

## LECTURERS

The lecturers are highly skilled professionals from the new screens, film and transmedia industries, as well as specialists from VIA University College. We are proud to announce some of them here:

**Rasmus Rou**, Motion Graphic Designer, M2-film

**Kristian Bonne**, Freelance VFX and CG Supervisor

**Dr. Ben Guest**, University of Southern California

**Andreas Sorensen**, Visual Effects Artist, Urban Paradise Productions

**Nikolaj Sloth Kramer**, Assistant Professor, VIA Design & Business

**Rune Lünell**, Assistant Professor, VIA Film & Transmedia

**Thomas Erland Pedersen**, Media Technical Project Manager, VIA Film & Transmedia



Photo Credits: VIA Film & Transmedia / Flux

## LOCATION

The teaching takes place in VIA Film & Transmedia's building in the Film City, Aarhus, where the international semester class has a dedicated classroom throughout the semester. The facilities also include a small modern studio and the internationally acknowledged studio MIXR with an LED screen and XR equipment.



Unfold your talent  
VIA Film & Transmedia



VIA University College



Unfold your talent  
VIA Film & Transmedia



VIA University College

## CREATE ENGAGING FILM AND TRANSMEDIA STORYTELLING WITH NEW TECHNOLOGIES

**Film and Transmedia Storytelling with AI is a cutting-edge international semester, teaching you the most recent knowledge, methods, and tools crucial for innovation within the field.**

Being a small, agile and elite environment, VIA Film & Transmedia is in the position of being able to quickly adapt to developments in innovative production methods. The possibilities with generative AI within the creative and artistic area are developing faster than anything we have previously experienced, presenting a unique challenge for first movers.

Throughout the semester, you'll be introduced to innovative digital tools and methods grounded in the concept of building fictional universes and creating engaging film and transmedia narratives. In addition to this, the course covers areas

such as intellectual property protection, ethical considerations, new business models, and cultural entrepreneurship.

This semester will give you an extraordinary insight into the industries' newest opportunities, as we equip you with distinctive skills that are unique to our program. You will also have a chance to build a personal network with both large and small creative companies.

Your success is our success. That is our motto.

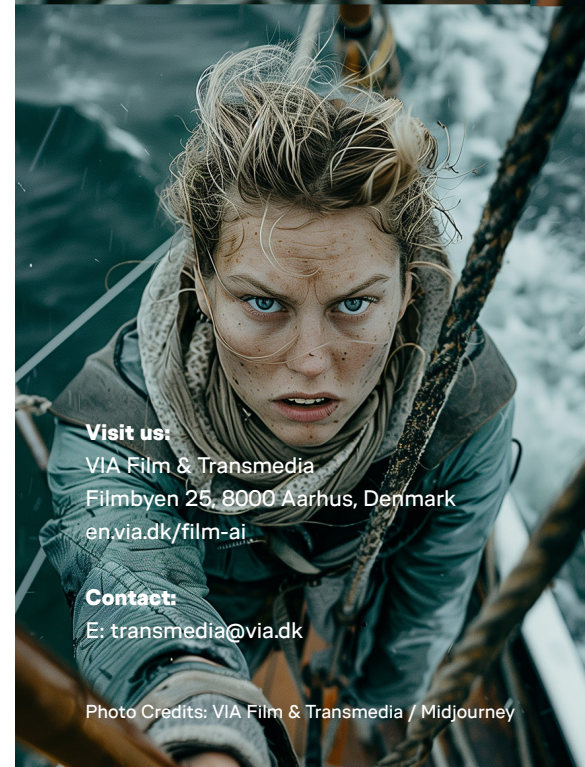
We look forward to welcoming you.

**Louis Thonsgaard**  
**Associate Dean**  
**VIA Film & Transmedia**

### Semester dates

Spring semester: Start February - end of May  
Application deadline: November 1  
Tuition fee: approx. 7200€

The course runs every Spring.  
Our international semester offer "The Fashion Experience - Film and Transmedia Storytelling" will run every fall. Read more at [en.via.dk/film-ai](http://en.via.dk/film-ai) and [en.via.dk/storytelling](http://en.via.dk/storytelling)



**Visit us:**  
VIA Film & Transmedia  
Filmbyen 25, 8000 Aarhus, Denmark  
[en.via.dk/film-ai](http://en.via.dk/film-ai)

**Contact:**  
E: [transmedia@via.dk](mailto:transmedia@via.dk)

Photo Credits: VIA Film & Transmedia / Midjourney



## FILM AND TRANSMEDIA STORYTELLING WITH AI

International semester in Denmark

Photo Credits: VIA Film & Transmedia / Midjourney

Spring 2025



A Virtual Production setup at our facilities on campus (the MiXR lab). Photo credits: Alex Kristensen

## A NEW MINDSET

Artificial intelligence is becoming an integral part of the future landscape of visual storytelling. There's no longer any doubt about that. At VIA Film & Transmedia, we have recognized this for nearly two years, which is why we've been working diligently to equip our students with the skills to adopt a positive and proactive stance in response to the significant impact that artificial intelligence will have on the film, TV, and media industries.

The more knowledge you have about how artificial intelligence will influence the creative visual field, and the more hands-on experience you gain with AI, the more you realize that traditional knowledge and expertise in visual storytelling are crucial to producing high-quality work— also in a future with AI. That's why the entire semester is designed to continually challenge and engage with existing AI tools, building on your current knowledge of film and visual storytelling. In this way, participants will naturally develop an understanding of what AI can contribute today and how, as filmmakers, they can best grasp and implement the ongoing advancements in the field moving forward.



Photo Credits: VIA Film &amp; Transmedia / Midjourney

## CONTENT AND STRUCTURE

### WORLD BUILDING AND AI FOUNDATION MODULE 1 (10 ECTS)

Students receive an up-to-date introduction to AI developments related to film production, including generative text, images, sound, and video. In addition to hands-on work with basic AI tools, students are introduced to the concepts of story world building. The module culminates in group work aimed at pioneering new AI-assisted workflows for creating immersive story worlds. Ethical considerations in the use of AI will be a key focus from the start of the module.

### AI AND VIRTUAL PRODUCTION MODULE 2 (10 ECTS)

Students are introduced to how Virtual Production, XR, and other advanced production methods can be integrated with AI technologies. VIA Film & Transmedia's MiXR Lab/AI-Lab will be used in the module for hands-on experiments. This module will also focus on creating effective workflows that combine prompting, priming, contextualizing, and framing, along with providing analysis and a deeper understanding of perspectives on using artificial intelligence.

### FILM AND TRANSMEDIA STORYTELLING MODULE 3 (10 ECTS)

Students work in groups to create a transmedia storytelling project, with a short AI film as the core product. Real-world engagement is fostered through collaboration with, and supervision by, an external partner, such as a business or cultural institution. An understanding of entrepreneurial strategies is also included in Module 3.

### GENERAL REMARKS

All modules are project-based, each ending with a graded exam.

To ensure the best possible learning environment, the programme is open for applicants within film, media or related areas, and with at least two years of completed undergraduate studies.

This course requires a curiosity to embrace the production benefits associated with working with AI. The course content may be subject to changes.



Photo Credits: VIA Film &amp; Transmedia / Midjourney

## 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.

### Social activities

At VIA Film & Transmedia, we keep our finger on the pulse of industry-related events in our vibrant city and encourage our students to participate. There will be a range of exciting activities on offer such as museum visits, exhibition openings, game nights and cozy evenings filled with Danish 'hygge' and popcorn. Students will also have the opportunity to organize their own events, providing the perfect chance to mingle and build a network.