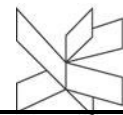


Course Description for module 1: Digital Fashion & Transmedia

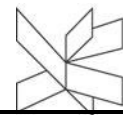
Subject area: Digital Fashion & Transmedia
Activity: International module
Prepared by: Anja Bisgaard Gaede, Assistant Professor
Responsible: Louis Thonsgaard, Associate Dean
ECTS points: 10

Course level: 3rd year (5th/6th semester)
Revised: January 2025
Type: Full-time studies

Purpose:	<p>The student should:</p> <ul style="list-style-type: none">• Acquire knowledge and understanding of the industries' requirements and functions within international trends in the global fashion transmedia industry• Become able to act in an international market and play a key role in fashion transmedia campaign
Knowledge:	<p>The students should acquire knowledge and understanding of:</p> <ul style="list-style-type: none">• Relevant film -, fashion - and transmedia theories and concepts• Entrepreneurship and marketing tools related to film-and transmedia production in the fashion industries• The importance of teamwork and benefits of cultural differences in a campaign team
Skills:	<p>The student should be able to apply the knowledge and skills acquired as part of the course in contexts in the relevant industries:</p> <ul style="list-style-type: none">• Developing and partaking in a fashion transmedia production• Working on marketing and branding of fashion film and transmedia productions• Communicating appropriately in international contexts
Competences:	<p>The student should:</p> <ul style="list-style-type: none">• Be able to apply the knowledge and skills acquired as part of the course when acting in international production and marketing contexts• Understand their own competencies in terms of communicating and acting in different production teams• Be able to reflect on own future learning needs within the subject area



	<ul style="list-style-type: none">• Understand and be able to reflect on own learning process and progression
Main contents:	<p>a) Fashion Transmedia Analysis: Fashion transmedia analysis & storytelling, and fashion transmedia trends</p> <p>b) Fashion Transmedia Business and Entrepreneurship: Fashion transmedia business, fashion media marketing entrepreneurship II, and personal branding II</p> <p>c) International Fashion Transmedia Production: Fashion transmedia pre-production, production and post-production, and international fashion transmedia campaign</p>
Pedagogical ideas and potential inter-disciplinary activities:	<p>Based on theory handed out as well as lectures/presentations delivered by the lecturer, students should acquire general knowledge of the subject area.</p> <p>Based on the introduction to theory and the knowledge acquired during the course, students work on group projects that give them the opportunity to test the techniques and working methods studied as well as explore new methods.</p> <p>It is important that students control and reflectively document their project. Further, it is important that the students are conscious about the relevant distribution channels (e.g. fashion festivals).</p> <p>Lessons will be structured around brands within the fashion industry, and international case studies.</p>
Requirements for students taking this module:	<p>To ensure the best possible learning environment, the programme is open for applicants within fashion, film, media or related areas, and with at least two years of completed studies.</p>
General information:	<p>Learning resources as well as lists of materials and titles will be available on the platform Itslearning.</p> <p>The course content may be subject to changes.</p>

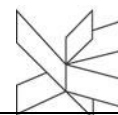


Examination/report:	Module 3 is group and project based and will end with an individual oral, graded exam. In groups the student produces a transmedia campaign and presentation. Individually the student hand in an exam brief.
Lecturers:	<p>Anja Bisgaard Gaede, Creative producer at SPOTT Trends & Business, and Assistant Professor, The Fashion experience, VIA film & transmedia</p> <p>Henrik Højer, Associate Professor, VIA Film & Transmedia</p> <p>Maria Herholdt Engermann, Virtual Reality Experience Designer, MANND</p> <p>Kristian Bonne, Digital Specialist, Moving Picture Company</p> <p>William Bang, Creative Director, Critical Giants</p> <p>Alexandra Ilg, Digital Fashion Producer, The Dematerialised</p> <p>Alex Kristensen, Director of Photography, AXK</p> <p>Lecturers will vary from semester to semester.</p>

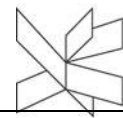


Course Description for Module 2: The Branded Fashion Film

Subject area: The Branded Fashion Film Activity: International module Prepared by: Anja Gaede, Assistant Professor Responsible: Louis Thonsgaard, Associate Dean ECTS points: 10		Course level: 3 rd year (5 th /6 th semester) Revised: January 2025 Type: Full-time studies
Purpose:	The student should: <ul style="list-style-type: none">• Acquire knowledge and understanding of the industries' requirements and systems within international trends in the global fashion, film and transmedia industry• Become able to act in an international market and play a key role in fashion films and transmedia productions	
Knowledge:	The students should acquire knowledge and understanding of: <ul style="list-style-type: none">• Relevant film-, fashion- and transmedia theories and concepts• Entrepreneurship and marketing tools related to film production in the fashion industries• The importance of teamwork and benefits of cultural differences in a production team	
Skills:	The student should be able to apply the knowledge and skills acquired as part of the course in contexts in the relevant industries: <ul style="list-style-type: none">• Partaking in a fashion film production• Working on marketing and branding of fashion film• Communicating appropriately in international contexts	
Competences:	The student should: <ul style="list-style-type: none">• Be able to apply the knowledge and skills acquired as part of the course when acting in international production and marketing contexts• Understand their own competencies in terms of communicating and acting in different production teams• Be able to reflect on own future learning needs within the subject area• Understand and be able to reflect on own learning process and progression	



Main contents:	<p>a) Creative Methods: Teamwork, networking, acknowledging and appreciating cultural diversity, and concept workshops</p> <p>b) Diving into Fashion: Fashion brands, the fashion scene today, and fashion business</p> <p>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</p> <p>e) Fashion Film Business & Entrepreneurship: Fashion film business, fashion media marketing entrepreneurship I, and personal branding I</p>
Pedagogical ideas and potential inter-disciplinary activities:	<p>Based on theory as well as lectures/presentations delivered by the lecturer, students acquire general knowledge of the subject area.</p> <p>Based on the introduction to theory and the knowledge acquired during the course, students work on group projects that give them the opportunity to test the techniques and working methods studied as well as explore new methods.</p> <p>It is important that students control and reflectively document their project. Further, it is important that the students are conscious about the relevant distribution channels.</p> <p>Lessons will be structured around brands within the fashion industry, and international case studies.</p>
Requirements for students taking this module:	<p>To ensure the best possible learning environment, the programme is open for applicants within fashion, film, media or related areas, and with at least two years of completed studies.</p>
General information:	<p>Learning resources as well as lists of materials and titles will be available on the platform Itslearning.</p> <p>The course content may be subject to changes.</p>
Examination/report:	<p>Module 2 is group and project based and will end with an individual oral, graded exam. The student will produce a branded fashion film and fashion editorials in groups and an individual exam brief.</p>

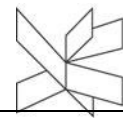


<p>Lecturers:</p>	<p>Anja Bisgaard Gaede, Creative Producer, SPOTT Trends & Business, Assistant Professor on The Fashion experience, VIA film & transmedia.</p> <p>Inge Lynggard Hansen, Photographer</p> <p>Nilgin Yussef, Creative Writer and Author of The Fundamentals of Fashion Film</p> <p>Gry Halling Voetmann, Director, Unique Models</p> <p>Justin Ulbrichsen, Concept Developer & Director</p> <p>Pernille Drest Nielsen, Stylist, Undrest studio</p> <p>Alex Kristensen, Director of Photography, AXK</p> <p>Camilla Gammelgaard Alaoui, Producer, Mad Cat Productions</p> <p>Representatives from fashion brands.</p> <p>Lecturers will vary from semester to semester.</p>
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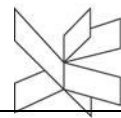


Course Description for module 3: The Narrative Fashion Film

Subject area: Narrative Fashion Film Activity: International module Prepared by: Anja Gaede, Assistant Professor Responsible: Louis Thonsgaard, Associate Dean ECTS points: 10		Course level: 3 rd year (5 th /6 th semester) Revised: January 2025 Type: Full-time studies
Purpose:	The student should: <ul style="list-style-type: none">• Acquire knowledge and understanding of the industries' requirements and systems within international trends in the global fashion, film and transmedia industry• Become able to act in an international market and play a key role in fashion films	
Knowledge:	The students should acquire knowledge and understanding of: <ul style="list-style-type: none">• Relevant film -, fashion - and transmedia theories and concepts• Entrepreneurship and marketing tools related to film production in the fashion industries• The importance of teamwork and benefits of cultural differences in a production team	
Skills:	The student should be able to apply the knowledge and skills acquired as part of the course in contexts in the relevant industries: <ul style="list-style-type: none">• Partaking in a fashion film production• Working on narrative of fashion film• Communicating appropriately in international contexts	
Competences:	The student should: <ul style="list-style-type: none">• Be able to apply the knowledge and skills acquired as part of the course when acting in international production and marketing contexts• Understand their own competencies in terms of communicating and acting in different production teams• Be able to reflect on own future learning needs within the subject area• Understand and be able to reflect on own learning process and progression	



Main contents:	<p>a) Fashion Film Analysis: Fashion film analysis & storytelling, fashion film trends, art film analysis, integration of storytelling and production design, and visual conceptualisation</p> <p>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</p> <p>c) The Processes in Fashion Film Production: From brief, final implementation of production, preparation of circulation, and distribution plans</p>
Pedagogical ideas and potential inter-disciplinary activities:	<p>Based on theory handed out as well as lectures/presentations delivered by the lecturer, students should acquire general knowledge of the subject area.</p> <p>Based on the introduction to theory and the knowledge acquired during the course, students work on group projects that give them the opportunity to test the techniques and working methods studied as well as explore new methods.</p> <p>It is important that students control and reflectively document their project. Further, it is important that the students are conscious about the relevant distribution channels (e.g. fashion festivals).</p> <p>Lessons and production will be structured around an open creative brief within fashion.</p>
Requirements for students taking this module:	<p>To ensure the best possible learning environment, the programme is open for applicants within fashion, film, media or related areas, and with at least two years of completed studies.</p>
General information:	<p>Learning resources as well as lists of materials and titles will be available on the platform Itslearning.</p> <p>The course content may be subject to changes.</p>
Examination/report:	<p>Module 3 is group and project based and will end with an individual oral, graded exam. The student will produce a narrative fashion film and fashion editorials in groups, and an individual exam brief.</p>



<p>Lecturers:</p>	<p>Anja Bisgaard Gaede, Creative Producer, SPOTT Trends & Business</p> <p>Rune Lünell, Lecturer MSP, VIA Film & transmedia</p> <p>Jeppe Kolstrup, Director, Fern Studio</p> <p>Daniel Kragh-Jacobsen, Director</p> <p>Justin Ulbrichsen, Concept Developer & Director</p> <p>Alex Kristensen, Director of Photography, AXK</p> <p>Camilla Gammelgaard Alaoui, Producer, Mad Cat Productions</p> <p>Ida Bang-Hansen, PH.D, Aarhus University</p> <p>Lecturers will vary from semester to semester.</p>
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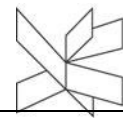


Course Description for module 1: Digital Fashion & Transmedia

Subject area: Digital Fashion & Transmedia Activity: International module Prepared by: Anja Gaede, Assistant Professor Responsible: Louis Thonsgaard, Associate Dean ECTS points: 10		Course level: 3 rd year (5 th /6 th semester) Revised: March 2023 Type: Full-time studies
Purpose:	The student should: <ul style="list-style-type: none">• Acquire knowledge and understanding of the industries' requirements and functions within international trends in the global fashion transmedia industry• Become able to act in an international market and play a key role in fashion transmedia productions	
Knowledge:	The students should acquire knowledge and understanding of: <ul style="list-style-type: none">• Relevant film -, fashion - and transmedia theories and concepts• Entrepreneurship and marketing tools related to film- and transmedia production in the fashion industries• The importance of teamwork and benefits of cultural differences in a production team	
Skills:	The student should be able to apply the knowledge and skills acquired as part of the course in contexts in the relevant industries: <ul style="list-style-type: none">• Developing and partaking in a fashion transmedia production• Working on marketing and branding of fashion film and transmedia productions• Communicating appropriately in international contexts	
Competences:	The student should: <ul style="list-style-type: none">• Be able to apply the knowledge and skills acquired as part of the course when acting in international production and marketing contexts• Understand their own competencies in terms of communicating and acting in different production teams• Be able to reflect on own future learning needs within the subject area	



	<ul style="list-style-type: none">• Understand and be able to reflect on own learning process and progression
Main contents:	<p>d) Fashion Transmedia Analysis: Fashion transmedia analysis & storytelling, and fashion transmedia trends</p> <p>e) Fashion Transmedia Business and Entrepreneurship: Fashion transmedia business, fashion media marketing entrepreneurship II, and personal branding II</p> <p>f) International Fashion Transmedia Production: Fashion transmedia pre-production, production and post-production, and international fashion transmedia marketing</p>
Pedagogical ideas and potential inter-disciplinary activities:	<p>Based on theory handed out as well as lectures/presentations delivered by the lecturer, students should acquire general knowledge of the subject area.</p> <p>Based on the introduction to theory and the knowledge acquired during the course, students work on group projects that give them the opportunity to test the techniques and working methods studied as well as explore new methods.</p> <p>It is important that students control and reflectively document their project. Further, it is important that the students are conscious about the relevant distribution channels (e.g. fashion festivals).</p> <p>Lessons will be structured around brands within the fashion industry, and International case studies.</p>
Requirements for students taking this module:	<p>To ensure the best possible learning environment, the programme is open for applicants within fashion, film, media or related areas, and with at least two years of completed studies.</p>
General information:	<p>Learning resources as well as lists of materials and titles will be available on the platform Itslearning.</p> <p>The course content may be subject to changes.</p>
Examination/report:	<p>Module 3 is group and project based and will end with an individual oral, graded exam. In groups the student produces a transmedia concept and presentation.</p> <p>The student will receive a diploma upon completion of the course.</p>



Lecturers:	<p>Anja Bisgaard Gaede, Creative producer at SPOTT Trends & Business, and Assistant Professor, The Fashion experience, VIA film & transmedia</p> <p>Henrik Højer, Associate Professor, VIA Film & Transmedia</p> <p>Maria Herholdt Engermann, Virtual Reality Experience Designer, MANND</p> <p>Kristian Bonne, Digital Specialist, Moving Picture Company</p> <p>William Bang, Creative Director, Critical Giants</p> <p>Alexandra Ilg, Digital Fashion Producer, The Dematerialised</p> <p>Alex Kristensen, Director of Photography, AXK</p> <p>Lecturers will vary from semester to semester.</p>
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The student will receive a diploma upon completion of the course.