



**NATIONAL OPEN UNIVERSITY OF NIGERIA
FACULTY OF SOCIAL SCIENCES
DEPARTMENT OF MASS COMMUNICATION
2025_2 EXAMINATIONS**

COURSE TITLE: PUBLICATION LAYOUT AND DESIGN
COURSE CODE: JLS722
CREDIT UNITS: 3
TIME ALLOWED: 3 HOURS
INSTRUCTION: ANSWER ANY FOUR (4) QUESTIONS

1a. What is a copy? **2.5 marks**

1b. With relevant examples, explain to the IT student in your newspaper firm what the following terms involve: **15 marks**

- i. Copy tasting.
- ii. Reading and reading copy.
- iii. Re-arranging (or rejigging) copy.
- iv. Re-writing copy.
- v. Cutting and trimming copy.

2a. What is style? **2.5 marks**

2b. Write an explanatory note of the following three essential items in printing: **s**

- i. Briefly Calendered Paper. **5 marks**
- ii. Super Calendered Paper. **5 marks**
- iii. Ink. **5 marks**

3a. What is type composition? **2.5 marks**

3b. As the Chief Production manager at The Guardian newspapers explain to undergraduates who have come on a tour of your printing press the following methods of printing:

- i. Lithography. **5 marks**
- ii. Offset. **5 marks**
- iii. Laser Printing. **5 marks**

4a. Define Desktop Publishing. **2.5 marks**

4b. As the sub-editor, list and describe the five things you will vitally pay attention to when planning the production of your company's newsletter. **15 marks**

5a. Describe how the role of a Check Sub and the Stone Sub can help you turn out a fine production of the next edition of your school magazine. **10 marks**

5b. Explain the concept of typography in page layout. **7.5 marks**