

**About Client:**

Rhubarb Fool is a multimedia content-creation, brand-marketing, and design agency, specializing in multi-lingual tourism and retail content. They are creatives, designers, and digital experts. Rhubarb Fool Media Ltd. offers a fully integrated approach to destination promotion that includes print, digital, social, and video, ensuring your place stands out from the crowd in a very claustrophobic marketplace.

**About The Project:**

Rhubarb Fool Media Ltd. approached us with a project requiring the translation of a suite of marketing product booklets they planned to print in [multiple languages](#) to expand their global reach. They asked us to apply InDesign CS5 to this [desktop publishing](#) project. Additionally, they highlighted the need for cultural sensitivity to avoid any misunderstandings and for accurate translations that faithfully reflected the original content of the marketing booklets.

**Our Solution:**

- We followed Rhubarb Fool Media Ltd.'s specific instructions throughout the project. All formatting requirements and design preferences were adhered to during the translation and layout process.
- To ensure readability in the [Japanese translation](#), we employed a combination of techniques. It included font selection, character scaling, and strategic line breaks to prevent any Japanese words from being split between lines during typesetting.
- Understanding the right-to-left reading direction in Arabic, our team expertly flipped the layout of the [Arabic translation](#). It ensured the translated text and any graphics would be presented correctly for Arabic readers.
- Our team proactively reformatted the InDesign (Indd) files. It confirms ample space for the translated content without compromising the visual aesthetics of the final layouts.
- Our team conducted a meticulous proofreading process. It involved checking not only the accuracy of the translations but also the visual appeal of the layouts to ensure that all elements aligned perfectly.

- We prioritized a swift turnaround time. The translated booklets were successfully delivered in both Indd and low-resolution PDF formats within the designated 1.5-day timeframe.

**About CCJK:**

Founded in 2002, CCJK, a company of highly skilled professionals from around the Asia-Pacific region, has formed an elite engineering group that is dedicated, knowledgeable, and has a deeply rooted sense of responsibility. [CCJK](#) always insists that winning clients' trust and confidence is of paramount importance to the very existence of an organization. CCJK dedicates itself to tailoring its services to meet the unique needs of each individual client. For every project, no matter whether it is large or small, sophisticated or trivial, the whole team is committed to working synchronically to make the project mutually successful, both for the client and the company.