



**NATIONAL OPEN UNIVERSITY OF NIGERIA
UNIVERSITY VILLAGE, PLOT 91 CADASTRAL ZONE
NNAMDI AZIKIWE EXPRESSWAY, JABI, ABUJA
FACULTY OF SOCIAL SCIENCES
DEPARTMENT OF MASS COMMUNICATION
SEPTEMBER 2020_1 EXAMINATION**

COURSE CODE: JLS722
COURSE TITLE: PUBLICATION LAYOUT AND DESIGN
UNIT: 3
TIME: 3 HOURS

INSTRUCTION: ANSWER QUESTION ONE AND ANY OTHER THREE

1. (a) Copies are refined manuscripts set to meet the taste of the target audience and in-house style of the media. In order to meet this target, suggest three professionals who are involved in the preparation of copies and the corresponding roles play by each. **(15 Marks)**
(b) Expatriate on the definition of a copy. **(10 Marks)**
2. Identify the two major raw materials used for printing and discuss with relevant example and or illustration where applicable, the importance of each in printing process. **(5 Marks)**
3. Discuss at least three factors that Copy-editors and Compositors consider as priorities before selecting a particular typeface for publication. **(15 Marks)**
4. Advancing three cogent reasons advise your media on the need to use modern publishing equipment for publishing in this digital age. **(15 Marks)**
5. Discuss (with relevant illustrations) the activities of Sub-editors in the first three phases of Sub-editing. **(15 Marks)**
6. Enumerate and examine any three values that headlines add to stories. **(15 Marks)**