

Unfold your talent  
**VIA Film & Transmedia**

VIA University College



# **Film and Transmedia Storytelling** **THE FASHION EXPERIENCE**

**International semester in Denmark**

Photographer & Editor: Liliana Schätzl. Model: Nana Grouleff. Styling & Makeup: Danika Arcaya.  
Lighting: Jonas Kjærsgaard & Mira Hesse. Director: Mathilde Pedersen. Brand: Cras CPH

# STUDY FASHION FILM & TRANSMEDIA

**Film and Transmedia Storytelling - The Fashion Experience** is an international semester programme, centred around film and transmedia storytelling with fashion as the focal point.

Based on your individual potential, we provide you with skills and knowledge needed, in an inspiring and professional environment. During your studies, you will produce fashion films and transmedia productions in production teams, that will single out your resumé. We do things differently here, and we invite the industry into the classrooms to give you the newest trends. It is a unique opportunity to work with highly acclaimed professionals from the film, transmedia and fashion industry.

The programme is based in Aarhus Film City, in the prestigious harbour environment. This is where more than 200 film production companies, and most of the 300 fashion companies in Aarhus, resides.

After completing the semester, you will have an extraordinary insight into the industries' requirements and have a personal network within both large and small companies.

Your success is our success – that is our motto. We provide you with unique competencies you cannot get elsewhere. We look forward to welcoming you.

**Louis Thonsgaard**  
**Associate Dean,**  
**VIA Film & Transmedia**



## Semester dates

Fall semester: End of August - mid December

Application deadline: May 1 (later admission is subject to availability)

Tuition fee for non-exchange: 7500€ (may vary, fees are adjusted annually)

The course runs every fall.

Our international semester offer "The New Screens Experience" will run every spring.

Read more at [en.via.dk/newscreens](http://en.via.dk/newscreens)

# LECTURERS

The lecturers are highly skilled professionals from the fashion, film and transmedia industries and specialists from VIA Film & Transmedia. We are proud to announce some of them here (can vary):

**Anja Bisgaard Gaede**, Trend Advisor, SPOTT Trends & Business

**Andreas Houmann**, Photographer

**Asta Wellejus**, Producer, Die Asta Experience

**Daniel Kragh-Jacobsen**, Director, Newland

**Gry Halling Voetmann**, Director, Unique Models

**Kia Hartelious**, Fashion Photographer

**Rune Lünell**, Associate Professor and Screenwriter, VIA Film & Transmedia

**Jeppe Kolstrup**, Director Fern Studio

**Maria Herholdt Engermann**, Virtual Reality Experience Designer, MANND

**Kristian Bonne**, Moving Picture Company

# EXAMPLES OF STUDY DAYS

Each of the three modules are divided into two phases; lectures and production. Each module begins with lecture days on topics and theory needed for the following production and assignment. During production, you work in groups on a fashion film production. Examples of topics on lecture days (09 AM - 3PM):

- Fashion Photography & Lighting
- Fashion, Fashion Film, Fashion Marketing
- Fashion Styling
- Sustainability in Fashion & Fashion Film
- Narrative Short Format Filmmaking
- Narratives in Fashion Film
- Bring Creativity & Storyboard to Life
- Transmedia Branding

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# CONTENT & STRUCTURE

## THE BRANDED FASHION FILM

### MODULE 1 (10 ECTS)

- a) **Creative Methods:** Teamwork, networking, acknowledging and appreciating cultural diversity, and concept frameworks
- b) **Diving into Fashion Business:** Fashion, fashion film and brands, fashion marketing, branding and sustainability
- c) **Diving into Fashion Film Production:** Storytelling, producing, hands-on production and postproduction, production design I, fashion styling I, fashion film production, and fashion film color grading
- d) **Fashion Film Analysis:** Fashion film analysis, fashion film reflections, fashion film theory.

## THE NARRATIVE FASHION FILM

### MODULE 2 (10 ECTS)

- a) **Creative Methods:** Teamwork, networking, acknowledging and appreciating cultural diversity, and concept workshops
- b) **Diving into Narrative Fashion Film:** Storytelling, audience understanding, idea creation, digital marketing, working with a client, sustainability in film.
- c) **Diving into Narrative Fashion Film Production:** Storytelling, producing, hands-on production and postproduction, production design II, fashion styling II, fashion film production, and fashion film color grading II, Sustainable production I.
- d) **The Processes in Fashion Film Production:** From brief, integration of storytelling and production design, visual conceptualization, final implementation of production, preparation of circulation, and distribution plans.

# CONTENT & STRUCTURE

## DIGITAL FASHION & TRANSMEDIA

### MODULE 3 (10 ECTS)

- a) Creative Methods: Teamwork, networking, acknowledging and appreciating cultural concept workshops
- b) Diving into Digital Fashion: introduction and insights, digital fashion business, digital marketing, basic tools.
- c) Fashion Transmedia campaign: From idea to strategy and conceptualization of a fashion transmedia campaign.
- d) Diving into Transmedia: branding, media as interactivity, transmedia marketing.

All modules are group- and project-based, each ending with an individual, written, graded exam.

**Note:** The course content may be subject to changes.



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# EXPERIENCE AARHUS AND EUROPE

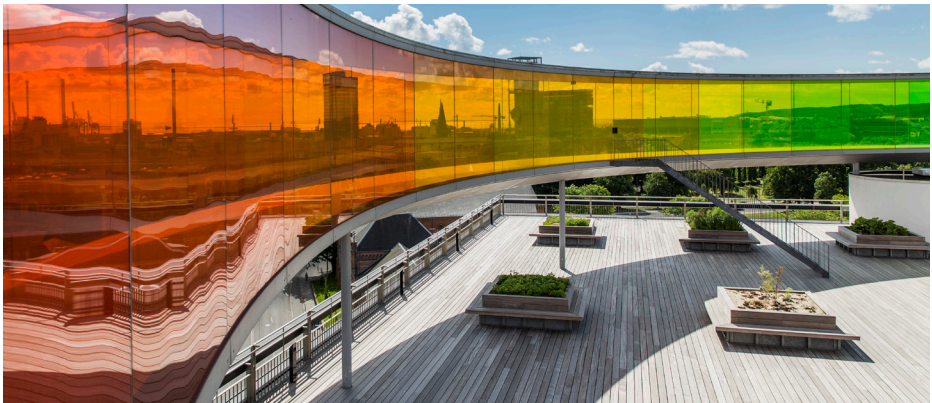
Aarhus is recommended by Lonely Planet's travel experts as the 2<sup>nd</sup> most interesting city to visit in all of Europe. And it's true - Aarhus is a unique destination. You are sure to be in the middle of an abundance of exciting activities!

## What to see and do

- Experience Moesgaard interactive museum
- Try the rollercoasters and attend Friday concerts at themepark Tivoli Friheden
- Go to the Old Town, a live-action museum
- Walk to the Danish Queen's summer residence, Marselisborg Castle
- Shop at Bruuns Galleri, on the shopping street, or in the Latin Quarter - the oldest part of Aarhus and known for its fashion designers
- Experience the many beaches and forests that are within walking distance from the city center

## Exploring Europe

It only takes a few hours to fly to all the major cities in Europe, making Denmark a European gateway. For example, you can drive to Berlin and take in the modern metropol, or fly to Paris to eat croissants and visit the Eiffel Tower, ticking off Europe's bucket list of destinations.



Visit Aros art museum and experience the rainbow-hued rooftop walkway, providing unique views of the city.  
Photo credits: Aros, Anders Trærup

## VIA Film & Transmedia's student satisfaction rate is very high. See what our international students say about their time with us.

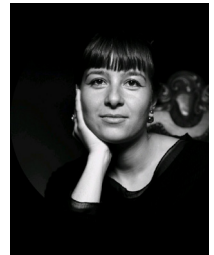


⚡ Diving into the world of fashion, film and transmedia was truly an eye-opening and amazing experience. It made me experiment and develop my own style. This exchange has been everything I could ever ask for. ⚡

Lien Joos, international student 2019  
studies Media and Entertainment Business  
at Thomas More, Belgium

⚡ The school makes space for creative freedom by making the gear and facilities available 24/7. It's a great way to develop your own creativity and an excellent place for networking and making amazing friends! ⚡

Rose Tytgat, international student 2019  
studies Corporate and Marketing Communication  
at Université Libre de Bruxelles, Belgium



⚡ Taking a break from my regular studies to learn more about such a unique kind of filmmaking, all the while exploring a new country and learning more about myself, is an experience I could never forget or regret. ⚡

Alana McGraw, international student 2019  
studies Film and Media Production  
at Humber College, Canada

## Social Activities

We make sure to be updated on fashion and film events in our vibrant city and invite students to participate. We do things like visit museums and exhibition openings, and we organise film and game nights with popcorn and Danish 'hygge'. Students at VIA Film & Transmedia also arrange social events, where you have the opportunity to mingle and build a network.

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## Visit us:

VIA Film & Transmedia

Filmbyen 4, 8000 Aarhus, Denmark

[facebook.com/viafilmandtransmediainternational](https://facebook.com/viafilmandtransmediainternational)

[en.via.dk/storytelling](https://en.via.dk/storytelling)

## Contact:

E: [transmedia@via.dk](mailto:transmedia@via.dk)



Photo credits: student Josephine Amalie Paysen