

Unfold your talent  
VIA Film & Transmedia

VIA University College



# THE NEW SCREENS EXPERIENCE

International semester in Denmark

# CREATE IMMERSIVE STORY WORLDS WITH NEW TECHNOLOGIES

**The New Screens Experience is an international semester, teaching new screens transmedia storytelling. It brings together film, AR, VR, Projection Mapping, Gamification, Interaction Design, Experience Design and SoMe to create immersive story worlds.**

During the semester, you learn how to apply transmedia storytelling and new screens technologies to practical assignments within business areas such as entertainment, experience design, content marketing and cultural entrepreneurship. Classes are taught by faculty members, but more importantly also by industry professionals who are up to speed with the newest trends, technologies and ways of storytelling within their fields. It is a unique opportunity to work with highly acclaimed professionals from the new screens, film and transmedia industries.

Our department is situated in Aarhus Film City, an 80-company strong creative hub for the expanding digital visual industries in Denmark's second largest city. We are right at the waterfront of the old docks that is now an area for leisure, study and living.

The semester gives you an extraordinary insight into the industry and what it expects from its creatives. You will also get a personal network within both large and small companies.

Your success is our success – that is our motto. We provide you with unique competencies you cannot get elsewhere.

We look forward to welcoming you.

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

## Semester dates

Spring semester: Start February - Start June  
Application deadline: November 1 (later admission is subject to availability)  
Tuition fee: 7500€.

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

# SEMESTER ACTIVITIES

## Social activities

We make sure to be updated on industry related events in our vibrant city and invite students to participate - either organised with a lecturer or via our mentor system. We do things like go to the movies, concerts, museums and exhibition openings, and we organise film and game nights with popcorn and Danish 'hygge'.

Students at VIA Film & Transmedia also arrange different kinds of events, where you have the opportunity to mingle and build a network.

## An example of a workshop week

This is an example of a potential studying week during the extended reality module, where students solve a practical assignment for a client through field trips, research and creative work that includes visual as well as written content. Note that students work long hours on that Monday. Workshopping through evenings and weekends is not unusual, but students will get plenty of time for leisure and fun.

Monday 9.00 - 20.00	<p>A field trip to MoMu, a museum of pre-history where scenography, storytelling and extensive research come together in cutting-edge exhibitions.</p> <p>An exhibition designer takes students for a tour of the museum and gives them an assignment that must be solved using one or more XR technologies like AR and VR to enhance visitors' experience and learning. Assignments are solved in groups.</p>
Tuesday 9.00 - 15.00	<p>Under the supervision of Asta Wellejus, students analyze their findings from the field trip, does desk research and develop a creative concept that outlines how storytelling and story-world building using XR technologies can engage visitors in immersive story worlds. The creative concept may use visual as well as written content - film, sound design, narration. Students agree on a specific format with teachers and clients.</p>
Wednesday and Thursday 7.00 - 15.00	<p>Tuesday's work continues Wednesday and Thursday morning. Thursday afternoon, students polish their creative concepts and rehearse a pitch to be given at MoMu on Friday.</p>
Friday 9.00 - 15.00	<p>Friday morning, students pitch their ideas to a panel of exhibition designers and managers at MoMu. Friday afternoon, students rework their creative concepts using feedback given by the panel. In the following weeks, students work on a working prototype to be presented for the panel. During the workshop, students work independently and receive feedback from teachers as needed.</p>

# CONTENT AND STRUCTURE

## EXTENDED REALITY

### MODULE 1 (10 ECTS)

Students work in groups to create a production that brings together two or more new screens technologies such as AR, VR, Projection Mapping and Holograms, in a practical project using film and character-based storytelling. Groups work on assignments commissioned by clients looking to improve audience or customer experience on specific locations that range from department stores and museum exhibitions to landscapes and cityscapes.

## STORY INTERACTION

### MODULE 2 (10 ECTS)

Students work in groups to create a production that brings together gamification and interaction design, with one or more technologies from module 1 as well as film in any shape or form. Students create productions such as art installations, content marketing events or museum experiences. Each group work on an assignment commissioned by a client. As with module 1, students explore how to turn even the humblest space – like a basement corridor – into a story world.



# EXPERIENCE DESIGN

## MODULE 3 (10 ECTS)

Students work in groups to create a real-world event where, an invited audience takes part in a transmedia experience. Students develop the event's experience design, which must incorporate three or more technologies and methods such as AR, VR, Projection Mapping, holograms, gamification, user journeys and interaction design. The project must use film, but in any shape or form. The entire production must be developed in cooperation with a client such as a museum, a band, a company or an organization.

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.



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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.



Visit Moesgaard Museum and experience interactive exhibitions and beautiful surroundings  
Photo credits: The media department - Moesgaard Museum

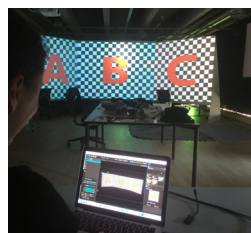
## VIA Film & Transmedia's student satisfaction rate is one of the highest.\* See what our students say about their time with us.



⚡ We created a hybrid cinematic virtual reality installation called Separate Silences. Being a human driven experience, it allowed anything that happened on the virtual body to also happen on our audiences' body, stimulating senses beyond sight and sound. Separate Silences has gained national and international attention, premiering at Cannes, Venice and Luxembourg Film Festival. ⚡  
Signe Ungermund and Maria Engermann, graduates from VIA Film & Transmedia, on their hybrid VR-experience.

⚡ We used three large screens to project a lyrical story, in a darkened showroom which seated 10 people on the floor for each screening, to create an intimate atmosphere. We wrote, shot and directed the film, built the screens and organized the screening. The idea was to create an immersive music-video experience and to experiment with the perception of multiscreen content. A must-go event that was SoMe-spreadable and made the band stand out. ⚡

Isabella Rulffs, Christina Strauss and Jonas Kimiaghalam,  
students at VIA Film & Transmedia on Projection Mapping



# 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:

**Asta Wellejus**, CEO, Die Asta Experience and Transmedia Producer on, amongst others, Deadline Athens.

Also consultant for Danish National Radio, Finnish National Television and Zentropa.

**Henrik Hojer**, Associate Professor, VIA Film & Transmedia

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

**Signe Ungermund and Maria Engermann**, CEOs, MANND Cinematic VR, two times participants in the VR Program at Venice Film Festival.

**Sule Serubugo**, UX/UI Designer, Blue Workforce

**Klaus Sommer Paulsen**, CEO, Adventurelab. Board member of MX and The Themed Entertainment Association

Lecturers can vary from semester to semester.

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## Visit us:

VIA Film & Transmedia

Filmbyen 4, 8000 Aarhus, Denmark

[facebook.com/viafilmandtransmediainternational](https://facebook.com/viafilmandtransmediainternational)

[en.via.dk/newscreens](http://en.via.dk/newscreens)

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