Statement of Work

Project Title: *Crayon Shin-chan: Little Helper — Localization of User-Facing Strings*
Client: Adam Wooten – Neos Corporation PM
Vendor: SM2 – Shivani Balachandar, Michelle Lee, Samantha Lin

1. Project Overview

Crayon Shin-chan: Little Helper is a family-focused interactive mobile game designed to entertain young players while encouraging curiosity, creativity, and early-age problem-solving. To support the game's global reach, the client has requested the localization of all user-facing strings from the **Clean-up minigame** from English into Korean, French, and Traditional Chinese.

This project supports a broader shared mission: expanding educational accessibility through localized play, ensuring that children, regardless of linguistic background, can learn, explore, and develop through games that speak their language and reflect their culture.

1.1 Resources

- Trados Studio
- Photoshop
- Linguists (French, Korean, Chinese)
- Project Manager
- DTP Specialist/Localization Engineer
- Neos Corporation Style Guide

- Reference materials (Previously localized Shinchan IP and assets)

2. Project Scope

2.1 Included in Scope

The vendor will perform the following tasks:

1. **Translation of User-Facing Strings**
   - Translate all text visible to players, including UI text, menus, system text, tutorial text, in-game instructions, and any non-voice narrative strings.
   - Source language: **English**
   - Target languages:
     - **Korean (ko-KR)**
     - **French (fr-FR)**
     - **Traditional Chinese (zh-Hant)**

2. **Cultural & Educational Adaptation**
   - Ensure translations are age-appropriate, culturally relevant, and aligned with the title's educational value.
   - Adjust phrasing to support comprehension for younger players.

3. **Terminology Management**

trados workflow

preparation

file integrity checks
segmentation rules
file type settings
tm / termbase setup
pseudo / pretranslation

production

translation with autosuggestions
concordance search
fuzzy match review
qa checks

finalization

qa checker
pass
manual qa
tm update
file export

- Create a mini-glossary for recurring terms (e.g., character names, actions, items).
- Ensure consistency across all target languages.

4. **Linguistic Quality Assurance (LQA)**
   - Internal linguistic review and proofreading in all target languages.
   - Error classifications: mistranslations, readability, consistency, truncation, and clarity.
   - One review cycle included.

5. **File Handling & Delivery**
   - Receive source text in the format provided by the client (Game build) and deliver in requested format (Excel/PSD or PNG)
   - Deliver translated files in the original format unless otherwise specified.

6. **Maintain Style Guide**
   - Style guide should be given by client or additional charges may be incurred.

7. **DTP**
   - Includes text extraction from static images if PSDs are not given.

2.2 Out of Scope (Unless Added via Change Request)

- Voice-over or dubbing.
- Non-player-facing text (tooltips, debug messages).
- Integration into the game engine.
- Additional LQA cycles or testing builds.

3. Deliverables

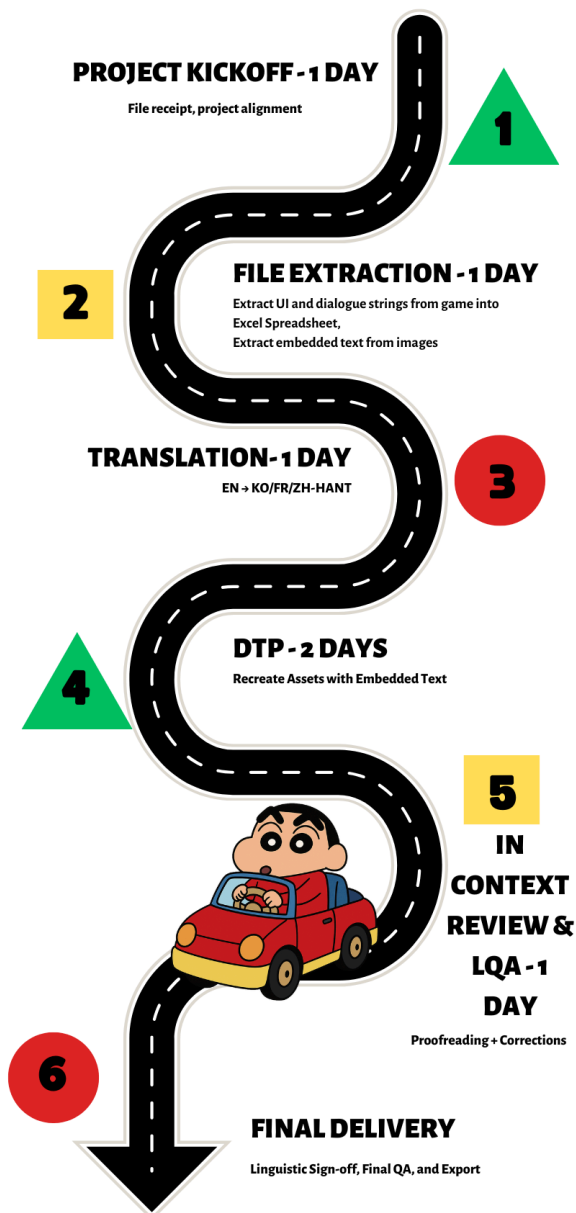| Deliverable	Description	Format	Due Date
Translated user-facing strings (Source + Target)	All English → Korean, French, Traditional Chinese	Excel	11/25
Terminology glossary	Key terms + approved translations per language	Excel	11/26
Localized Graphics	Eng embedded text/images → Korean, French, Traditional Chinese	PSD/PNG	11/30
Translation Style Guide	Requested format maintaining original meaning and structure of source	PDF/Doc	11/30
Tech Prep Files	Pseudotranslation	Excel	11/25

4. Timeline

Estimated Total Duration: 7 days

(Dates can be adjusted depending on file volume.)

5. Assumptions

- Client will provide complete and finalized source strings before translation begins.

- A single delivery from the vendor is expected; iterative or rolling localization will require updated scheduling.

- Client will validate proper integration of localized assets in-engine.

- Any increases in string count beyond the initial scope may affect timeline and cost.

TIMELINE

PROJECT KICKOFF - 1 DAY
File receipt, project alignment

1

2

FILE EXTRACTION - 1 DAY
Extract UI and dialogue strings from game into Excel Spreadsheet,
Extract embedded text from images

TRANSLATION - 1 DAY
EN → KO/FR/ZH-HANT

3

4

DTP - 2 DAYS
Recreate Assets with Embedded Text

5

IN CONTEXT REVIEW & LQA - 1 DAY
Proofreading + Corrections

6

FINAL DELIVERY
Linguistic Sign-off, Final QA, and Export

6. Quote

Prices are not final. A formal invoice will be provided after receipt of the final string list.

Item					
Translation-Editing-Proofreading	Words	Price/word/hr	Discount	Cost	Notes
English-French Translation	250	$0.12	0	$30	
English-Korean Translation	250	$0.14	0	$35	
English-Chinese Translation	250	$0.10	0	$25	
Editing/Proofreading All Locales		$30/hr (1 hr ≈1000 words)	0	$30	
File Extraction		$70/hr (1 hr ≈300 words)	0	$140	Complex, includes embedded text/game assets
DTP Fee		$50/hr (1 hr ≈300 words)	0	$50	Standard level DTP
Subtotal				$154.50	
Project Management Fee		10% of subtotal		$31	
				Total	$341

7. Approval

By signing, both parties acknowledge agreement with the terms outlined in this Statement of Work.

Client Representative: _____

Vendor Representative: _____

Date: _____