



# Cambridge International AS & A Level

**DIGITAL MEDIA & DESIGN**

**9481/02**

Paper 2 Externally Set Assignment

**May/June 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 30 April 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 The Journey

A digital games company is developing a new role-playing game called The Journey. Two characters work as a team to complete challenges in order to unlock levels and proceed on their journey.

Choose one of the following concepts to develop:

- digital photography of character development
- layouts for an app version of The Journey
- adverts for social media showing clips from the game
- digital illustration of gameplay challenges.

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 Sense of Location

Design a personal response to a competition called Sense of Location. You should focus on the country, city, town or place where you live or work.

Choose one of the following concepts to develop:

- a photographic essay about the signs and symbols of the location
- a game based on the theme Sense of Location
- an animation featuring the sights and sounds of the location
- a digital installation.

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 Synthetic milk

You have been asked to create visual material for an advertising campaign for synthetic milk. There should be no reference to animals. All design work should be monochrome.

Choose one of the following concepts to develop:

- an app that promotes a range of synthetic milk products
- photographic promotional material
- an animation that explains the environmental benefits of synthetic milk
- a video advertisement for synthetic milk.

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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