



Subtitling Style Guide

Norwegian



Date: 19th March 2024

Please ensure that you always consult the latest Style Guide, by visiting the certification website on <https://avtpro.oona.net>

Technical dimension..... 3

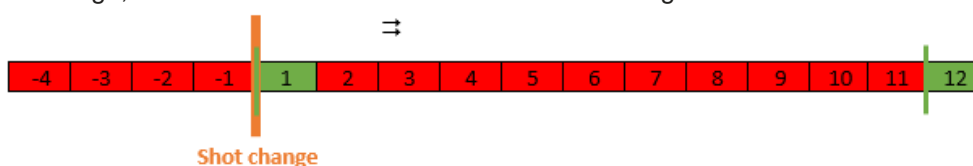
- T1. Video framerate 3
- T2. Line limitations 3
- T3. Text formatting 3
- T4. Background 3
- T5. Positioning 3
- T6. Maximum display rate 3
- T7. Minimum subtitle duration 3
- T8. Maximum subtitle duration 3
- T9. Minimum gap between subtitles 3
- T10. Timing (see T12 Chaining subtitles) 3
- T11. Spotting around shot changes 3
- T12. Chaining subtitles..... 4

Linguistic dimension 4

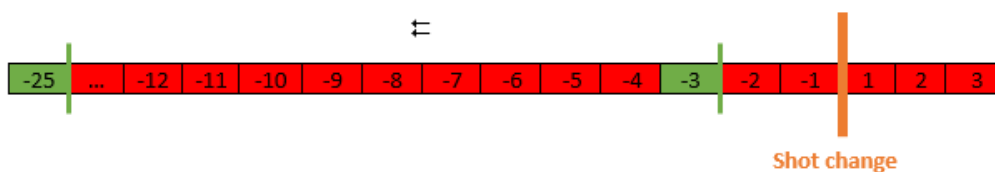
- L1. Line treatment 4
- L2. Dual speakers 4
- L3. Italics 4
- L4. Quotation marks 5
- L5. Continuity 5
- L6. Continuity (interruptions) 5
- L7. Profanity and taboo language 5
- L8. Titles 5
- L9. Songs 6
- L10. Text on screen 6

Technical dimension

- T1. Video framerate**
 - T1.1 All videos run at 25 frames per second (fps).
- T2. Line limitations**
 - T2.1 42 characters per line (cpl).
 - T2.2 Maximum of 2 lines.
- T3. Text formatting**
 - T3.1 Font type: Arial.
 - T3.2 Font size: point 30.
 - T3.3 Font colour: white.
- T4. Background**
 - T4.1 Use a subtitle background to enhance the visibility of subtitles where appropriate.
- T5. Positioning**
 - T5.1 Horizontal: center-aligned.
 - T5.2 Vertical: bottom of the screen.
 - T5.3 Subtitles should be moved to the top of the screen to avoid overlap with onscreen text or other important information contained in the images.
 - T5.4 In long opening credit sequences, avoid switching back and forth between bottom- and top-positioned subtitles and stick to the same position throughout the sequence as much as possible. In these cases, it is recommended to keep all subtitles aligned at the top.
- T6. Maximum display rate**
 - T6.1 12.0 characters per second (cps).
 - T6.2 The absolute maximum you are allowed to go is 15.0 cps, but only in a limited number of cases (see T6.3).
 - T6.3 If need be, up to a maximum of 10% of the subtitles in any given file can be over the reading-speed limit, that is, between 12.1 and 15.0, but remember that no display rate should 15.01 cps or above.
- T7. Minimum subtitle duration**
 - T7.1 The minimum duration of a subtitle on screen is 1.5 seconds.
- T8. Maximum subtitle duration**
 - T8.1 The maximum duration of a subtitle on screen is 7.5 seconds.
- T9. Minimum gap between subtitles**
 - T9.1 Leave a minimum gap of 2 frames between subtitles.
- T10. Timing (see T12 Chaining subtitles)**
 - T10.1 A subtitle's in-time should be timed to audio.
 - T10.2 The out-time can be extended by 1 second after the end of audio.
- T11. Spotting around shot changes**
 - T11.1 Where dialogue starts on the shot change, or within 12 frames past the shot change, set the in-time to coincide with the shot change:



T11.2 If the out-time is within 1 second (i.e., 25 frames) before the shot change, extend the out-time so that the subtitle leaves the screen two frames before the actual shot change:



T12. Chaining subtitles

T12.1 In the case of consecutive subtitles, any gaps of 3 frames to 25 frames (i.e., 1 second) must be closed to 2 frames (chained subtitles). That is, the gap can be either 2 frames or a minimum of 1 second.

Linguistic dimension

L1. Line treatment

- L1.1 Text should normally be kept to one line unless it exceeds the character limitation.
- L1.2 Line breaks, within and across subtitles, should be syntactically segmented, keeping linguistic units together.
- L1.3 In some cases, to enhance readability, it may be justified to use two lines even if the text is shorter than 42 characters. For instance, to break up syntactical units when a subtitle consists of two or more phrases, to highlight rhyming patterns (e.g., poetry and songs) or to follow the line break of an onscreen message:

*Lille Petter edderkopp
han klatret på min hatt*

- L1.4 Avoid having long sentences run over more than 3 or 4 subtitles. If possible, try to merge subtitles together.

L2. Dual speakers

- L2.1 Use a hyphen to indicate two speakers in one subtitle, with a maximum of one speaker per line:

*-Hvor er du?
-Jeg er hjemme.*

L3. Italics

- L3.1 Titles of albums, books, films and audiovisual productions.
- L3.2 Foreign words unless they are part of regular usage.
- L3.3 Dialogue that is heard through electronic media, such as a phone, television set or computer, or through any other devices that modify the original voice of a character, such as a voice changer device.
- L3.4 Song lyrics and recited poems.
- L3.5 Voiceovers and off-screen narration, unless the large majority of the content consists of off-screen speech. Only use italics when the speaker is not in the scene(s), not merely off screen or off camera.
- L3.6 The voice of a visible character expressing unspoken thoughts, flashbacks or inner monologue.

L4. Quotation marks

- L4.1 If a quote carries over more than one subtitle, quotation marks should be used only at the start and at the end of a quote:

"Tar De livsløgnen
fra et gjennomsnittsmenneske,-

-tar De lykken fra ham med det samme."

L4.2 Book chapters, articles and song titles should be in double quotation marks:

Hanne framførte en sang fra "Mamma Mia".

L4.3 Use double quotation marks without spaces for agrammatical phrases, neologisms, made-up expressions, and speech impediments or disorderly speech, if relevant for the plot, and when someone is imitating another person or placing special emphasis on a particular word or phrase.

L4.4 Use double quotation marks without spaces when a character reads out or quotes someone else.

L4.5 When using quotation marks within other quotation marks, use single quotation marks (' ') within double quotation marks (" "):

Lisa sa: "Mia ble sur
da Jan brukte ordet 'udugelig' om Eva."

L5. Continuity

L5.1 When an ongoing sentence is split between two or more consecutive subtitles, use a hyphen at the end of the first subtitle and one at the beginning of the next subtitle:

Hvis det blir for mørkt,-

-får du slå på lyset.

L6. Continuity (interruptions)

L6.1 Use an ellipsis (three dots) to indicate abrupt interruptions:

Det jeg skulle si...

L6.2 Use ellipsis to indicate a pause in the delivery of the original, an intentional or accidental suspension of a part of the sentence, or an abrupt interruption:

Nei, jeg... Jeg tror ikke det.

L6.3 Use ellipsis, without a space, to indicate that a subtitle is starting mid-sentence, e.g., when a character turns on the radio:

...på nyhetene i kveld.

L7. Profanity and taboo language

L7.1 The original content's dialogue must never be censored in the translated version. Expletives should be rendered as faithfully as possible, without using dialects or words that would otherwise introduce a level of obscenity not implied in the original dialogue.

L8. Titles

L8.1 Titles of published works, existing movies and TV shows: if available, use official or well-known translations. If none are available, leave titles in the original language.

L9. Songs

L9.1 Songs are only subtitled if they are relevant for the plot or part of the film (e.g., a character performs a song).

L9.2 Italicize lyrics.

L9.3 If coinciding with dialogue, whatever is more plot-pertinent should be subtitled.

- L9.4 Follow regular Norwegian punctuation and capitalization rules. Use commas, periods, exclamation and question marks as and when appropriate.

L10. Text on screen

- L10.1 Text on screen should be translated when it is relevant and not redundant, and does not coincide with dialogue. Text on screen becomes redundant when spelling is identical in both languages.
- L10.2 If there is simultaneous, plot-pertinent speech, and no time to accommodate both spoken and written text, subtitling the dialogue should be given priority.
- L10.3 Text on screen should be in ALL CAPS, except for written passages (e.g., excerpts from books, magazines or newspapers, handwritten notes, social media messages and text messages), which must match the use of uppercase/lowercase as it appears on screen.
- L10.4 To improve readability, sentence case can be used for long passages of onscreen text (e.g., long written passages used as prologue or epilogue).

