



NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY
FACULTY OF COMMUNICATION AND INFORMATION SCIENCE
DEPARTMENT OF JOURNALISM AND MEDIA STUDIES
BACHELOR OF SCIENCE IN JOURNALISM AND MEDIA STUDIES
DESIGN AND LAYOUT
IJM 2123

Main Examination Paper
December 2024

This examination paper consists of 2 pages

Time Allowed: 3 Hours
Total Marks: 100
Special Requirements: None
Internal Examiner: Mr N. Dube
External Examiner: Dr C.M. Lunga

INSTRUCTIONS

1. Section A is **Compulsory**.
2. Answer any **two (2)** questions from **Section B**.
3. Start the answer to each question on new page.
4. Poor spelling and grammar will be penalised.

MARK ALLOCATION

| QUESTION | MARKS |
|-----------------|--------------|
| 1. | 50 |
| 2. | 25 |
| 3. | 25 |
| 4. | 25 |
| 5. | 25 |

SECTION A

QUESTION 1

Imagine that the National University of Science and Technology (NUST) has asked you to design a student newspaper. Discuss the major steps you will follow to accomplish the job showing how each stage is important. **[25 Marks]**

QUESTION 2

Demonstrate how the following factors influence page design and layout:

- a) Technology **(5 marks)**
- b) Space **(5 marks)**
- c) Content **(5 marks)**
- d) Colour **(5 marks)**
- e) White Space **(5 marks)**

TOTAL **[25 Marks]**

SECTION B

QUESTION 3

Explore any five (5) principles of visual composition and show how each can be used to enhance page design and layout. **(25 Marks)**

QUESTION 4

Discuss the view that layout can help or hinder the receipt of information presented in a design. **(25 Marks)**

QUESTION 5

- a) Identify the three (3) professional design and layout software found in the Adobe Creative suite and explore the nature of design jobs they are used to accomplish. **(15 marks)**
- b) What are the merits and problems of designing using online design tools such as Canva. **(10 marks)**

TOTAL **[25 Marks]**