



Cambridge International AS & A Level

DIGITAL MEDIA & DESIGN

9481/02

Paper 2 Externally Set Assignment

October/November 2020

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 2020.

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.



Choose **one** assignment.

1 **Night Light**

Design promotional material for a new company producing equipment and accessories for cycling after dark. This can be aimed at children or adults and should be based on visibility and safety.

Choose one of the following concepts to develop:

- a multimedia display to be used as part of a launch for a new store
- a shopping app for the company Night Light
- an animated web advertisement
- a promotional film.

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 Audition**

Design a component for a multi-platform campaign for a community talent show. Members of the public will be invited to audition.

Choose one of the following concepts to develop:

- a photo story based on the theme
- a video documentary based on the theme
- a web-based presentation helping people to prepare for an audition
- an animation inviting people to audition.

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 **Cultural festival**

Design promotional material for the development of a disused site for a cultural festival. This can be aimed at children or adults and should be based on regeneration and celebration.

Choose one of the following concepts to develop:

- photo portrait of the proposed site
- an information app, providing a taste of the festival
- an animated web advertisement for the festival
- a film of a journey from a transport drop-off point to the festival site.

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.

Permission to reproduce items where third-party owned material protected by copyright is included has been sought and cleared where possible. Every reasonable effort has been made by the publisher (UCLES) to trace copyright holders, but if any items requiring clearance have unwittingly been included, the publisher will be pleased to make amends at the earliest possible opportunity.

To avoid the issue of disclosure of answer-related information to candidates, all copyright acknowledgements are reproduced online in the Cambridge Assessment International Education Copyright Acknowledgements Booklet. This is produced for each series of examinations and is freely available to download at www.cambridgeinternational.org after the live examination series.

Cambridge Assessment International Education is part of the Cambridge Assessment Group. Cambridge Assessment is the brand name of the University of Cambridge Local Examinations Syndicate (UCLES), which itself is a department of the University of Cambridge.