



## Course Description for Generative and Hybrid Filmmaking

<p><b>Subject area:</b> Generative and Hybrid Filmmaking</p> <p><b>Activity:</b> International module</p> <p><b>Prepared by:</b> Thomas Erland Pedersen, Course Director, VIA Film &amp; Transmedia</p> <p><b>Responsible:</b> Louis Thonsgaard, Associate Dean, VIA University College</p> <p><b>ECTS points:</b> 30</p>	
<p><b>Course level:</b> 3<sup>rd</sup> year (6<sup>th</sup> semester)</p> <p><b>Revised:</b> May 2026</p> <p><b>Type:</b> Full-time study</p>	
<p><b>Purpose</b></p>	<p>The student should:</p> <ul style="list-style-type: none"> <li>- Be able to apply generative AI as a creative foundation in the development and production of film projects, including the exploration of hybrid filmmaking approaches combining generative and live-action elements.</li> <li>- Acquire knowledge and understanding of how emerging AI-driven production methods are transforming film practice, workflows, and value creation within the screen industries.</li> </ul>
<p><b>Knowledge</b></p>	<p>The student should acquire knowledge and understanding of:</p> <ul style="list-style-type: none"> <li>- Film development and production processes supported by generative AI, including visualisation, concept development, and emerging workflows.</li> <li>- Hybrid filmmaking as the integration of generative and live-action methods within the production process.</li> <li>- Relevant theories and methods within filmmaking, including storytelling, dramaturgy, character development, and visual design.</li> </ul>

	<ul style="list-style-type: none"> <li>- Ethical considerations, intellectual property, and copyright in relation to the use of AI in creative production.</li> <li>- The role of generative technologies in current and future film and media industries.</li> </ul>
<b>Skills</b>	<p>The student should be able to:</p> <ul style="list-style-type: none"> <li>- Explore and experiment with generative AI tools as part of creative film development and production processes.</li> <li>- Apply generative methods to selected elements of film development, visualisation, and production.</li> <li>- Develop and realise film projects that integrate generative and/or hybrid approaches.</li> <li>- Plan and manage creative production processes, including collaboration in a team-based environment.</li> <li>- Apply relevant methods, tools, and professional terminology within film production.</li> <li>- Communicate and collaborate effectively in an international and interdisciplinary context.</li> </ul>
<b>Competences</b>	<p>The student should be able to:</p> <ul style="list-style-type: none"> <li>- Engage in experimental and practice-based development of film projects using generative and hybrid approaches.</li> <li>- Reflect on the creative and professional implications of working with AI in film production.</li> <li>- Participate in collaborative film projects and contribute to shared creative processes.</li> <li>- Identify own learning needs and continuously develop competencies within an evolving field.</li> <li>- Reflect on own learning process, role, and progression within collaborative production contexts.</li> </ul>
<b>Main contents</b>	<p>a) Creative methods and collaborative practice Teamwork, project-based collaboration, and iterative development processes. Emphasis on experimentation, feedback, and reflective practice. Hands-on workshops and practical exercises form the basis for learning.</p>



	<p>b) Film development and visualisation with generative AI Exploration of generative AI as a creative tool in film development, including concept development, worldbuilding, visualisation, and early-stage production processes. Focus on how generative methods can inform and expand traditional filmmaking practices.</p> <p>c) Generative and hybrid film production Hands-on exploration of generative filmmaking and hybrid workflows, where AI-driven elements are combined with live-action material within the production process. Students experiment with different approaches to integrating generative tools into film production.</p>
<p><b>Pedagogical ideas and potential interdisciplinary activities</b></p>	<p>Through lectures, course materials, and demonstrations, students acquire a theoretical understanding of key concepts within generative and hybrid filmmaking.</p> <p>Through hands-on workshops and group-based project work, students explore and experiment with these concepts in practice. The teaching emphasises iterative processes, where ideas are tested, developed, and refined through ongoing feedback and discussion.</p> <p>Students work collaboratively on creative assignments that integrate film development, production, and planning. They learn to structure complex tasks, manage workflows, and reflect on their creative and technical choices.</p> <p>Each student documents their work through individual reflections, focusing on both process and outcome, as well as their own role within collaborative production contexts.</p>
<p><b>Requirements for students taking this module</b></p>	<p>To ensure the best possible learning environment, the programme is open to applicants within film, media, or related fields, who have completed at least two years of undergraduate studies.</p> <p>Selected software and tools relevant to the course will be made available to students free of charge. Additional tools and services may require individual subscriptions if students wish to explore specific technologies in greater depth.</p>
<p><b>General information</b></p>	<p>The course content may be subject to change in order to reflect the rapid development of generative AI and emerging production methods, and to allow for continuous adjustment in response to new technologies and workflows. Changes may also occur due to unforeseen circumstances. This ensures that the teaching remains relevant and aligned with current industry practices.</p>



<b>Examination</b>	<p>The course comprises three modules, each equivalent to 10 ECTS points. Students are assessed at the end of each module.</p> <p>The examination may include a combination of production work, presentations, and written reflection. Assessment is based on the Danish 7-point grading scale.</p> <p>Students will receive a diploma upon successful completion of the course.</p>
<b>Lecturers</b>	<p>Rolf Glumsøe Dragsted, Rolf Productions</p> <p>Kasper Laursen, Senior Photographer &amp; AI Creative Specialist, Hummel A/S</p> <p>Sally Trier, Art director &amp; AI Artist</p> <p>Kristian Mott, AI Media Specialist, AI Frontier Lab, VIA University College</p> <p>Nikolaj Sloth Kramer, Assistant Professor, VIA Design &amp; Business</p> <p>Rune Lünell, Assistant Professor, VIA Film &amp; Transmedia</p> <p>Thomas Erland Pedersen, Course Director, VIA Film &amp; Transmedia</p> <p>More lecturers will be announced prior to the start of the semester, with additional industry professionals joining the programme.</p> <p>Lecturers can vary from semester to semester.</p>

For further information, please contact the Course Director, Thomas Erland Pedersen, [THO@via.dk](mailto:THO@via.dk) or our International Mobility Responsible, Rikke Schmidt, [RIKS@via.dk](mailto:RIKS@via.dk)