



## Questionnaire Study Abroad/Exchange

### 1. Where and when did you study abroad?

At Istituto Europeo di Design Milano (IED) from February 24th until July 3rd 2020.

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

The Top-Up Bachelor's Degree in Design & Business with specialization in Brand Design.

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

The Spring Semester at the 2nd Year of The Academic Diploma in Visual Communication Design with specialization in Graphic Design.

### 4. Please briefly explain what each class was about.

I had to have 30 ECTS points during my stay in Milan, but due to the late start of the semester in February, I decided to take an extra subject in January at KEA, which gave me 5 ECTS. This made my stay in Milan more flexible as each teacher at IED expected from student to invest a lot of time in their courses. Learning advanced coding for web-design or animation with no experience takes time! - Therefore having the 5 extra ECTS point gave me a safety-net.

#### Brand Design (4 ECTS)

In this course, we created an original branding and packaging for an Italian and Milan-based brand by incorporating the visual identity of a self-selected Italian contemporary artist and presented our projects at the course exam at the end. I made co-lab with Nespresso inspired by the visual identity of the new Prada logo.

#### Contemporary Art (6 ECTS)

In this course, we learned about art from 1970's and up until now. The teaching included many examples of different methods and techniques that artists use. The art-period is primarily dominated by New Media techniques and was hugely inspiring for one's graphic work. The exam was a traditional oral examination where I had to answer 3-5 questions chosen by the teacher on the day. (If you have good notes from the class, you'll be fine!)

#### Digital Modeling (4 ECTS)

The lectures were about the basic and slightly advanced features of the 3D program Maxon Cinema 4D. We were given weekly fun assignments that had to solve to pass the course. For the exam, we made a 30-second advanced 3D video based on the skills learned. It was a very useful and fun course with a modern, professional and relaxed teacher.

#### Infographics Design (2 ECTS)

Very simple course on how to make a strong visual infographic. I worked in Adobe-Illustrator during the workshops throughout the course. In the end I presented my design and research for class as an exam.

#### Photography (4 ECTS)

In this course, we learned the basic camera properties, aesthetics and lighting techniques. We ended the course with an exam, where we presented a visual magazine we made with our own pictures, but with a series of hurdles. It was a simple course that gives a better understanding of the professional camera techniques. I was at IED during the Corona-crisis and therefore was not able to lend the professional equipment needed for this course. I used my Samsung Galaxy phone with a downloaded camera app.

#### Research Methods (4 ECTS)

I lectured several new fieldwork methods on how to collect validated data and how to interpret them. The exam was an oral group presentation of one's work process, results and moodboard with ideas for a concept.

#### Video Graphics (4 ECTS)

We learned the basics and advanced Adobe After Effects properties. The teaching consisted of a lectured "tutorial" in class with weekly fun assignments based on one's abilities and commitment. For the exam, we had to make an advanced 30 second to 1 minute long intro-theme to a self-selected movie with the techniques we learned.



Digital Modeling Assignment, Lesson 4/10

## Academic Experiences

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

IED was very friendly, I did not feel at any time alone. I had a direct email contact if needed to the secretary, teacher or other class representative.

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

Being given the opportunity to study Art-History and Design in Milan is a gift. If you are as passionate and enthusiastic about graphic design as me - and you are Advanced in Adobe, studying at IED is exactly for you!

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

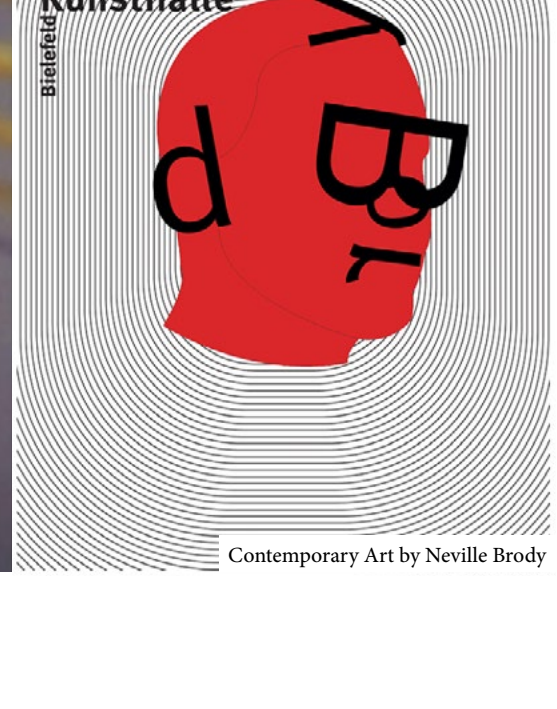
Photography class was a course that I had been looking the most forward to, but unfortunately it was a big disappointment as we I could not borrow any equipment from the school due to the Corona-crisis. However, the teacher made an great attempt (The teacher is an old man not used to teaching online, but an expert in analog camera) in making the course exciting and I learned some new camera technics and editing-tricks in Adobe Photoshop.

### 4. What classes would you advice other students going to the receiving school to choose or not to choose?

I studied at IED during the Corona-Crisis and was given in advanced. However, I did not choose not to have Coding/Web Design as it was on an advanced level. As mentioned, its important to have the 5 extra ECTS points in order to be flexible once you arrive!



Contemporary Art, New Media, Virtual Reality



Contemporary Art by Neville Brody

## Cultural/Personal Experience

### 1. What challenges did you experience culturally while being abroad?

I studied at IED during the Corona-Crisis that especially hit Milan in the spring 2020. I had, for a large part of my stay to respect the legislation for social distancing.

It is far from all Italians who can speak English. It is a really good idea to download an app like Duolingo to know the basics before arrival. This is so you do not appear rude, as the Italian language is very polite. Words like: *Professore*, *Signora*, *Signore*, *Grazie a lei* are very important to know.

### a. How helpful was the receiving school in this process?

Both students and teachers were very outreaching in ensuring that the international students were doing well and did not feel forgotten. The school handed out a contact lists of secretaries, teachers and tutors I if I had any problems.

The younger Italian generations are much better than older Italian generations at speaking English. The students often helped the teachers with translating some words during class.

### 2. What was the best cultural/personal experience during your studies abroad?

The opportunity to study abroad is really something I can highly recommend! I believe it is good to get out of you comfort zone. Milan is a cultural capital without a match, full of inspiration for everything and everyone.

The city is closely connected by train to all of Italy, and you can easily and cheaply travel to and from the city. My biggest personal experience would be taking the early morning train to Lake Como to work and read in the shade under a tree - or eating at one of the cheap and local restaurants!

### 3. What advice would you give other KEA students going to study abroad at the receiving school?

The school does not arrange any socializing events, but the fellow students were sweet and inclusive. You must be outgoing if you want meet people, if so, you get tenfolded back from the Italians.

The skills of the students at IED is very high, so I recommend the course to already advanced graphic designers. The competition is high, which is hugely motivating! The best is to see what kind of concepts and designs the fellow students have made.

Work hard from Monday to Friday and spend your weekends exploring. Make your own schedule for your exchange, you know what works best for you - a good plan never fails - if you want to get the most out of your stay. All the exams are within a month, so be prepared!



## Practical Experience

### 1. How was the application process?

The process was extremely easy and the exchange office at KEA helped a lot with the process.

However, you must already apply for an exchange within the first months of starting your top-up at KEA. I recommend just to apply fast as the process takes time! - Financially, I believe it'll work out for most Danish students - As they get SU+Loan and a Erasmus Scholarship. Most Italians live for way less. **Consume Less, Consume Better!**

Since you must apply so early in the start of your top-up at KEA, it can be difficult to attach enough material in your portfolio. I was initially rejected, but some months later I updated my portfolio with new graphic materials that I attached. With the help of KEA, I asked IED to reconsider and got accepted.

### a. What did KEA help you with?

KEA was a great help with the whole process of applying for IED and providing a security while abroad. Without KEA, I would never have gone on exchange!

### b. What help did you receive from your school abroad?

During my stay I had three meetings with the IED about my exchange. If I had any problems I could say it there, the school offers only academic help.

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

It is always a good idea to register in a country if you are going to live there for a longer period. I chose not to, as Italy is known for its long beaurocratic processes. This I found out when I had to get a Corvid test. I needed the registration number (resident number/CPR) in Italy, but after several phone calls I found a solution that eventually costed me 67 euros. (<https://www.synlab.it/>)- Register if you want, but nothing happens if you dont.

### a. How helpful was the receiving school in this process?

You should be covered by the Blue European Healthy Insecurity Card and IED does also cover their students in some cases. The above problem was when I did my internship in Milan afterwards and because of the Corvid-19.

### 3. Where did you live?

I lived centrally in Milan in the district called *Citta Studi* with 4 others from the age 24 to 30 who were either working or studying. (<https://www.spotahome.com/milan/for-rent/rooms/155776>)

### a. Was it difficult to find accommodation?

It is always challenging to find a place to live when you go on an exchange and you can often spend endless hours looking. My advice is that if you find a place you like for a good price (1 room for less than 750 euros), then book it. Don't spend endless hours thinking whether you live in the right district - It does not matter! You are in Milan and the whole city is beautiful and safe. Just live close to a metro station, so you are easily connected. I used the website Spotahome to help me find an accommodation. It is a professional website with a live chat. They take a high booking fee for the good service they provide, but some fees are less than others. (<https://www.spotahome.com>)

### b. Was it expensive?

Milan is one of the most expensive cities in Italy, the prices are very similar to the Danish ones. People therefore use the urban and outdoor spaces more. It is cheap to travel by train domestically if you book your tickets in advance.

### 4. What kind of expenses did you have in general?

I had a fixed expense of 780 euros for renting a room - and spent approx. 200 euros on food and a little extra on museums. My accounts always went to zero. You can buy metro and train tickets for 2 euros or buy monthly passes for 50 euros at the central station. My finances were SU+Loan, The Erasmus Scholarship and 2000 DKK a months for renting out my flat in Copenhagen. Save a little money in the begin, so you have some extra when the summer kicks in and Milan will be too warm to be in. Take the Train to Liguria or Como and enjoy a weekend off. It can easily be 30 degrees for weeks in the summer.

### a. Did you spend more or less money than you budgeted with?

I used about what I had budgeted for and then I got my deposit of 1300 euros (two months' rent) back when I moved out. If you drink your beer and wine in the public spaces, you can save a lot of money. If you are someone who shops a lot, then your consumption will probably be significantly higher than mine. If you want to do shopping I recommend one of the many vintage markets that the city offers. The morning vintage market on the last Sunday of every month in Navigli is the largest and most famous in Italy - But the prices match its popularity. The website Monocle was helpful when researching about Milan before my departure - <https://monocle.com/travel/milan/>



Enjoy Milan

Thank you KEA & Erasmus!