

MÁSTER EN
TRADUCCIÓN
AUDIOVISUAL Y
LOCALIZACIÓN
UAM-UCM

UAM

Universidad Autónoma
de Madrid



UNIVERSIDAD
COMPLUTENSE
MADRID

3, 4, 5, 7 November 2025 6 November 2025

Facultad de Filosofía y Letras Facultad de Filología

UAM - Campus de Cantoblanco

<https://www.uam.es/fyl/inicio>

UCM - Campus de Moncloa

<http://filologia.ucm.es>

Comisión organizadora: Aránzazu Gil, Carmen Gómez y José Ramón Trujillo

Blended Intensive Programs CIVIS | UAM. Vicedecanatos de Posgrado (UCM, FyL UAM)

Departamentos de Filología Francesa y Filología Española de la UAM

Departamento de Estudios Románicos, Franceses, Italianos y Traducción de la UCM



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Filosofía y Letras



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UAM

Universidad Autónoma
de Madrid

7th UNIVERSITY CONFERENCE

AUDIOVISUAL TRANSLATION AND TRANSLATION TECHNOLOGIES UAM-UCM

Project management in the AI era

UAM & UCM, from 3 to 7 November 2025



Máster interuniversitario en
Traducción Audiovisual y Localización UAM-UCM



Europe's Civic University Alliance



7TH INTERNATIONAL CONFERENCE ON AUDIOVISUAL TRANSLATION AND TRANSLATION TECHNOLOGIES

PROJECT MANAGEMENT IN THE AI ERA

Monday 3 November 2025

Facultad de Filosofía y Letras. Universidad Autónoma de Madrid

15 h. Opening

Patricia Martínez (Dean of the faculty of Filosofía y Letras. UAM).

José Ramón Trujillo (Coordinator of the Master in Audiovisual Translation & Localization. UAM).

Aránzazu Gil (Coordinator of the Civis BIP Basis and Methods in Audiovisual Translation, Localisation of Computer Products and Video Games, and Translation Automation).

15.15 h. Salón de Actos. Inaugural Conference

Miguel Ángel Jiménez Crespo (Rutgers University), "Human-centeredness in Translation: Advancing Translation Studies in a human-centered AI era". Presented by: **Manuel Alcántara** (UAM).

16.30 h. Coffee break

17.00-19.00 h. Localization seminar

Nancy Matis (Univ. Libre de Bruxelles) "How to manage your translation projects I - Focus on Translation Project Analysis". Presented by: **Béatrice Marnet** (UAM).

Tuesday 4 November 2025

Facultad de Filosofía y Letras. Universidad Autónoma de Madrid

15 h. Salón de Actos. Localization seminar

Nancy Matis (Univ. Libre de Bruxelles), "How to manage your translation projects II – Focus on rates and quotations".

16.45 h. Coffee break

17.00-19.00 h. Simultaneous workshops

Anne Masè (Univ. de Lille). "Taming the Machine, or how to navigate the impact of translation automation on the day-to-day practice of the language specialist". Módulo I, Salón de Actos. Presented by: **Nancy Matis** (UAM).

Jonathan Evans (Univ. of Glasgow). "Fan Translation: New Perspectives". Módulo VII, aula 103. Presented by: **Aránzazu Gil** (UAM).

Wednesday 5 November 2025

Facultad de Filosofía y Letras. Universidad Autónoma de Madrid. Salón de Actos

15.00 h. Lecture

Jonathan Evans. "AVT and Accessibility in the UK: key players and policies". Presented by: **Irene Atalaya** (UAM).



16.00 h. Lecture

Lina Ballesteros (Recording Studio Manager. Keywords Studios). "Recording Studio Management and Production Coordination in localization". Presented by: **Carmen Gómez** (UCM).

17.30 h. Coffee break

17.00-19.00 h. Simultaneous workshops

Nicole Feifel (Eberhard Karls-Univ. of Tübingen). "Translation Strategies for Linguistic Varieties and Multilingualism in Audiovisual Media". Salón de Actos. Presented by: **Aránzazu Gil**.

Rubén Navarro Fernández (Lead Artistic Director. Keywords Studios). "Dubbing typologies and script adaptation in video games localization". Módulo VII, aula 103. Presented by: **José Ramón Trujillo**.

Jonathan Dómbritz (Audio QA Coordinator. Keywords Studios). "A brief introduction to quality assurance in localized video games". Módulo VII, aula 302. Presented by: **Carmen Gómez** (UCM).

Thursday 6 November 2025

Facultad de Filología. Universidad Complutense de Madrid. Paraninfo del Edificio A

15.00 h.

Juan José Arevalillo (Univ. Internacional de Valencia). Seminar "New times for language services in the era of AI". Presented by: **Celia Rico** (UCM).

16.15 h. Break

16.30 h. Master class

Quico Rovira-Beleta (traductor audiovisual), "Translating the language of Sci-Fi: terminology, intertextuality and creativity". Presented by: **Carmen Moreno** (UCM).

18.30 h. Closing

Arno Gimber (Vice-Dean for Studies and Quality. Faculty of Filología. UCM).

Carmen Gómez (Coordinator of the Master in Audiovisual Translation & Localization. UCM).

Friday 7 November 2025

10.00-14.00 h. Visit Madrid in Game

Madrid in Game is an innovative physical-virtual space dedicated to video games that hosts different initiatives focused on three main pillars: development, experiences and Esports. An interactive space with immersive stations with gaming as the driving force behind innovation in which all the benefits of gamification and the industry will be discovered and highlighted.

All the activity at the Videogame Campus focuses on the promotion and evolution of new ideas in the field of gamification and video games, through interaction between professionals from the sector, local talent and the industrial fabric centralised in the companies of the Cluster, but open to other initiatives. Located in the Casa de Campo, the Videogame Campus has more than 3,000 m2 distributed in three pavilions where the different initiatives of Madrid in Game take place.

