

Unfold your talent
VIA Film & Transmedia

VIA University College



Film and Transmedia Storytelling THE FASHION EXPERIENCE

International semester in Denmark

Photo: student Jens Nordhausen. Model: Lue Lykke Henner

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

The semester begins with an intro week about basics in Fashion and Film Production.

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

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 and CEO, SPOTT Trends & Business

Asta Wellejus, Producer, Die Asta Experience

Daniel Kragh-Jacobsen, Director, Newland

Kia Hartelious, Fashion Photographer

Gry Halling Voetmann, Director, Unique Models

Rune Lünell, Lecturer and Screenwriter, VIA Film & Transmedia

Jepp Kolstrup, Director

Anja Flebbe, Social Media Specialist

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 (09.00 am - 3pm):

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

CONTENT & STRUCTURE

THE BRANDED FASHION FILM

MODULE 1 (10 ECTS)

- a) **Creative methods:**
Teamwork, networking, acknowledging and appreciating cultural diversity, and concept workshops
- b) **Diving into fashion:**
Fashion brands, the fashion scene today, and fashion business
- c) **Diving into film production:**
Storytelling, producing, hands-on production and postproduction, production design I, fashion styling I, fashion film production, and fashion film color grading I
- e) **Fashion Film Business & Entrepreneurship:**
Fashion film business, fashion media marketing entrepreneurship I, and personal branding I

THE NARRATIVE FASHION FILM

MODULE 2 (10 ECTS)

- a) **Fashion film analysis:**
Fashion film analysis & storytelling, fashion film trends, art film analysis, integration of storytelling and production design, and visual conceptualisation
- b) **International Fashion Film Production:**
International market understanding I, client handling I, production design II, fashion styling II, pre-production, production and post-production, and color grading II
- c) **The processes in fashion film production:**
From brief, final implementation of production, preparation of circulation, and distribution plans

CONTENT & STRUCTURE

FASHION TRANSMEDIA

MODULE 3 (10 ECTS)

- a) **Fashion transmedia analysis:**
Fashion transmedia analysis & storytelling, and fashion transmedia trends
- b) **Fashion Transmedia Business and Entrepreneurship:**
Fashion transmedia business, fashion media marketing entrepreneurship II, and personal branding II
- c) **International Fashion Transmedia Production:**
Fashion transmedia pre-production, production and post-production, and international fashion transmedia marketing

Note: All modules are project-based, each ending with a graded exam. The course content may be subject to changes.

To ensure the best possible learning environment, the course is open for applicants with documented experience in fashion, film, media or related areas.



EXPERIENCE AARHUS AND EUROPE

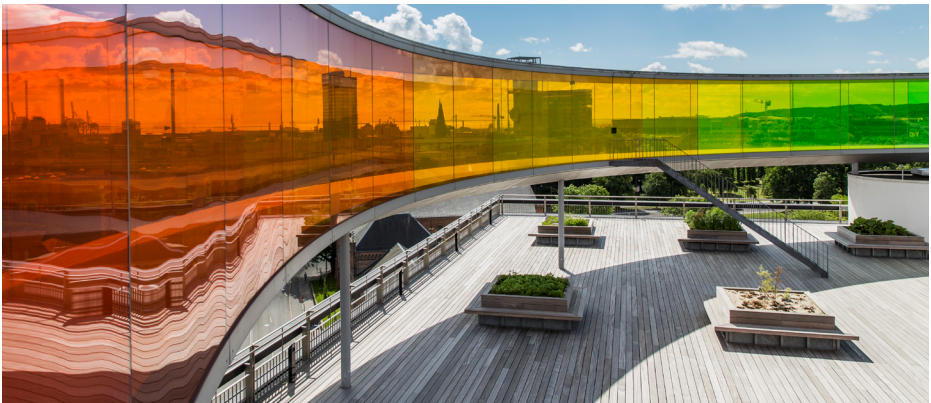
Aarhus is recommended by Lonely Planet's travel experts as the 2nd most interesting city to visit in all of Europe. And it's true - Aarhus is a unique destination. You are sure to be in the middle of an abundance of exciting activities!

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.

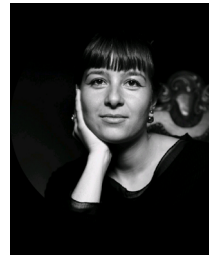


⚡ Diving into the world of fashion, film and transmedia was truly an eye-opening and amazing experience. It made me experiment and develop my own style. This exchange has been everything I could ever ask for. ⚡

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

instagram: [the_fashion_experience_via](https://instagram.com/the_fashion_experience_via)

en.via.dk/storytelling

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Photo credits: student Josephine Amalie Paysen