

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:

Rolf Glumsoe Dragsted, AI Film Director, Rolf Productions

Andreas Sorensen, Visual Effects Artist, Urban Paradise Productions

Rasmus Rou, Motion Graphic Designer, M2-film

Anja Bisgaard Gaede, Strategic Consultant, SPOTT Trends & Business

Stine Godsk Skyum, Librarian and AI Presenter, VIA University College

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: CAMPUS FILM CITY

The teaching takes place in VIA Film & Transmedia's campus 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 AI Frontier Lab, equipped with AI software, an LED screen and XR technology, supported by the FilmEU+ European Universities Alliance for Film and Media Arts.

Unfold your talent
VIA Film & Transmedia



VIA University College

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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.

Creative industries worldwide are anticipating a boom in demand for AI-related skills. In Denmark, a major study involving over 800 industry professionals and 60 expert interviews identified AI as one of the most in-demand future competencies requiring focused attention.. The findings are presented in the report "Future Competency Needs in Fiction and TV Production" (Seismonaut, Nov. 2024).

Throughout our semester, you'll be introduced to innovative digital tools and methods grounded in the concept of building fictional universes with AI. The course covers areas such as intellectual property protection, ethical considerations, AI film production, new business models, and cultural entrepreneurship.

The semester provides valuable insight into emerging industry opportunities and equips you with distinctive, future-facing skills.

You will also have the chance to build new friendships with fellow participants from around the globe.

We look forward to welcoming you.

Louis Thonsgaard
Associate Dean
VIA Film & Transmedia

Semester dates

Spring semester 2026: Start February - end of May
Application deadline: November 1
Tuition fee: approx. 7700€

Read more at en.via.dk/film-ai and en.via.dk/storytelling

FILM AND TRANSMEDIA STORYTELLING WITH AI

International semester in Denmark

Photo Credits: VIA Film & Transmedia / Midjourney

Spring 2026

NEW PERSPECTIVES

To get the most out of this semester, you need to be curious, engaged, and ready to explore how AI can shape the future of film and media production – especially within AI-generated video. Because this is a rapidly emerging field, the semester also takes an exploratory approach to teaching. Rather than offering fixed answers, it invites you into a dynamic learning space – one shaped by creative experimentation, critical reflection, and shared discovery.

Here’s what students from our last semester shared about their experience:



“Taking this course really helped me on the way to understanding AI. I am not afraid of AI anymore. In class, we learned how to choose which tasks to use AI for. We really got some hands-on practice during the course.”

Tuva Henriksen on exchange from
Høgskulen i Volda, Norway

“There is something about trust in Denmark. There is a lot of trust in the students. Teachers treat us like adults and expect us to take responsibility for our own teaching, which I really appreciate.”

Sara Fantini from Slovenia on exchange from
Thomas More University, Belgium



You can read the full interviews on en.via.dk/film-ai

Social activities

From visits to innovative museums to game nights and cozy evenings with Danish hygge and popcorn, we do our best to make the semester a memorable experience for our exchange students. Our tutors and the active student-led party and event committee help create an inclusive and welcoming atmosphere through a variety of social activities.

CONTENT AND STRUCTURE

AI FOUNDATION AND WORLD BUILDING MODULE 1 (10 ECTS)

In this module, you’ll receive an up-to-date introduction to AI developments related to film production – including generative text, images, sound, and video. Alongside hands-on work with basic AI tools, you’ll be introduced to key concepts of story world building and how they relate to emerging creative workflows. The module concludes with a group project focused on producing AI-generated content related to film production, accompanied by a short individual written assignment where you reflect on your process and use of AI tools. Ethical considerations in the use of AI will be a key focus from the very start of the course.

HYBRID FILM PRODUCTION MODULE 2 (10 ECTS)

This module focuses on experimenting with hybrid film production by combining AI-generated content, live-action footage, and other innovative production methods. You will explore how AI technologies can be merged with traditional filmmaking practices and modern workflows, including Virtual Production. Some of your hands-on experiments will take place in VIA Film & Transmedia’s new AI Frontier Lab, which gives you access to virtual production technologies and other emerging tools. The module culminates in a group-produced hybrid film and an individual oral exam based on a visual presentation. Ethical perspectives on the use of AI in creative workflows are integrated throughout the course.

AI FILM EXPLORATION MODULE 3 (10 ECTS)

This module gives you space for creative focus and specialization. You will spend most of the module developing and producing a film project – or selected parts of one – where the use of artificial intelligence plays a central role. The subject area is self-chosen, and you are expected to apply tools, workflows, and insights acquired in Modules 1 and 2. Throughout the module, you will refine your ability to plan, develop, and produce content using AI-driven methods, while also considering aspects such as audience, purpose, and potential business opportunities. The module concludes with the completion of the group-based film production – or selected parts of it – accompanied by an individual written assignment in which you reflect on your process, creative decisions, and use of AI tools.

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 & Transmedia / Midjourney

EXPERIENCE AARHUS AND EUROPE

Aarhus is recommended by Lonely Planet’s travel experts as the 2nd most interesting city to visit in all of Europe. And it’s true - Aarhus is a unique destination. With its large student population, Aarhus is a young and vibrant city full of life. The many cafés, music venues, bars and cultural events – most within walking distance of campus – make it easy to enjoy student life and meet new people. Whether you’re into live music, local food or late-night hangouts, Aarhus offers plenty of opportunities to explore.

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

Denmark is perfectly situated in Europe, with iconic cities like Berlin, Paris, and Rome just around the corner. Whether you’re into modern art and nightlife, historic landmarks and grand boulevards, or ancient ruins and Italian cuisine, the best of Europe is within easy reach during your stay.



Visit Aros Art Museum in Aarhus and experience “Your rainbow panorama” by Olafur Eliasson