



VIA University College
VIA Film & Transmedia

July 24th - August 4th 2017

FASHION SHOOT **NORDIC NOIR**

VIA Summer School in Denmark

ABOUT THE SUMMER SCHOOL

VIA Film & Transmedia invites you to participate in the exclusive summer school **Fashion Shoot - Nordic Noir**.

The past few years, the Scandinavian style of making films, TV series, fashion and design has become famous and had a worldwide impact. *Fashion Shoot - Nordic Noir* will upgrade your resumé in fashion photography and film production, and improve your skills in working visually with the Scandinavian signature twist.

The focus is a Nordic Noir styled fashion shoot, supported by film and fashion professionals. It will inspire you to develop your skills and competencies, and introduce you to a new network.

During this intense 10 day summer school you will be introduced to idea development, preproduction, set production and postproduction in

Nordic Noir storytelling.

The summer school takes place in the heart of Aarhus, Denmark. Our location at Aarhus harbour is entirely unique, because the fashion and film industry is also located here.

Come spend the summer with us! We look forward to welcoming you soon.

Louis Thonsgaard

Director of Studies and Research,
VIA Film & Transmedia

THE EXPERIENCE

Finding yourself in a group of young people with the assignment to produce a unique fashion still photo or a short fashion film with the use of professional cameras, models and a makeup artist is an inspiring challenge. We support you all the way with case studies, lectures and feedback and you will end up with a Nordic Noir result to show and to be proud to put in your portfolio.

VIA Film & Transmedia's student satisfaction rate is among the highest, according to the latest official student satisfaction survey. See what our international students say about their time with us.



During my time here, we worked with real clients. This has given me actual experience and upgraded my resumé. **One of our clients used our production, which is very cool.**



Student Julie Zaragoza
Studies Fashion Management
at Mod' Art in Paris, France

I have gained a ton of knowledge and I now have the skills to create innovative fashion films. **This has made my own ambitions even greater for working in fashion.**



Student Jamie van Dijk
Studies Textile Engineering and
Management at Saxion University of
Applied Sciences, Enschede, Holland



My fashion experience has been filled with memorable moments and new friends. **Also my professional network has grown with contacts from relevant industries.**



Student Ellie McNeil
Studies Audio Visual Techniques
and Media Production at Gray's
School of Art in Aberdeen, Scotland

Fashion Shoot Nordic Noir

VIA Summer School

FACTS AND INFORMATION

Dates and deadlines

- July 24th - August 4th 2017 not including the weekends
- Application deadline is May 15th
- Later admission is subject to availability

Language

English

Credits

Equivalent to 5 ECTS

Prerequisites

Competencies in film, fashion, art or communication at a BA level. Both Danish and international students can apply. Also, applicants must be 18 years old or more to apply.

Fee

980€

The fee includes all materials used, teaching costs and admission fees for day trips or study excursions that may take place.

Completion

Upon completion you will receive a course certificate documenting your acquired skills.

Location

VIA Film & Transmedia, Filmbyen 2-4, 8000 Aarhus C, Denmark

COURSE CONTENT

The focus is a Nordic Noir styled fashion shoot, supported by film and fashion professionals. It will inspire you to develop your skills and competencies, and introduce you to a new network.

Transmedia storytelling:

Understanding transmedia storytelling related to branding strategies and fashion campaigns.

Film and photo production:

Learning how to manage preproduction, production and postproduction; concept development, location scouting, casting, production design, styling, props, directing and editing.

Fashion and Nordic Noir:

Presentation of the style and the drama of successful photographers, and creation of our own Nordic Noir sets and characters during the course.

TEACHING STYLE

Focus:

It is a practical course with professional supervision, supported by relevant methodology and theory.

Student participation:

The summer school has a high level of student involvement and includes group work, individual exercises, lectures and workshops.

Lecturers:

Professionals from the film and fashion industries will teach on the course.

PRACTICAL INFORMATION

Accommodation

You must arrange accommodation yourself, and there are plenty of options to stay in Aarhus. You can read more on our website en.via.dk/fashion-shoot.

Transport

Campus Filmbyen is located in the prestigious harbour area near the city center, where you can easily get to from any part of Aarhus.

Aarhus is connected to Copenhagen by trains and busses, and to Billund Airport and Aarhus Airport by shuttle busses.

Living in Aarhus

Denmark is one of the world's safest countries, and our crime rates are low. That being said, you should take the same amount of caution as you would in any larger European city.



Student photoshoot on the international semester *The Fashion Experience - Film and Transmedia Storytelling*. The model is Sarah Kildevaeld, winner of the Danish Next Top Model.

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 in 2016. And it's true - Aarhus is a unique destination. It is also European Cultural Capital in 2017, so you are sure to be in the middle of an abundance of exciting activities!

What to see and do

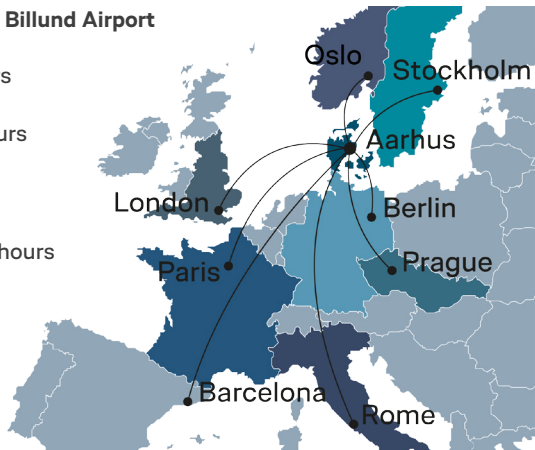
- Visit Aros Museum with its rainbow-hued rooftop walkway
- Experience Moesgaard interactive museum
- Try the rollercoasters and attend Friday concerts at themepark Tivoli Friheden
- Go to the Old Town, a live-action museum
- Walk to the Danish Queen's summer residence, Marselisborg Castle
- Shop at 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 Hamburg 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.

Approximate traveling times from Billund Airport

- Stockholm, Sweden: 1,5 hours
- Oslo, Norway: 1 hour
- London, Great Britain: 1,5 hours
- Paris, France: 2 hours
- Rome, Italy: 4 hours
- Barcelona, Spain: 4 hours
- Prague, Czech Republic: 3,5 hours
- Berlin, Germany: 1 hour



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Visit us:

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