



Cambridge International AS & A Level

DIGITAL MEDIA & DESIGN

9481/02

Paper 2 Externally Set Assignment

May/June 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 30 April 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 Turn up, tune in and tone up

Design a component for an online advertising campaign for a community centre. The focus should be on exercise, creative activity and connections with others.

Choose one of the following concepts to develop:

- an app promoting exercise and physical activity
- a photo diary based on a creative activity
- an online animation
- a film about friendship groups.

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 Listening Lounge

Design material for a social media site called Listening Lounge. The site provides a platform for unknown bands and musicians to share their work. The site also includes content about concerts, events and promotions.

Choose one of the following concepts to develop:

- a photo portrait of a band or musician
- a film based on a day in the life of a band or musician
- an animated preview of the site
- an information app about concerts, events or promotions.

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 Nature abstracted

A travel agent wants to encourage business from a younger demographic of customers. They are commissioning an advertising campaign that uses both live action footage from national parks and/or nature, combined with digital abstraction.

Choose one of the following concepts to develop:

- an app that uses live action clips from nature that become abstracted in a kaleidoscopic or tessellated pattern
- a film that abstracts a walk through a park or garden
- an advert for a nature reserve that is shot from the point of view of a creature within the park
- a series of themed abstract animations based on natural forms.

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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