

NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY
FACULTY OF COMMUNICATION AND INFORMATION SCIENCE
BACHELOR OF SCIENCE HONOURS DEGREE IN PUBLISHING
PART I SECOND SEMESTER MAY 2011 EXAMINATIONS
IPU 1202 VISUAL AND PRODUCTION DIMENSIONS OF PUBLISHING II:
BOOK PRODUCTION

TIME: 3 HOURS

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.
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- 1 Briefly explain the reason(s) for each of the following assertions:
 - a) A buyer of printing services must not rely on just one quotation, but obtain at least three from which one will be selected. **(8 marks)**
 - b) In a publishing house, the buyer of typesetting services must be very clear on the exact form in which copy will be submitted to the typesetter. **(8 marks)**
 - c) Paper is the most worrying cost centre, for any publishing project. **(8 marks)**
 - d) In book production, cost control by the finance department is likely to present less problems to the editor than arbitrary cost cutting. **(8 marks)**
 - e) If lamination or varnishing is going to be applied to a cover, the printer or binder must be notified early or on the spec. **(8 marks)**
- 2 Some print buyers hold the notion that once prospective printing companies have acquired and installed exactly the same state-of-the-art printing equipment that is suitable for a publisher's job, a print buyer can, without making other considerations, pick on any one to print a job. Critique this notion.
- 3 A book is being typeset and the editor would like to fast track subsequent production work. Identify and justify the key players that the editor must work with in scheduling the work to be fast tracked.

- 4 A publishing house is developing a new textbook for primary school education. Discuss the factors that will determine the final decision in choosing stock for the project.
- 5 Identify key stages in the book production process and assess the extent to which the editor is involved at each of these stages.
- 6 Identify common prepress faults and examine the effects of each of them on the final quality of the printed product.

END OF PAPER