



NATIONAL OPEN UNIVERSITY OF NIGERIA
UNIVERSITY VILLAGE, PLOT 91 CADASTRAL ZONE
NNAMDI AZIKIWE EXPRESSWAY, JABI, ABUJA
FACULTY OF SOCIAL SCIENCES
DEPARTMENT OF MASS COMMUNICATION

2019_1 EXAM

COURSE CODE: JLS 722
COURSE TITLE: Publication Layout and Design
UNIT: 3
TIME: 3 HOURS

INSTRUCTION: ANSWER ANY FOUR QUESTIONS

1. (a) What is a “copy” in publishing?
(b) Explain what copy tasting entails.
(c) Explain the process of reading and re-reading copy. **(17½ Marks)**
2. (a) Explain the manual method of copy preparation.
(b) Explain the computerised method of copy preparation.
(c) Explain the challenges involved in the manual method of copy preparation. **(17½ Marks)**
3. The sub-editor gives the copy a fourth and final reading. Identify and explain 10 guidelines he needs to enable him polish the copy before it is published. **(17½ Marks)**
4. (a) Explain what typography means.
(b) Identify and explain four types of headlines. **(17½ Marks)**
5. (a) What is picture editing?
(b) Give three requirements for a newspaper design. **(17½ Marks)**
6. Explain the following:
 - a. Modular layout
 - b. Irregular layout
 - c. Layout blanks
 - d. Order for Designers **(17½ Marks)**