



Cambridge International AS & A Level

DIGITAL MEDIA & DESIGN

9481/02

Paper 2 Externally Set Assignment

October/November 2022

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 2022.

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.

Choose **one** assignment.

1 Floating farm

Floating farm is a manufacturer of health drinks produced from seaweed and sea grass. It is commissioning a marketing campaign that links its product to environmental sustainability.

Choose one of the following concepts to develop:

- a video advert
- animated characters linked to the brand identity
- digital posters for use on public transport
- six to eight digital stills and video clips that could be used on social media feeds.

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 Tint, tone and shade

Produce design material for a publication which celebrates the use of colour.

Choose one of the following concepts to develop:

- an information app about colour theory
- a photography project based on colour in your local area
- a film about colour and its message or meaning
- an animation about artists' expressive use of colour.

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 Attachment

A local history project requires material for a forthcoming exhibition about the connection between people and places. This can reflect the affinity that people have with places ranging from memory and visual recognition to emotional attachment.

Choose one of the following concepts to develop:

- an animation based on a precious place
- a photographic essay based on the idea of belonging
- a documentary film based on the reflections of others
- a multimedia display based on objects or possessions which are expressions of attachment.

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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