



NATIONAL OPEN UNIVERSITY OF NIGERIA
UNIVERSITY VILLAGE, PLOT 91 CADASTRAL ZONE
NNAMDI AZIKIWE EXPRESSWAY, JABI, ABUJA
FACULTY OF SOCIAL SCIENCES
DEPARTMENT OF MASS COMMUNICATION
2020_2 EXAMINATION ...

COURSE CODE: JLS 822
COURSE TITLE: PUBLICATION LAYOUT AND DESIGN
UNIT: 3
TIME: 3 HOURS

INSTRUCTION: ANSWER ANY FOUR QUESTIONS

1. As a publication and design expert, you have been contacted by the Publication Committee of the Faculty of Social Sciences NOUN to assist them with copy preparation of the Faculty magazine. Explain to the team the number of indispensable activities involved in the copy preparation process.

(17¹/₂ Marks)
2. You have been assigned by your CEO to explain to a client the various methods of printing or printing processes. Discuss any five (5) of the printing process to enable them decide on which method to choose for their publication. **(17¹/₂ Marks)**
3. Distinguish between Non-Desktop Publishing (Non-DTP) and Desktop Publishing.
(17¹/₂ Marks)
4. Reporters for a national daily have submitted their stories for the day and awaiting selection by the Editor. As an Editorial Consultant to the organization, what criteria would you insist that the Editor adopt in selecting the stories for publication from the pool of news stories submitted? **(17¹/₂ Marks)**
5. Premium Times newspaper has requested you to train its newly employed reporters on basic web navigation tools and techniques. Discuss the basic navigational tools and techniques to be presented to the trainees.

(17¹/₂ Marks)
6. Sub-editing is an important publishing requirement that involves four-step technique that has different but related objectives. Discuss these techniques and their objectives.
(17¹/₂ Marks)