

# Tobias Reimer, Lisbon, Portugal 2020

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

I studied at School of Communication and Media studies (ESCS) in Lisbon, in the fall of 2020.

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

I attended the program Entrepreneurship and Design at the time.

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

*Digital Media Laboratory (DML):*

This was kind of a funky class where we had to make a YouTube channel which we had to promote on a social media platform (Instagram, Twitter, Facebook, TikTok). Our lessons were about how we could make the best and most entertaining videos, as well as how to cross promote these videos on the social media platform we chose.

*Graphic Design (DG):*

In this class we mainly were taught how to use Adobe Illustrator and a little bit of InDesign. The focus was technical with not a lot of focus on design theories.

*Photography (PE):*

In this class we learned about the technical sides of using a camera (Shutter speed, aperture, ISO). While receiving inspiration through lessons about the work of great photographers.

### *Integrated Communications Laboratory (ICL):*

This class' main focus was public relations and branding. For our final assignment we had to create a City Brand for Lisbon and write a paper of about 10 pages.

### *Innovation:*

As the title accurately suggest this class was about innovation. We went over innovation theories such as incremental, radical -and systemic innovation. As well as Blue Ocean strategy and others. We also discussed the history of innovation.

### *Portuguese language course (2 weeks):*

I only had 5 classes throughout the year because I swapped one of my classes on my Learning Agreement for the 2 week language course that took place before semester start. I highly recommend taking the language course, even though 2 weeks is not a lot (you can extend it), you still learn enough to better understand the city and people around you.

The class I swapped out was *Marketing and Communication in English*. I did this because the class was scheduled late in the afternoon and it had a lot of homework. It also had the most comprehensive end of the semester with a lot of tests and papers.

## **Academic Experience**

I must preface this part of the report by saying I did not go to study abroad for academic reasons. It was mainly to explore life in a new city and to explore a new country. At the same time, I went during COVID-19 so a lot of my experiences might differ. Keep that in mind 😊

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

The receiving school was poor at communication during the process. The process was run through an online platform which worked okay. But if I/we needed help with something it took the school a long time to check and

respond. I knew this from the start and did not worry too much about it. But I could imagine it to be stressful for some. My advice would be to relax even though it takes time with receiving acceptance letters and so on.

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

I found Photography quite rewarding, mainly due to the fact that I took an interest in the subject outside of school as well. The class and the teacher was quite dull at times but I liked taking photos. Purely academic wise I would probably have to say Graphic Design taught me the most.

Innovation and ICL were great classes with amazing teachers, but I knew most of it from back home. In general I would say most subjects were a bit behind compared to KEA, which meant that often what we were being taught I felt I already knew.

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

That would have to be Digital Media Laboratory, it was an easy class with not a lot of work during class. It did require work outside of class because we had to make at least 5 YouTube videos. Which could be quite a drag if you were in a boring group. I did not find much of what we learned relevant to my academic career or just life in general.

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

First of all, I would definitely advice students to take the Language Course and incorporate it into their Learning Agreement. It is useful and enables you to attend one less class during the year.

And if you like me, are not going abroad for academic reason I would advice you not to take Marketing and Communications in English. It was a lot of work I learned from my fellow students. The teacher seemed very smart and bright though, so if that is what you wish for during your stay, go for it.

I would advice you to pick exactly the same classes that I did, because I had a very pleasant stay.

## Cultural/Personal Experience

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

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

I would not say I experienced many challenges in Lisbon, the locals are extremely nice and helpful. Often if you looked a bit lost people would ask you if you needed help. With a high percentage of english speakers it was easy to communicate.

I would say my main challenge was to understand the news about COVID-19 while I was there, but whenever new restrictions were introduced both the teachers and my fellow students were quick to help everyone understand the new guidelines.

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

I would say the best experience was to explore the city of Lisbon, it is a lovely place with amazing people and the loveliest streets. Exploring the rest of the country outside of the city limits was also a great experience, and something I wish I had done more of.

I think one of my most memorable experiences was a road trip with 6 of my friends to Nazaré when record high waves hit the beach. It was an amazing sight and if you are ever anywhere near Nazaré when a big swell is coming in you must make the trip to see it.

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

My main advice would be to live in Lisbon while studying at the school, not out near the school which is in Benfica. That area is quite dead and the trains from Lisbon out to the school runs on time. It will take you around 30 min to get from downtown Lisbon to the school, and you can get a student

transportation card for 40 euros pr. month (30 euros if you are under 23 years old) which can be used all around the city and outside it. This is well worth it.

My recommended spots for places to live are:

*Alfama*: The old part of town which is amazingly cozy with many lovely streets and restaurants. I lived here and would do it again (the internet is a bit slow in this district)

*Santos*: I did not spend a lot of time here because it is in the opposite part of town from Alfama, but every time I did it seemed so nice. It had a chill vibe with lots of nice restaurants and shops.

*Intendente*: Not as cozy as the other two locations but very central, it had many of the cities nicest bars and restaurants and Intendente Square is lovely.

*Barrio Alto*: This is the place to be if you like to party and do not mind the noise, it is a district catered to exchange students with lots of bars and restaurants. It is lacking in coziness though so I would recommend living somewhere else and visiting Barrio Alto when you want to party.

## **1. How was the application process?**

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

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

The application was long and tedious, and I am sure COVID made it worse. KEA was amazingly helpful with everything. The receiving school was slow and not as helpful as we are used to in Denmark. But everything worked out with a bit of patience and trust.

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

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

I did not have any difficulties, my friend from KEA and I mainly lived in an AirBnB which was an easy solution. Which is why we chose it. So we never asked for help from the school.

### **3. Where did you live?**

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

#### **b. Was it expensive?**

I lived in a AirBnB apartment in Alfama with my friend which was easy to find, mainly because many apartments were empty due to the pandemic. But I would recommend AirBnB because of how easy it was. I

f you want the live with other students in a shared apartment it is easy to find such places on facebook in various groups named something like “Erasmus Lisboa” og “Apartments Students Lisboa”

Me and my friend each paid around 3500 kr. for our apartment with two bedrooms, a bathroom, living room and kitchen.

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

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

My main expenses were standard living expenses such as rent and food. I liked to enjoy myself while being abroad, so I spent money on trips, restaurants visits, bars and such. But Lisbon is a cheap city and I ended up being able to live comfortably with the budget I had.

I received SU of around 6000 kr. a month (I received a bit more than usually due to some problems with my tax-card), I received the Erasmus Grant of 10.000 kr, and a special COVID-19 grant from KEA at around 2.500 kr. I believe. And then I was lucky enough to get a few thousand from my parents and family from home. That was all I had.

All in all, I actually saved up money while studying abroad which sounds absurd because I did not feel like I was holding back. But I guess that is a testament to how cheap of a city Lisbon is and how well our SU and the grants work.