

Cambridge International AS & A Level

DIGITAL MEDIA & DESIGN**9481/01**

Paper 1 Portfolio

May/June 2025**MARK SCHEME**Maximum Mark: 100

Published

This mark scheme is published as an aid to teachers and candidates, to indicate the requirements of the examination. It shows the basis on which Examiners were instructed to award marks. It does not indicate the details of the discussions that took place at an Examiners' meeting before marking began, which would have considered the acceptability of alternative answers.

Mark schemes should be read in conjunction with the question paper and the Principal Examiner Report for Teachers.

Cambridge International will not enter into discussions about these mark schemes.

Cambridge International is publishing the mark schemes for the May/June 2025 series for most Cambridge IGCSE, Cambridge International A and AS Level components, and some Cambridge O Level components.

This document consists of **6** printed pages.

PUBLISHED**Generic Marking Principles**

These general marking principles must be applied by all examiners when marking candidate answers. They should be applied alongside the specific content of the mark scheme or generic level descriptions for a question. Each question paper and mark scheme will also comply with these marking principles.

GENERIC MARKING PRINCIPLE 1:

Marks must be awarded in line with:

- the specific content of the mark scheme or the generic level descriptors for the question
- the specific skills defined in the mark scheme or in the generic level descriptors for the question
- the standard of response required by a candidate as exemplified by the standardisation scripts.

GENERIC MARKING PRINCIPLE 2:

Marks awarded are always **whole marks** (not half marks, or other fractions).

GENERIC MARKING PRINCIPLE 3:

Marks must be awarded **positively**:

- marks are awarded for correct/valid answers, as defined in the mark scheme. However, credit is given for valid answers which go beyond the scope of the syllabus and mark scheme, referring to your Team Leader as appropriate
- marks are awarded when candidates clearly demonstrate what they know and can do
- marks are not deducted for errors
- marks are not deducted for omissions
- answers should only be judged on the quality of spelling, punctuation and grammar when these features are specifically assessed by the question as indicated by the mark scheme. The meaning, however, should be unambiguous.

GENERIC MARKING PRINCIPLE 4:

Rules must be applied consistently, e.g. in situations where candidates have not followed instructions or in the application of generic level descriptors.

PUBLISHED**GENERIC MARKING PRINCIPLE 5:**

Marks should be awarded using the full range of marks defined in the mark scheme for the question (however; the use of the full mark range may be limited according to the quality of the candidate responses seen).

GENERIC MARKING PRINCIPLE 6:

Marks awarded are based solely on the requirements as defined in the mark scheme. Marks should not be awarded with grade thresholds or grade descriptors in mind.

AO1: Research and record ideas, observations and insights relevant to intentions, reflecting critically on work and progress	AO2: Explore and select appropriate media, materials and technology, reviewing and refining ideas as work develops	AO3: Develop ideas or concepts through investigations informed by feedback, testing and constraints, demonstrating critical understanding	AO4: Produce a personal digital response that realises intentions and, where appropriate, makes connections between digital and design elements
Excellent skill in researching and recording observations and insights from a variety of sources, relevant to intentions. Highly accomplished ability to reflect critically on work and progress.	Exploration and selection of relevant media, materials and technology is excellent. Highly accomplished and sophisticated ability to review and refine ideas as work develops.	Excellent development of ideas or concepts, with reference to the brief provided, through focused investigations. Analytical and critical understanding demonstrated through highly accomplished and mature referencing of feedback, testing and constraints.	Excellent realisation of intentions demonstrated through a personal digital response. Highly accomplished and mature connections made between digital and design elements.
21–25	21–25	21–25	21–25
Confident skill in researching and recording observations and insights from a variety of sources, relevant to intentions. Highly effective ability to reflect critically on work and progress.	Confident exploration and selection of relevant media, materials and technology. Highly effective ability to review and refine ideas as work develops.	Confident development of ideas or concepts, with reference to the brief provided, through focused investigations. Analytical and critical understanding confidently demonstrated through thorough and careful referencing of feedback, testing and constraints.	Confident realisation of intentions demonstrated through a personal digital response. Highly effective connections made between digital and design elements.
16–20	16–20	16–20	16–20

AO1: Research and record ideas, observations and insights relevant to intentions, reflecting critically on work and progress	AO2: Explore and select appropriate media, materials and technology, reviewing and refining ideas as work develops	AO3: Develop ideas or concepts through investigations informed by feedback, testing and constraints, demonstrating critical understanding	AO4: Produce a personal digital response that realises intentions and, where appropriate, makes connections between digital and design elements
Competent skill in researching and recording observations and insights from a variety of sources, relevant to intentions. Good ability to reflect critically on work and progress.	Competent exploration and selection of relevant media, materials and technology. Good ability to review and refine ideas as work develops.	Competent development of ideas or concepts, with reference to the brief provided, through focused investigations. Good analytical and critical understanding demonstrated through careful referencing of feedback, testing and constraints.	Competent realisation of intentions demonstrated through a personal digital response. Good connections made between digital and design elements.
11–15	11–15	11–15	11–15
Satisfactory skill in researching and recording observations and insights from a variety of sources, relevant to intentions. Adequate ability to reflect critically on work and progress.	Adequate exploration and selection of relevant media, materials and technology. Satisfactory ability to review and refine ideas as work develops.	Satisfactory development of ideas or concepts, with reference to the brief provided, through focused investigations. Adequate analytical and critical understanding demonstrated through some referencing of feedback, testing and constraints.	Satisfactory realisation of intentions demonstrated through a personal digital response. Adequate connections made between digital and design elements.
6–10	6–10	6–10	6–10

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AO1: Research and record ideas, observations and insights relevant to intentions, reflecting critically on work and progress	AO2: Explore and select appropriate media, materials and technology, reviewing and refining ideas as work develops	AO3: Develop ideas or concepts through investigations informed by feedback, testing and constraints, demonstrating critical understanding	AO4: Produce a personal digital response that realises intentions and, where appropriate, makes connections between digital and design elements
Limited skill in researching and recording observations and insights from a variety of sources, relevant to intentions. Basic ability to reflect critically on work and progress.	Limited exploration and selection of relevant media, materials and technology. Basic ability to review and refine ideas as work develops.	Basic development of ideas or concepts, with reference to the brief provided. Limited analytical and critical understanding demonstrated through basic referencing of feedback, testing and constraints.	Limited realisation of intentions demonstrated through a personal digital response. Basic connections made between digital and design elements.
1–5	1–5	1–5	1–5
No creditable work	No creditable work	No creditable work	No creditable work
0	0	0	0