interesting to read. In order to truly engage with audiences in your country, make sure to avoid English-based structures, word-for-word translations, ambiguous expressions, pretentious words and long, complicated sentences. Always ask: does it sound natural?

VOICE/TONE

Comes through in what we say, and how we say it. Our voice stays the same everywhere. When evaluating our work, we ask whether it's...

- **EXPRESSIVE**, so people feel inspired and provoked to think
- **ENTERTAINING**, so people keep watching the video through the end
- **INCLUSIVE**, so all groups of people are treated equally and with respect

CHARACTER NAMES

Speaking of consistency, proper names are the biggest thing that we want to avoid mistranslating at any cost. Here are some main character names in each language; and you're always welcome to take a break to play the game to check these names!

SOURCE (ENGLISH)	JAPANESE	CHINESE	GERMAN
Maelle	アンヌ	安妮	Sissi
Lucky	ラッキー	大吉	Viktor
Piper	レイコ	丽婷	Iris
Molly	カモミ	亚美	Monika
Kabuki	かぶきち	戈伍纪	Kabuki
Biskit	ロビン	罗宾	Keks
Marcel	もんじゃ	文字烧	Ronaldo

LANGUAGE SPECIFIC RULES

Finally, there're some general rules that are specific to each language...

JAPANESE	<ul style="list-style-type: none">• All strings should be in です・ます form• Hiragana should be double-byte and in general should follow the rules set forth in "Gendai Kanazukai (現代仮名遣い)"• Katakana should be double-byte. No single-byte Katakana should be used. When using katakana, follow the rules in "Gairaigo no Hyōki (外来語の表記)"
CHINESE	<ul style="list-style-type: none">• Avoid using passive voice, use active voice or omit personal pronoun• Do not use commas or periods. Use one single space instead• Do not use ellipses or dashes when an ongoing sentence is split between two or more continuous subtitles
GERMAN	<ul style="list-style-type: none">• Dates should be written as follows: DD.MM.YYY• All nouns should be capitalized• Use appropriate quotation marks: „Liebe"