



NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY

FACULTY OF COMMUNICATION AND INFORMATION SCIENCE

DEPARTMENT OF PUBLISHING STUDIES

BOOK DESIGN: THEORY AND PRACTICE II

IPU 2116

Part II First Semester Examination Paper

December 2015

This examination paper consists of 2 pages

Time Allowed: 3 hours

Total Marks: 100

Special Requirements: None

Examiner's Name: Miss. S. Mpofu

INSTRUCTIONS TO CANDIDATES

1. Answer question 1 and any other three (3) Questions
2. Question 1 carries 40 marks and each of the other questions carries 20 marks
3. Importance is attached to accuracy, clarity of expression and legible handwriting

MARK ALLOCATION

QUESTION	MARKS
1.	40
2.	20
3.	20
4.	20
5.	20
6.	20

1. (a) Evaluate the role of the marketing department in the book design process and how their demands affect the designers' approach to textbook design. **(20 marks)**
- (b) A publishing house is working on a textbook. Discuss the key factors that influence the designer in reaching decisions on:
- i) Typography **(5 marks)**
 - ii) Colour usage **(5 marks)**
 - iii) Paper choice **(5 marks)**
 - iv) Type of binding **(5 marks)**
2. The advent of "desktop publishing" in the 1980s gave designers direct control of the typesetting process, and programs such as PageMaker, QuarkXpress and InDesign have continued to allow greater control and creativity. Assess the impact of such programs on design and how they affect designers. **(20 marks)**
3. Designing books for the school market (primary, secondary and tertiary) is very different from that of trade books and designers must have specialized knowledge before approaching such design projects. Discuss the requirements and considerations to be made for the different levels. **(20 marks)**
4. Compare and contrast the design process and related costs for a new textbook series to that of a series that is being revised. **(20 marks)**
5. It is important for designers to know the culture of the target audience. Discuss how the designer can deal with cultural diversity when designing the cover of Social Studies Pupils' Book. **(20 marks)**
6. Assess the differences in page layout and typographic design in a magazine and that of a textbook for the same audience. **(20 marks)**

END OF PAPER