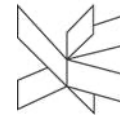




Course Description for Film and Transmedia Storytelling with Generative AI	
<p>Subject area: Film and Transmedia Storytelling with Generative AI Activity: International modules Responsible: Louis Thonsgaard, Associate Dean ECTS points: 30</p>	<p>Course level: 3rd year (6th semester) Revised: June 2023 Type: Full-time study</p>
Purpose:	<p>The student should:</p> <ul style="list-style-type: none"> • Be able to develop and produce film and transmedia storytelling with generative AI and other digital technologies (Virtual Production a.o) with the aim of creating immersive story worlds within businesses such as entertainment, art, marketing and cultural entrepreneurship. • Acquire knowledge and understanding of how these businesses can harness the global advantages of film and transmedia storytelling using generative AI technologies towards their strategies, business models and value propositions.
Knowledge:	<p>The students should acquire knowledge and understanding of:</p> <ul style="list-style-type: none"> • Film and transmedia storytelling techniques, narrative theory, dramaturgy, character development, setting and environment design with generative AI tools for different platforms. • Production of fictional film universes using generative AI in text, image, sound, and film. • Ethics, protection of intellectual property and copyright in an AI context. • Entrepreneurship strategies that create audience engagement in relevant industries.
Skills:	<p>The student should be able to apply the knowledge and skills acquired as part of the course in contexts in relevant industries.</p> <ul style="list-style-type: none"> • Develop and produce a fictional universe with the assistance of generative AI.

	<ul style="list-style-type: none"> • Apply and assess theories, methods and tools as well as use relevant and practice-oriented terminologies in the above areas. Including basic skills in prompting within generative AI. • Pitching the concept and presenting the process and final production. • Understand own role and responsibilities in a team. • Understand how to communicate respectfully, appreciatively and expediently in an international, multicultural environment.
<p>Competences:</p>	<p>The student should:</p> <ul style="list-style-type: none"> • Maintain the overall choices in a strategic creative concept document in relation to the production framework, with a particular focus on the goal of the production, including the target group. • Engage in professional collaboration to develop and execute the production. • Identify own learning needs and needs for the development of the profession. • 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.
<p>Main contents:</p>	<p>a) Creative methods: Teamwork, networking, ongoing appreciative feedback, acknowledging and appreciating cultural diversity. Hands-on workshops and independent study.</p> <p>b) Exploring film and transmedia storytelling: Film and transmedia storytelling development and production including story worlds building, character development, transmedia producing and multiplatform strategies.</p> <p>c) Exploring generative AI: Ethics, copyright, and protection of intellectual property. Theoretical understanding as well as hands-on experience with prompt engineering and film production.</p>



	<p>Thomas Erland Pedersen, Media Technical Project Manager, VIA Film & Transmedia</p> <p>Rune Lünell, Assistant Professor, VIA Film & Transmedia</p> <p>More lecturers to be announced from:</p> <ul style="list-style-type: none">• Production companies in relevant industries: film, trans-media, new screens, experience design etc• Client-side businesses in entertainment, experience design, content marketing, cultural entrepreneurship etc. <p>Lecturers can vary from semester to semester.</p>
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