SUBTITLE INSTRUCTION

FONT

Option 1:

Helvetica Medium Condensed NOB Latin 46A, with a dropshadow outline.

Text should be limited to a **maximum of 38 characters per line**; if wide letters such as M and W occur frequently, then limit this to 34 for that line to stay within the text safe area.

Option 2:

Standard Definition: Arial Narrow font, size 30 linear or 34 anamorphic,

Text should be limited to a maximum **42 characters** per line.

GUIDELINES

- Maximum **two** lines of text per subtitle. If two lines are used, both should be of equal length with the top line a bit longer.

- Subtitles should not appear on screen at the same time as **captions**, which should be cleared before subtitling starts.

- If an **existing English translation** is supplied, this should be taken as a guideline only and not necessarily adhered to.

- Reading speed: allow 2 seconds per line of text. Text must be reduced as necessary to be readable in the time available. Time the subtitles to match the dialogue; do not leave a subtitle on screen after the speech has finished.

- Text should be **centred**. However, where two speakers' dialogue is used in the same subtitle, a dash is used at the beginning of the line, and the lines are justified left and then centred, as below:

    –   Where have they gone?
    –   To the country

    Wherever possible, **subtitles should not go over cuts** (this is standard subtitling practice) but should clear the cut by 2 frames on either side.

- **No** full stop at the end of a sentence in a dialogue.
- No **full stops or commas** at the end of a subtitle. If the sentence is incomplete, end the subtitle with three dots... ...and begin the next subtitle with three dots. Dots can be used where speech trails off or a sentence remains unfinished, but keep this use to a minimum.

- Where the same word is **repeated several times in a short space**, don't subtitle all the repeats For example, a rapid "No, no, no, no, no!" could be subtitled as "No, no'

- Keep the use of exclamation marks to a minimum; too many devalue their own impact.