

**Digital Innovations as Correlates of Book Design and Illustration in Evans Brothers  
Publishers and College Press Limited**

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**Certification**

This is to certify that this study was conducted under my supervision by Tolumoye Favour Waribagha (LCU/PG/001649) for the award of Master of Science Degree (MSc.) in Mass Communication and Media Technology, Faculty of Communication and Information Science, Lead City University, Ibadan, Nigeria

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## **Dedication**

This project is dedicated to Almighty God

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## **Acknowledgement**

Firstly, my sincere appreciation goes to God Almighty for His love and mercy, I'm nobody without you. I owe a deep gratitude to my supervisor, Dr. Bayo Busari, for his patience and advice during the course of this research work and for taking pain to read through this dissertation. I am indebted to Dr. Yemi Kunle Oginni (H.O.D), Prof. Lambert Ihebuzor (Dean), and other lecturers of the Department for their impact on me academically.

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Although the above-mentioned institutions and persons have assisted in the process of this research work, I alone stand responsible for the errors, if any, found in the work.

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## **Abstract**

This study seek to identify the influence of technological innovation on book design and illustration in publishing firms using Evans Brothers Publishers and College Press Limited as a case study. The research design used was the descriptive survey. The population of the study consisted of all staff working at the publishing unit of Evans Brothers Publishers and College Press Ltd, Ibadan, Oyo State) which is made up of 400 full time employee. Primary data were collected using the questionnaire instrument and a total of 212 staff was selected using Taro Yamane. Multiple regression was used with the aid of Statistical Package for Social Sciences (SPSS) version 23.0 to test the hypothesis. The regression analysis revealed that the p-value (0.00) for the independent variable is significant at the 0.05 level of significance; the  $R^2$  of 0.87 has moderate explanatory power for the variation in the dependent variable (book design and illustration) and it is moderately fit of the regression, the calculated F of 19.937 is significant at  $p=0.00$ . Therefore,  $H_0$  was rejected. The findings revealed that digital printing, typography and graphics design are the means of book design and illustration, web publishing, digital printing, and e-commerce are the technological innovation used for book design and illustration, all other technological innovations except e-book has a high level of use in Evans Publishers and college Press for book design, majority of the means on influence of technological innovations on book design and illustration in publishing firms showed moderate level, challenges in using technological innovation are high cost, poor power supply, poor communication, problem of copyright, Lack of Skilled Manpower and Piracy. The study therefore, recommends that publishers should include the development of e-book as part of technological innovations. Also the management of publishing companies should endeavour to recruit skilled manpower in order to improve productivity, stiffer laws should be put in place by the government and other stakeholders against back door productions.

**Keyword:** : Digital-Printing, E-Commerce, Press, Web-Publishing, Technological-Innovations, Typography,

**Word Count:** 318 words

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### **List of Acronyms**

CD-ROM-	Compact Disc Read-Only Memory
CPA-	Certified Public Accountant
DOI-	Digital Object Identifier
DTP-	Desktop Publishing
EDI-	Electronic Data Interchange
GSM-	Global System for Mobile Communications
MIME-	Multipurpose Internet Mail Extensions
TIM -	Technological Innovation Management
WIO-	World Intellectual Property Organization
WYSIWYG-	What-You-See-Is-What-You-Get

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