



# Cambridge International AS & A Level

**DIGITAL MEDIA & DESIGN**

**9481/02**

Paper 2 Externally Set Assignment

**May/June 2019**

**10 hours**

**This paper may be given to candidates as soon as it is received by the centre. The 10-hour supervised test can be scheduled at any time provided it is completed no later than 30 April 2019.**

## INSTRUCTIONS

- Choose **one** assignment.
- Include your name, candidate number and centre number on all work submitted for assessment.
- In addition to the work you complete during the supervised 10-hour test, you should submit up to **10** sheets/screens of supporting studies.
- You should have a minimum of **4 weeks'** preparation time to complete the supporting studies. You can start as soon as you receive this question paper. You must complete the supporting studies before the start of the supervised test.
- The supporting studies are your reference material, which will inform your work during the test. Your supporting studies should show research, development, feedback and testing.
- Your final creative solution should be completed during the 10-hour supervised test.
- Supporting studies must be taken into the examination room and must be submitted for external assessment together with your final work from the test. Your submission will be assessed as a whole.
- All work must be submitted digitally.
- Moving image work should **not** exceed 5 minutes in duration.

## INFORMATION

- The total mark for this paper is 100.
- All assignments are worth equal marks.

This document has **2** pages. Blank pages are indicated.

## 1 A style guide

Create a digital fashion style guide. Your ideas should use your own material.

Show examples of style choosing from one or more of the following: clothing, footwear, headwear or accessories.

Choose one of the following concepts to develop:

- a photo portrait of your individual style
- a digital display within a department store
- a feature for an online magazine
- an animation.

Your ideas should show an understanding of the brief, an audience and research into the concept selected. You should present your research and development of ideas and the outcome or working prototype.

## 2 Family Cook

Design a component for an online advertising campaign aimed at encouraging cooking at home. The focus could be on the domestic environment, making cooking fun, or the health benefits of preparing fresh ingredients.

Choose one of the following concepts to develop:

- a recipe app
- a photo diary based on family meals
- an animation based on the theme Family Cook
- a video portrait of a family kitchen.

Your ideas should show an understanding of the brief, an audience and research into the concept selected. You should present your research and development of ideas and the outcome or working prototype.

## 3 CCTV

In an increasingly busy world people may become more reliant on CCTV for their security.

Choose one of the following concepts to develop:

- a digital photography essay about surveillance
- an app that monitors the home through CCTV
- a documentary film that deals with privacy and personal space
- an advert for CCTV applications.

Your ideas should show an understanding of the brief, an audience and research into the concept selected. You should present your research and development of ideas and the outcome or working prototype.

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