

To our project partners

- Inholland University of Applied Sciences (Netherlands)
- Vilnius University (Lithuania)
- University of the West of Scotland (UK)
- Turku University of Applied Sciences (Finland)
- Tampere University of Applied Sciences (Finland)
- Jönköping University (Sweden)
- Algebra University Zagreb (Croatia)
- University of Limerick (Ireland)
- Universitat Autònoma de Barcelona (Spain)
- University of Newcastle (UK)
- Metropolitan University Budapest (Hungary)

Visitor address:
Building 39 – Centre for
Media and Social Work
Room 39.323
Bahnhofstrasse 16
09648 Mittweida

T +49 3727 58-1028
amrhein@hs-mittweida.de

Mittweida, 27 June 2025

INVITATION BIP2026

BLACKBOX VIRTUAL PRODUCTION | Shooting Commercials in VP
Blended Intensive Programme (BIP)

Topic	Blackbox Virtual Production Creative, technological and narrative aspects in the production of commercials on LED screens
Contact person	Prof. Dr. Christof Amrhein amrhein@hs-mittweida.de Vice Dean, Faculty of Media, Hochschule Mittweida
Lecturers	Markus Engel, commercial film director Prof. Dr. Alex Marbach, Virtual Production Technologies Prof. Dr. Linda Rath, Media Technology and Development Adrian Weber, VP Supervisor
Online session	Monday 02.03.2026 10:00 - 13:00 (4 SWS) Monday 09.03.2026 10:00 - 13:00 (4 SWS)
On site	16 – 20 March 2026 at the media centre of the Hochschule Mittweida
Available Seats	Maximum of 35 students, consisting of 10 media technology students from Hochschule Mittweida and 25 international students. We therefore have 25 places available for our partners

Application deadline

30 November 2025

Please send your application, stating the number of students, to amrhein@hs-mittweida.de

Handling

We have already implemented this concept once this year with very good results. Five mixed groups of students from three countries each developed a commercial and shot and produced it in our Virtual Production studio during the block week.



The playlist with the five commercials can be found [here](#):



Virtual Production Studio - University of Applied Sciences Mittweida

Objective and Discriptions:

Virtual production has revolutionised the film and television industry by combining traditional filmmaking with cutting-edge technology. This innovative approach integrates real-time computer graphics and virtual environments into the production process, offering filmmakers unprecedented creative freedom and efficiency. In our BIP, we want to apply this new technology to the production of advertising films. The students go through the complete production process, from developing ideas to post-production meetings, shooting in a virtual set and delivering a rough cut.

The use of real-time rendering engines, LED walls and motion capture technology allows creatives to bring their visions to life with unprecedented speed and flexibility. One of the most significant developments is the democratisation of these tools. Virtual production is no longer reserved for big-budget Hollywood productions but is also becoming accessible to smaller studios and independent filmmakers.

We will get to know and apply these production pipelines with our students. Key skills are required for success in virtual production, and filmmakers need to develop a unique blend of traditional creative and technical skills, such as an understanding of 3D modelling and animation. Knowledge of real-time game engines like Unreal Engine and camera tracking and motion capture systems. Practical experience is crucial when it comes to mastering virtual production techniques. Incorporating practical exercises into training programmes is just as important as gaining a basic understanding of the complexity of the technologies and mastering effective creative and seamless workflows.

To sum up: The participants receive basic knowledge of the work of an advertising agency and will realise an advertising production in a role play as an agency and production company. The special feature here is that we predefine the actual production in a virtual production setting. The students develop their ideas for this setting and plan the implementation. In doing so, they get to know the complete production pipeline of a shopping in a VP studio and experience the differences to a normal shoot on a set.

Target Group of this BIP

Bachelor's and master's students from the fields of media, communication and design;
no prior knowledge of virtual production is necessary

Methods and outcomes

Virtual and physical lectures, guided workshops with mentors, mixed group exercises, rapid prototyping experiences. Guided shooting sessions and presentations by students and reflection rounds by experts.

Description of the virtual component

The theoretical foundation for shooting an advertising film in a virtual production setting is laid here. The focus is particularly on the technological and creative possibilities of this production method and its differences to an on-set shoot. The participants then develop their basic idea for their advertising film in groups in several brainstorming sessions. This is then transferred into the classic process of an advertising film production. The participants develop advertising ideas as part of a brainstorming session. Project implementation is coordinated as part of a pitching process.

Number of ECTS Credits contracted

5 ECTS

Schedule On Site 16-20 March 2026			
Day	Time	Topic	Venue
Monday 16 March 2026	11h30 – 12h00	Opening Session (CA)	39-009
	12h00 – 13h00	Introduction in VP-Week (ED)	39-319
	Break	Lunch	
	14h00 – 16h00	Introduction in VP-Studio (AM)	39-319
	16h00 – 18h00	Presentation of Concepts and Pre-PPM (ME) all together 20 Minutes each Group 1-5	39-009
Tuesday 17 March 2026	10h00 – 11h00	Introduction in Unreel Engine (G1-G5) (AM)	39-009
	11h00 – 13h00	Group 1+2: Hands on Unreel (AM)	39-135
		Group 3,4,5: PreProduction&PreVis (ME)	39-301
	Break	Lunch	
	14h00 – 16h00	Group 3,4,5: Hands on Unreel (AM)	39-135
		Group 1+2: Pre Production&PreVis (ME)	39-301
Wednesday 18 March 2026	16h00 – 18h00	Pre Production Meeting (PPM) (ME) all together 20 Minutes each Group 1-5	39-009
	08h00 - 12h00	Shooting VP group 3 + 2 (ME)	39-319
		Pre Production and Post in groups parallel (ED)	39-301
	Break	Lunch	
Thursday 19 March 2026	13h00 – 19h00	Shooting VP group 5 + 1 + 4 (ME)	39-319
		Pre-Production and Post in groups parallel (ED)	39-301
	08h00 - 12h00	Shooting VP in group 1 + 4 (ME)	39-319
		Postproduction in groups (ED)	39-301
Friday 20 March 2026	Break	Lunch	
	13h00 – 19h00	Shooting VP in group 5 + 2 + 3 (ME)	39-319
		Postproduction in groups (ED)	39-301
Friday 20 March 2026	09h00 – 12h30	Final Presentation and Feedback (ME, LR)	39-009
	13h00	Closing Departure	

Division of Teams and Projects

Team	Members	University	Project
1 7pax	Tba Tba Tba Tba Tba Tba Tba	Mittweida Mittweida Tba Tba Tba Tba Tba	IDEA: tbd. BACKGROUND WORLDS: tbd.
2 7pax	Tba Tba Tba Tba Tba Tba Tba	Mittweida Mittweida Tba Tba Tba Tba Tba	IDEA: tbd. BACKGROUND WORLDS: tbd.
3 7pax	Tba Tba Tba Tba Tba Tba Tba	Mittweida Mittweida Tba Tba Tba Tba Tba	IDEA: tbd. BACKGROUND WORLDS: tbd.
4 7pax	Tba Tba Tba Tba Tba Tba Tba	Mittweida Mittweida Tba Tba Tba Tba Tba	IDEA: tbd. BACKGROUND WORLDS: tbd.
5 7pax	Tba Tba Tba Tba Tba Tba Tba	Mittweida Mittweida Tba Tba Tba Tba Tba	IDEA: tbd. BACKGROUND WORLDS: tbd.

--	--	--	--

What happens next?

After you apply for the BIP, we will send out confirmations immediately after the application deadline. We will then put together five mixed teams and distribute the next work packages.

For the first online session on 2 March 2026, each group will develop three commercial ideas and present them:

To do this, select one of the six worlds listed below for each idea. Describe a story. Choose a product, either fictional or real. Write a short storyline. AND briefly describe the real playing field, what you want to bring from the world to the stage.

This will then be used to create a one-pager for presentation in the second online meeting.

The groups will be coached and supported by our director during the development phase.

Linkliste virtuelle Welten | Hintergründe

Basar

<https://www.fab.com/listings/ccde8d34-48fc-4876-b1cd-1658af34ffbb>

Unfinished Building

<https://www.fab.com/listings/25f2e7e5-5cca-48a5-99a3-35c38b8240ac>

Western Saloon

<https://www.fab.com/listings/57991a62-f98f-4c6a-9b94-a74ec12f242e>

Slate Quarry – Savanne

<https://www.fab.com/listings/578d0ceb-5ccb-425f-abd5-e791a21551b6>

Lagerhall

<https://www.fab.com/de/listings/a3149fab-3906-4043-b6ee-3937b752a06c>

Sci Fi Hallway – Laboratory

<https://www.fab.com/de/listings/e3cadcef-7709-4e6d-9f56-d6fb2156cb67>