

# Study Abroad/Exchange in Toronto, Canada.

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

I studied abroad in Toronto, Canada from September 2<sup>nd</sup> to December 14<sup>th</sup> 2019 at Ryerson University.

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

The KEA program I attended at the time was E-Design on the KEA at Guldbergsgade, Nørrebro.

## 3. What classes did you take during your semester abroad? Please briefly explain what each class was about.

During my semester abroad I had four different classes:

- Design Management:

This class was my all-time favorite class. The teacher is so sweet, has a good energy, and is very engaging. In this class I learned a lot about Design Thinking, its history and how to use it. In the last couple of weeks, we worked in groups doing a smaller project, where we used Design Thinking. During this class we were giving small weekly design assignments, which was a fun way of being creatively challenged.

- Design Solutions:

In this class I learned a lot about Design Thinking as well. In the first couple of weeks you get introduced to Design Thinking and afterwards you will be connected to a client in Toronto that you and your group will cooperate with doing this class. You will get a problem from the client, that you as a group, through Design Thinking have to find a solution to. My group worked with the problem of how to re-communicate to the consumer market to increase trust and awareness of the greenhouse sector. If you choose this class you should be prepared to use some time every week outside of class to meet up with the client and schedule with your group, which can be difficult because you all have different classes and thereby different schedules.

- Topics in Design:

This class was more philosophic than I thought. The class was mainly lecturing where the teacher talks about different kinds of design, then we would have a class activity and then

the daily classes would end up with a class discussion about what we just have learned. During the 12 weeks of this class we had 3 bigger written assignments. These written assignments required answers to a list of questions regarding our academic readings and in class activities.

- Marketing in creative industries:

In this class I've learned a lot about marketing in different kinds of businesses like the movie business, music industry, social medias like Instagram, Youtube and twitter. This was very interesting, and I think I got a wide knowledge in marketing in the creative industry. This class was mainly three hours of the teacher talking and some class discussions. In this class there is a couple of written assignments, where you choose between different kinds of cases, where you have to make a marketing plan. This could be how to promote Frozen 2 and how you would do the marketing for this movie.

## Academic Experience

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

I arrived in Canada 10 days before school started so I had the opportunity to attend to a lot of these introduction days at Ryerson University which I found very comforting in terms of locating my classrooms and hear a little bit about the Canadian culture. I think that Ryerson University was very helpful to tell me about what to expect of Canada and explained the does and don'ts. Choosing which classes I would like to attend to, during my semester abroad, was easy once you found out what kind of classes would be relevant for you as an E-Designer (I foothold til KEA)

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

I found the Design management class the most rewarding if I think about the teacher, and how much fun I had with doing the weekly creative assignments in this class. At the same time the class contained a lot of knowledge about Design Thinking, which I had had a lot of back in Denmark. The class that I found most rewarding regarding new knowledge I would say that it would be my class called Marketing in creative industries. Here I learned a lot about marketing, and the different ways to approach this.

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

If I could have made something different, I wouldn't have chosen that many classes that focused on Design Thinking. I would have chosen some more diverse classes that wasn't

that similar to each other. Not that any of the classes wasn't interesting, but there was quite a lot of overlaps in what we were taught in the different classes.

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

I would advise future KEA students to choose a mix of classes, so they are not all design for example. If you had enough of Design Thinking from KEA already, I wouldn't choose the class called Design Solutions. If you like Design Thinking I would highly recommend the class Design management! The teacher Daniel Drak was my all-time favorite teacher of all. I would also recommend the class called Marketing in creative industries if you find marketing interesting.

### **Cultural/Personal Experience**

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

Taxes, public transportation, landlords, a lot of beer places only take cash especially in the Kensington area, expensive phone bills, UHIP,

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

As I mentioned earlier there was an information meeting where we were told about the challenges that there might be in the cultural differences in Canada. We also had an opportunity to ask students from Ryerson University a bunch of questions about the school and everyday things, which was nice. I would recommend future students to participate in this.

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

The Canadian people's kindness and openness, a great mix of cultures from all over the world meaning all different kinds of food, getting more confident in speaking English both written and spoken, big city – a lot to do both nature and culture wise, a lot of different neighborhoods to explore,

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

Find your internship before going on exchange. It caused a lot of stress, and it culminated with my exams in Canada. Choose some different courses to get a variety in your knowledge.

## Practical Experience

### 1. How was the application process?

I think the application process was okay. There was a lot of mails, but it was okay to navigate in them.

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

KEA was very helpful if I had any questions regarding the application process. If I had other questions regarding studying abroad KEA was also very helpful with this part.

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

- We had some problems with the place we lived, and the school helped us with getting in touch with some people who we could call.
- Like I mentioned earlier the school provided a lot of different information meetings as well as activities outside from school that they offered, like going to the theater, so you could get to know some other students at Ryerson University.
- They have a lot of different offers to help you get settled in Toronto.

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

We had booked a place to live before we arrived and we had only seen pictures of the house, but when we saw it, it was in a very bad condition. We moved out after we confirmed that there were bedbugs. We were three girls living together and we booked an apartment through Airbnb. And then we borrowed a friend's place to stay over Christmas. So be aware of the place that you live. We lived in a cool area though, but it caused a lot of troubles with the bedbugs.

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

We didn't reach out for the school to help us finding a place to live doing exchange.

### 3. Where did you live?

To start with we stayed for 10 days at a hotel downtown. Afterwards we stayed in the house in Kensington Market, with the bad living conditions. After that we lived in

Roncesvalles, which is a nice and calm neighborhood.

- a. Was it difficult to find accommodation? b. Was it expensive? "

We each payed 4.000 kr each a month. It took us a lot of time to find a place that wasn't too far from school and wasn't too expensive.

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

I got a school funding on 12.000 kr and I had saved up some money. I think I in total used 45.000kr. This included flight back and forth and living and food and fun.