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## Meeting in the Educational Committee of Animation

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Location:  
Online and at The Animation  
Workshop, Kasernevej 5, Viborg  
(Big Meetingroom/Miyazaki)

Meeting date:  
Monday, May 26, 2025  
12.30-15.30

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### Participants

Julie Raunsmed Peitersen  
Lise Saxtrup  
Mario Grosu  
Gry Lindebjerg  
Elodie Rose Denise Maddy  
Camila Moreano-Nielsen  
Peter Dyring-Olsen  
Sophie Refshauge Møller  
Kasper Kruse  
Kristina Sletting Jensen  
Uriel Kranot  
Magnus Møller

### Declined

Chris Ebeling  
Emile Gignoux  
Shelley Page  
Astrid Refstrup

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## SUMMARY/ AGENDA

Meeting chair:

Referent:  
Anna-Maj Geyti

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T: +4587554966

Date: 6 May 2025  
J.no.: Insert j.no.  
Ref.: Insert reference

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### Attachments

- Agreement on the reform (only in Danish): [aftale-om-reform-af-professionsbachelor-og-erhvervsakademiuddannelser.pdf](#)
- Graduate profile (pdf-document)

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## Agenda

### 1. Welcome

12.30-12.35 (Peter Dyring-Olsen)

#### a. Welcome

#### b. Approval of agenda

*The agenda was approved.*

#### c. Election of meeting chair

*Peter was elected.*

## 2. News from the bachelor department and head of studies

12.35-12.40 (Peter Dyring-Olsen)

Admissions:

Applications 2025: 502

- 461 are 1. priority

Changes from 2024 to 2025: - 13%

- The decrease in applications is primarily on the CGA-line. We are looking into how to work on the decrease in applicants for CGA.

Selected for test & interview	CA	CGA
In total	38	38
Women	34	22
DK citizenship	6	13
Non-EU citizenship	9	2

## 3. News from TAW

12.40-12.45 (Kasper Kruse)

- New dean: Gitte Nørgaard started as the new dean for the Storytelling and Design Cluster from May 1.
- Grant on the Finance Act: 10.000.000 DKK – 2025 is the last year, so we are working on a renewal. We will get the answer very soon. The minister of Culture and the minister of higher education are both very supportive of TAW. The grant supports the R&D department and the TECH department.

## 4. Reform of the professional bachelor programs in Denmark

12.45-13.15 (Peter Dyring-Olsen)

- What do we know by now?
- How will we organize the development of the education?
  - o Staff
  - o Students
  - o Educational Committees

Attachment: Agreement on the reform (only in Danish): [aftale-om-reform-af-professionsbachelor-og-erhvervsakademiuddannelser.pdf](#)

### What we know so far

- Shortened by 15 ECTS (+ 1 month earlier finish = 3 months less)
- From admission 2026
- Strengthening the quality and professional (faglige) level
- "Praksisnære problemstillinger"
- Less focus on "academic" elements (shorter, more practical bachelor exam)
- Raising the taximeter in general (but for us, no specialized raise)

- *Strengthened collaboration between TAW and internship places*
- *Possibility of teachers to have a closer connection to the industries*
- *Diversified teaching*
- *Fewer goals to be measured against*
- *More study hours (but we are already strong on this)*
- *More individual counselling and supervision (but we are already strong on this)*
- *A lot of what we are already doing*
- *Overall a strengthening of the economy for VIA*
- *More wriggle room for us*
- *Practical, hands-on focus*

### **We still don't know**

- *The financial consequences. Peter expects close to the same economy as now but VIA hasn't set-up the details yet*
- *How will the economy be divided according to the principles in the reform (e.g. more study hours, more supervision, diversified teaching)*
- *Our ministerial order*
- *Expectations for internship (including ECTS)*
- *Etc.*

### **So much to do, so little time**

- *From now and until late Fall, we'll need to redo our study programs*
- *And still run our programs*
- *We need to get organized around the tasks*

### **VIA**

- *We will have access to extra resources*
- *E.g. pay for external teachers while internal staff are developing the study programs (but adjuncts!)*
- *I expect access to development assistance*
- *We will have our own project group*

### **Our considerations**

- *In many ways, the reform is a confirmation of our practical, craft-based focus*
- *With our current organization, we have a good team for this task*
- *We need to be courageous in taking some big decisions quickly*
- *We will NOT just cut 15 ECTS from the current programs*
- *Common elements (first semester, first year)*
- *Video games?*
- *Specialization (e.g. via electives?)*
- *GS every year?*
- *Renewed, shared focus on supervision. The Semester Talk 3.0?*
- *Peter view our close connection to the students as one of our absolute strengths*
- *How to strengthen internships?*
- *Common elements (first semester, first year)*
- *Video games?*
- *Specialization (e.g. via electives?)*
- *GS every year?*
- *Renewed, shared focus on supervision. The Semester Talk 3.0?*
- *I view our close connection to the students as one of our absolute strengths*
- *How to strengthen internships?*

- Lab based teaching (experimentation with new tech)
- New(ish) formats? A renewed "self study"?
- How to handle theory? Finding the middle ground between "emotional venting" and "academic"
- Who do we include in the process? Industry partners?
- Integration of CA, CGA and GS?
- Collaboration with XR

### **Challenges – a reminder**

- Economy
- Employment
- Tech adaptation

Comments on the reform from the members:

*Mario: Has there been anyone who could exempt our programs? We are not teachers and nurses.*

*Sofie: It's a good approach to look at the entire program instead of just cutting out 15 ECTS.*

*Peter: We need to try things out and learn from them. Iteration.*

*Uri: Rethink a master's program to be able to dig deeper.*

*Peter: There will be more continuing education opportunities, and we can work with Gry on this. For now, there is no prospect of us offering a master's program.*

## **5. Workshop on the reform: Graduate profile**

13.15-13.45 (Peter Dyring-Olsen)

How should the graduate profile look in the future?

You will be divided into groups. Each group chose one to manage the time, take notes and present your input to the committee (does not need to be on only one person).

Write your notes in the padlet: <https://padlet.com/agey1/workshop-on-reform-animation-5vd9zrvidorcirz8>

Attachment: Graduate profile 2023

*Please see the padlet for the groups' notes on the graduate profile.*

## **BREAK**

13.45-13.55

## **6. Workshop on the reform: structure, content, values...**

13.55-15.00 (Peter Dyring-Olsen)

We would like to understand the committee's stance on the following:

1. What is indispensable – what must be preserved when developing Animation?
2. What are we lacking?
3. What can we discontinue?

You will be in the same groups as before the break. Write your notes in the same padlet as before.

The group work will be concluded with a common presentation and discussion.

*Please see the padlet for the groups' notes.*

*Common presentation and discussion:*

Mario, Lise

- *A map of opportunities for specialization.*
- *The industry is fragmented. Difficult to demand something specific if I don't know where the graduates are going.*
- *The school has taken on to discuss how to establish a sustainable work life. It creates more freedom for the students if they understand that they can create a work life with a pattern of different jobs. There is a demand of being very flexible.*

Gry, Sofie, Julie, Uri

- *Entrepreneurial students and adaptable students. Who are you educating for? Not London as we were told when we were here. You need to be more flexible.*
- *Focus on the eye and understand the broader reasons for using technology for problem solving.*
- *Not educating for classic animation studios but for a work life where you slide into different studios.*
- *Educate in leadership, taking with clients, personal competencies, problem solving.*
- *The graduate profile sounds adequate but do we education to this? We need to check.*
- *The industry is hungry for seniors. Looking for applicants with "the eye" and who knows how to learn.*

Kristina, Kasper, Elodie, Camila

- *Entrepreneurship in an alternative way: different ways of funding, self sustainability.*
- *A fundamental: collaborative mindset, working in teams, problem based learning, critical thinking and problem-solving mindset. Ability to research trends, problem-solving. Good grasp of fundamentals.*

## **7. Participants in the meeting with VIA's board**

15.00-15.05 (Anna-Maj Geyti)

Every year, VIA's board invites the chairpersons of the educational committees to a joint meeting. This year, the meeting will be expanded to allow for an additional external member from each education committee to attend alongside the chairpersons. We need one person who can attend together with Julie. Since Julie is not sure if she is able to attend, we will also need one person to substitute for her if necessary.

The meeting will take place on October 7, 2025, from 13:30 to 16:00 at VIA, Campus Horsens. The meeting will be conducted in Danish, so it is a prerequisite that participants speak and understand Danish to attend.

More information about the program will be sent out to the participants after the summer holidays. We expect the agenda to focus on VIA's upcoming strategy and the reform of professional education programs, but also any other topics that concern the education committees.

*Sophie will attend the meeting together with Julie. Magnus and Lise will notify Anna-Maj if they are able to stand in for Julie if she is not able to attend the meeting.*

## **8. News from the members**

15.05-15.25 (Lise Saxtrup)

We would like to get a bit closer to what is happening in the industries related to our educational programs. Therefore, we would like the members to give a brief presentation at the meetings on how things are going in the industry – in general and particularly in relation to new technology, such as AI and today also about Producentforeningen and reimbursement arrangements (refusionsordning).

Lise Saxtrup will give a presentation at this meeting. After the presentations all members are welcome to discuss or give input to the topic.

*Lise Saxtrup from the Producers Association presentet the new incentive scheme aimed at attracting and retaining production in Denmark. The scheme includes a permanent allocation of DKK 125 million per year,*

*with DKK 20 million dedicated to animation. The law has been formulated, and a cultural test is being developed to define eligibility criteria and the application process.*

*Key conditions include a minimum production budget of DKK 6.5 million, a minimum spend of DKK 3 million in Denmark, and the possibility to refund 25% of foreign spend in Denmark. The cultural test for animation will focus on Danish content, cultural significance, and linear storytelling, with three application deadlines per year.*

*The scheme is set to be operational from early 2026, with the first application deadline on February 1st, 2026. However, the administration details are still being finalized, and future negotiations may focus on children and youth.*

## **9. AOB**

15.25-15.30

*Nothing for AOB.*