



Subtitling Style Guide

Portuguese, Brazilian (PT-BR)



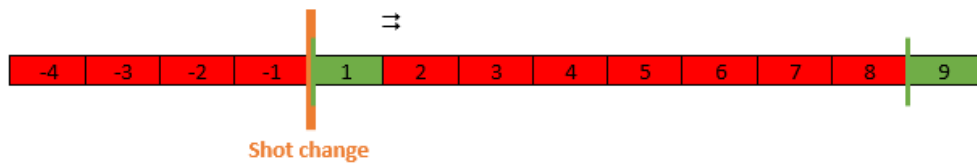
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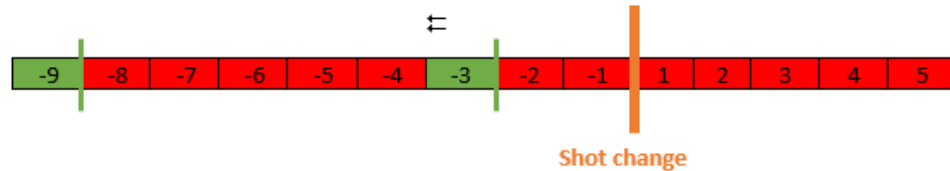
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Technical dimension

- 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 17.0 characters per second (cps).
T6.2 The absolute maximum you are allowed to go is 19.0 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 17.1 and 19.0, but remember that no display rate should be 19.1 cps or above.
- T7. Minimum subtitle duration**
T7.1 The minimum duration of a subtitle on screen is 1 second.
- T8. Maximum subtitle duration**
T8.1 The maximum duration of a subtitle on screen is 6 seconds, including song lyrics.
- T9. Minimum gap between subtitles**
T9.1 Leave a minimum gap of 2 frames between subtitles.
- T10. Timing (see T12 Chaining subtitles)**
T10.1 Subtitles should be timed to audio (within 3 frames).
T10.2 If extra time is needed for the reading speed, the out-time can be extended by a maximum of 12 frames after the end of audio.
- T11. Spotting around shot changes**
T11.1 Where dialogue starts on the shot change, or within 8 frames past the shot change, set the in-time to coincide with the shot change:



T11.2 If the out-time is within 8 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 to 11 frames inclusive must be closed to 2 frames (chained subtitles). That is, the gap can be either 2 or a minimum of 12 frames.

Linguistic dimension

L.1 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:

Ela mencionou o fato,
mas não dei atenção.

- L1.4 Avoid having long sentences run over more than 3 or 4 subtitles. If possible, try to merge subtitles together, or break the sentence into several, shorter units.

L.2 Abbreviations

- L2.1 Abbreviations should only be used when there are space or time limitations.
- L2.2 Titles such as **Doutor**, **Senhora**, etc. can be abbreviated if used in combination with a name:

Esta é a Sra. Smith.

BUT:

A senhora pode me ajudar?

- L2.3 Using the correct grammatical form is preferred, except for clearly established deviations from the norm that would otherwise imply an artificial sophistication. E.g., **Eu te amo**, **Me avisa** and the like.

L2.4 Contractions such as *né*, *pra*, and *tá* should be used only as needed to convey informality when appropriate for the content. *Num*, *numa*, and *cadê* are acceptable.

L.3 Symbols

L3.1 Do not use a space between a number and a symbol.

Corri 10km ontem de manhã.

L3.2 For American dollars, please use US\$. If possible, you can also spell out:

US\$ 1 milhão Cinco dólares

L3.3 For other currencies, please spell out: *euro*, *pesos*, *ienes*, etc.

L3.4 Symbols are invariable (*20h*, not **20 h*, **20 hs* or **20 H*) and, unlike other types of abbreviations, do not need to be followed by a period (*750ml*, not **750ml.*).

L.4 Dual speakers

L4.1. Use a hyphen followed by a space to indicate two speakers in one subtitle, with a maximum of one speaker per line:

*- Alguém viu a Mary?
- Está no quarto dela.*

L4.2. Always use the shorter hyphen (-), as opposed to the en- and em-dashes (**—* and **—*).

L.5 Italics

L5.1 Titles of albums, books, films and audiovisual productions.

L5.2 Foreign words (unless they are part of regular usage).

L5.3 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.

L5.4 Song lyrics and recited poems.

L5.5 Voiceovers and off-screen narration. Only use italics when the speaker is not in the scene(s), not merely off screen or off camera.

L5.6 The voice of a visible character expressing unspoken thoughts, flashbacks or inner monologue.

L5.7 Use italics to indicate emphasis on specific words.

L.6 Numbers

L6.1 From 0 to 10, numbers should be written out, unless there are space or time limitations, in which figures can be used:

um cinco nove

L6.2 From 11 and above, numbers should be written numerically:

13 23 37

L6.3 From *mil* and above, use the following:

13 mil 23 milhões

L6.4 Four-digit numbers must use a full stop as a thousand separator, as follows:

3.500 euros

L6.5 Use a comma for decimals:

7,5 23,81

L6.6 Do not start a subtitle with a number. If necessary, spell out the number:

Duzentas pessoas ficaram feridas.

L.7 Time

L7.1 Use an "h" with times:

19h35 02h45

L7.2 Use the 24-hour format to indicate the time rather than "am" and "pm".

L7.3 In informal contexts, time can also be expressed in letters, unless there are space and/or time limitations:

Estamos aqui desde as sete.

L.8 Dates

L8.1 Dates must be expressed with numerals, in the following format:

Nasci em 21 de maio de 2002.

L.9 Currency and measurements

L9.1 Do not convert currency unless required by the context.

L9.2 Convert measurements to the metric system, unless leaving the original units is required by the context/images, or there are instructions to keep the original units:

quilômetros (km) Celsius (°C) quilogramas (kg)

L.10 Hyphenation

L10.1 Do not split words with a hyphen over two lines.

L.11 Quotation marks

L11.1 Straight double quotation marks without spaces should be used: " ", rather than * « » or * " " .

L11.2 Direct speech is introduced by a colon, followed by double quotation marks and capital case. Use double quotation marks without spaces for regular citations, making sure that the closing quotes end after the full stop:

Ele disse: "Não vou embora agora."

L11.3 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:

"O sol estava nascendo no horizonte,

a chuva continuou caindo

e os pássaros ficaram em seus ninhos."

L11.4 Book chapters, articles and song titles should be in double quotation marks:

Adoro a música "My Way".

L11.5 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.

L11.6 Use double quotation marks without spaces when a character reads out or quotes someone else.

L11.7 When using quotation marks within other quotation marks, use single quotation marks (' ') within double quotation marks (" "):

*Ele desabafou:
"Não gosto do 'jeitinho' dela."*

L.12 Continuity

L12.1 Do not use ellipsis (three dots) or dashes when an ongoing sentence is split between two or more consecutive subtitles:

*Mandei um presente pra você
no seu aniversário de 15 anos.*

L.13 Continuity (interruptions)

L13.1 Use an ellipsis (three dots) to indicate abrupt interruptions:

Só que ele não sabia se tinha...

L13.2 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:

Não sei... Tenho que pensar.

L13.3 Use ellipsis, without a space, to indicate that a subtitle is starting mid-sentence, e.g., when a character turns on the radio:

...como tudo começou.

L13.4 The ellipsis can be used when an utterance is interrupted by another character or by a forced narrative:

Example 1:

O que vou falar agora...

Cuidado com o buraco!

...é muito importante.

Example 2:

Já falei mil vezes...

- Cuidado com o carro!

- ...pra não atravessar sem olhar.

L.14 Profanity and taboo language

- L14.1 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.

L.15 Titles

- L15.1 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.
- L15.2 Capitalization of titles: please capitalize the first letters of the main words in a title.

O Poder e a Lei é uma série incrível.

L.16 Songs

- L16.1 Songs are only subtitled if they are relevant for the plot or part of the film (e.g., a character performs a song).
- L16.2 Italicize lyrics and start each subtitle with a capital letter.
- L16.3 If coinciding with dialogue, whatever is more plot-pertinent should be subtitled.
- L16.4 Commas, exclamation and question marks should be used when appropriate.

L.17 Text on screen

- L17.1 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.
- L17.2 If there is simultaneous, plot-pertinent speech, and no time to accommodate both spoken and written text, subtitling the dialogue should be given priority.
- L17.3 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.
- L17.4 To improve readability, sentence case can be used for long passages of onscreen text (e.g., long written passages used as prologue or epilogue).