

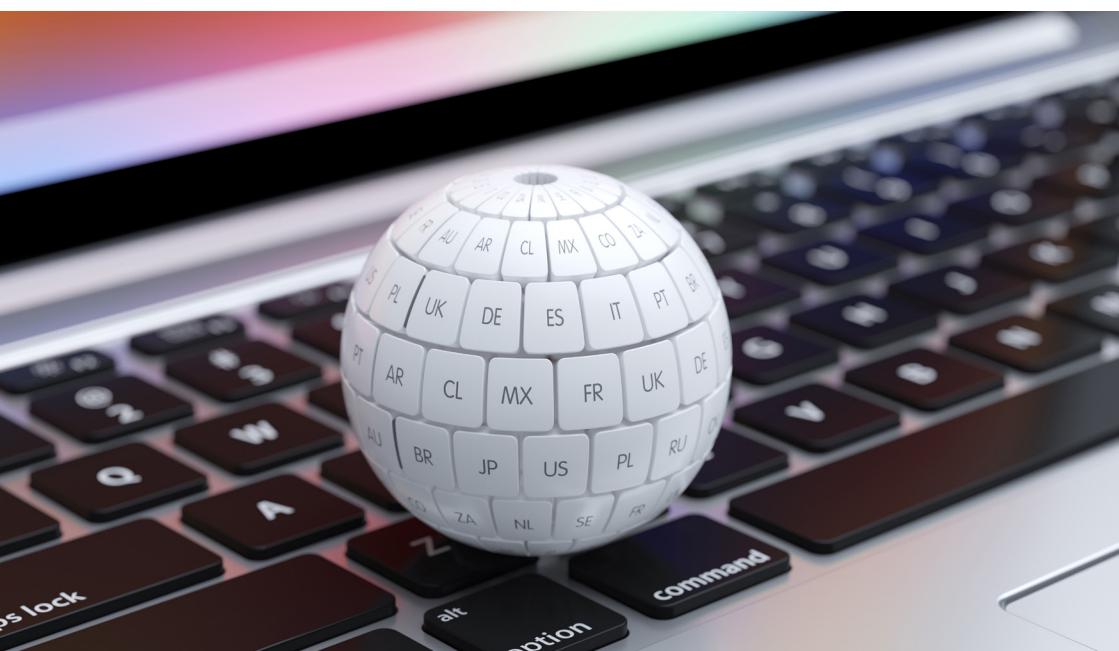
SHORT COURSE

Continuing Education

Interlingual Subtitling with Trados Studio

12 and 26 May 2026

Online Workshop



FACULTY FOR TRANSLATION
AND INTERPRETING | FTI



UNIVERSITÉ
DE GENÈVE



Presentation

Video is the medium of today. Interlingual subtitling is a form of media translation, making complex and sophisticated video content understandable and appealing to a multilingual audience.

This is of great importance, as audiovisual content has the potential to convey messages, information and emotions on a level that text alone cannot. In addition to well-known video streaming providers, numerous public institutions, educational and cultural service providers, and international companies and organisations already use subtitled video productions to expand their target audience.

Translators who use professional software in their daily translation work have long recognised the advantages of consistent terminology, reusing translation memories and enhancing productivity with machine translation. In light of the immense growth in demand for globalised video content, it has recently become possible to implement subtitling tasks into CAT tools. This is the case with Trados, the market-leading translation tool from technology service provider RWS.

This course will build on your existing linguistic, cultural and technological expertise, equipping you with the advanced technical and media knowledge necessary for subtitling and creating high-quality audiovisual productions in Trados Studio.

Target audience

The course is aimed at freelance and in-house translators working in various institutions and companies such as language service providers, translation agencies and media broadcasters. It is also suitable for general language, media and accessibility professionals and students with a linguistic background.

Participants will need a basic understanding of Trados Studio and hold a valid licence for version 2021 or later. While prior knowledge of subtitling is advantageous, it is not a prerequisite.



Objectives

The workshop will provide an overview of the most important Studio apps, functions and environment extensions for subtitling with Trados. It will enable you to translate foreign-language subtitles while considering relevant aspects of audiovisual media formats. Attendees will develop practical skills through individual exercises and joint group discussions of examples. You are also welcome to bring your own video material for potential subtitling projects in English, French, German, or Italian.

Programme

Day 1 | Basics

THEORY

- Subtitling as audiovisual translation: semiotics and multimodality – the film medium as source text
- Technical and linguistic aspects in the subtitling context
- Standards, guidelines, recommendations
- Interlingual text strategies for subtitling

PRACTICE

Hands-on: Joint or individual subtitling project – Part 1

Familiarisation with subtitling functions in Trados

- Project creation for subtitling: file formats, settings, verification
- Subtitle creation from a template
- Text production segmentation for readability

Day 2 | Deep Dive

THEORY

- Scene and shot changes
- Quality analysis for subtitling with Trados
- State-of-the-art: Harnessing AI, potentials of large language models for subtitle editing
- Beyond tradition: Current and future trends – new job profiles in the audiovisual media sector

PRACTICE

Hands-on: Subtitling project – Part 2

- Group discussion of the subtitling project after Day 1
- Refinement of applied text strategies for subtitling
- Adaptation exercise for optimising perception



Course direction

- **Prof. Alexander Künzli**, Faculty of Translation and Interpreting,
University of Geneva

Lecturer

Alexander Kurch has been working as an audiovisual translator for media accessibility since 2013. His work includes live texting for people with/out hearing impairment, intralingual and interlingual subtitling, audio description, voice-overs and artificial voices for media post-production.

He studied Translation Studies at the University of Heidelberg and Dublin City University, and Media Translation at the University of Hildesheim. Besides his practical activities, he is active as an independent researcher, freelance lecturer, trainer and auditor for accessible audiovisual translation.

His special focus is on synergies of accessible communication combined with (language) technologies and machine learning, such as speech recognition, machine translation, speech synthesis, large language models and generative AI, including post-editing.

Practical information

Registration: Tuesday, 28 April 2026

Online: www.unige.ch/formcont/en/courses/subtitling-trados

Tuition fees

CHF 980.-

For cancellations less than one calendar week before the course starts, the full amount is due. We are happy to accept a replacement participant at no additional cost. Failure to pay tuition fees does not constitute cancellation.

Course duration and times

Tuesday, 12 and 26 May 2026

9:30 am – 12:30 pm and 13:30 pm – 16:30 pm

Setting

The course will be given online via Zoom.

The Zoom link will be provided after payment of tuition fees.

Teaching language

English (passive knowledge sufficient)

Source languages: English, French, German

Target languages: English, French, German, Italian

Contact

Sandra Lancoud

University of Geneva

Faculty for Translation and Interpreting

Tel.: +41 (0)22 379 98 92 | sandra.lancoud@unige.ch