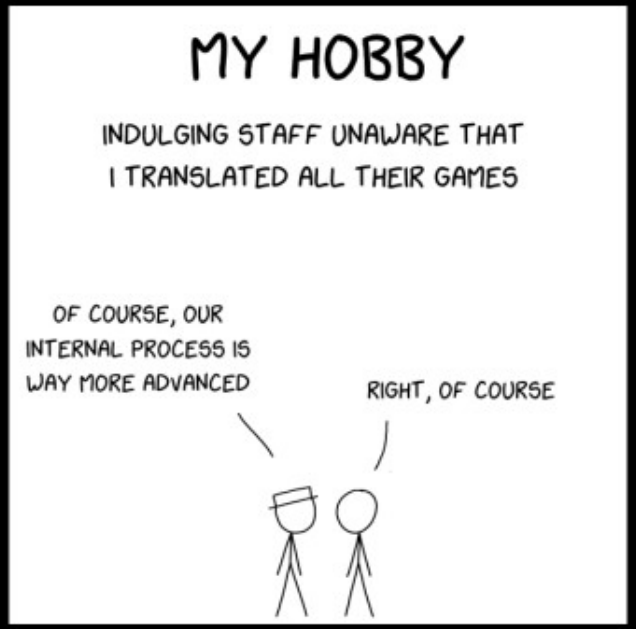
Multi-disciplinary localization
MANY COOKS SAVE THE BROTH?
WHO
WHAT
WHY
WHERE
HOW #1
HOW #2

# WHO

Alain Dellepiane, 15 years in game localization



# BORE ME WITH DETAILS PLEASE

2003-2005 (Rockstar Lincoln) GTA San Andreas, Red Dead Revolver, Manhunt

2007 (Square-Enix) The Last Remnant

2008-2018 (gloc.team) 390+ titles: Pro Evolution Soccer, Naruto: the Broken Bond, Ninja Gaiden 3...

2015-2018 (IGDA Localization SIG) locjam.org - 5 editions, 1590+ candidates, 63 workshops worldwide

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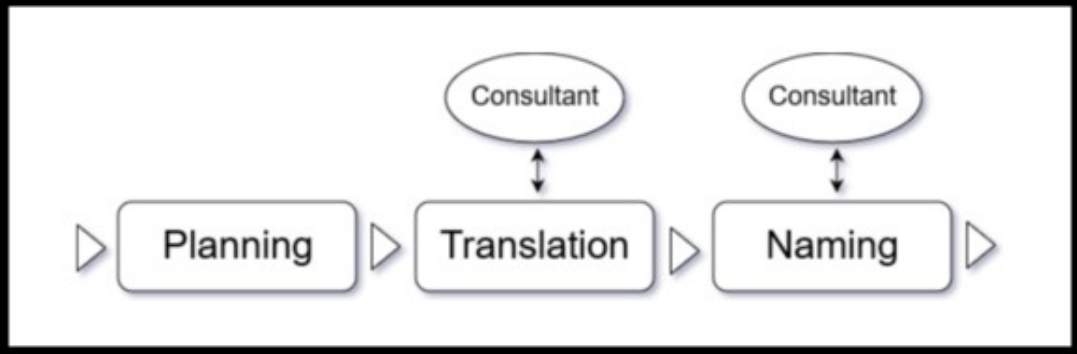
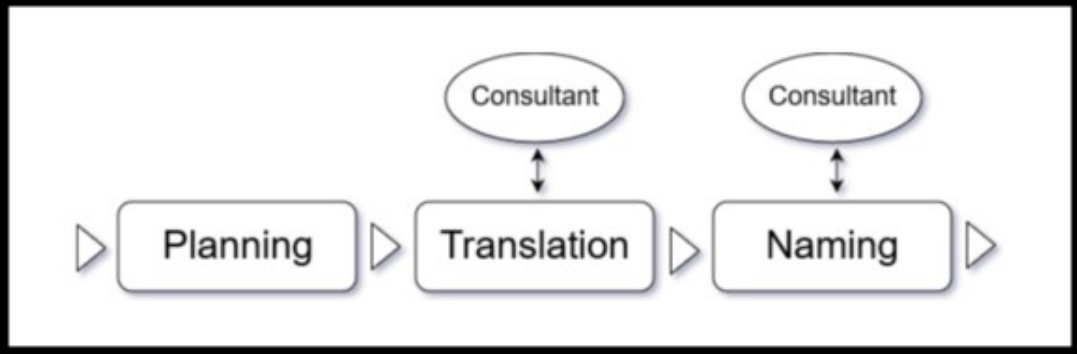
# WHAT

How we improved a localization by pairing game translators with external (monolingual) consultants



# TAKEOUT

- Preserve the experience
- Improve cultural acceptance
- Create branding impact



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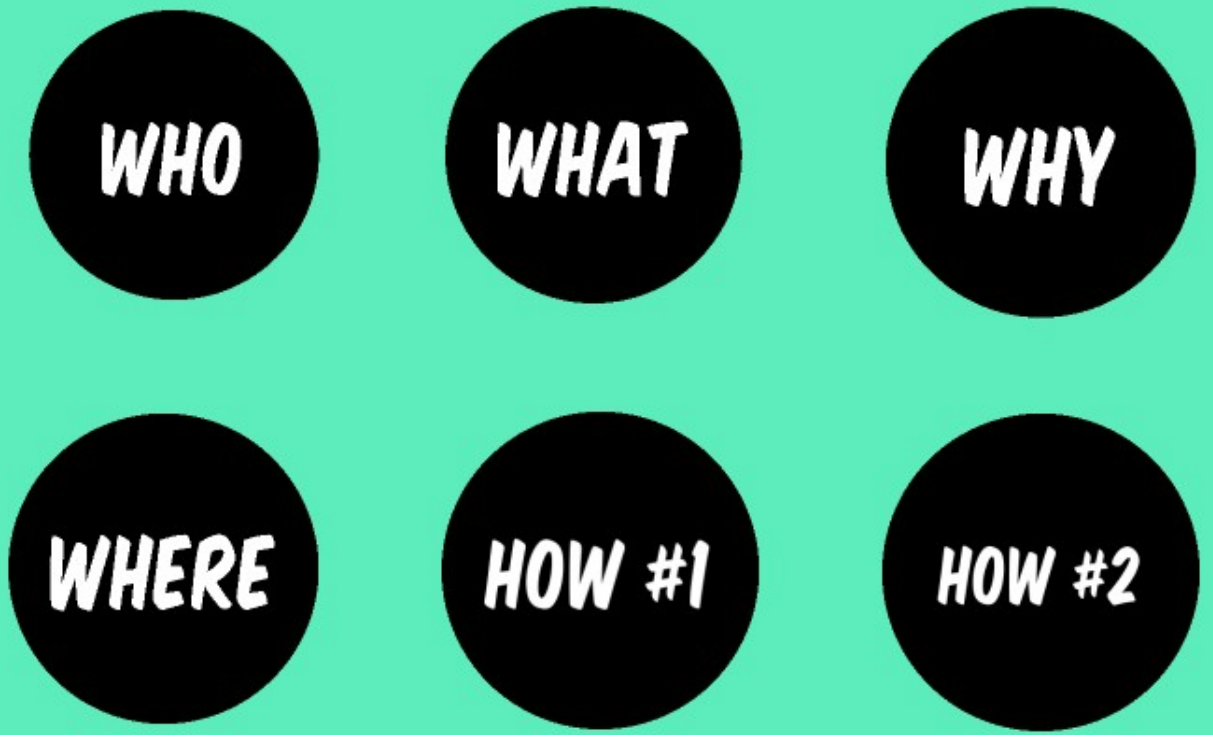


# WHY

gone home

last day of june

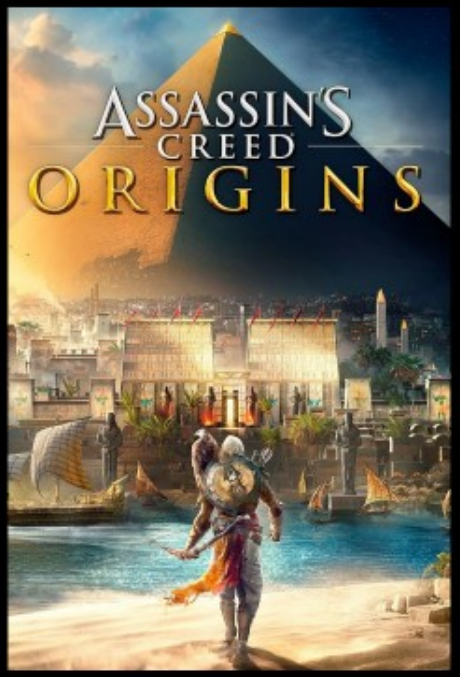
AN INK STORIES GAME
1979 REVOLUTION
BLACK FRIDAY

# WHY

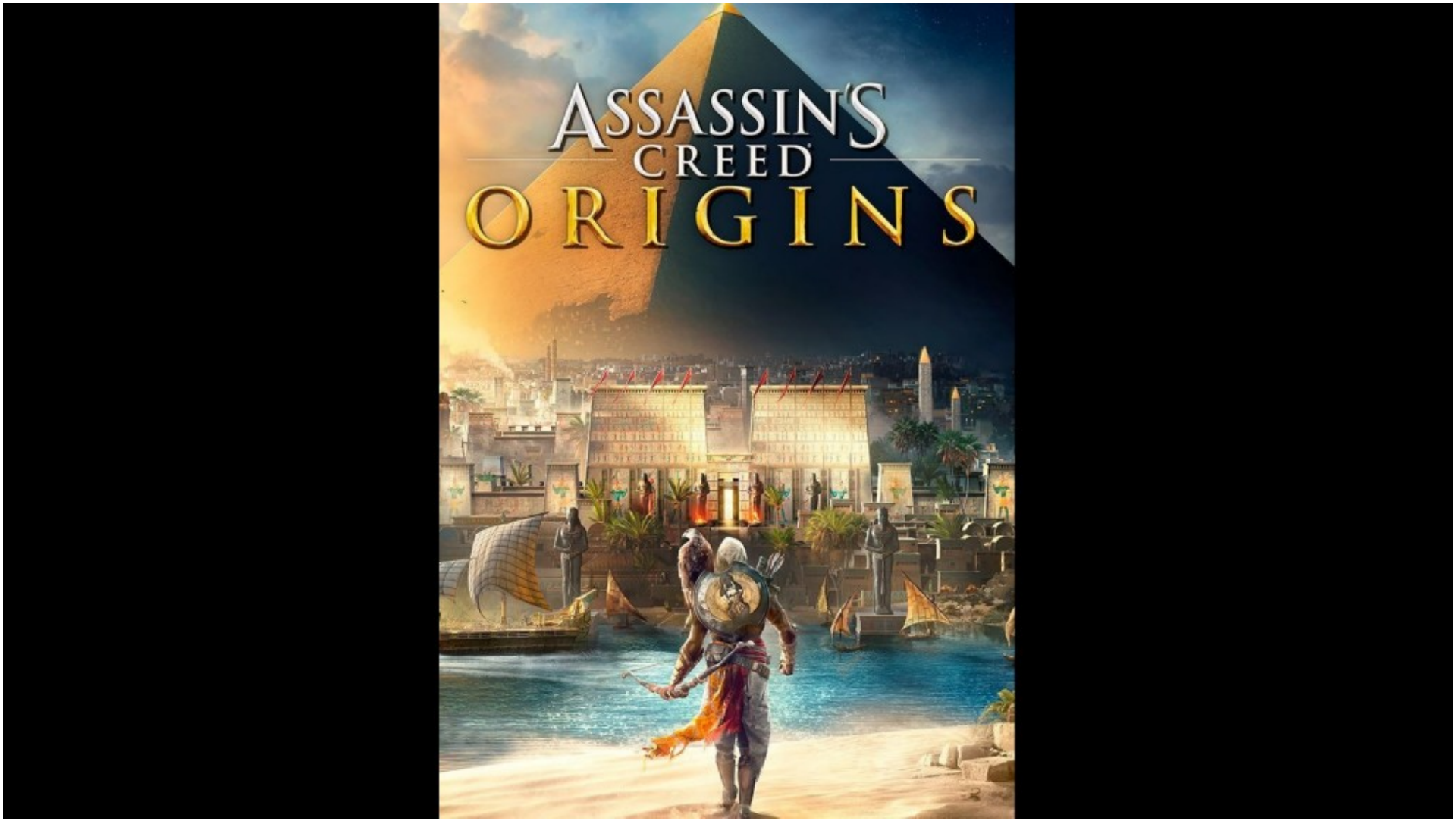
Assassin's Creed 2 (2009)

ASSASSIN'S
CREED II
UBISOFT

# WHY



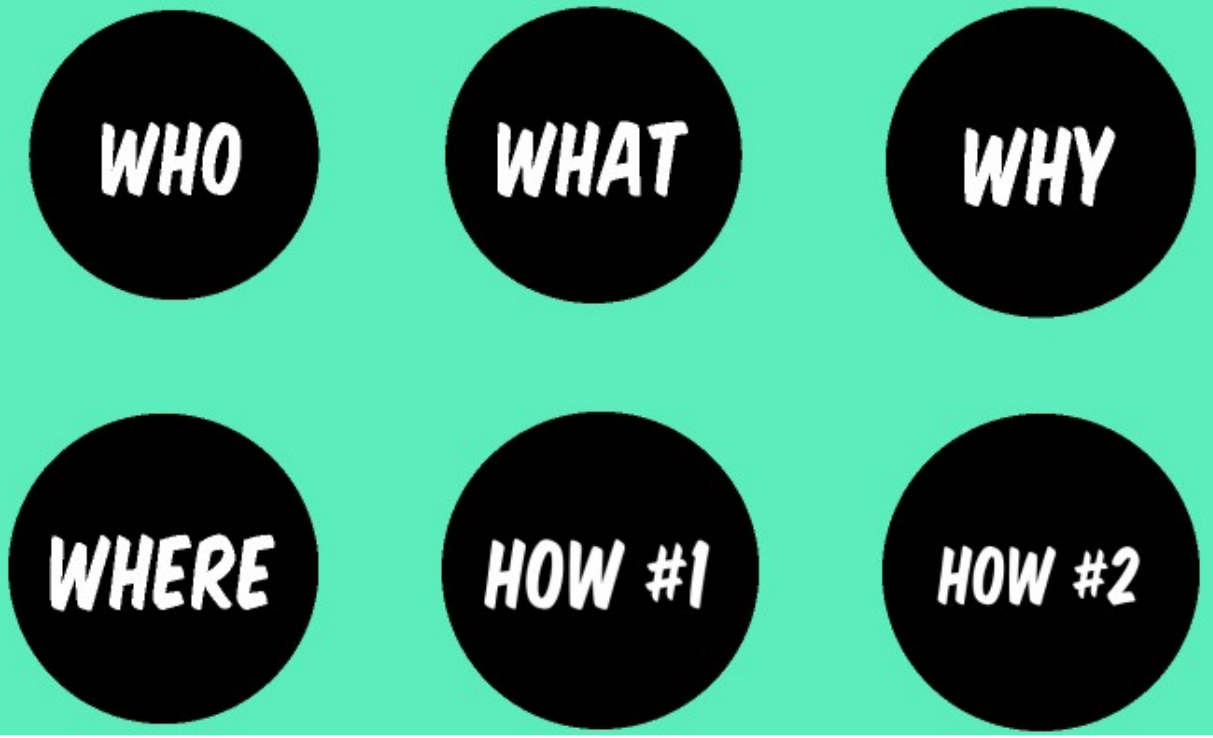

Assassin's Creed Origins (2017)


ASSASSIN'S
CREED
ORIGINS

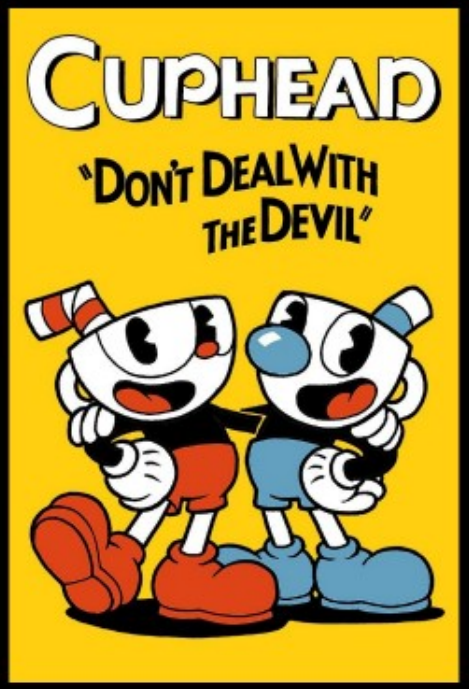
THEY STEPPED UP THEIR GAME
DID WE?

# Multi-disciplinary localization

MANY COOKS SAVE THE BROTH?



# WHERE



CUPHEAD
"DON'T DEAL WITH THE DEVIL"

# WHERE

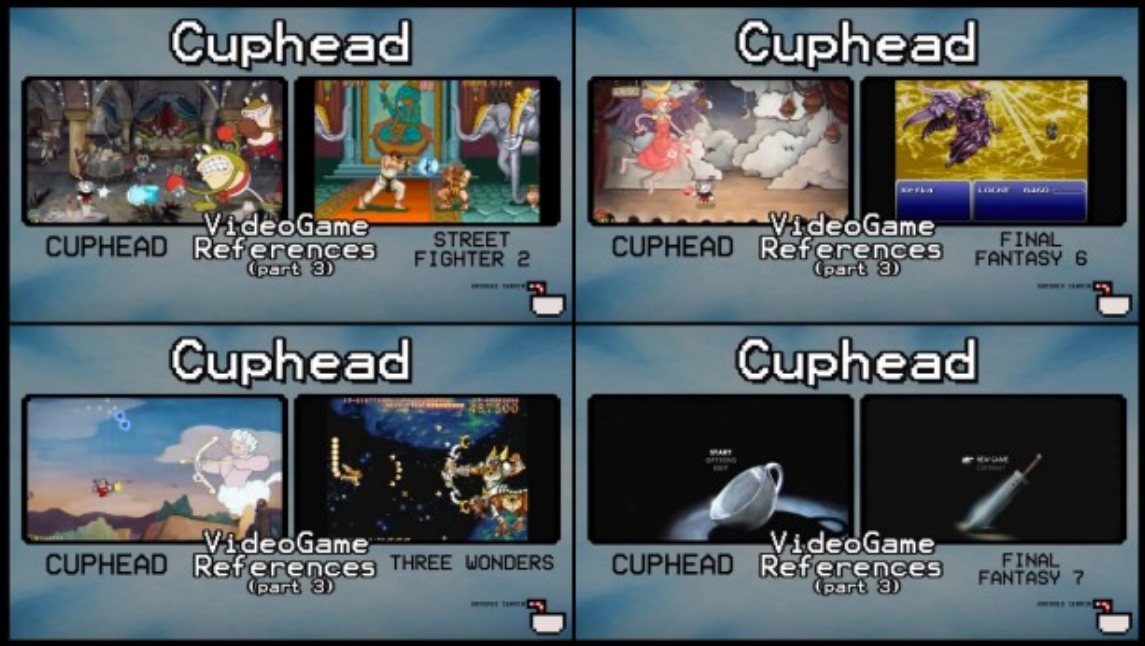
# GAMEY

SEGA
GENESIS
KONAMI
CONTRA
HARD CORPS
MA-13

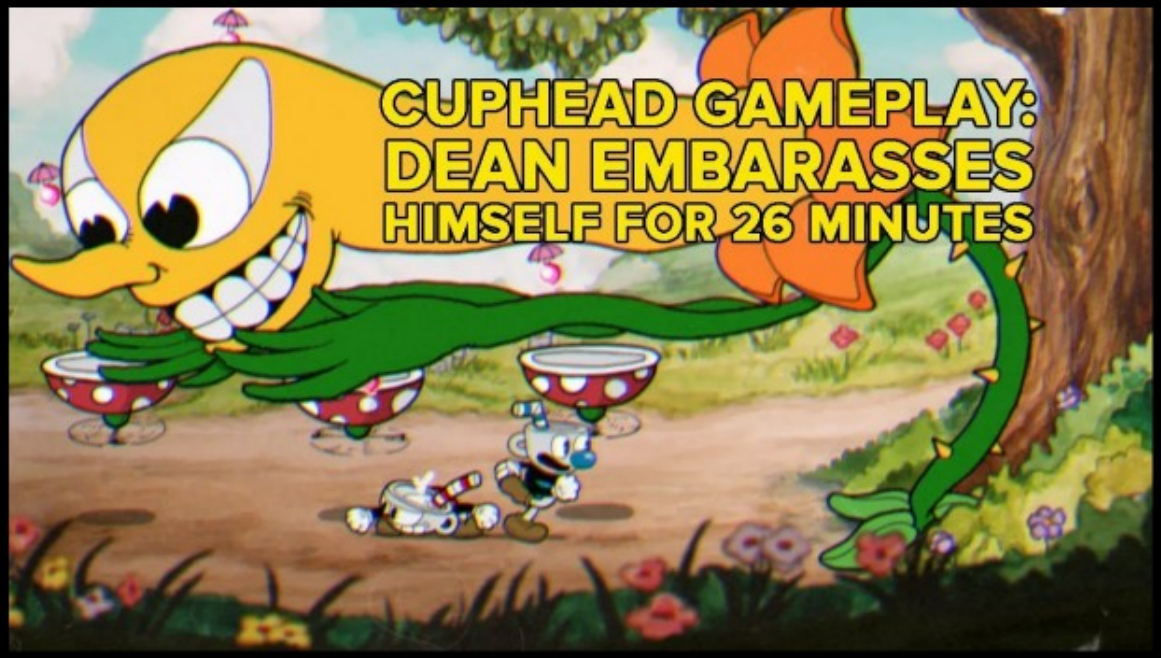
GENESIS
GUNSTAR HEROES
SEGA
GA

SEGA GENESIS
THUNDER FORCE IV
OFFICIAL SEGA GENESIS SEAL OF QUALITY
Technosoft
LICENSED BY SEGA ENTERPRISES LTD FOR PLAY ON THE SEGA GENESIS SYSTEM

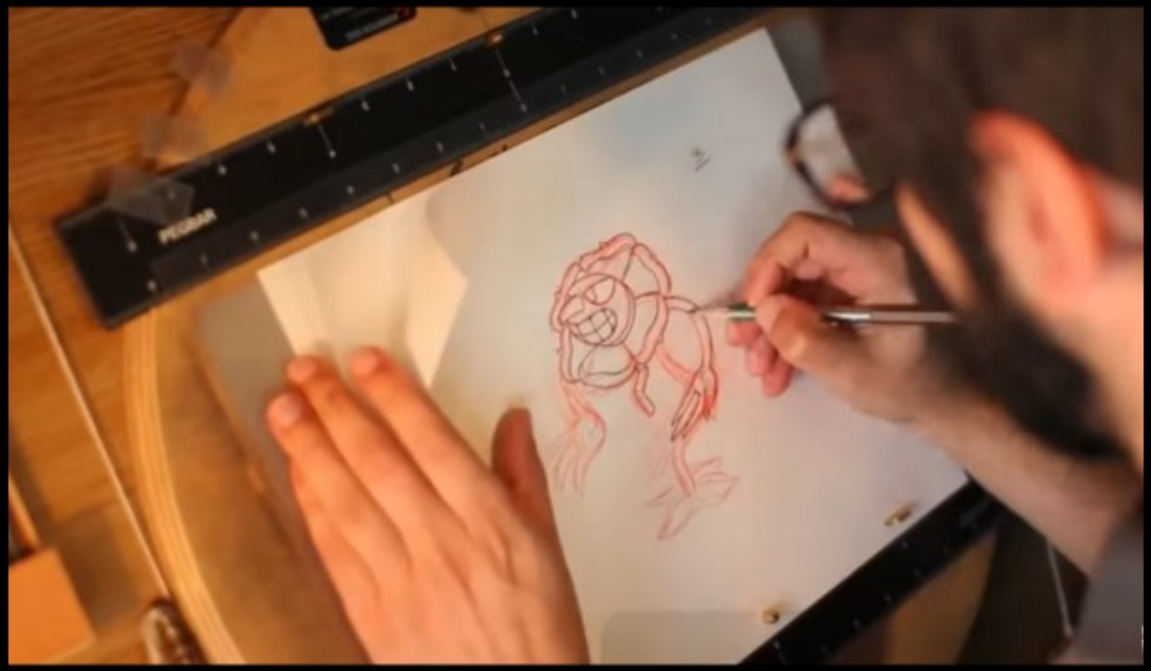
# GAMEY


Cuphead
CUPHEAD
VideoGame References (part 3)
STREET FIGHTER 2
Cuphead
CUPHEAD
VideoGame References (part 3)
FINAL FANTASY 6
Cuphead
CUPHEAD
VideoGame References (part 3)
THREE WONDERS
Cuphead
CUPHEAD
VideoGame References (part 3)
FINAL FANTASY 7

# GAMEY



# CINEPHILE



# CINEPHILE

CUPHEAD
Cuphead
[2017]
CHARACTER REFERENCES
Tom & Jerry
[1940]
CUPHEAD
Cuphead
[2017]
CHARACTER REFERENCES
The Mad
Doctor [1933]
CUPHEAD
Cuphead
[2017]
CHARACTER REFERENCES
Koko The
Clown [1921]
CUPHEAD
Cuphead
[2017]
CHARACTER REFERENCES
Woody
Woodpecker
[1940]

PROBLEM #1

# 1930'S REFERENCES

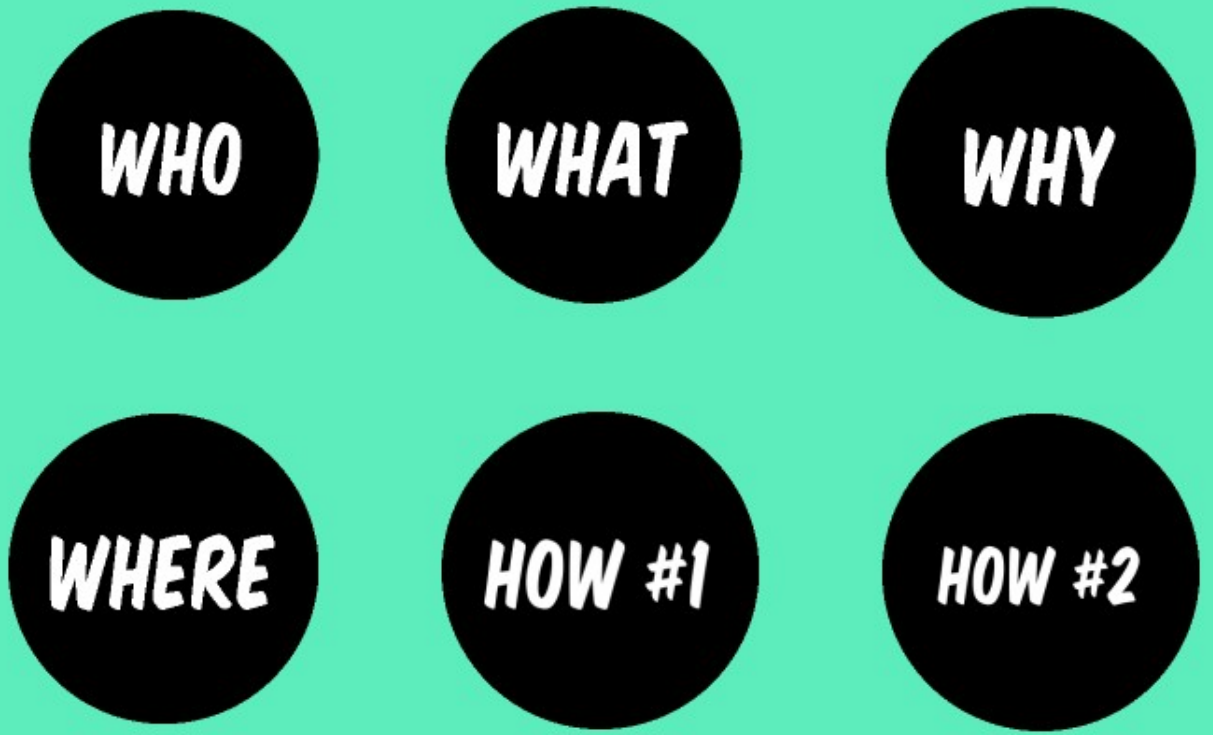
PROBLEM #2

# 26 BOSSES

The Root Pack
"BOTANIC PANIC!"
Difficulty Selection
SIMPLE REGULAR
Hilda Berg
"THREATENIN' ZEPPELIN"
Difficulty Selection
SIMPLE REGULAR
CONFIRM BACK
Cala Maria
"HIGH SEAS HI-JINX!"
Difficulty Selection
SIMPLE REGULAR
CONFIRM BACK
Baroness Von Bon Bon
"SUGARLAND SHIMMY"
Difficulty Selection
SIMPLE REGULAR
CONFIRM BACK

# Multi-disciplinary localization

MANY COOKS SAVE THE BROTH?



# HOW #1

HILDA BERG
RETRY
EXIT TO MAP
QUIT GAME
THE KING OF HI-DE-HO
CAB CALLOWAY
THE ROOT PACK
THE THREE STOOGES

# PERSON OF THE YEAR 1936

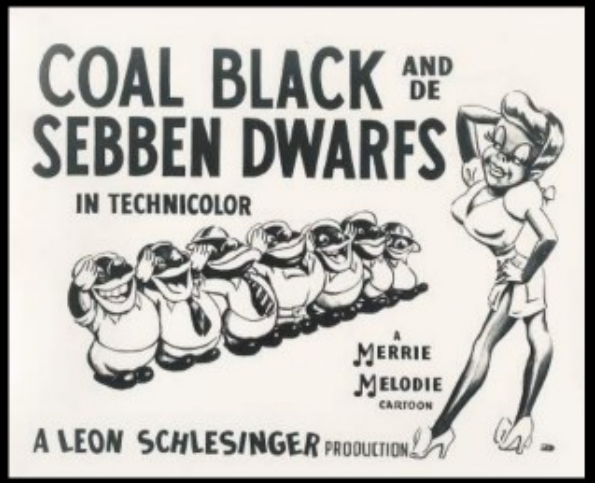
# THAT 30'S FEELING

*"We went into the game knowing that what we wanted from the era was the technical, artistic merit, while leaving all the garbage behind.*

*We wanted to take the style but make it our own. We tried to focus on our likes and dislikes and steer away from any of that."*

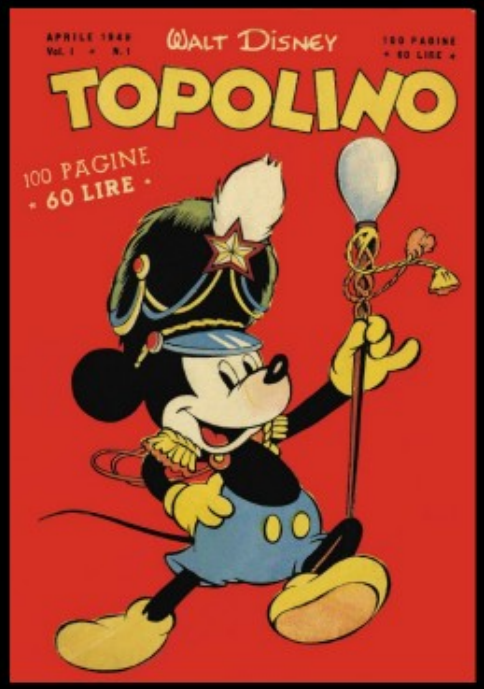
CHAD MOLDENHAUER

# THAT 30'S FEELING



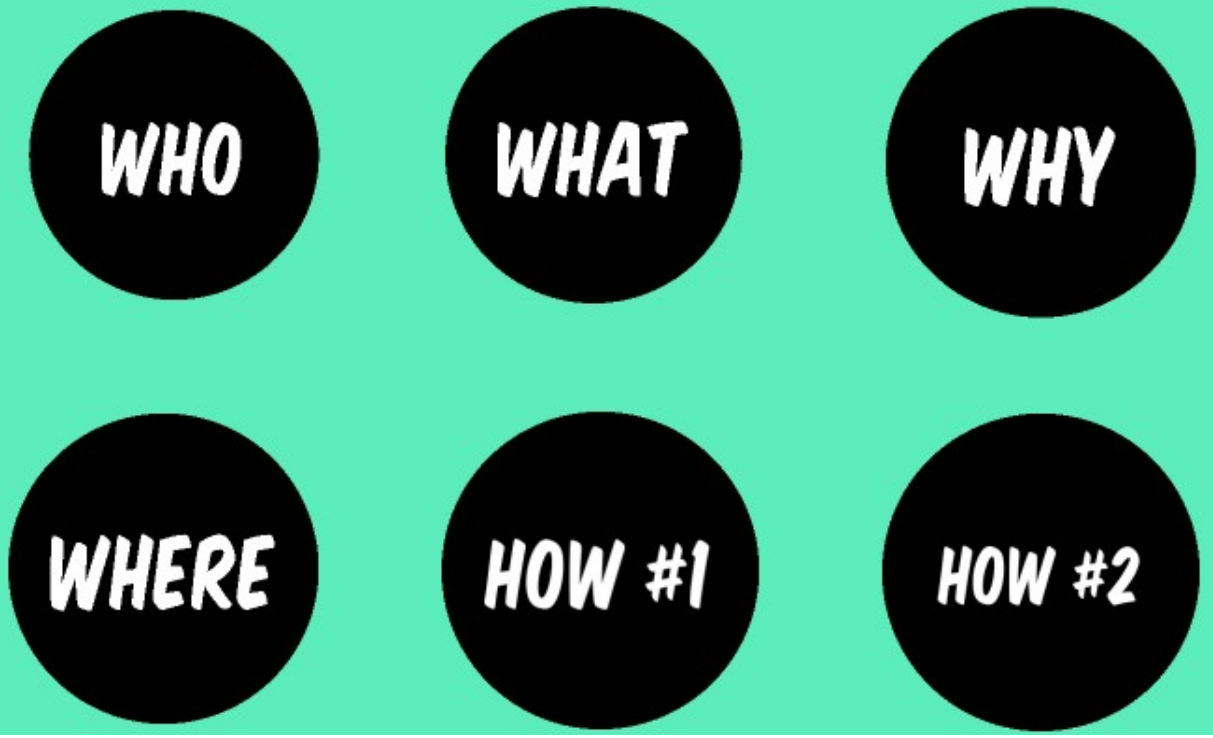
# GIORGIO BUSI-RIZZI

# THAT 30'S FEELING



# Multi-disciplinary localization

MANY COOKS SAVE THE BROTH?



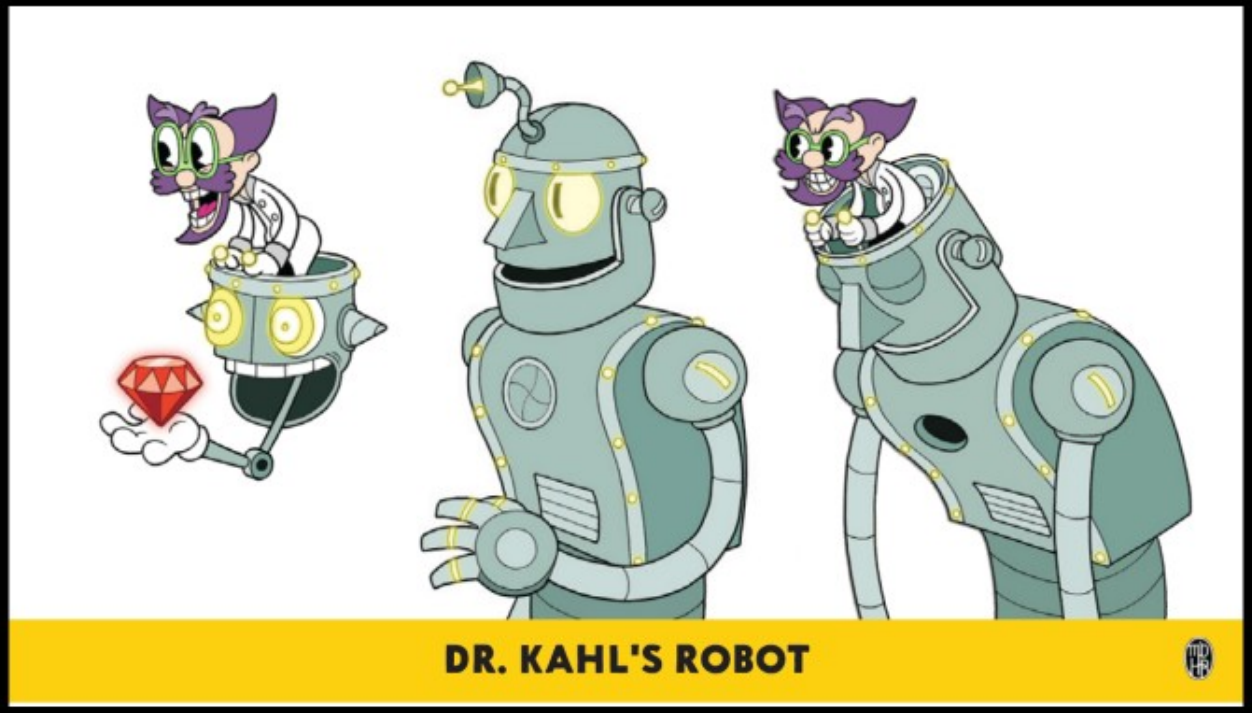
# HOW #2

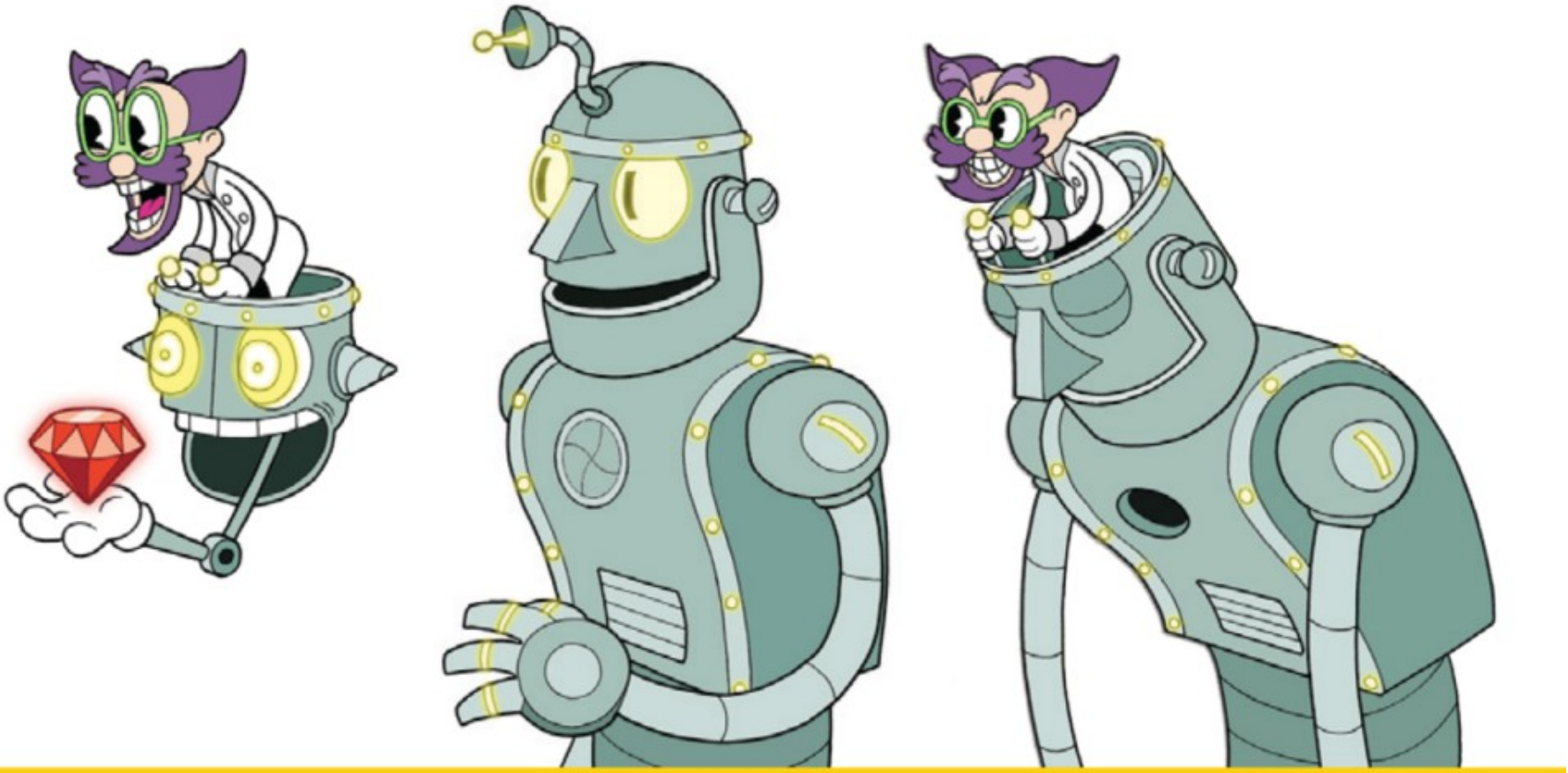
The Root Pack
"BOTANIC PANIC!"
Difficulty Selection
SIMPLE REGULAR
Hilda Berg
"THREATENIN' ZEPPELIN"
Difficulty Selection
SIMPLE REGULAR
CONFIRM BACK
Cala Maria
"HIGH SEAS HI-JINX!"
Difficulty Selection
SIMPLE REGULAR
CONFIRM BACK
Baroness Von Bon Bon
"SUGARLAND SHIMMY"
Difficulty Selection
SIMPLE REGULAR
CONFIRM BACK

# BOSSES=GAME

# DACO'S CONFETTI

# RE-NAMING





**DR. KAHL'S ROBOT**

# ANALYSIS

- Original name choices
- Physical and psychological traits
- Role and purpose within the story
- Unique elements and messages

↓

- Reference to Milt Kahl (Disney)
- Giant armed robot
- Shares personality with Dr. in head

# SYNTHESIS

- Compile fact-sheets
- Define each meaning layer with adjectives/nouns
- Distill into main traits, roles, actions

↓

- Robot gigante, computer-macchina, marchingegno, folle, semiumano
- *(giant robot, computer-machine, contraption, crazed, semi human)*

# CREATIVITY

Encapsulate meanings into
entertaining, communicative names

(Wordplay: puns, alliterations and similarity)

↓

*Robot del dr. Kahl, RobottONE (giant robot + 2 chars in one), CompuTerrore (computer +terror), Mark Ingegno (Mark Ingenious, but also Marchingegno/contraption), Matt-O (Matt + Crazy), Sam Umano (Sam + Semi-human)*

# VETTING

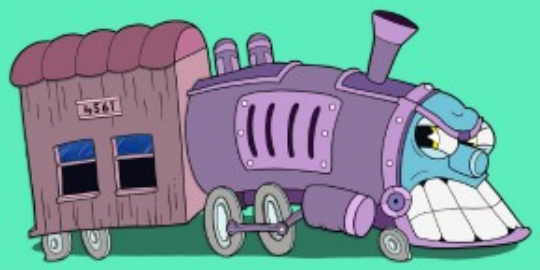
- Define priorities
  (cultural acceptance, coherence with character, coherence with message, humour, memorability, exploitability...)
- Vet according to such priorities

MARK INGEGNO ✓

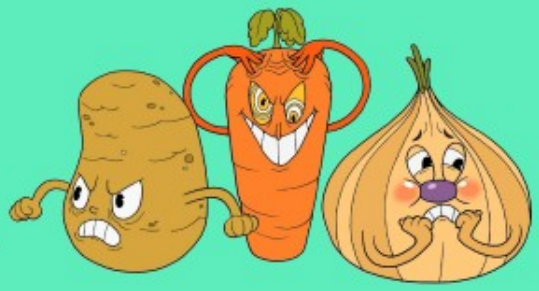
# MARK INGEGNO ✓

- Culturally ok
- Coherent
- Encapsulates robot and Dr.
- Humorous
- Memorable
- Strong branding personality

# RE-NAMING



mOrient Express

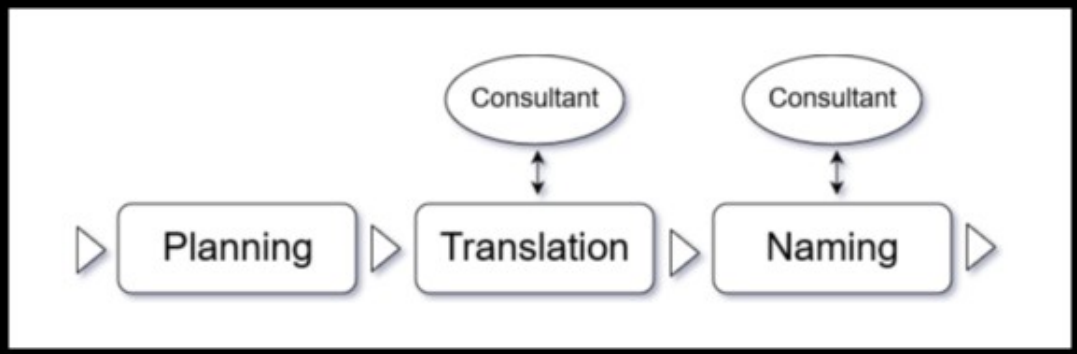


Gli Ortaggiosi

Cala Maria

# STAND OUT

- Preserve the experience
- Improve cultural acceptance
- Create branding impact



# THANK YOU!

Alain Dellepiane

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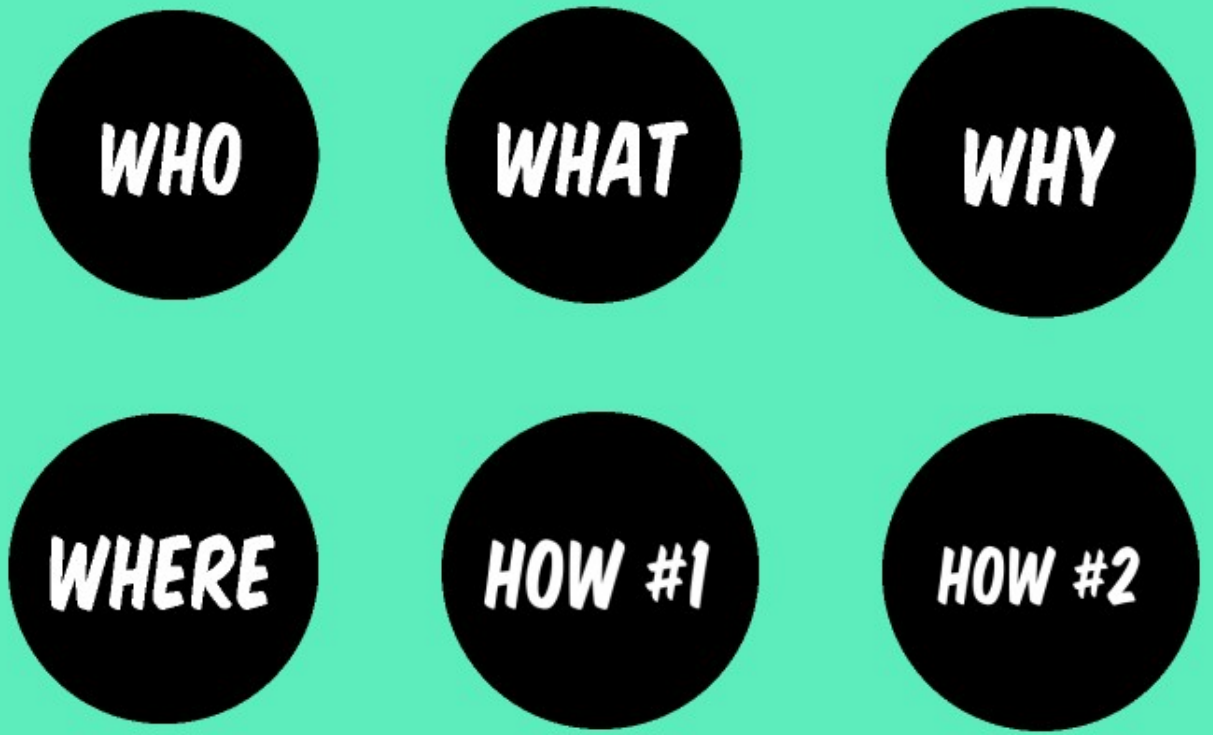
http://gloc.team
glocteam

# Multi-disciplinary localization

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