

NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY

FACULTY OF COMMUNICATION AND INFORMATION SCIENCE

DEPARTMENT OF JOURNALISM AND MEDIA STUDIES

SPECIALISATION ELECTIVE: NEWSPAPER DESIGN (IJM 4104)

DECEMBER 2004 EXAMINATION

TIME ALLOWED: 3 HOURS

INSTRUCTIONS TO CANDIDATES

- i) Answer **any four** questions.
- ii) Start each question on a new page.
- iii) Poor spelling and grammar will be penalised.

Question 1

Discuss the principles of newspaper design in relation to its ingredients of design.

[25 marks]

Question 2

Using specific examples, discuss the role of pictures in newspaper design.

[25 marks]

Question 3

“Deciding what goes into the paper on a daily or weekly basis is the crux of the editing process and the essential preliminary to designing the pages.” With reference to this statement discuss the essentials of page planning.

[25 marks]

Question 4

Critically discuss the two main approaches to newspaper design.

[25 marks]

Question 5

What are the major problems that might occur in the designing of a newspaper? Give examples in your answer.

[25 marks]

Question 6

How do considerations of special markets influence design style of newspapers and magazines? Give examples in your answer.

[25 marks]

END OF PAPER