



**NATIONAL OPEN UNIVERSITY OF NIGERIA
FACULTY OF SOCIAL SCIENCES
DEPARTMENT OF MASS COMMUNICATION**

COURSE CODE: MAC 822
COURSE TITLE: PUBLICATION LAYOUT AND DESIGN
UNITS: 3
TIME: 3 HOURS
INSTRUCTION: ANSWER ANY FOUR QUESTIONS

1. To effectively design a newspaper, the publisher must take into cognisance certain critical necessitates of newspaper design. Enumerate and discuss these requirements. **(17¹/₂ Marks)**
2. It is the same philosophies that guide both manual sub-editing and computerized sub-editing. Mention and discuss them in detail. **(17¹/₂ Marks)**
3. Numerous methods of printing are available to publishers. Name and explain at least six of them. **(17¹/₂ Marks)**
4. List and discuss the advantages of Desk Top Publishing? **(17¹/₂ Marks)**
5. Name and fully discuss the four essential ingredients of and defences for libel. **(17¹/₂ Marks)**