

NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY

**DEPARTMENT OF JOURNALISM AND MEDIA STUDIES
BACHELOR OF SCIENCE IN JOURNALISM & MEDIA STUDIES
NEWSPAPER DESIGN AND LAYOUT (IJM 2115)
2012 SUPPLEMENTARY EXAMINATION
TIME ALLOWED: THREE HOURS**

INSTRUCTIONS TO CANDIDATES

1. Answer ALL QUESTIONS in section A.
2. Answer any THREE questions in Section B.
3. Start each question on a new page.
4. Poor spelling and grammar will be penalised.

SECTION A

Question 1

a) Read Annexure A carefully and answer the questions below.

- (i) Present the story as a two-paragraph filler for a news page. **[10 marks]**
- (ii) Write a one line headline of fifteen upper and lower case characters. **[2 marks]**
- (iii) Explain in a hundred words the legal aspects the sub-editor has to take into account when handling this story. **[8 marks]**

b) Using the “onion method”, re-write the following introductions:

(i) Lutho Tapela addresses the parliamentary portfolio committee on education about his plans to rationalise universities and polytechnics. He says that students must pay their fees. But at the same time, the institutions themselves have debt that could cripple them. It’s like an albatross around their necks. The government may have to forgive some of its debt, he says.

[5 marks]

(ii) Two of the males opposing the stay away in Zimbabwe said it was unnecessary to partake in the stayaways as past stayaways usually failed as the government would threaten to fire workers who take part in them; and therefore most of the workers would go back to work for fear of losing their jobs.

[5 marks]

Total:

[30 Marks]

Question 2

Define the following newspaper/magazine design terms:

[10 Marks]

- i.
- ii. Bumping
- iii. Crop
- iv. Attribution
- v. CMYK
- vi. Dummy

SECTION B

Question 3

a) Describe and explain how you would design the cover pages of a:

- i. Women's magazine [3 marks]
 - ii. Men's magazine [3 marks]
 - iii. Farmers' magazine [3 marks]
 - iv. Children's magazine [3 marks]
- b) What type of adverts will each run? [8 marks]

Total:

[20 Marks]

Question 4

Outline the trends relating to the design of modern newspaper front pages.

[20 Marks]

Question 5

Photo pages are the best showcase in any newspaper. They are an opportunity to focus all the skills in journalism – writing, photography, and design – on a single story.

With reference to this statement, discuss the design strategies related to photo (picture) pages.

[20 Marks]

Question 6

Discuss the rules of newspaper design.

[20 Marks]

Annexure A

A reporter walking home late at night comes across a warehouse that has just been broken into. A plate glass window is shattered, stock strewn around and the police have arrived at the scene to question the owner, who has been called to the scene. The reporter gets what information he can, returns to the office and keys in the following story:

THIEVES threw a brick through the window of OK Zimbabwe warehouse in Belmont, Bulawayo, late last night and got away with nearly US\$2000 worth of good. They left stock scattered on the pavement.

A passer-by, Kunzima Bakithi, of Famona, said he saw two youths about 100 metres in front of him rush from the shop and jump on to a Madza B1600. They were carrying bags and drove off at high speed. They drove off before he could get the number.

The police later arrested Thomas Njovu, aged 19, who lives in Famona and a 16-year-old Thabiso on suspicion of involvement in the break-in.