



**NATIONAL OPEN UNIVERSITY OF NIGERIA**  
**14/16 AHMADU BELLO WAY VICTORIA ISLAND**  
**LAGOS**

**OCTOBER 2013 EXAMINATIONS**  
**School of Arts and Social Sciences**

**COURSE CODE: JLS722**  
**COURSE TITLE: PUBLICATION LAYOUT AND DESIGN**  
**UNIT: 3**  
**INSTRUCTION: ANSWER QUESTION ONE AND ANY OTHER TWO**  
**TIME: 2 HOURS**

1. Discuss fully with relevant examples your understanding of the following editing exercise:
  - a. Editing for clarity **(6 Marks)**
  - b. Editing for style **(6 Marks)**
  - c. Editing for word economy. **(6 Marks)**
  - d. Photo and pictorial editing **(6 Marks)**
2. Explain with relevant examples the activities involved in copy preparation **(23 Marks)**
3. (a) Discuss fully the downsides of Non-Desktop Publishing? **(13 Marks)**  
(b) Justify the merits of Desktop Publishing over Non-Desktop Publishing. **(10 Marks)**
4. (a) As a good editor, why do you consider headlines crucial for every news story in your publication? **(13 Marks)**

(b) What are the rules you must observe when captioning headlines for the stories to be published in your publication?  
**(10 Marks)**

**5.** Discuss with relevant examples in Nigeria, the news values and judgement.

**(23 Marks)**