**Final exam program**

**for discipline “Documentaries and Media”**

**Lecturer Ashimova Aitolkyn**

**Topics**

1. The definition of infographics. The methods of infographics analysis.
2. The history of infographics. Early infographic examples and compare them to modern infographics.
3. Pictogram, ideogram, emblem and logotype applications.
4. Products belonging to creative corporate identity design.
5. Effective visuals and slogans.
6. Techniques of storytelling.
7. Making visual style with target audience analysis, researching media planning and customer representation.
8. The importance of data visualization in big data.
9. Various media formats of infographics.
10. SWOT analysis.
11. Problem solving methods, approach to the problem, research, definition of the problem, target audience, visual solution and evaluation of the problem in communication design.
12. Animated infographics and video infographics.
13. the advantages of interactive infographics.

Rules of academic conduct  
Dear students!

The oral traditional exam in the discipline "Analytical journalism" will be conducted in traditional format. You can familiarize yourself with the technique of passing the exam in the  
Instructions for students, which is published on the website of KazNU named after  
al-Farabi, in the section "Distance education" - "Instructions for the session".  
Please see the link <https://www.kaznu.kz/ru/21639/page/>

If, for technical reasons, you cannot pass the exam on time, then you will be  
given the opportunity to take it on another day at your request to the Vice-Rector  
for Academic Affairs. Send the application to the curator-adviser or the teacher of  
the discipline for forwarding to the Department of Academic Affairs.

Ticket structure. The ticket consists of three questions. Each question should be answered with a detailed and reasoned answer, indicating specific examples from media publications to substantiate the answer. The recommended time is 1 (one) hour for each question, a total of 3 (three) hours. The system will generate questions for answers automatically.

Evaluation policy:

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| --- | --- | --- | --- | --- |
| Letter system score | Digital  equivalent of  points | % content | % originality | Assessment according to the traditional system |
| A+ | 4.0 | 95-100 | From 85 | Excellent |
| A- | 3.67 | 94-90 | From 85 |
| B+ | 3.33 | 85-89 | From 80 to 85 | Good |
| B | 3.0 | 80-84 | From 80 to 85 |
| B- | 2.67 | 79-75 | From 80 to 85 |
| C+ | 2.33 | 70-74 | From 75 to 80 | Satisfactory |
| C | 2.0 | 65-69 | From 75 to 80 |
| C- | 1.67 | 60-64 | From 75 to 80 |
| D+ | 1.33 | 55-59 | From 75 to 80 |
| D- | 1.0 | 50-54 | From 75 to 80 |
| F | 0 | 0-49 |  | Unsatisfactory |

**IMPORTANT**. Some time after certification, your score may be canceled as a result of detecting violations of the exam rules while watching proctoring video and checking the report for anti-plagiarism.

Academic values:

Academic honesty and integrity: independence in completing all assignments; inadmissibility of plagiarism, forgery, use of cheat sheets, gadgets, cheating at all stages of knowledge control, deception of the teacher and disrespectful attitude towards him (Code of honor of a student of KazNU).

**GOOD LUCK AT THE EXAM!**