

Unfold your talent  
VIA Film & Transmedia

VIA University College



# Film and Transmedia Storytelling

## THE FASHION EXPERIENCE

International semester in Denmark

Photo credits: Students Emma Strange, Marijn van Groenigen, Ismail Ali, Bianca Lotfi, Marcus Welch and Isabell Pletl. Brand: Nikolaj Storm. Models: Jeannine Braquenier and Roberts Drunes

# STUDY FASHION FILM & TRANSMEDIA

**The Fashion Experience - Film and Transmedia Storytelling** 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 resume. 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 80 media and film production companies, and most of the 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: Late August - mid December

Application deadline: May 1

Tuition fee: 7200€

The course runs every fall.

Our international semester package "New Screens Experience" runs 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**, Creative Producer, SPOTT Trends & Business

**Anna Jarmolowicz**, Fashion Photographer, Photography by Jakob Mark

**Andreas Houmann**, Photographer

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

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

**Kristian Bonne**, Digital Specialist, Moving Picture Company

**William Bang**, Creative Director, Critical Giants

**Justin Ulbrichsen**, Concept Developer & Director

**Jeppe Kolstrup**, Director, Fern Studio

**Alexandra Ilg**, Digital Fashion Producer, The Dematerialised

**Daniel Kragh-Jacobsen**, Director

**Mads Jeppesen**, Filmmaker, Noless

**Pernille Drest Nielsen**, Stylist, Undrest studio

**Alex Kristensen**, Director of Photography, AXK

# EXAMPLES OF TOPICS

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
- Bring Creativity & Storyboard to Life
- Transmedia Branding
- Digital Fashion & Digital Technologies

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# CONTENT & STRUCTURE

## THE BRANDED FASHION FILM

### MODULE 1 (10 ECTS)

- a) **Diving into Fashion Business:** Fashion, fashion film and brands, fashion marketing, branding and sustainability.
- b) **Diving into Fashion Film Production:** Storytelling, producing of branded fashion film, hands-on production and postproduction, production design I, fashion styling I, fashion film production, and fashion film colour grading I.
- c) **Fashion Film Analysis:** Fashion film analysis, fashion film reflections, fashion film theory.

Module 1 is group and project based and will end with an individually written, graded exam.

## THE NARRATIVE FASHION FILM

### MODULE 2 (10 ECTS)

- a) **Diving into Narrative Fashion Film:** Storytelling, audience understanding, idea creation, digital marketing, working with a client, sustainability in film.
- b) **Diving into Narrative Fashion Film Production:** Storytelling, producing, hands-on production and post-production, production design II, fashion styling II, fashion film production, and fashion film colour grading II, Sustainable production I.
- c) **The Processes in Fashion Film Production:** Brief, integration of storytelling and production design, visual conceptualization, final implementation of production, preparation of circulation and distribution plans.

Module 2 is group and project based and will end with an individual oral, graded exam.

# CONTENT & STRUCTURE

## DIGITAL FASHION & TRANSMEDIA

### MODULE 3 (10 ECTS)

- a) **Diving into Digital Fashion:** introduction and insights, digital fashion business, digital marketing, basic tools.
- b) **Diving into Transmedia:** branding, media as interactivity, transmedia marketing.
- c) **Fashion Transmedia campaign:** From idea to strategy and conceptualization of a fashion transmedia campaign.

Module 3 is group and project based and will end with an individual oral, graded exam.

All modules will make use of creative methods, such as group work, networking, lectures, acknowledging and appreciating cultural diversity, and concept workshops.

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



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

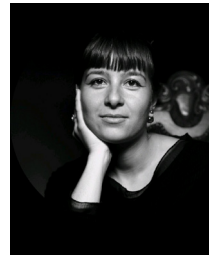


⚡ Diving into the world of fashion, film and transmedia was truly an eye-opening and amazing experience. It made me experiment and develop my own style. This exchange has been everything I could ever ask for. ⚡

Lien Joos, international student  
Media and Entertainment Business student  
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  
Corporate and Marketing Communication student  
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  
Film and Media Production student at Humber College, Canada

## Social Activities

You will have a team of buddies at VIA Film & Transmedia, who will welcome you with open arms. We know that you are arriving in a new city, and we will do our best to give you memories of a lifetime. The buddies make sure to stay updated on current events in our vibrant city, and they organise activities such as film and game nights with popcorn and Danish 'hygge'.



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# EXPERIENCE AARHUS AND EUROPE

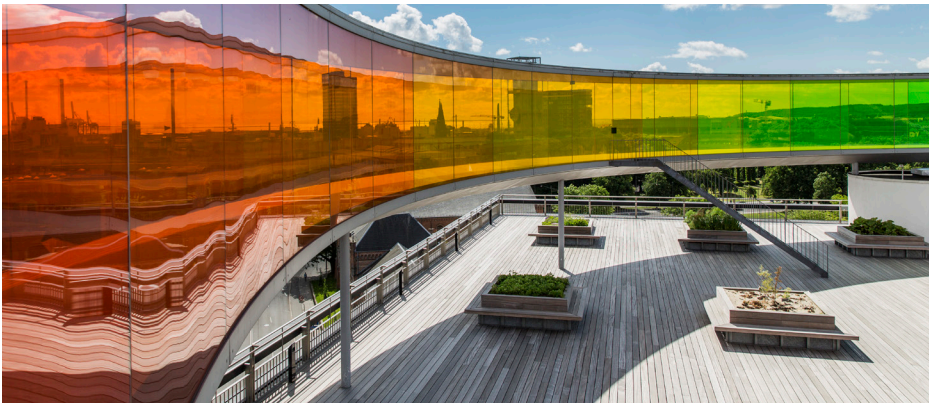
Aarhus is recommended by Lonely Planet's travel experts as the 2<sup>nd</sup> most interesting city to visit in all of Europe. And it's true - Aarhus is a unique destination. You are sure to be in the middle of an abundance of exciting activities!

## 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

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## Visit us:

VIA Film & Transmedia

Filmbyen 4, 8000 Aarhus, Denmark

instagram: [the\\_fashion\\_experience\\_via](#)

[en.via.dk/storytelling](#)

## Contact:

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Photo credits: student Josephine Amalie Paysen