# Cambridge International AS & A Level

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| **DIGITAL MEDIA & DESIGN** | **9481/01** |
| Paper 1 Portfolio | **May/June 2020** |
| MARK SCHEME | |
| Maximum Mark: 100 | |

**Published**

Students did not sit exam papers in the June 2020 series due to the Covid-19 global pandemic.

This mark scheme is published to support teachers and students and should be read together with the question paper. It shows the requirements of the exam. The answer column of the mark scheme shows the proposed basis on which Examiners would award marks for this exam. Where appropriate, this column also provides the most likely acceptable alternative responses expected from students. Examiners usually review the mark scheme after they have seen student responses and update the mark scheme if appropriate. In the June series, Examiners were unable to consider the acceptability of alternative responses, as there were no student responses to consider.

Mark schemes should usually be read together with the Principal Examiner Report for Teachers. However, because students did not sit exam papers, there is no Principal Examiner Report for Teachers for the June 2020 series.

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

Cambridge International is publishing the mark schemes for the June 2020 series for most Cambridge IGCSE™ and Cambridge International A & AS Level components, and some Cambridge O Level components.

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

**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 descriptors for a question. Each question paper and mark scheme will also comply with these marking principles.

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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.

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GENERIC MARKING PRINCIPLE 2:

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

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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.

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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.

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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.<br><br>**Highly accomplished** ability to reflect critically on work and progress. | Exploration and selection of relevant media, materials and technology is **excellent**.<br><br>**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.<br><br>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.<br><br>**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.<br><br>**Highly effective** ability to reflect critically on work and progress. | **Confident** exploration and selection of relevant media, materials and technology.<br><br>**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.<br><br>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.<br><br>**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.<br><br>**Good** ability to reflect critically on work and progress. | **Competent** exploration and selection of relevant media, materials and technology.<br><br>**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.<br><br>**Good** analytical and critical understanding demonstrated through careful referencing of feedback, testing and constraints. | **Competent** realisation of intentions demonstrated through a personal digital response.<br><br>**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.<br><br>**Adequate** ability to reflect critically on work and progress. | **Adequate** exploration and selection of relevant media, materials and technology.<br><br>**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.<br><br>**Adequate** analytical and critical understanding demonstrated through some referencing of feedback, testing and constraints. | **Satisfactory** realisation of intentions demonstrated through a personal digital response.<br><br>**Adequate** connections made between digital and design elements. |
| 6–10 | 6–10 | 6–10 | 6–10 |

| 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.<br><br>**Basic** ability to reflect critically on work and progress. | **Limited** exploration and selection of relevant media, materials and technology.<br><br>**Basic** ability to review and refine ideas as work develops. | **Basic** development of ideas or concepts, with reference to the brief provided.<br><br>**Limited** analytical and critical understanding demonstrated through basic referencing of feedback, testing and constraints. | **Limited** realisation of intentions demonstrated through a personal digital response.<br><br>**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 |