Unfold your talent
VIA Film & Transmedia

THE FASHION EXPERIENCE
Film and Transmedia Storytelling

International semester in Denmark

Photo credits: students Anders Bachmann, Anna Osnes, Nynne Uhre, Lasse Noer, Simon Carstens and Mathias Lastrup
Film and Transmedia Storytelling - The Fashion Experience is an international semester programme, centred around film and transmedia storytelling with fashion as the focal point.

Based on your individual potential, we provide you with skills and knowledge needed, in an inspiring and professional environment. During your studies, you will produce fashion films and transmedia productions in production teams, that will single out your résumé. We do things differently here, and we invite the industry into the classrooms to give you the newest trends. It is a unique opportunity to work with highly acclaimed professionals from the film, transmedia and fashion industry.

The programme is based in Aarhus Film City, in the prestigious harbour environment. This is where more than 200 film production companies, and most of the 300 fashion companies in Aarhus, resides.

After completing the semester, you will have an extraordinary insight into the industries’ requirements and have 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
International students start the semester with a Film Production Basics crash course.

Fall semester: End of August - mid December
Application deadline: May 1 (later admission is subject to availability)
Tuition fee: 7500€

The course runs every fall. Our new international semester offer “The New Screens Experience” will run every spring. Read more at en.via.dk/newscreens
SEMESTER ACTIVITIES

Social activities
We make sure to be updated on fashion and film events in our vibrant city and invite students to participate - either organised with a lecturer or via our buddy 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 lighting workshop week for fashion productions, where participants get hands-on experience through exercises and excursions.
Note that students work longer hours this week than usual, because of the incorporation of the natural light during the days.

| Monday 9.00 - 20.00 | Director of Photography Kim Hattesen lectures on ambient and directed light. Students find examples and create their own set-ups on location or in our studio, using LED lights.
In the evening, students and lecturer go to a forest to study the sunset light and take photos. |
|---------------------|---------------------------------------------------------------------------------------------------------------|
| Tuesday 9.00 - 15.00| Under the supervision of Kim Hattesen, students analyse and discuss photos made the day before. Postproduction at VIA Film & Transmedia is done using Adobe programmes.
In the afternoon students go in groups on a city expedition, to look for fashion inspired light. |
| Wednesday 7.00 - 15.00 | At sunrise Kim Hattesen takes students to a beach, to experience the sunrise light and learn to use it in photo shoots. Test shots are made with professional equipment.
Afterwards, the photos are sorted and edited at the school’s facilities. |
| Thursday and Friday 9.00 - 15.00 | Students work in our studio with a professional model and a makeup artist, using fashion styles selected by students. They work with light, colours and postproduction.
Friday afternoon, students present the work for guests from the fashion or media industry, followed by a student event. |
CONTENT & STRUCTURE

THE CLASSICAL FASHION FILM
MODULE 1 (10 ECTS)

a) **Creative methods:**
   Teamwork, networking, acknowledging and appreciating cultural diversity, and concept workshops

b) **Diving into fashion:**
   Fashion brands, the fashion scene today, and fashion business

c) **Diving into film production:**
   Storytelling, producing, hands-on production, postproduction and production design

THE NARRATIVE FASHION FILM
MODULE 2 (10 ECTS)

a) **Fashion film analysis:**
   Fashion film analysis and storytelling, fashion film trends and art film analysis, integration of storytelling and production design, and visual conceptualisation

b) **Fashion film production:**
   Market understanding and client management

c) **The processes in fashion film production:**
   From brief to client, final implementation of the production and preparation of distribution plans
FASHION TRANSMEDIA

MODULE 3 (10 ECTS)

a) **Fashion transmedia production:**
   Transmedia branding and analysis

b) **Transmedia tools:**
   Workflow, user journeys and transmedia treatments

c) **Fashion transmedia production:**
   Market understanding, pre-visualisation, production workflow and final client presentation

**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 course is open for applicants with documented experience in fashion, film, media or related areas.

Photo credits: student Bjarke Hvorslev Jensen
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. 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 Aros art museum and experience the rainbow-hued rooftop walkway, providing unique views of the city.
VIA Film & Transmedia’s student satisfaction rate is very high. See what our international students say about their time with us.

Mike Sørensen, guest student 2018
Student at VIA Design, Denmark

We constantly apply theory to practical projects. It’s a hands-on course, which helps you remember everything you learn. It sticks with you, I’m not going to forget anything.

Alessandra Sconza, international student 2018.
Student at Ryerson University, Canada

LECTURERS

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

Anja Bisgaard Gaede, Trend Advisor and CEO, SPOTT Trends & Business

Asta Wellejus, Producer, Die Asta Experience

Daniel Kragh-Jacobsen, Director, Newland

Stefan Wessel, fashion photographer

Frederikke Aspöck, Director

Gry Halling Voetmann, Director, Unique Models

Kim Hattesen, Director of Photography

Rune Lünell, Lecturer and Screenwriter, VIA Film & Transmedia

Lecturers can vary from semester to semester.
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