

EXCHANGE

MARIKKA

FALL

SEMESTER

LÆRKE

2023,

ESCS,

REPORT

PIETERSON

LISBON,

PORTUGAL



ABOUT ME:

My name is Marikka, I am 22 WY/O, and I study Entrepreneurship & Design at KEA here at home. I went to ESCS, (Escola Superior de Comunicação Social), in Lisbon, Portugal for my exchanges studies in the fall of 2023.

CLASSES:

I took 6 classes in total at my stay in Lisbon, and they were following:

GRAPHIC DESIGN

Graphic design was over all a great class, basically build up around learning how to use the adobe programs; Illustrator and Indesign. We had both group projects and individual projects about what defines great Graphic design, and how to create it.

VIDEO POST PRODUCTION

The course is very theoretical and about learning what is it like to be a movie/film editor in theory. What happens AFTER/POST the shooting and direction of great movies. The class was finished off with 2 big deliveries of films that we had to edit, with the new knowledge that we gained during the course.

INTEGRATED COMMUNICATION LABORATORY

This course was all about learning what is is like to be working with PR (public relations) and how to us it with clients. Our whole course was build up around a specific case, and step by step we got to

develop a strategy and ideas on how to create a better relation between the public and the firm.

DIGITAL MEDIA LABORATORY

Digital media laboratory was about creating a campaign for a self-chosen, Lisbon based brand. This campaign was targeting Gen-Z, and was followed up by an idea for a social media campaign, and a web-site.

HISTORY & POLITICS OF THE CONTEMPORARY WORLD

This course is also very much like its title. We had lectures about the different eras of history and politics from the last century, in and around Europe. The course was finished off with a group assignment of a specific self-chosen subject, a presentation of that, and an essay.

PHOTOGRAPHY

The photography teacher started off by teaching us about the basics of the camera, how to use it and a small test on how to use it. The rest of the course was a group project about portraits, and had more space for creativity.



ACADEMIC EXPERIENCE

How helpful was the receiving school in the process of choosing classes and settling you in?

The people at ESCS are very kind, but i must be honest and say that there where not a lot of help to get. Maybe it was bad luck for us, but first of all the school takes a lot of time to answer the application for exchange. I got approved only a month prior to the beginning of my classes in Lisbon. This gave me a very short amount of time to get a place to live and do the preparation for the exchange. Second of all, they had a lot of "technical issues" when we arrived, and the classes got almost 3 weeks delayed, and with no following information or updates to the students during the waiting time. When you start classes on ESCS, you have to get inrolled into those classes, and the people at the helping desc, do not speak english. In general, there was a language barrier, that you felt often. Both in assignment descriptions, communication with the school and so on.

2. What classes/study experiences did you find the most rewarding? Why?

In general, there was a lot of stress for us students during the semester at ESCS. Because the classes started off almost 3 weeks late, we had to get through the courses in shorter time, and all deliveries and presentations were due the same weeks and days.

I found the **graphic design** class the most rewarding. The Teacher is very passionate about his classes, he is cooperative, and despite the small language barrier, he was very easy to communicate with. The goals and deliveries for the class were spread out proportionally, and he managed to gradually turn up the expectations, in the same way as the learning curve.

In general, i liked the content of the classes: Photography, Video Post production, Graphic Design and Digital Media Lab. The problem for me was the way the classes and the deliveries were structured.

3. What classes/study experiences did you find least relevant or least valuable to you? Why?

It is a paradocs that the classes that I found the most interesting, also where the ones i found the least valuable. This was probably a mixture of the fact that we had such a short amount of time to execute the courses, and the way the classes were structured:

VIDEO POST PRODUCTION

The video post production course were nice and interesting, but there were basically no exercises or assignments during the first months. It all came down to 2 very big assignments, that had to be delivered in the end. A lot of theory during classes, and almost no practical exercises to practise the newly gained knowledge.

DIGITAL MEDIA LABORATORY PHOTOGRAPHY

The classes for this course were basically tutorials for the program: Figma. She showed something on the screen and then you had to do the same. Then the final assignment where you using this program to create a website. The assignments were very big, and the classes and the assignment describtion were so unclear, yet her judgement of the assignments were very hard. Again i feel like the language barrier also did not help the situation.

4. What classes would you advice other KEA students The receiving school

I would definately recommend the graphic design class, and actually also photography. I did not always get where the teacher was going with the class or the assignments, but i ended up thinking it was fun. Would recommend you to bring your own camera if possible tho!



PRACTICAL EXPERIENCE:

The application process is long, and you need patience. Because we had 3 weeks without school in the beginning, I had the opportunity to settle down easy when i got to Lisbon, and we managed despite the short amount of time, to find a small studio to live in. Our studio was near Martim Moniz, so basically close to everything, and with 35 min. to school. Not cheap (625 euro pr. month pr. person.), but affordable with the erasmus grant, and i think we were very lucky finding our own place in the city center. This gave us the opportunity to have a more local experience in my opinion.

There were no expenses regarding materials for school, the only steady expenses i had were public transport, trips, dinners and drinks;)

I managed to stay in my budget, and Portugal is very cheap regarding dinners and drinks and whatever, so it is definitely possible to stay within your budget i would say. Especially if you save up some extra cash before your trip. I saved up extra money for the stay, and managed to get a small grand besides the erasmus grand as well.

Lisbon is a wonderful city, and it will have a special place in my heart for ever. The people are so nice, and there are loads of places to visit in Portugal in general. Plan the trips and just do it! I had great pleasure in taking surf classes during my stay - here i made friends with locals and experienced the famous waves of Portugal. Would 10/10 recommend!!



In general, i would recommend spending time with yourself as well. Lisbon is a great city to travel alone, filled with wonderfull coffeeshops and restaurants. My advice for the next exchange students from KEA, is to have patience with the process, and believe that it all will eventually fall into place. As other exchange students have mentioned ealyer, the time perception in Portugal is really something else, so everything just takes more time and patience. Visit the wonderfull nature of Portugal, and bring a camera because everything is so beautyfull.

I personally had planned a lot of visits in the end of my stay in Lisbon, and i would not recommend it. I had all my final assignments and 4 presentations due in the last week, and it was way too stressfull with guests visiting from home.

