



# Cambridge International AS & A Level

**DIGITAL MEDIA & DESIGN**

**9481/02**

Paper 2 Externally Set Assignment

**For examination from 2019**

SPECIMEN PAPER

**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 [date to be confirmed on the live paper].**

## 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 IS A SPECIMEN QUESTION PAPER

This specimen paper should not be used to produce work for submission for this component in any examination series.

The *Cambridge Handbook* contains information about how you can access the early question paper for your students' exam. You must refer to the correct edition of the *Cambridge Handbook* for the year your students are entered.

This document has **2** pages. Blank pages are indicated.

Choose **one** assignment.

### 1 **A digital museum**

Design a digital display for a museum. This can be aimed at children or adults and should be based around a collection, object or area of the museum.

Choose one of the following concepts to develop:

- an animated visitor guide
- a creative display that uses photography and multimedia elements
- a film based on an object in the museum
- a photographic installation or projection based on one aspect of the museum.

Your ideas should show an understanding of the brief, an audience and research into the object or concept selected. You should present your research and development of ideas and the outcome or working prototype.

### 2 **Water**

Design a component for an online advertising campaign aimed at school children, encouraging the responsible use of water. The focus could be on access to clean water, saving water or the health benefits of drinking water.

Choose one of the following concepts to develop:

- a photostory with water as the theme
- an animation about saving water or the benefits of drinking clean water
- a mobile game based on the theme of water
- a guide or film about saving water.

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 **Fashion show**

Design a static or moving display that could be used as a backdrop for a fashion show in a shopping mall.

Choose one of the following concepts to develop:

- a series of digitally manipulated images related to the fashion collection
- a moving image or short film that could be played on a loop during the fashion show
- an animation about the designs or designer
- a photographic style gallery of the fashion collection.

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.

Cambridge Assessment International Education is part of the Cambridge Assessment Group. Cambridge Assessment is the brand name of University of Cambridge Local Examinations Syndicate (UCLES), which itself is a department of the University of Cambridge.