

## Technical

### Where and when did you study abroad?

IED Istituto Europeo di Design Barcelona  
Spring semester 2023



### What KEA program did you attend at the time?

Communication Design & Media  
Design & Business

### What classes did you take during your semester abroad?

#### Editorial Project & Interactive Communication

This subject was my favorite. The purpose of this subject was to create a whole magazine of at least 60 pages about a desired topic. We had to create all content ourselves; photoshoots, articles, ads, interactive spreads, guides etc. We learned about graphic rules and hierarchy in terms of fonts, colors, grids, margins and tone. We had lectures on paper and varnish, binding and printing. As a final delivery, we printed the magazine and created a promotional video for the publishing.

#### Creativity

Creativity was a subject focusing on branding and advertisement. We discussed different advertorial campaigns and methods, but most of the class was focusing on producing fictive campaigns to use in our portfolios. We had many different tasks at the same time, which was a bit confusing. We did a col-lab with Goodnews Coffee and Alpro, where we got to learn how to spraypaint and do a mural in the city.

#### Calligraphy, Screenprinting and Engraving Project

This subject was an arts and craft class. We had different teachers for the different crafts, with just 5 classes of each, making it more like a small workshop. We learned calligraphy methods, writing with a nib and with pencil, from different time periods. In screenprinting, we printed on paper with a screen and learning about inks, to create a small book of colors and shapes. In the engraving project, we did linoleum and rubber stamping with different colors and elements. We also had a workshop on letter press technique, where we visited an old stamping shop that had the old Gutenberg machines. These courses were very fun, but we had to buy all the materials ourselves, making it kind of expensive.

#### Contemporary Communication

This subject was an UX/UI class, where we had to create an app based on a problem in our everyday lives. It was very basic understanding of web design, and we had to create the prototype in Figma. A lot of the information I knew already from Multimedia design, but it was cool to see how everyone did web design differently.

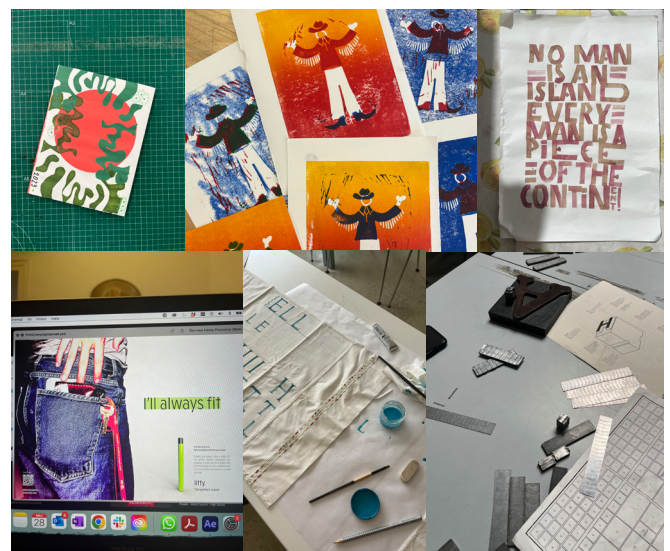
#### Design Strategy & Management

This class started out very confusing, as the school didn't have a teacher for it for the first 2 months, which resulted in the class being cancelled every week. When we finally got the teacher, she was not very good and just made us do riddles and googling videos on YouTube. Finally, the class voiced their dissatisfaction to the school, and they fired the teacher. In the end, we got a team of two teachers, and they did a really nice course. We learned about managing a creative campaign in terms of budget, timeline, visuals and social media. In the final project, we had to create a campaign for the release of a album from a famous artist, by coming up with a viral idea, finding collabs, planning advertisement space and budgeting it.

#### Workshop: Imprints on Nature

I did this workshop in my first week at IED. We had to do prints on fabric using only plants and flowers, and without the use of any chemicals. The teacher was a IED alumni from Fashion Design, and she was very sweet and had a lot of knowledge. It was fine to learn a new skill, but the workshop was very slow and one-sided. I know that they had a lot of very cool workshops, so I just wished I was in another one.

Arts and crafts



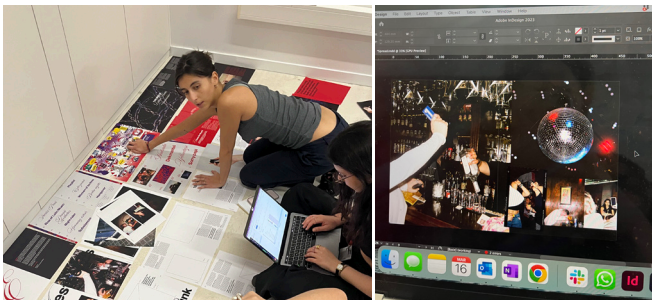
## Academic Experience

### How helpful was the receiving school in the process of choosing classes?

The school chose all my classes for me, as I was following the 3rd year graphic design in their current semester. The academic coordinator from IED created a Telegram group for all the Erasmus exchange students in the school, making it very easy to meet up and ask each other questions about the exchange.

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

I liked the Editorial Project the most, as it was the longest class. We had 2.5 months to create the whole magazine, giving us time to go out of the city for cool photoshoots, talked with printers about the right paper and choosing the cool content. I learned a lot about structure and rules in editorial design. We also had to collab with an IED student outside the class, giving me opportunity to meet people from other subjects.



Editorial project

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

The school had a bit of a problem with timing, meaning that two of our classes got moved back a lot. Because of this, I had almost no classes in the first month, but a lot of classes in the end of the semester. The creativity class was fun, but almost all the projects were fictional, and as the class ended up being placed after the application for internships, we couldn't really use the projects on our portfolios, as they were meant to be.

### What classes would you advise other KEA students going to the receiving school to choose or not to choose?

You can't choose your own classes, so I would just advice to go with the flow and make the best of it!

## Practical Experience

### How was the application process?

The application process was a bit hectic, but that is only because for top-up students, you have to apply straight after starting your first semester. The information from KEA was easy to navigate and Hanne helped a lot along the way. KEA helped me communicating with the school about my questions and finalizing all the paperwork in Mobility Online.

However, IED told me that they only had very few spots and I didn't hear back from them until December, so there was a long wait to know if got accepted or not. As the school doesn't have a campus, it is up to you to find accommodation in the city. I would say you need to handle a lot of things yourself, but in the end it always works out!

### Did you have any practical difficulties settling down in at your destination?

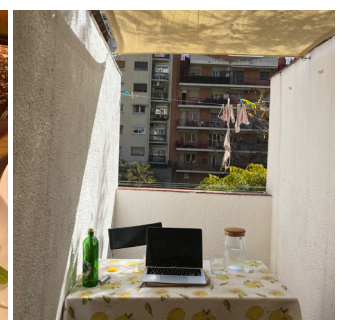
No, Barcelona is a lovely city and easy to navigate. I rented a bike and biked to school every morning. The school sent me some documents on where to live, but I didn't really use it. They also organized some guides tours of the city throughout the school year.

### Where did you live? Was it difficult to find accommodation? Was it expensive?

In El Clot, a small neighborhood by Sagrada Familia. It was nice to live out of the city center, in an area without too many tourists, but still super close to everything. The metro system is very good, I would recommend living close to a metro stop. My boyfriend moved with me, and we rented a 2-bedroom flat for 1300€ a month (including everything) through Spotahome. It is hard to find accommodation without paying a really high agency fee, so I would recommend looking at this app, as it just connects you with a private renter. Be aware about scammers - 3 people from my school who came with Erasmus got scammed.



Good food



My terrace



**What kind of expenses did you have in general? Did you spend more or less money than you budgeted with?**

In general, Barcelona is a bit cheaper than Copenhagen. Going out for food and drinks are cheaper, but you also do it more, as it is in the culture. Groceries are similar priced as in Denmark. As a student, you get a 3-month metro card for 40€. Something I didn't budget, was school supplies - the school provides you nothing, so everything you print, produce, or tools you need to do your projects, you have to buy, so I spent a lot of money on these things. I think in general I spent the same amount as I budgeted with.

**What kind of income did you have during your exchange?**

I got SU every month, and I got two grants, one from Erasmus and one from Nordea. I also worked a bit freelance on the side.

:)

**Cultural/Personal Experience**

**What challenges did you experience culturally while being abroad?**

I think the most important thing to remember when attending a university in a different country is that the way we teach in Denmark is different from many other places. I spent a lot of time in the beginning understanding how the teacher and student relationship were, how and whether to address your concerns. In IED, 10% of your grade is based on your teacher's impression of you as a student, so that can have a say in your final score.

**What was the best cultural/personal experience during your studies abroad?**

I met so many nice people in my class, but also from other courses in the school. Barcelona is just a wonderful city, the weather, the beach, the food, the vibe is super nice. In the weekends, I travelled around Catalonia a lot, especially to Costa Brava, which is definitely my new favorite place to go on vacations.

**What advice would you give other KEA students going abroad at the receiving school?**

Be open-minded and get inspired by the things happening at the school. Even though some things are very last minute and not very organized, they do try to create a lot of cool events and showings of the art. Connect with your classmates and try to be part of the class, as almost all the work is in teams, and that is just much nicer if you are a part of the environment. The class is international and in English, but a lot of things happens in Spanish or Catalan, so it's definitely a good thing to know a thing or two. Remember to budget for school supplies or buy a printer in the beginning – you will need it! Also, don't tell all your friends that you will be moving to Barcelona, because you will have visitors from Denmark every week haha.

Costa Brava <33

