

Unfold your talent  
VIA Film & Transmedia

VIA University College



# FILM AND TRANSMEDIA STORYTELLING WITH GENERATIVE AI

International semester in Denmark

Photo Credits: VIA Film & Transmedia / Midjourney

# CREATE ENGAGING FILM AND TRANSMEDIA STORYTELLING WITH NEW TECHNOLOGIES

**Film and Transmedia Storytelling with Generative 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, copyright, 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€

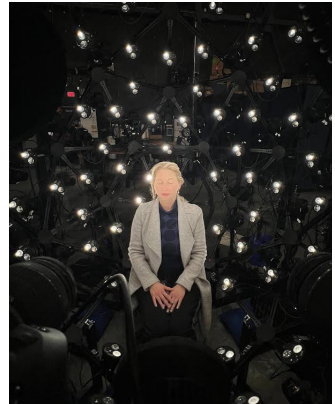
The course runs every Spring.  
Our international semester offer "The Fashion Experience - Film and Transmedia Storytelling" will run every fall. Read more at [en.via.dk/film-ai](http://en.via.dk/film-ai) and [en.via.dk/storytelling](http://en.via.dk/storytelling)

## Making Film History

"We are currently at a pivotal moment in filmmaking history. Students can now generate an entire motion picture with a few prompts. We have never been in this position before and it is time for creatives to seize the opportunity to tell a story without many of the traditional barriers. As educators and creatives, we have a responsibility to navigate this gold rush moment with ethics and artistic integrity. Finding how the work will remain human is the goal and challenge. There are ways to iterate with copyright and creative process in mind. Artists also have the unique ability to be at the forefront of the revolution without having to ask for money. Nevertheless, we shall all find a new equilibrium, but it is certain the currents of change will be frequent and strong."

Dr. Eva Ziemsen, Humber College, Toronto.

Guest Professor, VIA Film & Transmedia.



*Photo credit: Dr. Eva Ziemsen by Brad Dworkin*

## LECTURERS

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

**Klaus Sommer Paulsen**, CEO, Adventurelab.

**Eva Ziemsen**, Professor, Humber College

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

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

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

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

Lecturers can vary from semester to semester.

## 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.

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# CONTENT AND STRUCTURE

## WORLD BUILDING AND AI FOUNDATION

### MODULE 1 (10 ECTS)

Students are given an up-to-date introduction on AI development related to the field of film production including generative text, images, sound, and video. After working hands-on with the basis of AI-tools, students are introduced to the concepts of story world building. The module culminates with group work to pioneer new AI-assisted workflows for creating immersive story worlds.

## AI AND VIRTUAL PRODUCTION

### MODULE 2 (10 ECTS)

Students are introduced to Virtual Production in VIA Film & Transmedia's MiXR Lab. Students work in groups to create a production that experiments with Virtual Production or other XR technologies together with AI-tools.

# FILM AND TRANSMEDIA STORYTELLING

## MODULE 3 (10 ECTS)

Students work in groups to create a transmedia storytelling project, focusing on a short film production as the core product. Real-world engagement is fostered as the production is developed in collaboration with, and supervised by, an external partner such as a business or a cultural institution. The understanding of entrepreneurship strategies is also part of this module.

Note: All modules are project-based, each ending with a graded exam. The course content may be subject to changes.

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.



# SEMESTER ACTIVITIES



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

## An example of a study week

Below is an example of a potential study week during module 1, facilitated by an industry professional.

Long day workshops and weekend productions are infrequent, providing exchange students with plenty of leisure time.

Monday 9.00 - 15.00	The day commences with a theoretical introduction of the design of setting and environment within the context of story world building and transmedia storytelling. Students are grouped into teams for idea development, focusing on constructing a physical world concept relevant to a specific narrative. An AI-tool setup is presented to start mining the internet for specific inspiration and an AI text tool is used to assist in the idea development.
Tuesday 9.00 - 15.00	The day begins with an introduction to how generative AI text tools are used for analysis. Different AI tools are used to analyze the outcomes of Monday's work, both the text and image content from the internet-mining. The day continues with discussions on framing an effective methodology to utilize AI tools for idea development and analysis purposes.
Wednesday 09.00 - 15.00	Students will be introduced to AI tools (2D/3D) utilized for setting and environment design in story world building. The day covers aspects such as copyright issues and data gathering considerations in relation to the specific tool. Practical exploration involve testing prompting methods on the groups' developed ideas. The findings are shared and discussed, leading to a framework for optimal prompting methodology with these tools.
Thursday 09.00 - 18.00	The day involves development of two separate presentations of the groups' setting and environment work. The first presentation should be tailored for an industry client, while the second presentation should encapsulate the conclusions of findings from the text and picture prompts work conducted during the week.
Friday 9.00 - 15.00	Continuation of presentation preparations and commencement of presentations at noon. The Groups work is evaluated during the presentations, and the knowledge collectively developed are shared amongst all participants.

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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.

## **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.

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**Visit us:**

VIA Film & Transmedia  
Filmbyen 4, 8000 Aarhus, Denmark  
[en.via.dk/film-ai](http://en.via.dk/film-ai)

**Contact:**

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

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