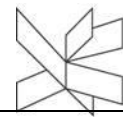


## Course Description for module 1: The Branded Fashion Film

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| <b>Subject area:</b> The Branded Fashion Film<br><b>Activity:</b> International module<br><b>Prepared by:</b> Anja Gaede, Assistant Professor<br><b>Responsible:</b> Louis Thonsgaard, Associate Dean<br><b>ECTS points:</b> 10<br>The module is project-based in collaboration with a fashion brand. |                                                                                                                                                                                                                                                                                                                                                                                | <b>Course level:</b> 3 <sup>rd</sup> year (5 <sup>th</sup> /6 <sup>th</sup> semester)<br><b>Revised:</b> Feb. 2021<br><b>Type:</b> Full-time studies |  |
| <b>Purpose:</b>                                                                                                                                                                                                                                                                                       | The student should: <ul style="list-style-type: none"><li>• Acquire knowledge and understanding of the industries' requirements and systems within international trends in the global fashion, film and transmedia industry</li><li>• Become able to act in an international market and play a key role in fashion films and transmedia productions</li></ul>                  |                                                                                                                                                      |  |
| <b>Knowledge:</b>                                                                                                                                                                                                                                                                                     | The students should acquire knowledge and understanding of: <ul style="list-style-type: none"><li>• Relevant film-, fashion- and transmedia theories and concepts</li><li>• Entrepreneurship and marketing tools related to film production in the fashion industries</li><li>• The importance of teamwork and benefits of cultural differences in a production team</li></ul> |                                                                                                                                                      |  |
| <b>Skills:</b>                                                                                                                                                                                                                                                                                        | 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"><li>• Partaking in a fashion film production</li><li>• Working on marketing and branding of fashion film</li><li>• Communicating appropriately in international contexts</li></ul>                       |                                                                                                                                                      |  |
| <b>Competences:</b>                                                                                                                                                                                                                                                                                   | The student should: <ul style="list-style-type: none"><li>• Be able to apply the knowledge and skills acquired as part of the course when acting in international production and marketing contexts</li><li>• Understand their own competencies in terms of communicating and acting in different production teams</li></ul>                                                   |                                                                                                                                                      |  |



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|                                                                       | <ul style="list-style-type: none"><li>• Be able to reflect on own future learning needs within the subject area</li><li>• Understand and be able to reflect on own learning process and progression</li></ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| <b>Main contents:</b>                                                 | <p>a) Creative Methods:<br/>Teamwork, networking, acknowledging and appreciating cultural diversity, and concept workshops</p> <p>b) Diving into Fashion:<br/>Fashion brands, the fashion scene today, and fashion business</p> <p>c) Diving into Film Production:<br/>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 &amp; Entrepreneurship:<br/>Fashion film business, fashion media marketing entrepreneurship I, and personal branding I</p>                                                                                                             |
| <b>Pedagogical ideas and potential inter-disciplinary activities:</b> | <p>Based on theory handed out 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 specific brands within the fashion industry, and International case studies.</p> |
| <b>Requirements for students taking this module:</b>                  | <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>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| <b>General information:</b>                                           | <p>Learning resources as well as lists of materials and titles will be available on the platform Itslearning.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |



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|                            | <p>The course content may be subject to changes.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| <b>Examination/report:</b> | <p>The student will produce a fashion film and fashion editorial photography in groups. Further, the student writes an individual report, which is graded using the Danish 7-point scale. Only the report is graded.</p>                                                                                                                                                                                                                                                                                                                                                                                                                               |
| <b>Lecturers:</b>          | <p>Anja Bisgaard Gaede, CEO, SPOTT Trends &amp; Business, and Assistant Professor on The Fashion experience, VIA film &amp; transmedia.</p> <p>Nikolaj Sloth Kramer, Lecturer, VIA Design &amp; Business</p> <p>Andreas Houmann, Fashion Photographer</p> <p>Pernille Drest, Stylist</p> <p>Michelle Tomasino Christensen, Sustainable Fashion Consultant</p> <p>MAD CAT, Film production</p> <p>TOFU productions, Film production</p> <p>Kia Hartelious, Fashion Photographer</p> <p>Representatives from fashion brands like JACK &amp; JONES, Selected, By Malene Birger, Hummel or Rains</p> <p>Lecturers will vary from semester to semester.</p> |

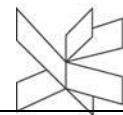


## Course Description for module 2: The Narrative Fashion Film

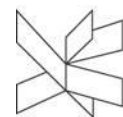
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| <b>Subject area:</b> Narrative Fashion Film<br><b>Activity:</b> International module<br><b>Prepared by:</b> Anja Gaede, Assistant Professor<br><b>Responsible:</b> Louis Thonsgaard, Associate Dean<br><b>ECTS points:</b> 10 |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | <b>Course level:</b> 3 <sup>rd</sup> year (5 <sup>th</sup> /6 <sup>th</sup> semester)<br><b>Revised:</b> Feb. 2021<br><b>Type:</b> Full-time studies |
| <b>Purpose:</b>                                                                                                                                                                                                               | The student should: <ul style="list-style-type: none"><li>• Acquire knowledge and understanding of the industries' requirements and systems within international trends in the global fashion, film and transmedia industry</li><li>• Become able to act in an international market and play a key role in fashion films</li></ul>                                                                                                                                                                 |                                                                                                                                                      |
| <b>Knowledge:</b>                                                                                                                                                                                                             | The students should acquire knowledge and understanding of: <ul style="list-style-type: none"><li>• Relevant film -, fashion - and transmedia theories and concepts</li><li>• Entrepreneurship and marketing tools related to film production in the fashion industries</li><li>• The importance of teamwork and benefits of cultural differences in a production team</li></ul>                                                                                                                   |                                                                                                                                                      |
| <b>Skills:</b>                                                                                                                                                                                                                | 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"><li>• Partaking in a fashion film production</li><li>• Working on narrative of fashion film</li><li>• Communicating appropriately in international contexts</li></ul>                                                                                                                                                        |                                                                                                                                                      |
| <b>Competences:</b>                                                                                                                                                                                                           | The student should: <ul style="list-style-type: none"><li>• Be able to apply the knowledge and skills acquired as part of the course when acting in international production and marketing contexts</li><li>• Understand their own competencies in terms of communicating and acting in different production teams</li><li>• Be able to reflect on own future learning needs within the subject area</li><li>• Understand and be able to reflect on own learning process and progression</li></ul> |                                                                                                                                                      |



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| <b>Main contents:</b>                                                 | <p>a) Fashion Film Analysis:<br/>Fashion film analysis &amp; storytelling, fashion film trends, art film analysis, integration of storytelling and production design, and visual conceptualisation</p> <p>b) International Fashion Film Production:<br/>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:<br/>From brief, final implementation of production, preparation of circulation, and distribution plans</p>                                                                                                                                         |
| <b>Pedagogical ideas and potential inter-disciplinary activities:</b> | <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 the fashion industry.</p> |
| <b>Requirements for students taking this module:</b>                  | 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.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| <b>General information:</b>                                           | <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>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| <b>Examination/report:</b>                                            | The student will produce a narrative fashion film in groups. Furthermore, the student writes an individual eight page report, which is graded using the Danish 7-point scale.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |



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| <b>Lecturers:</b> | <p>Daniel Kragh-Jacobsen, Film instructor, Daniel Kragh-Jacobsen Film</p> <p>Justin Ulbrichsen, Art Director Justin Ulbrichsen</p> <p>Runel Lünell, Assistant Professor, VIA Film &amp; Transmedia</p> <p>Anja Bisgaard Gaede, CEO, SPOTT Trends &amp; Business, and Assistant Professor, The Fashion experience, VIA film &amp; transmedia</p> <p>MAD CAT, Film production</p> <p>Jeppe Kolstrup, Owner and Fashion Film Editor, FERN Studio</p> <p>Representatives from international brands like JACK &amp; JONES, Selected, By Malene Birger, Vila, VERO MODA, hummel, ECCO, minimum and Rains</p> <p>Lecturers will vary from semester to semester.</p> |



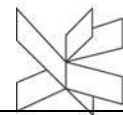
## Course Description for module 3: Fashion Transmedia

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| <b>Subject area:</b> Fashion Transmedia<br><b>Activity:</b> International module<br><b>Prepared by:</b> Anja Gaede, Assistant Professor<br><b>Responsible:</b> Louis Thonsgaard, Associate Dean<br><b>ECTS points:</b> 10<br>The module is project-based in collaboration with a fashion brand. |                                                                                                                                                                                                                                                                                                                                                                                                          | <b>Course level:</b> 3 <sup>rd</sup> year (5 <sup>th</sup> /6 <sup>th</sup> semester)<br><b>Revised:</b> Feb. 2021<br><b>Type:</b> Full-time studies |
| <b>Purpose:</b>                                                                                                                                                                                                                                                                                 | The student should: <ul style="list-style-type: none"><li>• Acquire knowledge and understanding of the industries' requirements and functions within international trends in the global fashion transmedia industry</li><li>• Become able to act in an international market and play a key role in fashion transmedia productions</li></ul>                                                              |                                                                                                                                                      |
| <b>Knowledge:</b>                                                                                                                                                                                                                                                                               | The students should acquire knowledge and understanding of: <ul style="list-style-type: none"><li>• Relevant film -, fashion - and transmedia theories and concepts</li><li>• Entrepreneurship and marketing tools related to film-and transmedia production in the fashion industries</li><li>• The importance of teamwork and benefits of cultural differences in a production team</li></ul>          |                                                                                                                                                      |
| <b>Skills:</b>                                                                                                                                                                                                                                                                                  | 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"><li>• Developing and partaking in a fashion transmedia production</li><li>• Working on marketing and branding of fashion film and transmedia productions</li><li>• Communicating appropriately in international contexts</li></ul> |                                                                                                                                                      |
| <b>Competences:</b>                                                                                                                                                                                                                                                                             | The student should: <ul style="list-style-type: none"><li>• Be able to apply the knowledge and skills acquired as part of the course when acting in international production and marketing contexts</li><li>• Understand their own competencies in terms of communicating and acting in different production teams</li></ul>                                                                             |                                                                                                                                                      |



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|                                                                       | <ul style="list-style-type: none"><li>• Be able to reflect on own future learning needs within the subject area</li><li>• Understand and be able to reflect on own learning process and progression</li></ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| <b>Main contents:</b>                                                 | <p>a) Fashion Transmedia Analysis:<br/>Fashion transmedia analysis &amp; storytelling, and fashion transmedia trends</p> <p>b) Fashion Transmedia Business and Entrepreneurship:<br/>Fashion transmedia business, fashion media marketing entrepreneurship II, and personal branding II</p> <p>c) International Fashion Transmedia Production:<br/>Fashion transmedia pre-production, production and post-production, and international fashion transmedia marketing</p>                                                                                                                                                                                                                                                                         |
| <b>Pedagogical ideas and potential inter-disciplinary activities:</b> | <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 specific brands within the fashion industry, and International case studies.</p> |
| <b>Requirements for students taking this module:</b>                  | <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>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| <b>General information:</b>                                           | <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>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
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| <b>Examination/report:</b> | <p>The student will complete an exam during this module, which is graded using the Danish 7-point scale.</p> <p>The student will receive a diploma upon completion of the course.</p>                                                                   |
| <b>Lecturers:</b>          | <p>Asta Wellejus, International Transmedia Producer</p> <p>Henrik Højer, Associate Professor, VIA Film &amp; Transmedia</p> <p>Anja Flebbe, Communication Consultant, VIA University College.</p> <p>Lecturers will vary from semester to semester.</p> |