



**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 822
COURSE TITLE: Publication Layout and Design
UNITS: 3

INSTRUCTION: ANSWER ANY FOUR (4) QUESTIONS
TIME: THREE (3) HOURS

- 1a. Explain why a copy (or manuscript) must be prepared.
- b. Identify the various people who, you think participate in copy preparation in a medium-sized publishing outfit and explain their roles.
- c. Copy preparation involves a number of activities, one of which is re writing the copy. Explain this activity.

(17½ Marks)

2. Describe five (5) tasks the computer assists the sub-editor to accomplish.

(17½ Marks)

3. Give a detailed description of the style book.

(17½ Marks)

- 4.a. Give an account of the early forms of written communication that preceded printing. What was the main disadvantage of those forms of communication?

- b. Before the present forms of printing were developed, many other forms had existed, describe two of them.

(17½ Marks)

5. a. Describe the kind of ink used in printing.
b. “Type” is an important element in printing. What is “type”? What is “type composition”?

(17½ Marks)

6. a. Discuss the following.
i. Identification as an essential ingredient in libel.
ii. Harmful effect as an essential ingredient in libel.
b. Describe the duty of the copy taster.

(17½ Marks)