



**NATIONAL OPEN UNIVERSITY OF NIGERIA
14-16 AHMADU BELLO WAY VICTORIA ISLAND, LAGOS
SCHOOL OF ARTS AND SOCIAL SCIENCES
MAY/JUNE 2012 EXAMINATION**

JLS 722: PUBLICATION LAYOUT AND DESIGN

Time: 3 Hrs

INSTRUCTION: Answer any four questions

1. Define the term 'copy' as used in a newspaper house. Explain why a copy must be 'prepared' and enumerate various individuals involved in preparing a copy.
2. List and explain ways in which the sub-editor uses the computer to perform the sub-editing tasks

2b Define 'house style' and explain briefly why a publication needs it.
3. List and explain what steps were involved in the pre-DTP era. Discuss the present Desk Top Publishing methods and explain the various steps to printing.
4. As an editor with final decision to select news for your publication, what factors would you consider in selecting from an array of available news?

4b. Clearly differentiate between news values and news judgment.
5. For someone to claim a case of defamation, he should have valid grounds. What are the essential requirements that make defamation claim possible?

5b. List and explain the possible defences an accused can plead against defamation charges.
6. Write detailed notes to explain the following:
 - a. Picture editing
 - b. Page layout
 - c. Typography
 - d. The stone sub
 - e. The copy taster
 - f. Journalistic style