



Cambridge International AS & A Level

DIGITAL MEDIA & DESIGN

9481/02

Paper 2 Externally Set Assignment

May/June 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 30 April 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 **4** pages. Any blank pages are indicated.



Choose **one** assignment.

1 **Interconnected energy**

An advertising campaign is required to promote the transition from fossil fuels to renewable sources, specifically of solar home systems linked to a local microgrid. Households will either use, sell or store the energy generated by their solar panel(s) and/or wind turbines.

Choose one of the following concepts to develop:

- an animated visual identity for the app and website
- vox pops for video adverts
- a digital video wall for the advertising campaign
- an animation showing how the solar home system and microgrid works.

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 **Label**

Label is an environmentally conscious fashion brand. They have asked you to produce promotional material for the launch of a new collection to be aimed at people aged 18-24 years old.

Choose one of the following concepts to develop:

- a mobile app for the brand
- a photographic essay about the brand
- a film featuring customers
- an animation for an in-store display.

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 **Rites of passage**

All cultures have created their own unique ceremonies or rituals to celebrate new stages in life. A rite of passage is an overt response to a personal transition.

Choose one of the following concepts to develop:

- a documentary that illustrates customs around a rite of passage
- a photo essay exploring an individual's transition into a new role that is marked by a rite of passage
- a film about 'rites of passage' that includes the depiction of the celebration or event that marks the transition
- a digital installation for a Fine Art gallery based around the theme 'rites of passage'.

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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