Course Description for Film and Transmedia Storytelling with AI	
Subject area: Film and Transmedia Storytelling with AI **Activity:** International module **Prepared by:** Thomas Erland Pedersen, Course Director **Responsible:** Louis Thonsgaard, Associate Dean **ECTS points: 30**	**Course level:** 3rd year (6th semester) **Revised:** Sep. 2025 **Type:** Full-time study
Purpose	This course enables students to explore, develop, and produce film and transmedia storytelling using generative AI and related digital technologies. The aim is to create immersive story worlds and hybrid productions for industries such as entertainment, art, marketing, and cultural entrepreneurship. Students acquire knowledge of how AI can be integrated into creative workflows and business strategies, and how these technologies influence value creation, audience engagement, and ethical practices within the global film and media industry.
Learning outcomes **Knowledge**	Upon completion of the course, students will have knowledge and understanding of: • Narrative theory, world building, character development, and environment design in film and transmedia storytelling – including the use of generative AI tools across platforms. • Production of fictional universes using AI-generated text, images, sound, and video. • Ethical approaches and critical considerations regarding the use of AI in creative production, with particular attention to intellectual property, copyright, and responsible innovation. • Hybrid production methods that merge AI-generated content with live action, virtual production, and other emerging workflows. • Entrepreneurial strategies for creating audience engagement and business opportunities in relevant industries.

Learning outcomes **Skills**	Students will be able to: • Develop and produce fictional universes and hybrid film productions using generative AI. • Apply and evaluate theories, methods, and tools – including advanced prompting and AI-assisted production techniques. • Pitch concepts, present workflows, and showcase final productions to professional audiences. • Collaborate in creative teams while understanding their own role and responsibilities. • Communicate effectively and respectfully in international, interdisciplinary environments.
Learning outcomes **Competences**	Students will be able to: • Maintain and justify creative and strategic choices in relation to production frameworks, target audiences, and intended outcomes. • Engage in co-intelligence workflows where AI tools and human creativity interact. • Reflect on personal learning processes, future learning needs, and the broader development of the profession. • Evaluate the ethical implications of using AI in film and transmedia storytelling.
Course content	**Module 1: AI Foundation and World Building (10 ECTS)** Students receive an up-to-date introduction to AI developments related to film production, including generative text, image, sound, and video. Alongside hands-on work with core AI tools, they are introduced to story world building and its role in emerging creative workflows. The module concludes with a group project producing AI-generated content related to film production, accompanied by a short individual written reflection. Ethical considerations in the use of AI are emphasized from the very start. **Module 2: Hybrid Film Production (10 ECTS)** Students experiment with hybrid production by combining AI-

	generated content, live-action footage, and virtual production methods. They explore how AI technologies merge with traditional film-making and contemporary workflows. Some experiments take place in VIA Film & Transmedia's new AI Frontier Lab, offering access to virtual production technologies and emerging tools. The module culminates in a group-produced hybrid film and an individual oral exam based on a visual presentation. Ethical perspectives are integrated throughout the module. **Module 3: AI Film Exploration (10 ECTS)** This module allows for specialization and deeper creative focus. Students develop and produce a film project – or selected parts of one – where AI plays a central role. They apply tools, methods, and insights from Modules 1 and 2, while considering audience, purpose, and potential business and entrepreneurship opportunities. The module concludes with the completion of the group-based production and an individual written reflection on process, creative decisions, and AI use.
Teaching and learning activities	The course combines lectures, hands-on workshops, and independent study. Learning is reinforced through teamwork, networking, continuous feedback, and intercultural collaboration. Students learn to break complex tasks into manageable steps, manage time effectively, and challenge assumptions through discussion and peer evaluation.
Admission requirements	The programme is open to applicants within film, media, or related fields, and with at least two years of completed undergraduate studies.
General remarks	The language of instruction is English. All modules are project-based, each ending with a graded exam. The course requires curiosity and a willingness to embrace the production benefits associated with AI. Course content may be subject to change.

Examination and assessment	Module 1: Group project + individual written report (graded, 7-point Danish scale). Module 2: Group project + individual oral exam with visual presentation (graded, 7-point Danish scale). Module 3: Group project + individual written report (graded, 7-point Danish scale). This elective is part of the Professional Bachelor in Multiplatform Storytelling and Production. Students will receive 30 ECTS credits upon completion, which are included in the degree programme.

For further information about the course, please contact:
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