

NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY
FACULTY OF COMMUNICATION AND INFORMATION SCIENCE
BACHELOR OF SCIENCE HONOURS DEGREE IN PUBLISHING
PART II FIRST SEMESTER DECEMBER 2013 EXAMINATIONS
IPU 2116 BOOK DESIGN THEORY AND PRACTICE

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 WRITING
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1. a) Briefly discuss each of the following, as it relates to the book design process:
 - (i) Market research **(5 marks)**
 - (ii) Sample copy **(5 marks)**
 - (iii) Design spec **(5 marks)**
 - (iv) Prelims **(5 marks)**
- b) An editor is leading a project team working on a textbook. Discuss the key factors that guide the team in reaching a decision on:
 - (i) paper choice **(5 marks)**
 - (ii) use of colour **(5 marks)**
 - (iii) type of binding **(5 marks)**
 - (iv) typography **(5 marks)**
2. The culture of a target market cannot be ignored when designing the cover of a Social Studies Pupils' Book. Discuss how the designer can deal with this need in the face of cultural diversity within a class. **(20 marks)**
3. Discuss some products for which the landscape format is preferable to portrait. **(20 marks)**

4. High school students are teenagers. Compare and contrast **page layout and typographic design** in a teenage magazine and that in a high school Geography textbook.
(20 marks)
5. Compare and contrast the design process and related cost of a new textbook series to that of a series that is being revised.
(20 marks)
6. Many computer software packages are available for designers to choose from and their effectiveness depends on the knowledge and/or training of the designers. Discuss this statement with reference to some software package(s) that you have used before.
(20 marks)

END OF PAPER