

Hochschule Mittweida | University of Applied Sciences
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To our project partners:

- Universidade do MAIA Porto (Portugal)
- Algebra | Bernays University Zagreb ABUZ (Croatia)
- Universitat Autònoma de Barcelona UAB (Spain)
- Universitat Politècnica de València UPV (Spain)
- Inholland University of Applied Sciences (The Netherlands)

Faculty of Media
Prof. Dr. Christof Amrhein
Vice Dean, Head of Film&TV

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Mittweida, 23 September 2026

BIP2027

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						
BIP ID	2026-1-DE01-KA131-HED-000409134-1						
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 Nicola Matthes and Eddie Dietze, VP Supervisors						
Online session	Monday 01.03.2027 10:00 - 13:00 (4 SWS) Zoom Link tba. Monday 08.03.2027 10:00 - 13:00 (4 SWS) Zoom Link tba.						
On site	15 – 19 March 2027 at the media centre of the Hochschule Mittweida						
Participants	ABUZ Inholland	tba tba	MAIA UAB	tba tba	UPV HSMW	tba 6pax	in total: 36
Application Deadline	30 November 2026 ! to join the BIP, please send a mail to amrhein@hs-mittweida.de						

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.



Virtual Production Studio - University of Applied Sciences Mittweida

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.

For a glimpse behind the scenes, we recommend watching our aftermovie from the last Blackbox VP Intensive Week:



https://youtu.be/V0PyYpcfs-M?si=MpPQK_iCmygiWxeK

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

Handling

We have already implemented this concept with very good results. The playlist with the commercials can be found here:

https://youtube.com/playlist?list=PLmsHVUm_2aungfrm7RaBwv8h7eOvMVw7Z&si=l61ccMv5DYU588vg



Schedule On Site 15-19 March 2027			
Day	Time	Topic	Venue
Monday 15 March 2027	11h30 – 12h00	Opening Session (CA)	39-301
	12h00 – 13h00	Introduction in VP – Week (ME) Step-In VP Studio	39-319
	Break	Lunch	
	14h00 – 16h00	Keynote Introduction in Virtual Production (AM)	39-301
	16h00 – 18h00	Presentation of Concepts and Pre-PPM (ME) all together 20 Minutes each Group 1-6	39-301
	19h00 – 22h00	Barbeque – Grillerchen	(ZMS)
Tuesday 16 March 2027	10h00 – 11h00	Introduction in Unreel Engine (G1-G5) (AM)	39-301
	11h00 – 13h00	Group 1-2: Hands on Unreel (AM,NM) Group 3-5: Pre Production & PreVis (ME)	39-135 39-301
	Break	Lunch	
	14h00 – 16h00	Group 4-6: Hands on Unreel (AM,NM)) Group 3-6: Pre Production & PreVis (ME)	39-135 39-301
	16h00 – 18h00	all together Pre Production Meeting (ME) 20 Minutes each Group 1-5	39-301
Wednesday 17 March 2027	08h00 - 12h00	Shooting VP group 3 + 2 (ME) Pre Production and Post in groups parallel (ED)	39-319 39-301
	Break	Lunch	
	13h00 – 19h00	Shooting VP group 5 + 1+ 4 (ME) Pre-Production and Post in groups parallel (ED)	39-319 39-301
	19h00 – 19h30	Rough Cut Approval (ME)	39-301
	20h00 – 22h00	World Wide Quiz Night	(City)
Thursday 18 March 2027	08h00 - 12h00	Shooting VP in group 1 + 4 (ME) Postproduction in groups (ED)	39-319 39-301
	Break	Lunch	
	13h00 – 19h00	Shooting VP in group 5 + 2 + 3 (ME) Postproduction in groups (ED)	39-319 39-301
	19h00 – 19h30	Rough Cut Approval (ME)	39-301
Friday 19 March 2027	09h00 – 12h30	Final Presentation and Feedback (ME)	39-301
	13h00	Closing Departure (CA)	39-301

Storyworlds



Oriental Market	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
African Desert	https://www.fab.com/listings/578d0ceb-5ccb-425f-abd5-e791a21551b6
Warehouse	https://www.fab.com/de/listings/a3149fab-3906-4043-b6ee-3937b752a06c
Sci Fi – Lab	https://www.fab.com/de/listings/e3cadcef-7709-4e6d-9f56-d6fb2156cb67
Junkyard	https://www.fab.com/listings/a984aac1-d20f-4232-8ce8-212e1695aaf6
Old Mine	https://www.fab.com/listings/dc4dc139-f3a3-4375-875f-d1831506953e
Stadium Arena	https://www.fab.com/listings/d7cfc283-bf41-46a0-b7cd-789476c3263d
Beach	https://www.fab.com/listings/842b5837-b221-4aac-9504-8fd174b930e6
Amsterdam	https://www.fab.com/listings/0af9bcfe-bb1c-42a1-9c5d-60c8c4df592b

What happens next?

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

The first online session on 1st. March will lay the groundwork for the course. We will also present the planned group assignments at that time. For the second session, students will receive a small homework assignment to work on together and prepare an initial idea for the production. On March 8, each group will develop three commercial ideas and present them. To do this, select one of the over 15 worlds. 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.