



# Cambridge International AS & A Level

**DIGITAL MEDIA & DESIGN**

**9481/02**

Paper 2 Externally Set Assignment

**October/November 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 31 October 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.

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### 1 Student exchange

Design material for the organisers of International Student Exchanges. This material will be distributed among participating schools and colleges.

Choose one of the following concepts to develop:

- an information app about your school or college
- a film about students seeking to take part in an exchange
- an animation featuring some of the characters in your school or college
- a photo portrait of your school, college or town.

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 Coexist

An architectural practice with the mission statement 'low impact living spaces in the natural environment' needs presentation material.

It works within rural areas to create dwelling places where humans can coexist with nature.

Choose one of the following concepts to develop:

- an animated fly-by of new buildings integrated into the rural landscape
- the company's showreel, which includes architectural developments that coexist within the natural environment
- a digital photographic montage or digital painting to show the development of a rural area into one with housing
- digital photographs taken from within a home environment that include views through the windows to the environment beyond.

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 Food market

Design a component for a multi-platform advertising campaign for a food market.

Choose one of the following concepts to develop:

- an app for navigating the market
- a photo portrait of the stalls and stall holders
- a video drama based on the market
- an animation describing the market.

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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