



NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY

FACULTY OF COMMUNICATION AND INFORMATION SCIENCE

DEPARTMENT OF PUBLISHING STUDIES

BOOK DESIGN: THEORY AND PRACTICE II

IPU 2116

Part II First Semester Supplementary Examination Paper

July 2016

This examination paper consists of 2 pages

Time Allowed: 3 hours

Total Marks: 100

Special Requirements: None

Examiner's Name: Miss. S. Mpofu

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

MARK ALLOCATION

QUESTION	MARKS
1.	40
2.	20
3.	20
4.	20
5.	20
6.	20

1. (a) From the creation of the first books until today, text has been displayed only in a couple of ways. And books still use the materials and rules laid down in the 16th century. Discuss how ebooks can break out the mold of printed books. **(25 marks)**

(b) Critique the role of the book designer, highlighting the impact of technological innovations. **(15 marks)**
2. Colour in design is very subjective, especially when designing for diverse cultures. Discuss how the designer can deal with the colour aspect when designing for the international market. **(20 marks)**
3. A book is called good not only because of the subject matter or content depth and accuracy, but also because of its design. Evaluate the various aspects of design of a book that you read or examined recently. **(20 marks)**
4. Making reference to a specific market segment, analyze the book design market research process for a book that has just gone past its cash cow status. **(20 marks)**
5. Discuss the most important typographic considerations the professional designer needs to take into account when designing for the school market. **(20 marks)**
6. Knowledge of the principles of design is essential for any professional designer. Examine how these principles work together and independently in the design process. **(20 marks)**

END OF PAPER