



# MAASAI MARA UNIVERSITY

## REGULAR UNIVERSITY EXAMINATIONS

2022/2023 ACADEMIC YEAR

**SECOND** YEAR/**SECOND** SEMESTER

SCHOOL OF ARTS HUMANITIES SOCIAL  
SCIENCES & CREATIVE INDUSTRIES

COMMON COURSE

COURSE CODE: **CMJ 2204-1**

COURSE TITLE: **EDITING DESIGN AND LAYOUT**

DATE:

TIME:

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### INSTRUCTIONS TO CANDIDATES

QUESTION ONE (20 MARKS)

1. Answer question ONE and any other THREE questions

*This paper consists of **THREE** printed pages. Please turn over*

### QUESTION ONE (20MKS)

- a] Explain the term editing in print the media context. (5 marks)
- b] Westley (1979.p.2) denotes that editors have three main functions, namely, creative, managerial and police function. Explain these three concepts.  
(10 marks)
- c] Mention and discuss five qualities of a good editor. (5 marks)

### QUESTION TWO (15 MARKS)

- a] Explain the term Newspaper design and layout. (3 marks)
- b] Newspapers follow the assembly line format of division of labour and specialization. Describe using examples the three major divisions in the traditional newspaper organization. (12 marks)

### QUESTION THREE. (15 MARKS)

- a] Discuss the six principals of design in accordance with a typical newspaper format. (12 marks)
- b] Explain the following elements of design and layout.
- i] Dominant display element (1.5 marks)
  - ii] Secondary display element (1.5marks)

### QUESTION FOUR. (15 MARKS)

- a] What is make up in newspaper structure and design (3 marks)
- b] Write notes on the following
- i] Horizontal make up. (3 marks)
  - ii] Vertical make up. (3 marks)
- c] Explain the meaning and importance of dummy sheet in newspaper layout and design. (6 marks)

### QUESTION FIVE (15MARKS)

Design a focus make up structure of a dummy sheet with five columns including the following elements

- i] Headline (3mks)
- ii] Dominant display element(6mks)
- iii] Secondary display element(6mks)