

Japanese Localization Style Guide

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1 Welcome



Welcome to the *Microsoft Localization Style Guide* for Japanese. This guide will help you understand how to localize Japanese content in a way that best reflects the Microsoft voice.

Before you dive in:

- Make sure you understand the key tenants of the [Microsoft voice](#).
- Familiarize yourself with the recommended [style references](#) in Japanese.

1.1 Reference material

Unless this style guide or [Microsoft Language Portal](#) provides alternative instructions, use the orthography, grammar and terminology in the following publications:

Normative references

Adhere to these normative references. When more than one solution is possible, consult the other topics in this style guide for guidance.

1. 平成 3 年 6 月 28 日 内閣告示第 2 号「外来語の表記」
2. 昭和 61 年 7 月 1 日 内閣告示第 1 号「現代仮名遣い」
3. 平成 22 年 11 月 30 日 内閣告示第 2 号「常用漢字表」
4. 昭和 48 年 6 月 18 日 内閣告示第 2 号「送り仮名の付け方」
5. 『新しい国語表記ハンドブック』（三省堂）
6. 『用字用語 新表記辞典』（第一法規）

Informative references

These sources may provide supplementary and background information.

1. “マイクロソフトの著作物の使用について” (Use of Microsoft Copyrighted Content) available at <https://www.microsoft.com/ja-jp/mscorp/legal/intellectualproperty-permissions.aspx>.
2. “マイクロソフトの商標について” (Microsoft Trademarks) available at <https://www.microsoft.com/ja-jp/mscorp/legal/trademarks-default.aspx>.
3. Microsoft Corporation. *Microsoft Manual of Style for Technical Publications*. Fourth Edition. Microsoft Press, 2012.

2 Microsoft voice

Microsoft’s brand personality comes through in our voice and tone—what we say and how we say it. The design renaissance across Microsoft products, services, and experiences hinges on crisp simplicity.

Three principles form the foundation of our voice:

- **Warm and relaxed:** We’re natural. Less formal, more grounded in honest conversations. Occasionally, we’re fun. (We know when to celebrate.)
- **Crisp and clear:** We’re to the point. We write for scanning first, reading second. We make it simple above all.
- **Ready to lend a hand:** We show customers we’re on their side. We anticipate their real needs and offer great information at just the right time.

The Microsoft voice targets a broad set of users from technology enthusiasts and casual computer users. Although content might be different for different audiences, the principles of Microsoft voice are the same. However, Microsoft voice also means keeping the audience in mind. Choose the right words for the audience: use technical terms for technical audiences, but for consumers use common words and phrases instead.

These key elements of Microsoft voice should also extend across Microsoft content for all language locales. For each language, the specific choices in style and tone that produce Microsoft voice are different.

2.1 Choices that reflect Microsoft voice

Translating Japanese in a way that reflects Microsoft voice means choosing words and grammatical structures that reflect the same style as the source text. It also means considering the needs of the audience and the intent of the text.

The general style should be clear, friendly and concise. Use language that resembles conversation observed in everyday settings as opposed to the formal, technical language that is often used for technical and commercial content.

When you are localizing source text written in Microsoft voice, **feel free to choose words that aren't standard translations** if you think that's the best way to stay true to the intent of the source text.

Because Microsoft voice means a more conversational style, literally translating the source text may produce target text that is not relevant to customers. To guide your translation, consider the intent of the text and what the customer needs to know to successfully complete the task.

2.1.1 Flexibility

It's important for translators to modify or re-write translated strings so that they are more appropriate and natural to Japanese customers. To do so, try to understand the whole intention of the sentences, paragraphs, and pages, and then re-write just like you are writing the contents yourselves. It will make the contents more perfect for Japanese users. Sometimes, you may need to remove any unnecessary contents.

2.1.2 Words and phrases to avoid

Microsoft voice avoids an unnecessarily formal tone. Similarly, Japanese Microsoft voice should also avoid written words/very formal tone. Instead, switch to equivalent words appropriate for the context. (日本語の場合も、以下の表に示すとおり、書き言葉やフォーマルな場面で使う言葉を避け、それに相当する場面に合った適切な言葉に置き換えます。)

en-US source	Japanese word to avoid	Japanese word/phrase
xxx, yyy, and zzz	xxx、yyy、および zzz	xxx、yyy、zzz xxx、yyy、zzz など
can, can be, be able to, be possible	xxx が可能です	xxx できます
recommend	推奨します	お勧めします
old	古い	前の、使用していない (※文脈によって書き換える)
invalid	無効です	使用できません
serious, severe	深刻な	重大な (※「大幅な修正が必要になる」など、文脈に合わせて適宜書き換えが必要になる場合があります)
by ~ing	xxxx することにより、xxxx によって	xxxx すると、xxxx すれば

2.1.3 Word choice

Terminology

Use approved terminology from [Microsoft Language Portal](#) where applicable, for example for key terms, technical terms, and product names.

Short word forms and everyday words

Microsoft voice text written in US English prefers the short, simple words spoken in everyday conversations. In English, shorter words are generally friendlier and less formal. Short words also save space on screen and are easier to read quickly. Precise, well-chosen words add clarity, but it is important to be intentional about using everyday words that customers are accustomed to.

In Japanese, the following method can abbreviate words or change everyday words:

- replacing a verb with a particle
- using Katakana form

Also, translated strings using Hiragana/Katakana/Kanji characters should be kept as short as possible to avoid clipping will happens per word on the display.

(日本語の場合、以下に示すように動詞を助詞に置き換える、カタカナ語を使うなどして、単語を省略したり、より日常的に使用する言葉に表現を変えたりすることができません。なお、以下の単語はあくまで例であり、これらの単語を画一的に採用するのではなく文脈に応じて使い分けてください。また、ひらがな、カタカナ、漢字は、英語のアルファベットよりも幅広になる傾向があります。日常的な表現を意識するだけでなく画面上の文字切れを防ぐためにも翻訳はなるべく短い文でまとめるようにします。)

en-US source term	Japanese word	Japanese word usage
App	アプリ	More likely to be an everyday word than "アプリケーション." "アプリ" のほうが "アプリケーション" よりも日常的でカジュアルな表現になる傾向にあります。
Pick, choose, select	選ぶ	In longer sentences, "選ぶ" sounds more natural and suitable as Microsoft voice than "選択する." On the other hand, there are many cases where "選択" is more appropriate such as button/menu names already widely used with the fixed terms, or messaging sentences for developers. 文章中では、「～を選択し、」とするよりも「～を選び、」とするほうが日常会話で使う言葉に近く、望ましい表現です。一方、ボタン名やメニュー名などで、従来から汎用的に使われている場合や直感的な表現にしたい場合は、原則として従来の"<漢語> する" 形式をとります。(例: 「選択」 ボタン) また、開発者向けのメッセージ関連の文章なども、"<漢語> する" 形式のほうが適切です。
continue	続ける	Same as above
mail	メール	More likely to be an everyday word than "電子メール." "メール" のほうが "電子メール" よりも日常的でカジュアルな表現になる傾向にあります。
again, re-	もう一度	More likely to be an everyday word than "再度." "もう一度" のほうが "再度" よりも、日常会話で使う言葉に近くなる傾向にあります。

detailed, in detail, ...	詳しい	More likely to be an everyday word than "詳細な." "詳しい" のほうが "詳細な" よりも、日常会話で使う言葉に近くなる傾向にあります。
n/a	x x されていません	More likely to be an everyday word than "未 x x" form. "xx されていません" のほうが "未 xx" よりも、日常会話で使う言葉に近くなる傾向にあります。
sync	最新に保つ	More likely to be an everyday word than "同期する." "最新に保つ" のほうが "同期する" よりも、テクニカルな表現を避け、日常的な表現になる傾向にあります。
you		Note that "You" and "I" are not needed in many cases in Japanese to form a sentence and the overuse of these pronouns will lead to unnatural text, or in case of "You" the sentence may sound impolite. Try to omit these words unless it is absolutely necessary.

2.1.4 Word-to-word translation

To be more fluent translation, word-to-word translation should be avoided. If they are translated directly without overall understanding of the paragraph or the page, the contents will not be natural and even ridiculous. And our customers will not come again. Strict word-to-word translation would make the tone stiff and unnatural. The text may be split into different sentences if necessary, simplified. You can omit descriptors to make the text snappier. If you need to cut a redundancy, it is fine to paraphrase the sentences:

English text	Incorrect Japanese translation	Correct Japanese translation
...are scheduled to run during...	...に実行されるようにスケジュールされます...	...に実行されます...
...is configured to run...	...に実行されるように設定されます...	...に実行されます...
For surfing the web with lightning speed, try out One Box in ^TAG^ 9. It's one streamlined place for	Web サーフィンを高速で行うために、^TAG^ 9 のワンボックスを試してみてください。1 か所で Web サイトへのアクセス操作や	Web ページ閲覧を高速で行うには、^TAG^ 9 のワンボックスを試してみてください。1 か所から Web サイトへのアクセス

navigating to websites and starting searches.	検索操作が可能であるため、非常に便利です。	や検索ができるので、とても便利です。
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2.2 Sample Microsoft voice text

The source and target phrase samples in the following sections illustrate the intent of the Microsoft voice.

2.2.1 Address the user to take action

US English	Japanese target	Explanation
The password isn't correct, so try again. Passwords are case-sensitive.	パスワードが正しくありません。もう一度入力してください。パスワードでは大文字と小文字が区別されます。	The user has entered an incorrect password so provide the user with a short and friendly message with the action to try again.
This product key didn't work. Check it and try again.	プロダクト キーが正しくありません。確認してからもう一度入力してください。	The user has entered incorrect product key. The message casually and politely asks the user to check it and try again.
All ready to go	すべて準備できました	Casual and short message to inform user that setup has completed, ready to start using the system.
Would you like to continue?	このまま続けますか?	Use of the second person pronoun "you" to politely ask the user if they would like to continue. See Pronouns for details about translation of the second person pronoun in Japanese.
Give your PC a name—any name you want. If you want to change the background color, turn high contrast off in PC settings.	PC に好きな名前を付けましょう。背景の色を変えるには、PC 設定でハイ コントラスト設定をオフにしてください。	Address the user directly using second person pronoun to take the necessary action. See Pronouns for details about translation of the second person pronoun in Japanese.

2.2.2 Explanatory text and providing support

US English	Japanese target	Explanation
The updates are installed, but Windows Setup needs to restart for them to work. After it restarts, we'll keep going from where we left off.	更新プログラムはインストールされていますが、実際に利用するには Windows セットアップを再起動する必要があります。再起動した後で、中断したところから再開します。	The language is natural, the way people talk. In this case voice is reassuring, letting the user know that we're doing the work. Use of "we" provides a more personal feel. See Pronouns for details about translation of "we" in Japanese.
If you restart now, you and any other people using this PC could lose unsaved work.	このまま再起動すると、この PC を使っているユーザーの未保存の作業内容が失われる可能性があります。	Voice is clear and natural informing the user what will happen if this action is taken.
This document will be automatically moved to the right library and folder after you correct invalid or missing properties.	使用できないか、不足しているプロパティを修正すると、このドキュメントは自動的に正しいライブラリとフォルダーに移動されます。	Voice talks to the user informatively and directly on the action that will be taken.
Something bad happened! Unable to locate downloaded files to create your bootable USB flash drive.	必要なファイルをダウンロードしましたが見つからないため、起動用 USB フラッシュドライブが作成できません。	Without complexity and using short sentences inform the user what has happened.

2.2.3 Promoting a feature

US English	Japanese target	Explanation
Picture password is a new way to help you protect your touchscreen PC. You choose the	ピクチャ パスワードは、タッチスクリーン PC を保護する新しい方法です。画像を選	Promoting a specific feature with the use of em-dash to emphasis

picture—and the gestures you use with it—to create a password that’s uniquely yours.	び、その画像の上でジェスチャを入力することで、自分だけのパスワードを作ることができます。	the specific requirements to enable the feature which in this case is picture password.
Let apps give you personalized content based on your PC’s location, name, account picture, and other domain info.	PC の位置情報、名前、アカウントの画像、その他のドメイン情報に基づいて個別のコンテンツをアプリから受け取る。	Promoting the use of apps. Depending on the context of the string we can add some more familiarity to the text by using everyday words for e.g. PC.

2.2.4 Providing how-to guidelines

US English	Japanese target	Explanation
To go back and save your work, click Cancel and finish what you need to.	戻って作業を保存するには、[キャンセル] をクリックして、必要な操作を行います。	Short and clear action using second person pronoun. See Pronouns for details about translation of the second person pronoun in Japanese.
To confirm your current picture password, just watch the replay and trace the example gestures shown on your picture.	現在のピクチャパスワードを確かめるには、再生されたものを見て、画像に表示されたサンプル ジェスチャをなぞってください。	Voice is simple and natural. The user isn’t overloaded with information; we tell them only what they need to know to make a decision.
It’s time to enter the product key. When you connect to the Internet, we’ll activate Windows for you.	ここでプロダクトキーを入力します。インターネットに接続している場合は、Windows のライセンス認証が行われます。	Speak to the user directly and naturally using second person pronoun "you" on clear actions to enter the product key. See Pronouns for details about translation of the second person pronoun in Japanese.

3 Inclusive language

Microsoft technology reaches every part of the globe, so it's critical that all our communications are inclusive and diverse. These guidelines provide examples on how to use inclusive language and avoid habits that may unintentionally lead to marginalization, offense, misrepresentation, or the perpetuation of stereotypes.

General guidelines

Comply with local language laws.

Use plain language. Use straightforward, concrete, and familiar words. Plain and accessible language will help people of all learning levels and abilities. Some examples include using a two-syllable word over a three-syllable word or several clear words instead of one complicated term or concept.

Be mindful when you refer to various parts of the world. If you name cities, countries, or regions in examples, make sure they're not politically disputed. In examples that refer to several regions, use equivalent references—for example, don't mix countries with states or continents.

In text and images, represent diverse perspectives and circumstances. Depict a variety of people from all walks of life participating fully in activities. Show people in a wide variety of professions, educational settings, locales, and economic settings.

Don't generalize or stereotype people by region, culture, age, or gender, not even if the stereotype is positive. For example, when representing job roles, choose names that reflect a variety of gender identities and cultural backgrounds.

Don't use profane or derogatory terms.

Don't use slang that could be considered cultural appropriation.

Don't use terms that may carry unconscious racial bias or terms associated with military actions, politics, or controversial historical events and eras.

Use this	Not this	Use this	Not this
English examples		Japanese examples	
primary/ secondary	master/slave	プライマリ/セカンダリ	マスター/スレーブ

stop responding	hang	応答しなくなる 反応しなくなる	ハングする ハングアップ
parent	mother or father	親	母 or 父

3.1 Avoid gender bias

Use gender-neutral alternatives for common terms. Avoid the use of compounds containing gender-specific terms.

The table below contains examples of gender-biased words or compounds that should be avoided in Japanese and the alternative that should be used to promote gender inclusivity.

Use this	Not this
看護師	看護婦
客室乗務員 キャビン アテンダント CA	スチュワーデス
保育士	保母
助産師	助産婦
女性警察官	婦警 婦人警察官
営業担当者 営業スタッフ	営業マン

Don't use gendered pronouns (彼, 彼女 etc.) in generic references. Instead:

- Rewrite to use the second person (あなた). However, second person pronoun (you, your) needs to be handled carefully. In many cases it can be omitted.
- Refer to a person's role (ユーザー, 読者, 従業員, お客様, or クライアント, for example).

When you're writing about a real person, use the pronouns that the person prefers, whether it's 彼, 彼女, 彼ら, or another pronoun. It's OK to use gendered pronouns (like 彼, and 彼女) when you're writing about real people who use those pronouns themselves.

Note: Gender-neutral language should be used in new products and content going forward, but it's acceptable that we don't update all existing or legacy material.

3.2 Accessibility

Microsoft devices and services empower everyone, including people with disabilities, to do the activities they value most.

Focus on people, not disabilities. Don't use words that imply pity, such as "(障害)を患う" or "(障害)に苦しむ". The preferred option is not to mention a disability unless it's relevant.

Use this	Not this	Use this	Not this
English examples		Japanese examples	
person with a disability	handicapped	障害のある人 障害がある人	障害者
person with a physical disability	physically challenged	身体に障害者がある人	不具 かたわ

Use generic verbs that apply to all input methods and devices. In procedures and instructions, avoid verbs that don't make sense with alternative input methods used for accessibility.

Use this	Not this	Use this	Not this
English examples		Japanese examples	
Select	Click	選択する	クリックする

Keep paragraphs short and sentence structure simple—aim for one verb per sentence. Read text aloud and imagine it spoken by a screen reader.

Spell out words like "アンド", "プラス", and "およそ". Screen readers can misread text that uses special characters like the ampersand (&), plus sign (+), and tilde (~).

3.3 Resources

[Xbox アクセシビリティ ガイドライン - Game Stack | Microsoft Learn](#)

4 Language-specific standards

This part of the style guide contains information and guidelines specific to Japanese.

Conventions

- A triangle (△) in an example means a half-width space. This symbol is used only when explaining the spacing rule.
- A plus sign (+) before a translation example means that this is the recommended correct translation. A minus sign (-) is used for incorrect translation examples.

4.1 Grammar, syntax and orthographic standards

This section includes information on how to apply the general language and syntax rules to Microsoft products, online content, and documentation.

4.1.1 Abbreviations

Common abbreviations

You might need to abbreviate some words in the UI (mainly buttons or options names) due to lack of space. This can be done in the following ways:

- Key names

References to key names, usually followed by "キー" or "ホット キー"
(**Example:** Shift キー, 電卓ホット キー), can be abbreviated omitting the word "キー" or "ホット キー" (**Example:** Shift, 電卓).

- Spaces

A space between characters can be omitted. In this case, make sure that the characters are clearly displayed and the style is consistent on the screen.

- Menu

References to menu on UI, usually followed by "メニュー" (**Example:** [表示] メニュー), can be abbreviated omitting the word "メニュー" (**Example:** [表示]).

List of common abbreviations:

Expression	Acceptable abbreviation
Enter キー	Enter
ユーザー△インターフェイス	ユーザーインターフェイス
ID△を表示	ID を表示
[ファイル] メニュー	[ファイル]

Abbreviations in documents

When localizing documents, following items should be abbreviated.

- Access keys/Shortcut keys

Do not put access keys/shortcut keys even if the corresponding UI has them.

Example:

+ [新規作成] をクリックします。

- [新規作成(N)] をクリックします。

- Symbols

Do not put symbols (such as :, ..., >, <) even if the corresponding UI has them.

Example:

+ [設定] をクリックします。

- [設定...] をクリックします。

Note: Don't abbreviate product names and trademarks.

4.1.2 Acronyms

Acronyms are words made up of the initial letters of major parts of a compound term. Some well-known examples are WYSIWYG (What You See Is What You Get), DNS (Domain Name Server) or HTML (Hypertext Markup Language).

In Japanese, the acronyms should not be localized in general.

4.1.3 Characters

Hiragana

- Primary reference for Hiragana usage: 昭和 61 年 7 月 1 日 内閣告示第 1 号「現代仮名遣い」
- "ぢ" and "づ" are acceptable only when originated from Japanese 2-words compound words. Example: はなぢ (鼻血), みかづき (三日月)

Katakana

- Full-width characters should be used unless it is necessary to use half-width characters.
- For details about katakana prolonged sound mark ("ー"), see [Symbols & spaces](#) section.
- Characters pronounced as "ka" or "ko" should be written in Hiragana or Kanji.

+	-
3 か月	3 ケ月, 3 ヶ月, 3 カ月, 3 カ月
5 個	5 ケ, 5 コ

Kanji

- Primary reference for Kanji usage: 平成 22 年 11 月 30 日 内閣告示第 2 号「常用漢字表」, 昭和 48 年 6 月 18 日 内閣告示第 2 号「送り仮名の付け方」
- Primary reference for usage guidelines for Kana and Kanji with the same Japanese reading (かなと漢字の使い分け), homonym (同音異義語), declensional kana ending (送りがな): 『用字用語 新表記辞典』 (第一法規)

English letters

- Half-width characters should be used unless it is necessary to use full-width characters.
- If necessary, words can be hyphenated at the end of a line. Make sure to check dictionary for syllables. Do not hyphenate trademarks and names of product, company, file and path.

4.1.4 Compounds

Generally, compounds should be understandable and clear to the user. Overly long or complex compounds should be avoided. Keep in mind that unintuitive compounds are ultimately an intelligibility and usability issue.

In Japanese, when using Katakana words to represent English compounds, use following spacing rules.

- When there is a space between English words, insert a half-width space accordingly.

Example:

en-US source	Japanese target
dialog box	ダイアログ△ボックス
menu command	メニュー△コマンド

- When there is a hyphen between English words, do not insert a space or other symbols.

Example:

en-US source	Japanese target
multi-byte	マルチバイト
double-click	ダブルクリック

- When English term is ***bar, insert a space preceding "バー" even if the English term is not a compound.

Example:

en-US source	Japanese target
menu bar	メニュー△バー
taskbar	タスク△バー

- When English term include an adverb such as "in" and "on," do not insert a space or other symbols.

Example:

en-US source	Japanese target
log on	ログオン
check in	チェックイン

4.1.5 Localizing colloquialism, idioms, and metaphors

The Microsoft voice allows for the use of culture-centric colloquialisms, idioms and metaphors (collectively referred to "colloquialism").

Choose from the following options to express the intent of the source text appropriately.

- Do not attempt to replace the source colloquialism with an Japanese colloquialism that fits the same meaning of the particular context unless it is a perfect and natural fit for that context.
- Translate the *intended meaning* of the colloquialism in the source text (as opposed to literally translating the original colloquialism in the source text), but only if the colloquialism's meaning is an integral part of the text that can't be omitted.
- If the colloquialism can be omitted without affecting the meaning of the text, omit it.

4.1.6 Modifiers

In localized Japanese text you often need to handle modifiers in the following manner:

- Clear and precise in meaning

Example:

en-US source	Japanese target +	Japanese target -	Note
Select an appropriate option.	適切なオプションを選択します。	適当なオプションを選択します。	Avoid using words that may cause misunderstanding. This example can be misinterpreted as "Select any option."

This is the perfect solution.	これは お勧めの ソリューションです。	これは 完璧な ソリューションです。	Avoid using words that means "perfect," "superlative," "permanent" or "superior" in assertive manner unless it is based on fact. Other examples include: 完全, 最高, 永久, 世界一, No. 1, 理想的, etc.
These controls are very useful when you edit the content.	これらのコントロールはコンテンツを編集するときに 便利 です。	これらのコントロールはコンテンツを編集するときに 非常に 便利です。	Avoid subjective or emotional statement.
Rename each file.	各ファイルの名前を変更します。 ファイルごとに名前を変更します。	各ファイルごとに 名前を変更します。	Avoid redundant expression.

- Appropriate in style

Example:

en-US source	Japanese target +	Japanese target -	Note
The value can be modified.	値は変更できます。	値は変更しても大丈夫です。	Avoid using spoken language.
When you are not familiar with this feature, ...	この機能を初めて使用する場合は...	この機能の知識がない場合は...	Avoid using impolite style.
You can update the setting at any time.	設定はいつでも更新できます。	設定はいかなる時でも更新できます。	Avoid using literary style.
It is easy to use for beginners as well.	初めての方も簡単に使用できます。	初心者でも簡単に使用できます。	Avoid using discriminatory description in terms of occupation, gender, class, ethnicity, expertise and so on.

4.1.7 Numbers

This topic includes guidelines when to use numerals (symbol that represents a number. e.g. 1, 2, 3, 234, etc.) and when to spell out numbers (one, two, three, two hundred and thirty-four) and other aspects for the particular language.

- Numerals are written with Arabic and Chinese numerals.
- Arabic numerals should be half-width unless it is necessary to use full-width numerals.
- Use Arabic numerals when the numeral can be replaced by other numerals.

+	-
1つ	ひとつ
1月	一月
(雑誌を) 1部	一部

- Use Chinese numerals when the numeral cannot be replaced by other numerals, or when they are conventionally used.

+	-
もう一度	もう 1 度
(画面の) 一部	1 部
一時的に	1 時的に
四捨五入	4 捨 5 入

4.1.8 Pronouns

For Japanese, firstly consider the omission of subject because it is often unnatural to express it explicitly. First person plural pronoun (we, our) should be omitted in most cases. When it is necessary to translate them for clarity, it can be translated as "私たち," or "Microsoft." The use of "弊社" needs to be restricted to only when it is necessary to be very polite or official. Second person pronoun (you, your) needs to be handled carefully as well. In many cases it can be omitted. When it is necessary to translate "you" for clarity, translate it to an appropriate word representing the target customer. For example, we may translate it to "ユーザー" or "管理者" when we need to clarify the roles, "お客様" or "ご自分" in customer-sensitive context. The word "あなた" may be

acceptable for some cases depending on the context, but consider if it is really necessary and make sure not to sound impolite. (日本語の場合は主語を訳し出すと不自然な表現になることが多いため、主語が省略できるかをまず検討してください。一人称複数代名詞 (we、our) は、ほとんどの場合省略できます。主語を明示する必要がある場合は、“私たち” または “Microsoft” を使用します。“弊社” の使用は、特に丁寧な表現または正式な表現が必要な場合に限られます。二人称代名詞 (you、your) も、同様の配慮が必要です。主語を明示する必要がある場合は、その代名詞が示している対象に対して適切な訳語を使用します。たとえば、役割を示す場合は “ユーザー”、“管理者” などを使用し、顧客への呼びかけを意識した文脈では “お客様” や “ご自分” を使用します。“あなた” も文脈に応じて使用できますが、その必要があるかどうかをよく検討し、失礼な表現にならないように注意が必要です。)

Example:

en-US source	Japanese target	Note
You can change when new updates get installed.	新しい更新プログラムをインストールするタイミングを変えられます。	
Choose one of these schemes or make your own.	設定を 1 つ選ぶか、自分で作ります。 設定を以下から選ぶか、自分で作ります。	
Remember my password	パスワードを記憶させる	
Tell me when a new Bluetooth device tries to connect to my PC	新しい Bluetooth デバイスが 見つかったら知らせる	
We recommend that you back up your files on a regular schedule.	ファイルの定期的なバックアップをお勧めします。	
We strongly discourage you from installing these codec packs.	これらのコーデックパックのインストールはお勧めしません。	
We can't find a printer. Do you want to add one?	プリンターが見つかりません。追加しますか?	

The information we collect won't be used to personally identify you.	今回集めた情報は、個人を特定する目的で使用されることはありません。	
There are no pictures of %1s!, or they've chosen not to share pictures with your phone.	%1s!の写真はありません。または、あなたの電話で写真を見られないように設定されています。	Usage of "あなた" is acceptable depending on the context.
Wait and we'll let you know when this is done.	終了をお知らせするまで、しばらくお待ちください。	When the phone speaks to the user

4.1.9 Punctuation

In general, use ideographic full stop (。) and ideographic comma (、) in Japanese sentences. Other punctuation should be used as follows.

Note: In software, some punctuation may not be allowed due to programming restriction.

Comma

In Japanese, use half-width commas as:

- Thousand separators
- Replacement of ideographic comma (、) separating list items, due to lack of space
- A part of English quotation, trademark, company name, etc., as used in the source text

Example:

US English	Japanese target
2,000 pages	2,000 ページ

Colon

In Japanese, use half-width colons as:

- Time separators
- A part of English quotation, trademark, company name, etc., as used in the source text
- Punctuation as used at the end of a source text when the text is a heading or an item

- Punctuation as used at the end of a source text when the text includes an access key

Example:

US English	Japanese target
-	12:27
Media Type:	メディアの種類:
Address:	アドレス(R):

Dashes and hyphens

Three different dash characters are used in English:

Hyphen

The hyphen is used to divide words between syllables, to link parts of a compound word, and to connect the parts of an inverted or imperative verb form.

In Japanese, use half-width hyphen as:

- Date/Phone number separators
- A part of English quotation, trademark, company name, etc., as used in the source text
- Dividing English words between syllables

Example:

US English	Japanese target
-	(0120) 123-4567

En dash

The en dash is used as a minus sign, usually with spaces before and after.

The en dash is also used in number ranges, such as those specifying page numbers. No spaces are used around the en dash in this case.

In Japanese, do not use it unless necessary.

Em dash

The em dash should only be used to emphasize an isolated element or introduce an element that is not essential to the meaning conveyed by the sentence.

In Japanese, do not use it unless necessary.

Wave dash

It is known that full-width wave dash (～) often causes build errors in software localization. The symbol may be used when referring to numeric range except for copyright notice, but it must be replaced with a word “から” or half-width hyphen in this case.

Example:

US English	Japanese target +	Japanese target -
The value should be between 0 and 99 mm.	値は 0 から 99 mm の範囲でなければなりません。 値は 0 - 99 mm の範囲でなければなりません。	値は 0 ～ 99 mm の範囲でなければなりません。

Ellipses (Suspension points)

In Japanese, use three half-width periods as used in the source text.

Example:

US English	Japanese target
Change...	変更...

Period

In Japanese, use periods as:

- A decimal separator
- Ellipses

- A part of bullets, numbers, file name, English quotation, trademark, company name, etc., as used in the source text

Example:

US English	Japanese target
1.5 inch	1.5 インチ
Add...	追加...
readme.txt	readme.txt

Quotation marks

In US source strings, you may find software references surrounded by English quotation marks.

In Japanese, half-width quotation marks (""") are used when referring to:

- Texts or symbols displayed on the screen, except for UI labels
- Characters or texts to be emphasized
- Names of field, property, action, argument, etc., in Japanese

Example:

US English	Japanese target
Letter M is displayed on the screen.	画面に "M" という文字が表示されます。
This is called a ribbon.	これを "リボン" と呼びます。
-	"説明" フィールド

Parentheses

In English, there is no space between the parentheses and the text inside them.

In Japanese, half-width parentheses are used when referring to:

- Access keys
- Trademark symbols

- Phone number (separators)
- Supplementary explanation (ex. Reference to unlocalized UI terms)

Example:

US English	Japanese target
Size (S)	サイズ(S)
-	Microsoft(R)
-	(090) 1234-5678
Click View.	[View] (表示) をクリックします。

Brackets

In Japanese, half-width brackets ([]) are used when referring to user interface.

Example:

US English	Japanese target
Click OK to close the dialog box.	[OK] をクリックしてダイアログ ボックスを閉じます。

Left/right corner brackets

In Japanese, full-width left/right corner brackets (「」) are used when referring to:

- Help topics
- Topics or information on web site
- Title of chapter/section/subsection/appendix in documents
- Texts to enter
- Texts in a file

Example:

US English	Japanese target
For details, see Security.	詳細については、「セキュリティ」を参照してください。

See 3.1 Formatting in this document.	このマニュアルの「3.1 書式設定」を参照してください。
Enter "setup" in the textbox.	テキストボックスに「setup」と入力します。
Find a string "App Search" in the file.	ファイルで「App Search」という文字列を検索します。

The corner brackets should not be used when these texts and topics are listed.

Example:

US English	Japanese target
To view all the services, enter following text: all	サービスをすべて表示するには、次のテキストを入力します: all

Left/right white corner brackets

In Japanese, full-width left/right white corner brackets (『』) are used when referring to reference documents and books.

Example:

US English	Japanese target
You can download SQL Server 2019 guide white paper.	『SQL Server 2019 ガイド』 ホワイトペーパーをダウンロードできます。

Semicolon

In Japanese, use semicolon (;) as a part of English quotation, trademark, company name, etc., as used in the source text.

Ampersand

In Japanese, use ampersand (&) as a part of English quotation, trademark, company name, etc., as used in the source text.

Question mark

In Japanese, use half-width question mark (?) as a part of English quotation, (numerical) expression, interactive messages, etc., as used in the source text.

Example:

US English	Japanese target
Do you want to save changes?	変更を保存しますか?

Exclamation mark

In Japanese, use half-width exclamation mark (!) as a part of English quotation, (numerical) expression, interactive messages, etc., as used in the source text. But if using it in Japanese make the impression too aggressive or not appropriate for context, you can remove it.

Example:

US English	Japanese target
Warning!	警告!

Slash

In Japanese, use half-width slash (/) as:

- Date separators
- Representing a pair of opposite terms
- A part of English quotation, (numerical) expression, trademark, company name, etc., as used in the source text.

Example:

US English	Japanese target
-	2011/1/13
On/Off	オン/オフ

Katakana middle dot

In Japanese, use Katakana middle dot (・) as a part of foreign person name, trademark, company name, country/region name, language name, etc.

Example:

US English	Japanese target
Trinidad and Tobago	トリニダード・トバゴ
Abraham Lincoln	エイブラハム・リンカーン

4.1.10 Sentence fragments

For the Microsoft voice, use of sentence fragments helps convey a conversational tone. They are used whenever possible as they are short and to the point.

For Japanese, use of sentence fragments can be applied especially to heading, for example. (日本語の場合、例えば見出し語になっている場合は、文や用語を短くできることがあります。)

US English source text	Japanese long form	Japanese sentence fragment
-	次の点にご注意ください。	注意:
Here's what will happen:	次のことが行われます:	この操作を行うと: Note: It may sound rude if we translate "what" into "もの," which means stuff or object, or may sound unnatural if we translate it into "こと" which means things. (Whatを「もの」や「こと」と訳すと、ぞんざいな印象や不自然な表現になりやすいので、ほかの表現に変えるとよい。)

4.1.11 Symbols & spaces

Unless otherwise instructed, Japanese symbols and punctuations should be full-width while others used worldwide are half-width.

Note: In software, some symbols may not be allowed due to programming restriction.

Spaces

Between characters, a space should be inserted as follows.

1. Between full-width and half-width characters

In principle, insert a half-width space.

Example:

English	+	-
When you use Word, ...	Word△を使用するときは、...	Word を使用するときは、...
Chapter 3	第△3△章	第 3 章
Shift	Shift △キー	Shift キー

Exceptionally, do not insert a space in the following cases:

- Between ideographic full stop (。)/ideographic comma (、) and a half-width character
- Between a numeral and unit of angle (°)
- On each side of text enclosed by parentheses/quotation marks/brackets
- On each side of slash
- Between a full-width character and question mark (?)/exclamation mark (!)/colon (:)/ellipses (...) that ends the term
- Between a character and access key enclosed by parentheses in the user interface.

Example:

English	+	-
Click the button to close.	ボタンをクリックして、閉じます。	ボタンをクリックして△、△閉じます△。

-	45°	45△°
Column A (Title)	列 A (タイトル)	列 A (△タイトル△)
Click New .	[新規] をクリックします。	[△新規△] をクリックします。
Enter "test."	「test」と入力します。	「△test△」 と入力します。
-	3/14	3△/△14
Do you want to update?	更新しますか?	更新しますか△?
Warning!	警告!	警告△!
Font:	フォント:	フォント△:
More...	その他...	その他△...
Save <User interface>	保存(S)	保存△(S)
Save <Others>	保存△(S)	保存(S)

2. Between full-width characters

In principle, do not insert a space.

Example:

English	+	-
-	変換キ一	変換△キ一

Exceptionally, insert a space in the following cases:

- Katakana words that represent English compounds
- Representing reference to other chapter in document

Example:

English	+	-
page layout	ページ△レイアウト	ページレイアウト
See Chapter 2 Control.	「第 2 章△コントロール」を参照してください。	「第 2 章コントロール」を参照してください。

3. Between half-width characters

In principle, do not insert a space.

Example:

English	+	-
50	50	5△0

Exceptionally, insert a space in the following cases:

- Between English words
- Between a numeral and a measurement unit, except for % and mm (in the context of photograph/projection)
- Between a half-width parenthesis and half-width character outside, except for parentheses enclosing access keys in the user interface or trademark symbols
- On each side of plus sign, except for shortcut keys in the user interface
- Between question mark/exclamation mark that ends the term and a half-width character that starts the next term
- Representing reference to section in document

Example:

English	+	-
All rights reserved.	All△rights△reserved.	Allrightsreserved.
-	3△kg	3kg
-	50%	50△%
10/13 (pages)	10/13△(ページ)	10/13(ページ)
OK <User interface>	OK(O)	OK△(O)

OK <Others>	OK△(O)	OK(O)
Microsoft(R)	Microsoft(R)	Microsoft△(R)
Ctrl+Alt <User interface>	Ctrl+Alt	Ctrl△+△Alt
Ctrl+Alt <Others>	Ctrl△+△Alt	Ctrl+Alt
Do you want to save it? If you edit it using Excel...	保存しますか?△Excel を使用して編集する場合は...	保存しますか?Excel を使用して編集する場合は...
See 2.1 Active Directory.	「2.1△Active Directory」を参照してください。	「2.1Active Directory」を参照してください。

Katakana prolonged sound mark

Primary reference: 平成3年6月28日 内閣告示第2号「外来語の表記」

In principle, use a long vowel when a source English term has following suffixes: -er, -or, -ar.

Example:

English	+	-
computer	コンピューター	コンピュータ
operator	オペレーター	オペレータ
scalar	スカラー	スカラ

In other cases, use a long vowel when a corresponding Katakana word has less than 4 characters. Note that the long vowel should be counted while geminative consonant (Sokuon, small "tu," ッ), contracted sound (Yoon, small "ya," "yu," "yo," ヤ, ユ, ヨ) and small a, i, u (ア, イ, ウ) should not.

Example:

English	Character count	+	-
queue	2 (キ, ー)	キュー	キュ

menu	3 (メ, ニ, ー)	メニュー	メニュー
memory	4 (メ, モ, リ, ー)	メモリ	メモリー
procedure	6 (プ, ロ, シ, ー, ジ, ー)	プロシージャ	プロシージャー

When the English term consists of a prefix and a stem word, the words should be considered one by one.

Example:

English	Count/Suffix	+	-
preview	pre + view (2: ビ, ー)	プレビュー	プレビュ
subtree	sub + tree (3: ツ, リ, ー)	サブツリー	サブツリ
interface	inter (-er) + face	インターフェイス	インタフェイス

Exceptions: In accordance with customary practice, following terms should be handled differently.

English	+	English	+
academy	アカデミー	mahogany	マホガニー
accelerator	アクセラレータ	marquee	マーキー
adventure	アドベンチャー	meter	メートル
allergy	アレルギー	millimeter	ミリメートル
ASCII	アスキー	movie	ムービー
balcony	バルコニー	mystery	ミステリー
barbecue	バーベキュー	nature	ネイチャー
barrier	バリア	navy	ネービー
bazaar	バザール	outdoor	アウトドア

bear	ベア	outlaw	アウトロー
beer	ビール	paisley	ペイズリー
birthday	バースデー	pansy	パンジー
blueberry	ブルーベリー	passkey	パスキー
calorie	カロリー	passthrough	パススルー
carrier	キャリア	peccary	ペッカリー
centimeter	センチメートル	peer	ピア
ceremony	セレモニー	photography	フォトグラフィー
cheetah	チーター	policy	ポリシー
chimpanzee	チンパンジー	polyester	ポリエステル
clear	クリア	prairie	プレーリー
coffee	コーヒー	premier	プレミア
company	カンパニー	processor	プロセッサ
competency	コンピテンシー	programmer	プログラマ
compiler	コンパイラ	propeller	プロペラ
connector	コネクタ	publicity	パブリシティ
conveyor	コンベヤ	radiator	ラジエータ
cranberry	クランベリー	raspberry	ラズベリー
daily	デイリー	rear	リア
dolby	ドルビー	register	レジスタ
dollar	ドル	rendezvous	ランデブー
door	ドア	rescue	レスキュー
drillthrough	ドリルスルー	rotary	ロータリー

easy	イージー	scenery	シーナリー
economy	エコノミー	scheduler	スケジューラ
energy	エナジー	screw	スクリュー
energy	エネルギー	seesaw	シーソー
engineer	エンジニア	senior	シニア
exterior	エクステリア	shampoo	シャンプー
fancy	ファンシー	slipper	スリッパ
fantasy	ファンタジー	spray	スプレー
floor	フロア	stellar	ステラ
formatter	フォーマッタ	story	ストーリー
frequency	フリークエンシー	strawberry	ストロベリー
frontier	フロンティア	summary	サマリー
gallery	ギャラリー	synergy	シナジー
gear	ギア	tar	タール
harmony	ハーモニー	taxi	タクシー
healthy	ヘルシー	tenkey	テンキー
hero	ヒーロー	terminator	ターミネータ
hotkey	ホットキー	timely	タイムリー
how-to	ハウツー	transistor	トランジスタ
humor	ユーモア	treasure	トレジャー
indoor	インドア	trolley	トロリー
interior	インテリア	trophy	トロフィー
interview	インタビュー	value	バリュー

jewelry	ジュエリー	venture	ベンチャー
junior	ジュニア	victory	ビクトリー
kangaroo	カンガルー	volunteer	ボランティア
linear	リニア	whiskey	ウイスキー
luxury	ラグジュアリー	workflow	ワークフロー

Plus sign

In Japanese, use half-width plus sign (+) as:

- Shortcut key separator
- A part of English quotation, (numerical) expression, trademark, company name, etc., as used in the source text.

Example:

US English	Japanese target
Ctrl+Tab	Ctrl+Tab

4.1.12 Verbs

For US English Microsoft voice, verb tense helps to convey the clarity of Microsoft voice. Simple tenses are used. The easiest tense to understand is the simple present, like we use in this guide. Avoid future tense unless you are describing something that will really happen in the future and the simple present tense is inapplicable. Use simple past tense when you describe events that have already happened.

Causative form

Avoid using "～させる" unless it is necessary.

Example:

US English	Japanese target +	Japanese target -
Move the dialog box when the cell is not visible.	セルが見えないときは、ダイアログボックスを移動します。	セルが見えないときは、ダイアログボックスを移動させます。

Verbal noun

In general, use "～します" instead of "noun + を実行します (行います)" unless it becomes wordy. However, don't convert katakana nouns to verbs unless such verbs are already common and familiar in Japan.

Example:

US English	Japanese target +	Japanese target -
Add, move, or delete the row.	行の追加、移動、または削除を行います。	行を追加したり、移動したり、削除したりします。
Troubleshoot...	... トラブルシューティングを行います。	... トラブルシューティングします。
Preview the pages.	ページのプレビューを表示します。	ページをプレビューします。
Install the application.	アプリケーションをインストールします。	アプリケーションのインストールを実行します。

Double negative

Avoid using two negative words in a sentence unless it is necessary.

Example:

US English	Japanese target +	Japanese target -
The computer is not safe unless it is protected by anti-virus program and software updates.	ウイルス対策プログラムやソフトウェア更新プログラムで保護されていない場合、コンピューターは危険にさらされます。	ウイルス対策プログラムやソフトウェア更新プログラムで保護されていない場合、コンピューターは安全ではありません。

Jargons

Avoid using jargons.

Example:

US English	Japanese target +	Japanese target -
Start Windows.	Windows を起動します。	Windows を立ち上げます。

Continuous operations

Usually expressed in English with a gerund. Should be translated into Japanese as "～しています" or "～中" in general.

Example:

US English	Japanese target
Copying the file...	ファイルをコピーしています...
	ファイルのコピー中...

Translation of "must," "should" and "may"

- Must, Should

"Must" and "should" are often used to describe a user action or setting that is required. In such cases, it should be translated as "～する (である) 必要があります."

Example:

US English	Japanese target
Forward linkID must be an even number.	Forward linkID は偶数である必要があります。
You must specify the user name.	ユーザー名を指定する必要があります。
The file should be saved in a different location.	別の場所にファイルを保存する必要があります。

- May

"May" is often used to express possibility. In such cases, it should be translated as "～する (である) 場合があります."

Example:

US English	Japanese target
You may need to change the setting.	設定を変更しなければならない場合があります。
The installation may take several minutes.	インストールには数分かかる場合があります。

4.2 Style and tone consideration

This section focuses on higher-level considerations for style and tone.

Make sure to confirm user group to be targeted for your project beforehand. Depending on the target users, some of the style guide rules may not be applicable.

Style

Use Desu-masu (ですます調, polite style), Dearu (である調, plain style) and noun phrase (体言止め) appropriately.

- When to Use Desu-masu:

In general, sentences should be translated in Desu-masu unless otherwise instructed. When the sentence prompts users to take an action, use "...してください。."

Example: Explanatory texts in windows, dialog boxes, message boxes and status bar (in software); Explanatory text except for headings (in document).

- When to Use Dearu:

When sentences should be briefly and simply translated, use Dearu. Noun phrase can be used depending on the situation (lack of space, etc.). Make sure to keep consistency on levels.

Example: Check box, Option button (in software); Explanatory texts used as headings (in document).

- When to Use Noun Phrase:

When sentences should be briefly and simply translated, use noun phrase. Dearu and appropriate postpositional particles can be used depending on the situation. Make sure to keep consistency on levels.

Example: Titles of menus and boxes, menu commands, labels in dialog boxes, command buttons, tabs, list items in list boxes or combo boxes (in software); Titles of web pages, headings, call-outs, captions (in documents).

When using noun phrase, make sure to keep the expression simple and clear.

Example:

English	+	-	Note
Show changes	変更箇所の表示	変更箇所を表示	Basic expression "～の～"
Select object types	オブジェクトの種類を選択	オブジェクトの種類を選択	Avoid "～の～の～."
Open an item	アイテムを開く	アイテムの開き	Use Dearu instead for clarity.
Next	次へ	次	Add an appropriate postpositional particle for clarity.

- Inanimate Subject

In general, do not literally translate inanimate subject (such as product, program and device) as the agent of action unless it is necessary. Use passive voice and omit the subject instead.

Example:

English	Translation
The component detects the device.	デバイスが検出されます。

- Active/Passive Voice

In general, use active voice when the agent of action is person (user). Use passive voice when the action is automatically performed by computer from user's point of view.

Example:

English	Translation
Open the file.	ファイルを開きます。
A dialog box is displayed.	ダイアログボックスが表示されます。
The program will restart the computer after the installation.	インストール後にコンピューターが再起動されま す。 インストール後、プログラムによりコンピューター が再起動されます。

Tone

- Honorific Expression (尊敬語) and Humble Expression (謙讓語)

In general, do not use honorific expression and humble expression.

Example:

- + データ ファイルをアプリケーションに関連付けると、～
- データ ファイルをアプリケーションに関連付けていただきますと、～

In materials in which "supplier-customer" relationship should be considered, use those expressions.

Example:

English	+	-
we (referring Microsoft)	弊社	当社, 我社
Please buy ...	～をお買い求めください。	～を購入してください。
When you use ...,	～をお使いいただくときには、	～を使うときには、
Please contact ...	～にお問い合わせください。	～に問い合わせてください。

Do not use excessively polite expression.

Example:

English	+	-
Please buy ... when you use ...	～を使用するときには、～をお買い求めください。	～をお使いいただくときには、～をお買い求めください。
Please make sure not to use ...	～を使用しないようご注意ください。	～を使用なさらないようご注意ください。 ～をご使用にならないようご注意ください。

- Polite Expression (丁寧語)

Pay attention to be polite and avoid sounding abrupt and unfriendly. For following instructive "...してください" phrases, try to use more polite expression than normal to be more empathetic and avoid sounding mechanical.

English	+	-
Confirm; Check	ご確認ください	確認してください
See	ご覧ください	参照してください
Ask; Contact	お問い合わせください	問い合わせてください
Contact	ご連絡ください	連絡してください
Try	お試しください	試行してください
Try toしてみてください	
Try again	もう一度お試しください	再試行してください
Try to ... again	もう一度...してみてください	
Note	ご注意ください	注意してください
Notify	お知らせください	通知してください

Note: Above are provided to show how you use these Japanese instructive expressions, and not intended to show how you should translate these English phrases to these specific Japanese phrases (You may need to translate the English phrases differently according to context).

Note: This is not applicable to other instructive "...してください" phrases (such as "作成してください," "削除してください," etc.) in general.

- Asking for Action to Take

For the sentences asking the customer which action to take, such as "Do you want to ...?" or "Would you like to ...?", translate to "...しますか?"

Avoid translating to "...してもよろしいですか?" because the agent of action is not the customer in this way.

Example:

English	+	-
Do you want to continue?	このまま続けますか?	このまま続けてもよろしいですか?
Would you like to continue?		

5 Localization considerations

Localization means that the translated text needs to be adapted to the local language, customs and standards.

The language in Microsoft products should have the "look and feel" of a product originally written in Japanese, using idiomatic syntax and terminology, while at the same time maintaining a high level of terminological consistency, so as to guarantee the maximum user experience and usability for our customers.

Unlocalized items

Following items should not be localized..

- Trademarks should not be localized.
- Placeholders ({1}, %s, etc.) should not be localized unless otherwise instructed.
- Escape characters (\n, \r, etc. Can be displayed as "¥ n") should not be localized unless otherwise instructed.
- Registry keys should not be localized. They should be kept locked in general.
- Version information strings (strings whose "String Category" field is set to "Version" in LocStudio file) should not be localized except for "FileDescription", unless otherwise instructed.

5.1 Accessibility

Accessibility options and programs are designed to make the computer usable by people with cognitive, hearing, physical, or visual disabilities.

Hardware and software components engage a flexible, customizable user interface, alternative input and output methods, and greater exposure of screen elements. Some accessible products and services may not be available in Japanese-speaking markets. Double-check with the appropriate resources.

General accessibility information can be found at <https://www.microsoft.com/en-us/accessibility/>.

5.2 Applications, products, and features

Application/product names are often trademarked or may be trademarked in the future and are therefore rarely translated. Occasionally, feature names are trademarked, too (e.g. IntelliSense™).

Version numbers

Version numbers always contain a period (e.g. Version 4.2). Note the following punctuation examples of "Version x.x":

US English	Japanese target
Version 4.2	Version 4.2

Version numbers are usually also a part of version strings, but technically they are not the same.

Translation of version strings

Product, feature and component names are often located in the so-called "version strings" as they appear in the software.

Version strings that contain copyright information should not be translated in Japanese.

Example:

US English	Japanese target
© 2022 Microsoft Corporation. All rights reserved.	Refer to Microsoft Language Portal to check the correct translations "All rights reserved" and "Microsoft Corporation."

Distinguishing between English and Japanese versions

If necessary, product names can be followed by "日本語版" (Japanese version) or "英語版" (English version) to distinguish between the versions.

Example:

Microsoft Windows 11 日本語版

5.3 Software considerations

This section refers to all menus, menu items, commands, buttons, check boxes, etc., which should be consistently translated in the localized product.

5.3.1 Arrow keys

The arrow keys move input focus among the controls within a group. Pressing the right arrow key moves input focus to the next control in tab order, whereas pressing the left arrow moves input focus to the previous control. Home, End, Up, and Down also have their expected behavior within a group. Users can't navigate out of a control group using arrow keys.

In Japanese, references to the arrow keys appear as follows:

English	Japanese	Reading
Arrow keys	N/A	方向キー
right arrow key	→キー	右方向キー
left arrow key	←キー	左方向キー
up arrow key	↑キー	上方向キー
down arrow key	↓キー	下方向キー

5.3.2 Error messages

Error messages are messages sent by the system or a program, informing the user of an error that must be corrected in order for the program to keep running. The messages can prompt the user to take action or inform the user of an error that requires rebooting the computer.

Considering the underlying principles of Microsoft voice, translators are encouraged to apply them to ensure target translation is more natural, empathetic and not robot-like.

English term	Correct Japanese translation
The password isn't correct, so try again. Passwords are case-sensitive.	パスワードが正しくありません。もう一度入力してください。パスワードでは大文字と小文字が区別されます。
Not enough memory to process this command.	メモリ不足のためこのコマンドを処理できません。

Japanese style in error messages

It is important to use consistent terminology and language style in the localized error messages, and not just translate them as they appear in the US product.

In Japanese, use Desu-masu (ですます調, polite style) when translating message body. When the message prompts users to take an action, use "...してください。" Use noun phrase (体言止め) when translating a title of the box and command buttons.

"Sorry"

This is used in error messages that result in serious problems for the customer, or when a product or service fails. Translate to formal "申し訳ございません" to express sincere apology. If "Sorry" is followed by some description in single English sentence, translate "Sorry" as one sentence and the description as another.

English	Translation +	Translation -
Sorry, we're not sure what happened, but Skype stopped working and had to close.	申し訳ございません。何らかの理由で Skype が動作しなくなり、終了しました。	すみません、原因ははっきりしませんが、Skype が動作しなくなり、終了しました。

Standard Phrases in Error Messages

The phrases bellow commonly occur in error messages. When you are translating them, try to use the provided target phrases. However, feel free to use other ways to express the source meaning if they work better in the context.

Example:

English	Translation	Example	Comment
Cannot ... Could not ...	～できません	... copy file. ファイルをコピー できません	For "Could not ..." "～できませんでした" is acceptable depending on the contexts.
Failed to ... Failure of ...	～できませんでした でした	Failed to edit the query クエリを編集でき ませんでした Failure to update the settings.	"Failure of noun" should be translated as "... のエラーが発生しました," or "... エラー" where noun phrase is appropriate.

		設定を更新できませんでした。	
Cannot find ... Could not find ... Unable to find ... Unable to locate ...	～が見つかりません	... resource. リソースが見つかりません	For "Could not find ...", "～が見つかりませんでした" is acceptable depending on the contexts.
Not enough memory Insufficient memory There is not enough memory There is not enough memory available	メモリが不足しています	...to start %1. メモリが不足しているため、%1を開始できません。	Use noun phrase when appropriate.
... is not available ... is unavailable	～は使用できません	This function ... この関数は使用できません。	The translation may vary depending on the contexts.

Error messages containing placeholders

When localizing error messages containing placeholders, try to find out what will replace the placeholder. This is necessary for the sentence to be grammatically correct when the placeholder is replaced with a word or phrase. Note that the letters used in placeholders convey a specific meaning, see examples below:

%d, %ld, %u, and %lu means <number>

%c means <letter>

%s means <string>

Examples of error messages containing placeholders:

"Checking Web %1!d! of %2!d!" means "Checking Web <number> of <number>."

"INI file "%1!-.200s!" section" means "INI file "<string>" section."

In Japanese, you can change the order of the placeholders within a string if they can be distinguished each other. When the placeholder is enclosed by brackets (single quotation marks, etc.) in the source text, leave them as they are.

Example:

English	Translation +	Translation -
{1} in {2} is missing.	{2} の {1} がありません。	N/A
Database: '%s'	データベース: '%s'	データベース: %s

5.3.3 Keyboard shortcuts

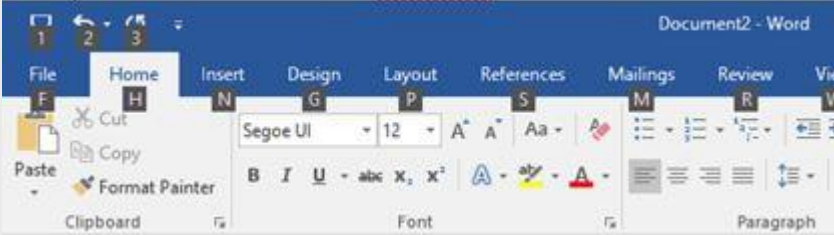
Sometimes, there are underlined or highlighted letters in menu options, commands or dialog boxes. These letters refer to keyboard shortcuts, which help the user to perform tasks more quickly. For example, the following menu options:

New
Cancel
Options

Keyboard shortcuts special options	Usage: Is it allowed?	Notes
"Slim characters," such as l, I, t, r, f can be used as keyboard shortcuts	No	N/A
Characters with downstrokes, such as g, j, y, p and q can be used as keyboard shortcuts	No	N/A
Extended characters can be used as keyboard shortcuts	No	N/A
An additional letter, appearing between brackets after item name, can be used as a keyboard shortcut	Yes	N/A

A number, appearing between brackets after item name, can be used as a keyboard shortcut	Yes	N/A
A punctuation sign, appearing between brackets after item name, can be used as a keyboard shortcut	Yes	N/A
Duplicate keyboard shortcuts are allowed when no other character is available	No	N/A
No keyboard shortcut is assigned when no more characters are available (minor options only)	No	N/A

Content writers usually just refer to “keyboard shortcuts” in content for a general audience. In localization, however, we distinguish the following terms:

Term	Usage
access key	<p>A subtype of keyboard shortcut. A letter or number that the user types to access UI controls that have text labels. Access keys are assigned to top-level controls so that the user can use the keyboard to move through the UI quickly.</p> <p>Example: F in Alt+F</p> <p>Example in UI localization: H&ome</p> <p>In keyboard shortcuts, most access keys are used with the Alt key.</p>
key tip	<p>The letter or number that appears in the ribbon when the Alt key is pressed.</p> <p>In UI localization, the key tip is the last character present in the strings after the “~” character.</p> <p>Example: In UI localization Home`H</p>  <p>The image shows a screenshot of the Microsoft Word ribbon. The ribbon tabs are File, Home, Insert, Design, Layout, References, Mailings, Review, and View. Each tab has a small letter above it: F, H, N, G, P, S, M, R, V. The Home tab is selected, and its groups (Clipboard, Font, Paragraph) also have letters above them: E, C, P, B, I, U, A, S, A. These letters are the key tips.</p>
shortcut key	<p>A subtype of keyboard shortcut. A key that the user types to perform a common action without having to go through the UI. Shortcut keys are not available for every command.</p> <p>Example: Ctrl+N, Ctrl+V</p> <p>In keyboard shortcuts, most shortcut keys are used with the Ctrl key.</p>

Ctrl+letter combinations and function keys (F1 through F12) are usually the best choices for shortcut keys.

Notes: In Japanese, access keys (アクセス キー) are usually localized as "Term(Capitalized key character)". Do not insert a space between the term and the access key on the user interface. When the source text ends with punctuation such as a question mark (?) or exclamation mark (!), the symbol should be inserted between the term and the access key.

Example:

English	+	-
New	新規作成(N)	N/A
Exit	終了(X)	N/A
Warning!	警告!(W)	警告(W)!

5.3.4 Keys

In English, references to key names, like arrow keys, function keys and numeric keys, appear in normal text (not in small caps).

In Japanese, when the key name consists of one English word, capitalize the first letter. When it consists of two or more English word, capitalize the first letter of each word. A space should not be inserted between the words. You can use a key name as appears on the keyboard if necessary. (Example: Esc, Tab, Ctrl, CapsLock, NumLock, ScrollLock, Pause, Shift, Alt, Space, Enter, BackSpace, Ins, Del, Home, End, PageDown, PageUp, Break, PrintScreen, F1, F2, F3, F10)

References to these key names are followed by a term "キー." When the key name is in English letters, insert a space between the name and "キー." When the key name is in Japanese, do not insert the space. Do not use brackets.

Example:

Key	+	-
Enter	Enter△キー	Enter キー
変換	変換キー	変換△キー
right arrow key	→キー	→△キー
Shift	Shift△キー	[Shift]△キー
Caps Lock	CapsLock△キー	Caps△Lock△キー

References to hot keys (on keyboard, not equal to access keys) are followed by a term "ホット△キー."

Example: 電卓ホット△キー

References to alternate command keys are followed by a term "キー."

Example: 元に戻すキー

5.3.5 Numeric keypad

It is recommended that you avoid distinguishing numeric keypad keys from the other keys, unless it is required by a given application. If it is not obvious which keys need to be pressed, provide necessary explanations.

5.3.6 Shortcut keys

Shortcut keys are keystrokes or combinations of keystrokes used to perform defined functions in a software application. Shortcut keys replace menu commands and are sometimes given next to the command they represent. While access keys can be used only when available on the screen, shortcut keys can be used even when they are not accessible on the screen.

In Japanese, use half-width plus sign. Do not insert a space on either side of the plus sign on the user interface.

Standard shortcut keys

US command	US English shortcut key	Japanese command	Japanese shortcut key
General Windows shortcut keys			
Help window	F1	ヘルプを表示する	F1
Context-sensitive Help	Shift+F1	状況依存のヘルプを表示する	Shift+F1
Display pop-up menu	Shift+F10	ポップアップメニューを表示する	Shift+F10
Cancel	Esc	操作を取り消す	Esc
Activate\Deactivate menu bar mode	F10	メニューバーのモードをアクティブまたは非アクティブにする	F10
Switch to the next primary application	Alt+Tab	次のプライマリアプリケーションに切り替える	Alt+Tab
Display next window	Alt+Esc	次のウィンドウを表示する	Alt+Esc
Display pop-up menu for the window	Alt+Spacebar	作業中のウィンドウのポップアップメニューを表示する	Alt+Space
Display pop-up menu for the active child window	Alt+-	n/a	n/a
Display property sheet for current selection	Alt+Enter	選択した項目のプロパティシートを表示する	Alt+Enter
Close active application window	Alt+F4	アクティブなアプリケーションのウィンドウを閉じる	Alt+F4
Switch to next window within (modeless-compliant) application	Alt+F6	ダイアログ ボックスを開いたままアプリケーション	Alt+F6

		ン内の次のウィンドウに切り替える	
Capture active window image to the Clipboard	Alt+Prnt Scrn	アクティブなウィンドウのイメージをクリップボードにキャプチャする	Alt+PrintScreen
Capture desktop image to the Clipboard	Prnt Scrn	デスクトップのイメージをクリップボードにキャプチャする	PrintScreen
Access Start button in taskbar	Ctrl+Esc	タスクバーのスタートメニューを開く	Ctrl+Esc
Display next child window	Ctrl+F6	次のウィンドウを表示する	Ctrl+F6
Display next tabbed pane	Ctrl+Tab	次のタブを表示する	Ctrl+Tab
Launch Task Manager and system initialization	Ctrl+Shift+Esc	タスク マネージャーを起動する	Ctrl+Shift+Esc
File menu			
File New	Ctrl+N	ファイルを新規作成する	Ctrl+N
File Open	Ctrl+O	ファイルを開く	Ctrl+O
File Close	Ctrl+F4	ファイルを閉じる	Ctrl+F4
File Save	Ctrl+S	ファイルを保存する	Ctrl+S
File Save as	F12	ファイルに名前を付けて保存する	F12
File Print Preview	Ctrl+F2	印刷プレビューを表示する	Ctrl+F2
File Print	Ctrl+P	ファイルを印刷する	Ctrl+P
File Exit	Alt+F4	プログラムを終了する	Alt+F4
Edit menu			

Edit Undo	Ctrl+Z	編集内容を元に戻す	Ctrl+Z
Edit Repeat	Ctrl+Y	編集内容を繰り返す	Ctrl+Y
Edit Cut	Ctrl+X	選択範囲を切り取る	Ctrl+X
Edit Copy	Ctrl+C	選択範囲をコピーする	Ctrl+C
Edit Paste	Ctrl+V	選択範囲を貼り付ける	Ctrl+V
Edit Delete	Ctrl+Backspace	左に 1 単語削除する	Ctrl+Backspace
Edit Select All	Ctrl+A	すべてを選択する	Ctrl+A
Edit Find	Ctrl+F	検索のダイアログ ボックスを表示する	Ctrl+F
Edit Replace	Ctrl+H	置換のダイアログ ボックスを表示する	Ctrl+H
Edit Go To	Ctrl+B	ジャンプのダイアログ ボックスを表示する	Ctrl+G
Help menu			
Help	F1	ヘルプを表示する	F1
Font Format			
Italic	Ctrl+I	斜体にする	Ctrl+I
Bold	Ctrl+B	太字にする	Ctrl+B
Underlined\Word underline	Ctrl+U	下線を引く	Ctrl+U
Large caps	Ctrl+Shift+A	英字を大文字にする	Ctrl+Shift+A
Small caps	Ctrl+Shift+K	英字を小型英大文字にする	Ctrl+Shift+K
Paragraph format			
Centered	Ctrl+E	中央揃えにする	Ctrl+E
Left aligned	Ctrl+L	左揃えにする	Ctrl+L

Right aligned	Ctrl+R	右揃えにする	Ctrl+R
Justified	Ctrl+J	両端揃えにする	Ctrl+J

5.3.7 User interface

In Japanese, when referring a UI item which has a label text (name), enclose the text with half-width brackets ([]) in principle. Do not use the brackets when referring to a UI item which does not have a label text. Do not use the brackets either when referring to products, program, component, utility, tool, snap-in or wizard, unless their icons on the interface are referred to.

User interface items

Item	Example	Note
Check box	[この時計を表示する] チェックボックス	Enclose the label with brackets, and add "チェックボックス" following the brackets.
Command button	[OK]	Enclose the label with brackets. Do not add "ボタン" following the brackets, unless it is necessary to clarify what it is.
Command link	[今すぐインターネットを参照します]	Enclose the label with brackets. Do not add a word such as "コマンドリンク" following the brackets, unless it is necessary to clarify what it is.
Dialog box	[メモ帳] ダイアログボックス	Enclose the label with brackets, and add "ダイアログボックス" following the brackets.
Drop-down list and combo box	[タイムゾーンの選択] ボックス	Enclose the label with brackets, and add "ボックス" following the brackets.
Drop-down list and combo box – List	[タイムゾーンの選択] ボックスの一覧の [(UTC+01:00) サラエボ、スコピエ、ワルシヤワ、ザグレブ]	The list displayed in the box should be referred to as "[the label of the box] ボックスの一覧." Each item in the list should be enclosed with the brackets.
Gadget	時計ガジェット	Do not enclose the name with brackets. Add "ガジェット" following the name.

Group box	[サンプル]	Enclose the label with brackets. Do not add "グループ" following the brackets, unless it is necessary to clarify what it is.
Icon – Application/Shortcut	[ごみ箱] アイコンをクリックします。	When referring to an application or shortcut icon, enclose the label with the brackets, and add "アイコン" following the brackets. Do not use the brackets when referring to the application itself.
Icon – File/Folder	[アルバム] フォルダのアイコンをダブルクリックします。	When referring to a file (or folder) icon, enclose the label with the brackets, and add "ファイルのアイコン" (or "フォルダのアイコン") following the brackets. Do not use the brackets when referring to the file or folder itself.
Link	[オンラインでタイムゾーンの詳細情報を取得]	Enclose the label with brackets. Do not add a word such as "リンク" following the brackets, unless it is necessary to clarify what it is.
List box	[カスタマイズ] ボックス	Enclose the label with brackets, and add "ボックス" following the brackets.
List box – List	[カスタマイズ] ボックスの一覧の [通常の選択]	The list displayed in the box should be referred to as "[the label of the box] ボックスの一覧." Each item in the list should be enclosed with the brackets.
Menu	[ファイル] メニュー	Enclose the label with brackets, and add "メニュー" following the brackets. When space is limited, "メニュー" can be omitted if it is apparent.
Menu – Button	[編集]	When referring to a button on the menu bar, enclose the label of the button with the brackets. Do not add "ボタン" following the brackets, unless it is necessary to clarify what it is.
Menu – Help button	[?] ボタン or the image	Help button (Displayed as "?") should be referred to as "[?] ボタン" if the image is not available.

Menu – Command	[新規]	When referring to a command on the menu, enclose the command name with the brackets. Do not add "コマンド" following the brackets, unless it is necessary to clarify what it is.
Radio button (Option button)	[この項目を表示しない]	Enclose the label with brackets. Do not add "オプションボタン" following the brackets, unless it is necessary to clarify what it is.
Ribbon		See Tabs for reference to the tab. When referring to a group on the tab, enclose the group name with the brackets, and add "グループ" following the brackets. When referring a command in the group, enclose the command name with the brackets.
Spin control (Spin box)	[最近使ったプログラムの表示数] ボックス	Enclose the label with brackets, and add "ボックス" following the brackets.
Tab	[追加の時計] タブ	Enclose the label with brackets, and add "タブ" following the brackets.
Taskbar – Start	[スタート]	n/a
Taskbar – Start –Menu	[すべてのプログラム]	When referring to an item on the menu displayed by clicking Start, enclose the label with the brackets. Do not add a word such as "コマンド," unless it is necessary to clarify what it is.
Taskbar – Program button	[付箋]	When referring to a program button, enclose the label with brackets. Do not add "ボタン" following the brackets, unless it is necessary to clarify what it is.
Taskbar – Icon/Indicator in notification area	アクションセンターアイコン	When referring to an icon or an indicator in notification area on the right side of the taskbar, do not enclose the name with brackets. Add "アイコン" or "インジケーター" following the name.

Text box	[表示名の入力] ボックス	Enclose the label with brackets, and add "ボックス" following the brackets.
Toolbar	[アドレス] ツールバー	Enclose the label with brackets, and add "ツールバー" following the brackets.
Toolbar - Button	[整理]	When referring to a button on the toolbar, enclose the button name with the brackets, and add "ボタン" following the brackets. If it is apparent, "ボタン" can be omitted.
Window	[検索] ウィンドウ	Enclose the label with brackets, and add "ウィンドウ" following the brackets.
Window frame – Button	最小化ボタン	When referring to buttons on title bar, do not enclose the name with the brackets. Add "ボタン" following the name.
Window frame – Icon	メモ帳のタイトルバーアイコン	When referring to an icon on the title bar, do not enclose the name with the brackets. Add "のタイトルバーアイコン" following the name.

Other items

In principle, do not use brackets to refer to names of the items below, unless they have a Japanese name.

Item	Example	Note
File	AUTOEXEC.BAT ファイル "自動実行.txt" ファイル	Enclose the name with quotation marks when it is Japanese.
Field	text フィールド "テキスト" フィールド	Enclose the name with quotation marks when it is Japanese.
Function	SUM 関数	-

Property	Visible プロパティ "表示" プロパティ	Enclose the name with quotation marks when it is Japanese.
Action	FindRecord アクション "レコード検索" アクション "FindRecord/レコード検索" アクション	Enclose the name with quotation marks when it is Japanese. When referring both names, insert a slash between the names and enclose it with quotation marks.
Procedure	Sub プロシージャ	-
Argument	number 引数 "数値" 引数 "number/数値" 引数	Enclose the name with quotation marks when it is Japanese. When referring both names, insert a slash between the names and enclose it with quotation marks.
Method	AppendChunk メソッド	-
Statement	AppActivate ステートメント	-
Operator	And 演算子	-
Object	QueryDef オブジェクト	-
Collection	Properties コレクション	-
Event	Activate イベント	-
Constant	定数 acOLELinked	-
Help	Microsoft Window 10 ヘルプ	-
Table	Customers テーブル	Enclose the name with quotation marks when it is Japanese.
Form	COOrders フォーム	Enclose the name with quotation marks when it is Japanese.

Variable information

In principle, follow the style of the source text when you distinguish variable information such as file name, path and variables. When the information becomes too indistinguishable (due to font type, etc.) in a sentence, angle brackets (<>) should be used to enclose it in order to differentiate it from invariable information. When the information should be more emphasized in a sentence, you may also use quotation marks ("").

Space between sentences and phrases

In principle, follow the space of the source text. Make sure to check whether the space looks appropriate in runtime environment.

Reference to unlocalized UI terms

When referring to UI terms left in English or not localized (ex. terms displayed from unlocalized components, etc.), add Japanese translation in parentheses unless otherwise instructed.

Example:

- + [Add/Delete] (追加/削除) ダイアログ ボックスが表示されます。
- [Add/Delete] ダイアログ ボックスが表示されます。

5.4 Trademarks

Trademarked names and the name Microsoft Corporation shouldn't be localized unless local laws require translation and an approved translated form of the trademark is available. A list of Microsoft trademarks is available for your reference at the following location: <https://www.microsoft.com/en-us/legal/intellectualproperty/trademarks/>

For Japanese, see "マイクロソフトの商標とロゴについて" (Microsoft Trademarks) available at <https://www.microsoft.com/ja-jp/mscorp/legal/trademarks-default.aspx>

Trademark symbols

For Japanese, (R) or (TM) may be used when trademark symbols ® and ™ cannot be used.

5.5 Voice video considerations


A good Microsoft voice video addresses only one intent (one customer problem), is not too long, has high audio quality, has visuals that add to the information, and uses the right language variant/dialect/accent in voiceover.

Successful techniques for voicing video content

- Focus on the intent. Show the best way to achieve the most common task and stick to it.
- Show empathy. Understand and acknowledge the viewer's situation.
- Use SEO (Search Engine Optimization). Include search phrases in the title, description, and headers so that people can easily find the topic.
- Talk to the customer as if (s)he is next to you, watching you explain the content.
- Record a scratch audio file. Check for length, pace and clarity.

5.5.1 English pronunciation

Generally speaking, English terms and product names left unlocalized in target material should be pronounced the English way. For instance, Microsoft must be pronounced the English way. However, if your language has an established pronunciation for some common term (such as "server") the local pronunciation should be used. Moreover, pronunciation can be adapted to the Japanese phonetic system if the original pronunciation sounds very awkward in Japanese.

Example	Phonetics	Comment
SecurID	[sɪ'kjuəɹ aɪ di:]	In Japanese, pronounced as "セキュア アイディ."
.NET	[dot net]	In Japanese, pronounced as "ドット ネット."
Skype	[s'kaɪpu], [su'kaɪpu] 	Product name is always pronounced in the way it is pronounced in the source language.

Acronyms and abbreviations

Acronyms are pronounced like real words, adapted to the local pronunciation:

Example	Phonetics
RADIUS	ラディウス

RAS	ラス
ISA	アイサ
LAN	ラン
WAN	ワン
WAP	ワップ
MAPI	マッピ
POP	ポップ

Other abbreviations are pronounced letter by letter.

Example	Phonetics	Comment
ICMP	アイシーエムピー	-
IP	アイピー	-
TCP/IP	ティーシーピーアイピー	-
XML	エックスエムエル	-
HTML	エイチティーエムエル	-
OWA	オーダブリューエー	-
SQL	エスキューエル	Also pronounced as シークエル.
XP	エックスピー	-
URL	ユーアールエル	-

URLs

"http://" should be left out; the rest of the URL should be read entirely.

"www" should be pronounced as "ダブリューダブリューダブリュー."

The "dot" should be omitted, but can also be read out. If read out, then it must be pronounced the Japanese way, as "ドット."

Example	Phonetics
http://www.microsoft.com/	ダブリューダブリューダブリュードットマイクロソフトドット コムスラッシュシーゼットイー

Punctuation marks

Most punctuation marks are naturally implied by the sound of voice, e.g. ? ! : ; ,

En Dash (–) are used to emphasize an isolated element. It should be pronounced as a comma, i.e. as a short pause.

Special characters

Pronounce special characters such as / \ ~ < > + - using the Japanese translations approved in Microsoft Language Portal.

5.5.2 Tone

Use a tone matching the target audience, e.g. more informal, playful and inspiring tone may be used for most Microsoft products, games etc., or formal, informative, and factual in technical texts etc.

In Japanese:

- Translate script as short as possible, or at most as short as the source so that the translation fits the length of the source video. The translated Japanese sentences tend to be longer than the source which prevents synchronizing visuals with voice-over.
- Translate script using "ですます調."

5.5.3 Video voice checklist

Topic and script

- Apply the following Microsoft voice principles:
 - Single intent
 - Clarity
 - Everyday language
 - Friendliness
 - Relatable context

Title

- Includes the intent
- Includes keywords for search

Intro: 10 seconds to set up the issue

- Put the problem into a relatable context

Action and sound

- Keep something happening, both visually and audibly, BUT...
- ...maintain an appropriate pace
- Synchronize visuals with voice-over
- Fine to alternate between first and second person
- Repetition of big points is fine

Visuals

- Eye is guided through the procedure
 - Smooth, easily trackable pointer motions
 - Judicious callout use
- Appropriate use of motion graphics and/or branding-approved visuals

Ending

- Recaps are unnecessary