



Cambridge International AS & A Level

DIGITAL MEDIA & DESIGN

9481/02

Paper 2 Externally Set Assignment

October/November 2021

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 31 October 2021.

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 **4** pages. Any blank pages are indicated.

Choose **one** assignment.

1 **The butterfly effect**

Nothing happens in isolation. Every action has a reaction. The butterfly effect is a concept that states that all actions, however small, can have a large effect.

Use digital images to tell a visual story about how something has happened (either good or bad) as a result of action or inaction in the present day.

Choose one of the following concepts to develop:

- a film documentary about a technical innovation and its possible future consequence
- a photo story about the possible social consequences of virtual reality games
- create a set of web information pages and/or advertisements for the eradication of a species, plant or animal, that is causing loss of habitat and biodiversity
- a short public information film about the overuse of antibiotics.

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 **The Fans**

Design content for a section of a music label website to be called The Fans. This section will pay tribute to a loyal fan base.

Choose one of the following concepts to develop:

- an online game based on music stars and fans
- a photography portrait of fandom
- a video based on the theme The Fans
- an animation based on music stars and their fans.

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 **Airborne**

Design content for a section of a video games website. This section will promote a new online game called Airborne.

Choose one of the following concepts to develop:

- snap shot of the game Airborne
- digitally manipulated images based on the game
- a film based on the game
- an animation based on the game.

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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