

**NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY  
FACULTY OF COMMUNICATION AND INFORMATION SCIENCE  
DEPARTMENT OF JOURNALISM AND MEDIA STUDIES  
NEWSPAPER DESIGN AND LAYOUT (IJM 2115)  
FEBRUARY 2010 EXAMINATION  
TIME ALLOWED: THREE HOURS**

**INSTRUCTIONS TO CANDIDATES**

1. Answer **all questions**
2. Start each answer on a new page.
3. Poor spelling and grammar will be penalized.

**Question 1**

Use a layout grid to plot the design of the front page of a tabloid newspaper, showing all the features and various parts of design associated with a front page. Include headlines, adverts etc. **[15 marks]**

**Question 2**

- a) Read the story in Annexure A and:
- Sub-edit the story for a national daily paper.
  - Cast the headline for the story.
  - Suggest pictures to go with the story.
  - Advise the reporter on what could have been added or left out of the story. **[20 marks]**
- b) Read Annexure D carefully:
- i. Sub-edit the story down to about 500 words for a local daily paper. **[15 marks]**
  - ii. Write a single column upper and lower-case headline of three lines with a count of nine characters per line. **[2 marks]**
  - iii. Given more space, write a double column headline in capitals with a character count of between 15-17 in each line. **[3 marks]**
  - iv. Write a two line caption for a treble column picture of the dead youth portrayed with his bike to go with the story. (The picture was supplied by his brother). **[3 marks]**
  - v. Plot on a layout grid how the story together with the picture would appear as a page 1 anchor on a national daily. **[5 marks]**
  - vi. Write a bill (poster) to be used at the points of sale. **[2 marks]**

**TOTAL:** **[30 marks]**

### **Question 3**

Use Annexure B & C to compare the way that front pages of the Daily Mirror and the Daily Express (UK) covered the story of Princess Diana's butler, Paul Burrell, in November 2002. Your comparison might centre on (but not be limited to) headlines, pictures, layout and news values. **[15 marks]**

### **Question 4**

Discuss a design strategy that you would use when designing a picture (photo) page. Justify all the steps taken and use drawings to illustrate your answer where necessary. **[20 marks]**

## **Annexure A**

Zanu-Pf is increasing the intensity of violence astronomically particularly in rural areas. This was noted after the number of reports of attempted abductions, arrest and unwanted, careless and unreasonable searches escalated, the MDC-T national spokesperson, Nelson Chamisa said.

The escalating increase in case of violence was noted after the MDC-T stated categorically that it was disengaging from ZANU-PF to coerce guarantors of the GPA to assist in unlocking the country's festering political crisis.

"Cloud of violence are shown all over the country and this might see going back to a situation like last year's scenario where violence was plenty between March and June" Chamisa quoted as saying.

Mr Chamisa said "We are sounding trumpets and alarms calling for SADC and AU to intervene expeditiously and quickly and we are also trying something as a nation write the hope of curbing violence. ZANU PF seems to be starting the violence which we have seen in recent years and has become synonymous with them. We will however not sit back and watch the violence unfold".

He however would neither confirm or day that these supporters would retaliate if attacked. Mr Chamisa said "The Minister of Trade and Industry said that MDC is not a violent party this it will not respond violently to the abuses that are being perpetrated by members of ZANU throughout the country and particularly in Mashonaland Central and East Meanwhile a number of MDC-T top high ranking officials has been attack and threatened in the past week.

"Zanu PF has always been violent. It is common knowledge that a leopard will never change its spots," said the Minister of State in the Prime Minister's Office Gordon Moyo.

The MDC national spokesperson said that President Robert Mugabe is in no position to opposing acting ministers as it's a gross violation against the GPA

Minister Chamisa made it clean that the President cannot make a decision without consulting the other two signatories of the GPA.

## **Annexure D**

THE BROTHER of a youth who was found dead near his crashed machine in Mqabuko Lane, Matsheumhlope, Bulawayo in the early hours said at the inquest in Bulawayo today that 18 year old Thabani Khumalo worshipped speed!

“he remarked to me during breakfast a few days before the accident riding his motorcycle fast gave him a buzz”, Sindiso Khumalo, aged 27, who lived with his brother at 42 Kimbolton Street, Hillside, told the coroner, Mr J W Ndlovu, he seemed to worship speed.

Khumalo’s body was found by a police officer who had parked his patrol car to watch the behaviour of two dogs at the roadside.

“The dogs kept rushing up and down the grassy bank near a gap in the hedge at a slight bend in the road. I proceeded to the spot on foot and found the deceased’s body lying just inside the field a few metres away from his bike,” Constable Charles Moyo said in evidence. “There was no sign of inquiry. The deceased did not smell of alcohol”. The officer added that it had been raining and the roads were still were, there were no skid marks.

Dennis Ncube, aged 17 of Beer Street, Hillside, said he and Khumalo had spent the evening together at the Golden Dragon Coffee Bar in Matsheumhlope where they had chatted to some girls. Khumalo had a row with one of the girls and left on his own about 11:30 pm. “He offered me a lift but I declined. He seemed a bit upset,” said Ncube. “I think he wanted to give the girl, who he fancied a bit, a ride on his pillion and she made some sort of joke about his bike.”

Questioned by the Coroner, Ncube said from his experience Khumalo was a good rider and did not normally take risks. He did say to me on one occasion that he would like to find somewhere where he could “open up” his bike, but I think this was just dream” Ncube added.

James Jubane, aged 16 of Cardigan Road, Matsheumhlope, said she saw Khumalo, when she knew slightly, riding past her towards Mqabuko Lane some time before midnight. He seemed to be having trouble with his lights, she told the Coroner. “His bike was wobbling about a bit. Then he increased speed and went out of sight.” She turned into her own road and did not see him again.

The Coroner said a post mortem examination had shown that Jackson had died from a broken neck. It was clear from the evidence that the youth had crushed his motorcycle while riding home in wet conditions from the Golden Dragon Coffee Bar. While it was possible to conjecture why this happened, the precise cause of him parting from his machine at the point he did would probably never be known. The problem with his lights could have been a contributory factor although, when examined, they were found to be serviceable and the machine to be reasonable condition apart from slight damage caused by the crash. The slippery surface could have been a cause, or his attention could have been distracted while negotiating the bend.

“I am certain from the evidence,” said the Coroner, “that no-one else was involved in this tragic circumstance.” He returned a verdict on Jackson of ‘accidental death’  
(Approximately 725 words)