



NATIONAL OPEN UNIVERSITY OF NIGERIA
University Village, Plot 91, Cadastral Zone, Nnamdi Azikiwe Expressway, Jabi, Abuja.

Faculty of the Social Sciences
Department of Mass Communication
2024 1 EXAMINATION

COURSE CODE: JLS722
COURSE TITLE: PUBLICATION LAYOUT AND DESIGN
UNITS: 3
TIME: 3 HOURS
INSTRUCTION: ANSWER QUESTION ONE AND ANY OTHER THREE QUESTIONS

1. a. The two main raw materials for printing are paper and ink. Discuss the importance of each to printing process. **(10 Marks)**
b. Citing relevant examples, explain what you understand by type composition. **(6 Marks)**
b. Highlight and explain the **three (3)** things achieved during type composition. **(9 Marks)**
2. Newsworthiness is determined through the criteria known as news values. With the aid of relevant examples, identify and explain any **five (5)** news values. **(15 Marks)**
3. a. What do you understand by catchline? Explain and give examples **(5 Marks)**
b. Highlight and discuss the **five (5)** qualities that are considered a must for sub-editors **(10 Marks)**
4. a. What is headline writing and why does it matter? **(3 Marks)**
b. Mention and discuss any **five (5)** functions of headlines **(8 Marks)**
c. Highlight and briefly explain the four (4) ways of varying headlines **(4 Marks)**
5. a. Examine the future of layout and picture sub-editors vis-à-vis the present technological developments **(10 Marks)**
b. Offer any **five (5)** general principles of layout that are useful to designers **(5 Marks)**