



Cambridge International AS & A Level

DIGITAL MEDIA & DESIGN

9481/02

Paper 2 Externally Set Assignment

October/November 2023

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 2023.

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.



Choose **one** assignment.

1 How does water change your world?

How does water change your world? Do you have too much or too little? What are the visual characteristics of water? What does water mean to you?

Choose one of the following concepts to develop:

- a photography project based on the theme
- a film about how water changes your world
- an immersive art installation
- an animation about water and emotions.

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 Nutmeg

Design marketing material for a voice-activated home digital hub called Nutmeg.

Choose one of the following concepts to develop:

- a video advertisement
- a billboard campaign
- an app for the remote use of the hub
- an animated guide to using Nutmeg.

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 Sanctuary

An animal sanctuary requires digital material for a new visitor centre. The sanctuary houses endangered or persecuted species and offers a variety of habitats. The sanctuary also provides information to the public and seeks to campaign for wider protection of the animals in its care.

Choose one of the following concepts to develop:

- a digital display for the entrance to the visitor centre
- a game based on animal species and their habitats
- an animation based on the story of an endangered species
- a video drama about people and animals.

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 Cambridge Assessment. Cambridge Assessment is the brand name of the University of Cambridge Local Examinations Syndicate (UCLES), which is a department of the University of Cambridge.