

SPRING SEMESTER 2022



LSBU

LONDON SOUTH BANK UNIVERSITY

SCHOOL OF ARTS AND CREATIVE INDUSTRIES



Brand Design Student

WHERE AND WHEN DID YOU STUDY ABROAD?

I studied at London South Bank University, which is in the Southwark neighborhood of London. I was there from January 15th to June 16th, but classes and exams ended in the middle of May.

WHAT KEA PROGRAM DID YOU ATTEND?

I am doing my top-up in Brand Design

HOW WAS THE APPLICATION PROCESS?

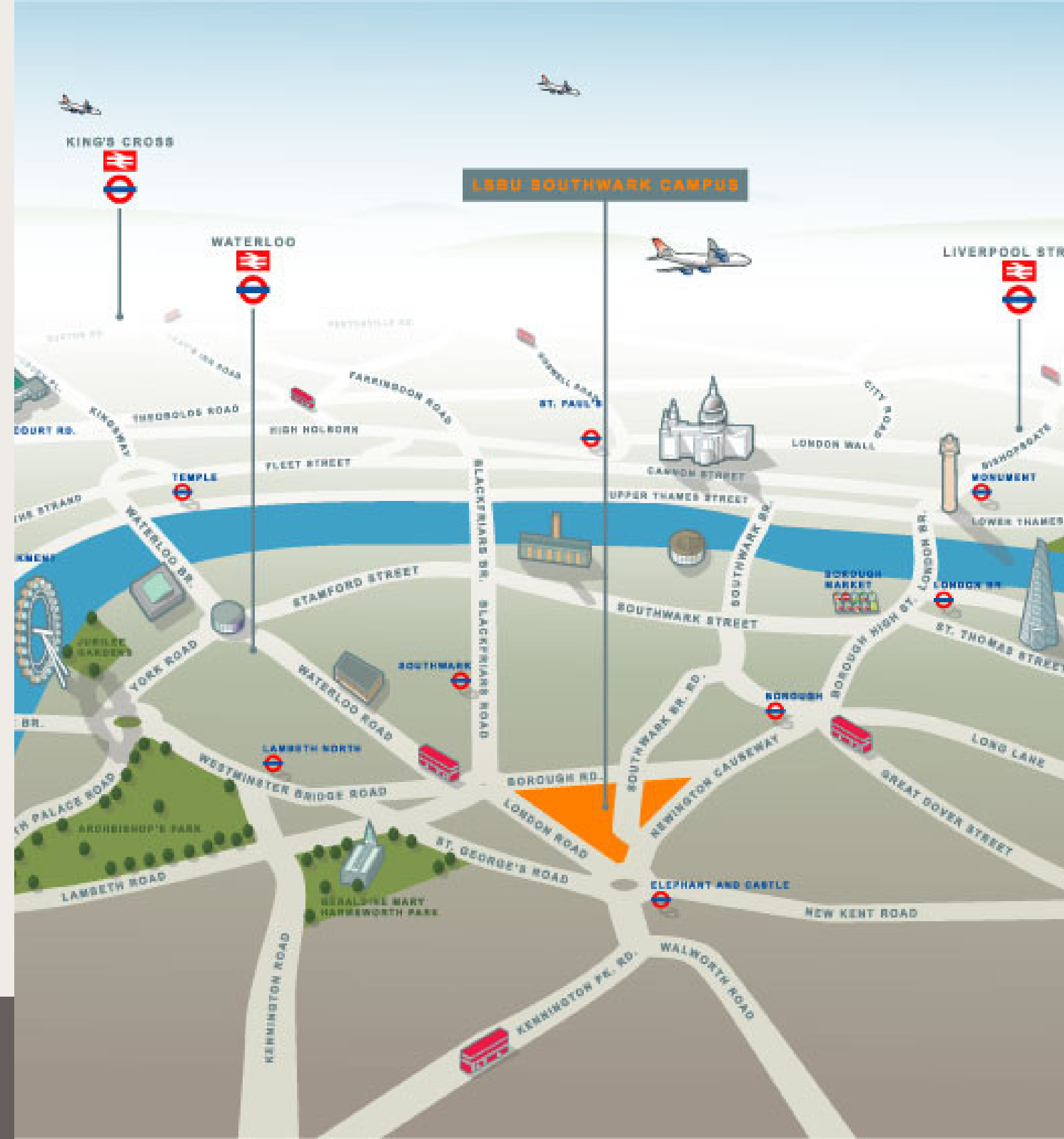
Relatively easy since I don't remember any significant complications.

WHAT DID KEA HELP YOU WITH?

Hanne was extremely helpful in answering all my questions and keeping me updated and on task.

WHAT HELP DID YOU RECEIVE FROM LSBU?

There were some questions I had that they answered through email.



DID YOU HAVE ANY PRACTICAL DIFFICULTIES SETTLING DOWN IN AT YOUR DESTINATION?

No, I chose to stay at David Bomberg House, which was not terrible but could have been a bit better. I had a private bathroom which was nice, but my room overall was tiny, and I shared a kitchen with seven people. The most annoying part was that the fire alarm was constantly going off because people couldn't cook, and security only allowed one guest for each resident at a time, and you had to book in advance to have an overnight guest. I really liked the location though, and they had a cinema room we could reserve. Looking back, I would recommend either McLaren House, since it is a bit newer and has more residents, so there is a bit more life there. If you don't mind sharing a bathroom, Dante Road didn't really have any restrictions on guests and was cheaper, but the location was not the best. It was a 15-minute walk away from Bomberg, further from the city center.



WHAT CLASSES DID YOU TAKE DURING YOUR SEMESTER ABROAD?

LSBU is made up of different schools/departments (business, engineering, design etc.) and I was under the School of Creative Industries which has many different programs (photography, advertisement, journalism etc.). As an exchange student, you can choose three modules/classes from any program you like within the SoCI. This was a unique opportunity to mix and match different modules from different programs, which is something full-time students cannot do.

The classes I chose were:

1. DIGITAL IMAGE CONSTRUCTION (PHOTOGRAPHY)

This class was split into two parts during the day. 2 hours were spent in the computer lab with Ollie (great guy). He taught us some basic stuff each week about the Adobe programs, mostly Photoshop. The other 2 hours were spent in the photo studio with Emily and Frank. Since this was a class with 2nd-semester students, they had already learned the basics of photography, so the teachers focused on particular techniques like wide-angle lenses, props, and lighting. The module was interesting enough, the photoshop teachings were pretty easy since I already have some knowledge of it, but since I had no photography work before, it was a lot of learning by doing. The teachers were good, but since we only had 4 hours a week, it was hard for them to go in-depth. I would especially recommend this course for those with some photography experience and no graphic design experience since the photoshop tasks were fairly basic.

The final exam was to hand in at least eight images from a shoot you had to do from scratch. This shoot should utilize two techniques we had learned during the semester and have been altered in some way in Photoshop.



2.EDITING AND MONTAGE (VIDEOGRAPHY)

This is the class that I was most surprised by. Michael and Patrick are the teachers, and it was split in half over 4 hours. Patrick would start by going over the history and method of using montage in film, focusing on short form films and non-narrative (no story or plot). I highly enjoyed these 2 hours with Patrick since I was interested in this topic and learned many intriguing things.

Michael would then come for the second half of the class and was more the technical and computer lecturer. He taught us about different motion and editing programs such as After effects, Premiere Pro and Davinci Resolve. Micael was an excellent teacher and taught us many helpful skills that could be useful for a marketer or designer.

The final exam with Michael was to create a 3-minute non-narrative short film. And for Michael, it was to shoot something on a green screen and track an image to a moving phone screen.

3.CREATIVE INDUSTRIES (ADVERTISEMENT)

I would say that this is the module I was most underwhelmed and disappointed by. It was a mix of 2nd-semester students and was structured around giving us valuable knowledge about how to break into the creative industries. I had high hopes about learning new skills, but it ended up being a lot of lectures by counselors about optimizing your LinkedIn and Cv and the importance of networking. This class was 3 hours on Mondays, and the only module I had that was entirely digital. There were two assignments for this module. Firstly we had to write 2000 words about an inspirational person from our chosen industry of interest. The second was a group project where we had to create a video pitch of an idea to gain new customers for a brand of our choosing.

WHAT CLASSES DID YOU FIND THE MOST REWARDING? WHY?

I enjoyed both the editing and photography class. This was because LSBU has excellent resources to help you with your assignments. They have a massive equipment rental, where you can get cameras, lighting rigs, and everything else you need for your shoot. They also have multiple photo studios that you can book and use for academic and personal work, as well as a high-quality poster printer.

WHAT CLASSES WOULD YOU ADVISE OTHER KEA STUDENTS GOING TO THE RECEIVING SCHOOL TO CHOOSE OR NOT TO CHOOSE?

I would focus on choosing something that fits your interests or will give you skills that might be useful for the type of work you enjoy. From my experience, I wouldn't expect the classes to be too challenging or intense, so maybe don't go into them with the highest expectations.

HOW HELPFUL WAS THE RECEIVING SCHOOL IN THE PROCESS OF CHOOSING CLASSES AND SETTLING YOU IN?

I would say LSBU was reasonably helpful. It is a massive school with many students and departments, so it is pretty overwhelming. Still, they had an international induction day that helped a bit, and that was where I met many of my friends.

WHAT CHALLENGES DID YOU EXPERIENCE CULTURALLY WHILE BEING ABROAD?

I would say the biggest challenge was meeting and making friends with the locals. I ended up making a group with other international students that lived in my student accommodation (David Bomberg House). Other than that, London itself is just massive and can be pretty overwhelming and draining. I had never lived in such a big city, so that took some time to get used to it.

HOW HELPFUL WAS THE RECEIVING SCHOOL IN THIS PROCESS?

LSBU and the student union had some events that I went to and other helpful resources. But it is also such a big school with lots of staff that it is hard to find the right person to speak to about a specific question/problem. The student halls group also had events for people living in their accommodations. I would recommend going to the pub quiz at the student bar on Tuesdays and then go to the student nights at the Ministry of Sound afterward, which was also on Tuesdays and was 20 seconds walk away.



WHAT WAS THE BEST CULTURAL/PERSONAL EXPERIENCE DURING YOUR STUDIES ABROAD?

I really liked going to all the different neighborhoods and exploring that area. When the weather got better, my friends and I would rent bikes and bike all around the city, which was incredibly fun. The area where South Bank is, is also lovely and vibrant, and I went on many night walks around the Shard, Borough market, and Tower Bridge.

WHAT ADVICE WOULD YOU GIVE OTHER KEA STUDENTS GOING TO STUDY ABROAD AT THE RECEIVING SCHOOL?

I would say keep an open mind and just enjoy. Everything will always work out in the end, but you might have to put in some work and effort to get the desired results. London is an insane city, both in beauty and scale, so embrace it and have fun.

HERE ARE SOME TIPS TO DO AND SEE:

- Shoreditch has some nice vintage shops
- If you want a no-nonsense club to go dancing, check out Simmons. They are all over, but the best ones to dance are in the city center.
- Amazing grace is a venue close to school and Borough Market. This was my favorite place to go during my time, and it has amazing live concerts and DJs. The building itself is also so cool.
- BFI Southbank has movie tickets for 3 pounds if you are under 25. I was a regular there, and I saw many old indie movies that I would never have the chance to see elsewhere.
- The Garden at 120 is a stunning free rooftop close to the Sky Garden.
- Millwall has pretty cheap tickets to football games
- Don't go to Notting Hill on the weekend
- I believe all museums are free, there are just certain exhibitions that cost
- The Barbican center is a fantastic place to discover and hang out on a sunny day, they also have a free conservatory but you have to book a time slot.





EST 1892

London
South Bank
University