

Unfold your talent
VIA Film & Transmedia

VIA University College



GENERATIVE AND HYBRID FILMMAKING

International semester in Denmark 2027

Photo Credits: VIA Film & Transmedia & AI Frontier Lab

STEP INTO NEW CREATIVE POSSIBILITIES IN FILMMAKING

Generative and Hybrid Filmmaking is an international semester focused on new ways of creating film - where emerging technologies open up new possibilities for stories, worlds, and characters that were previously difficult or economically unfeasible to realise.

You will explore and experiment with generative AI as a creative tool, investigating together the latest possibilities and how they can inform, expand, and enhance selected elements of traditional film development, visualisation, and production.

We define hybrid filmmaking as the integration of classic live-action filmmaking with generative production methods. The course introduces hybrid workflows where generated and filmed elements are combined within the production process, informing how projects are developed and produced.

Creative industries are rapidly increasing their demand for AI-related competencies,

and filmmakers are expected to understand both the creative and critical use of these technologies.

Throughout the semester, you will work hands-on with digital tools and methods for developing and producing film projects using generative and hybrid approaches. The course also addresses intellectual property, ethical considerations, and emerging production practices - all essential aspects of working responsibly and professionally with these technologies.

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

You will also have the chance to work closely with fellow participants from around the world.

We look forward to welcoming you.

Louis Thonsgaard
Associate Dean
VIA Film & Transmedia

Semester Dates & Tuition Fee

Spring semester 2027: It starts in February and ends in early June.
Application deadline: November 1
Fall semester 2027: From end of August and ends in early December.
Application deadline: May 1
Tuition fee: approx. 8000 €



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

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.

The above structure applies to the spring semester of 2027. In the autumn semester of 2027, the structure, including examinations, may be changed, but the content and objectives of the teaching will, to a large extent, remain similar to those in the spring.



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

Kasper Laursen, Senior Photographer & AI Creative Specialist, Hummel A/S

Sally Trier, Art director & AI Artist

Kristian Mott, AI Media Specialist, AI Frontier Lab, VIA University College

Nikolaj Sloth Kramer, Assistant Professor, VIA Design & Business

Rune Lünell, Assistant Professor, VIA Film & Transmedia

Thomas Erland Pedersen, Course Director, VIA Film & Transmedia

Lecturers can vary from semester to semester.



Photo Credits: VIA Film & Transmedia

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.

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:

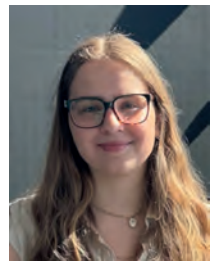


“Taking this course really helped me on the way to understanding AI. I am not afraid of AI anymore. In class, we learned how to choose which tasks to use AI for. We really got some hands-on practice during the course.”

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.

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

Unfold your talent
VIA Film & Transmedia

VIA University College



Visit us:

VIA Film & Transmedia
Filmbyen 25, 8000 Aarhus, Denmark
en.via.dk/film-ai

Contact:

E: transmedia@via.dk

Photo Credits: VIA Film & Transmedia & AI Frontier Lab



Co-funded by
the European Union