How Altagram supported Baldur's Gate 3 in achieving Steam's Early Access' top-ranking localization language

Altagram successfully localized Larian's immersive RPG title into Brazilian Portuguese.

As a trailblazing leader in the world of video game development, Larian Studios has consistently raised the bar for immersive RPG experiences over the past two and a half decades. With a legacy that includes the iconic Divinity series and the highly anticipated Baldur's Gate 3, their commitment to crafting captivating gaming worlds is unrivaled.

When Larian Studios set their sights on introducing their beloved franchise to Brazilian gamers, they embarked on a quest to find a partner who could not only deliver precise localization but also infuse their titles with the essence of the Brazilian gaming community.

98%
Positive PT-BR reviews on Steam

2.6M
Words localized

9.8
Average critics' score

The Project from Start to Finish

By partnering with Altagram Group for the localization to Brazilian Portuguese (PT-BR), Larian was able to leverage Altagram's extensive experience in the game localization space, including its team of experienced project managers, Portuguese Brazilian native speaking team members, and refined project workflow process.

Quality was paramount right from the outset, and the project took shape with a unique focus on ensuring every aspect of the translation was flawless. Altagram's extensive quality assurance process played a key role in validating the accuracy of the localized text, and the deliverables were tailored to include culturally relevant context, including the use of inclusive language, as a means of resonating with gamers from all backgrounds.

Client:
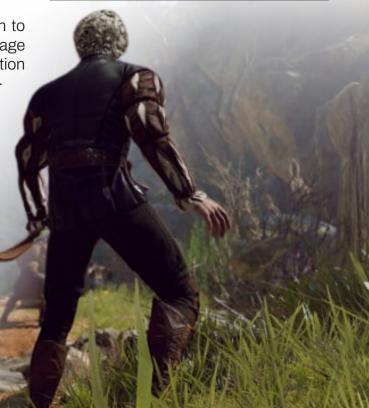Larian Studios

Services:
TEP

Language:
EN>PT-BR

Challenge:
High-quality, authentic DnD video game localization

Solution: Altagram set up a team of DnD expert translators supervised by a single Editor to safeguard accuracy and quality, as well as easying of workflows.

Result: Thanks to our collaboration, Altagram got Larian Studios' title to be the top-ranking language, second only to English, for several consecutive weeks.

The Challenge

When Larian Studios sought to introduce the beloved franchise of Baldur's Gate to Brazilian Portuguese gamers, they faced the challenge of maintaining excellence while keeping cultural authenticity.

The Approach

Altagram and Larian's approach was to center a dedicated full-time Editor and a localization team well-versed in DnD and literary writing. The project involved meticulous coordination, proofreading, and query management oversight. It began with an Early Access kit encompassing 600,000 words, roughly equivalent to Act 1 of the game.

The Outcome

The result was an achievement that stands tall in the gaming world – Steam's top-ranking language in Early Acces, second only to English, for several consecutive weeks. This accomplishment not only speaks to Altagram's dedication but also underscores the commitment to elevating the RPG experience in Brazilian Portuguese. Together with Larian Studios, they set a standard in the industry, promising a continued journey of excellence in game localization.

Altagram's Process

Through our extensive experience working with dedicated communication tools and secure file management systems, as well as our structured approach to project management, we have developed a tailored approach that prioritizes our clients' specific needs. In the case of Baldur's Gate 3, our success was driven by collaborative brainstorming, knowledge sharing, and an overview of different linguistic approaches.

By leveraging the scale, expertise, and experience of Altagram, Larian acquired high-quality, authentic PT-BR game localization while streamlining accuracy and communication to singular points of contact, enabling Altagram to do what it does best – delivering outstanding localization services.
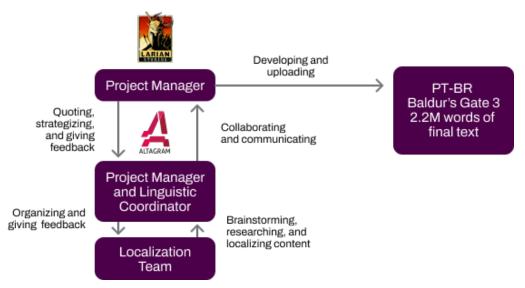
Such a collaborative approach to project management enabled full visibility of the pipeline, as well as easy and direct communication, faster reporting and more accurate results. Thanks to the tight-knit nature of the workflow, we could easily double-check issues and potential issues to work together in applying fixes and updates to the title.

Quality at the Core

At Altagram, quality is a focal point, both in results and in attentiveness to each title. Therefore, when it came down to conciliating the already-present lore and background of the title, the Altagram team performed extensive research to evaluate which approaches were the most suitable. Since each previous publisher left imprints through custom adjustments, the team's thorough research and evaluation aimed to determine the most effective and conventional approaches.

The Altagram team understood their pivotal role in connecting the experience not only with Baldur's Gate and DnD fans, but as well with newcoming players towards creating a Baldur's Gate 3 community at large, a testament to the game's widespread success.

Project Manager

Larian Studios

Developing and uploading → PT-BR Baldur's Gate 3 2.2M words of final text

Quoting, strategizing, and giving feedback

ALTAGRAM

Collaborating and communicating

Project Manager and Linguistic Coordinator

Organizing and giving feedback

Brainstorming, researching, and localizing content

Localization Team

Inclusive Language Localization

Baldur's Gate 3 has been record-breaking in critical acclaim, securing the highest Metacritic score of the year so far. This achievement is well-deserved, reflecting its excellence across various aspects, including its exceptional and well-balanced approach to characterization, gameplay, and storytelling, with a particular emphasis on inclusivity.

To ensure a widespread sense of immersion, Altagram seamlessly integrated inclusive, non-binary language into both the gameplay and dialogues, all the while strategizing how gender dynamics would play out on the diegesis of Baldur's Gate 3.

One of the key principles we embraced was the recognition that not all characters in the game would address players in the same way. This deliberate choice aimed to create depth and authenticity within the playing experience, acknowledging the diverse nature of characters and races within the title's world.

To achieve such a successful result, we established a set of guiding principles:

Diversity Approaches

One of the intriguing aspects of this project was the diversity of races in the game, each with its culture and therefore, distinct approach to inclusive language. Notably, some races were narratively portrayed as less lenient and open-minded, which influenced their use of inclusive language. For instance, goblins emerged as a standout example of a race that consciously defaulted to "neutral" language (male) or employed phrasing that sidestepped the use of pronouns. This variety added a layer of cultural complexity that enriched the narrative and character development.

The -elu System

Our choice for inclusive language was the -elu system, a standardized framework for gender-neutral language (https://pt.pronouns.page/elu). While we encountered some cases where consensus on grammar was still evolving, we prioritized maintaining the integrity of the -elu system.

Definite and Indefinite articles

To streamline the dialogue and enhance readability, we often omitted definite and indefinite articles (ê/ume). However, we retained them when their emphasis was particularly relevant to the context.

Avoiding Misgendering

A strict no tolerance policy was enforced against any form of misgendering within the dialogues. This commitment to respect is paramount.

Generic Vocatives

Vocatives and one-liners, which often addressed multiple participants, sometimes employed the male plural for simplicity ("Gnomos, preparem-se para morrer!" /"Gnomes, prepare to die!"). However, we maintained vigilance to ensure that no personal misgendering occurred.

Plural Variations

While we avoided plurals like "juntes" ("together") and "todes" ("all") whenever possible to maintain naturalness, some instances that strictly referred to NB characters required these variations. We incorporated them judiciously

Internal Coherence

Dialogue coherence was a priority. While certain lines may have seemed unconventional, we ensured that they aligned with the context. For example, "Então.. não é elfo?" ("So... it is not elf?" (masculine form)). All deviations were flagged for attention.

Ultimately, our collaboration with Larian Studios and our talented freelancers on the localization of Baldur's Gate 3 has been an incredible journey. We are grateful to take part in such an amazing project, the experience being outstanding from start to finish, and are eager for what is to come.

Ready to open the world for your games?

Contact us at:
partnerships@altagram.com