



NATIONAL OPEN UNIVERSITY OF NIGERIA
PLOT 91, CADASTRAL ZONE, NNAMDI AZIKIWE EXPRESS WAY JABI, ABUJA
FACULTY OF SOCIAL SCIENCES
DEPARTMENT OF MASS COMMUNICATION
2024_2 EXAMINATION

COURSE TITLE: PUBLICATION LAYOUT AND DESIGN

COURSE CODE: JLS 822

CREDIT UNIT: 3

TIME ALLOWED: 3 HOURS

INSTRUCTION: ANSWER FOUR QUESTIONS, ALL QUESTIONS CARRY EQUAL MARKS

- 1) a. Justify with three reasons for not choosing manual copy preparation.
b. List eight questions that run through the mind of the subeditor who works on a copy whether assisted manually or computer. **(17.5 Marks)**
- 2) The word 'type' refers to a letter, number or any other character used in printing. a. Examine type composition and give an example of an improperly/properly composed sentence.
b. There are various kinds of typefaces, and they are grouped into different families or classes, based on shared identity. Outline five categories of the conventional classification of types. **(17.5 Marks)**
- 3) a. Discuss Accuracy as one of the criteria with which journalists and professional writers operate.
b. As a newspaper reader, justify why accurate reports is important with at least four reasons. **(17.5 Marks)**
- 4) a. Most readers know the editor as the main brain behind their favourite publications. Explain five roles of the editor in the process of subbing.
b. To ensure speedy and efficient decision-making, newspapers are not run through the committee system. Instead, specific people are entrusted with various tasks that relate to gatekeeping and quality control. List those specific people. **(17.5 Marks)**
- 5) a. Explain four importance of typefaces as they relate to headline casting.
b. Write out ten things to look out for in the third reading. **(17.5 Marks)**