



**NATIONAL OPEN UNIVERSITY OF NIGERIA
FACULTY OF SOCIAL SCIENCES
DEPARTMENT OF MASS COMMUNICATION**

COURSE CODE: JLS822

COURSE TITLE: PUBLICATION LAYOUT AND DESIGN

TIME ALLOWED: 3 HOURS

Instruction: Answer any four questions. All the questions carry equal marks.

1. The Sub-Editor's duty is that of quality control and is immensely assisted by computer. Outline and discuss the functions of a Sub-Editor. **(17¹/₂ Marks)**
2. What are pertinent requirements for newspaper design? Name and discuss them. **(17¹/₂ Marks)**
3. The criteria for news selection are otherwise called news values. Enumerate and explain the news values used by news reporters and editors. **(17¹/₂ Marks)**
4. Name and explain at least five printing methods available to publishers. **(17¹/₂ Marks)**
5. What are the types of headlines used in newspaper writing and reporting? **(17¹/₂ Marks)**
6. Outline and discuss the sequential stages of Desktop Publishing. **(17¹/₂ Marks)**