

How to

work with multi-lingual voice-over artists



How to series / WWFLVA2007

We like helping. It makes your life easier (and ours). Here's a brief guide to the essential things to consider when selecting a voice-over artist.

1) Gender

Simply put, male or female? What will add the most weight to your video. Is it normal to have a male or female voice in the target country?

2) Age

What age group does the person need to sound like?

3) Language

Pretty obvious... but do you need any specific dialect? Many countries have a wide range of dialects...China has 2 written systems but up to 12 noticeably different dialects.

4) Experience

Professional voice artist or beginner? Costs vary drastically. Your choice might depend on whether your broadcast is just for information or whether it is designed to persuade. An experienced voice-over artist can really make a big difference.

5) A good brief

Outline your audience, what they want, what they like. Outline your objective. Describe the voice you have in mind using. Talk about where the emphasis should be placed in a script.

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Stuck?

Contact us on:

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It will all help the voice-over artist to prepare and help us to narrow down the choices.

6) Consider the script

Firstly it'll need translating and proofreading to check for accuracy. Make sure it is clearly presented. Tell the voice-over artist how you require numbers to be pronounced (is 150 "One Hundred and Fifty", "One Five Zero" or "One Five O"?). Some languages can be much longer than others, so the next step is to give it to the voice-over artist BEFORE they go to the studio to check that it will fit to the required length. If the voice-over artist is simply handed a script on the day and finds

it is far too long they either have to edit it down on the fly and lose some of the meaning or speak as fast as possible (which might not be what you want if you are trying to create a relaxed, stress-free image).

7) Make sure you have good quality audio recording

Tonal languages like Chinese or Thai can be completely incomprehensible if the audio quality is not high enough.

See our website for all these guides and more.

Call us if you need help or advice.

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Other documents in the How to series:

- How to work with Public Service interpreters
- How to work with Sign Language interpreters
- How to get the best from multilingual typesetting
- How to save money on translation costs
- How to use free translation tools online
- How to work with interpreters
- How to plan a multilingual meeting