

**National Open University of Nigeria**

**School of Arts and Social Sciences**

**Mass Communication Programmes**

October 2016 Semester Examination

**Course: JLS 722:** Publication Layout and Design

**Instruction:** Answer question one which is compulsory with any other three.

**TIME ALLOWED:** 3 HOURS

1. Explain the significance of preparing a copy (10 Marks)

b. Copy preparation involves certain activities, discuss three. (15 Marks)

1. Discuss the importance of style while publishing (10 Marks)

b. briefly explain the term journalistic style (5 Marks)

1. What is type composition? (5 Marks)

b. What is the main aim of most style compositors? Explain. (10 Marks)

1. What is Desktop Publishing? (5 Marks)

b. Briefly discuss five benefits of Desktop Publishing (10 Marks)

1. For anything to be seen as newsworthy, it must have certain characteristics. Discuss five (15 Marks)
2. Who is an Editor? (5 Marks)

b. What roles does an Editor play? (10 Marks)