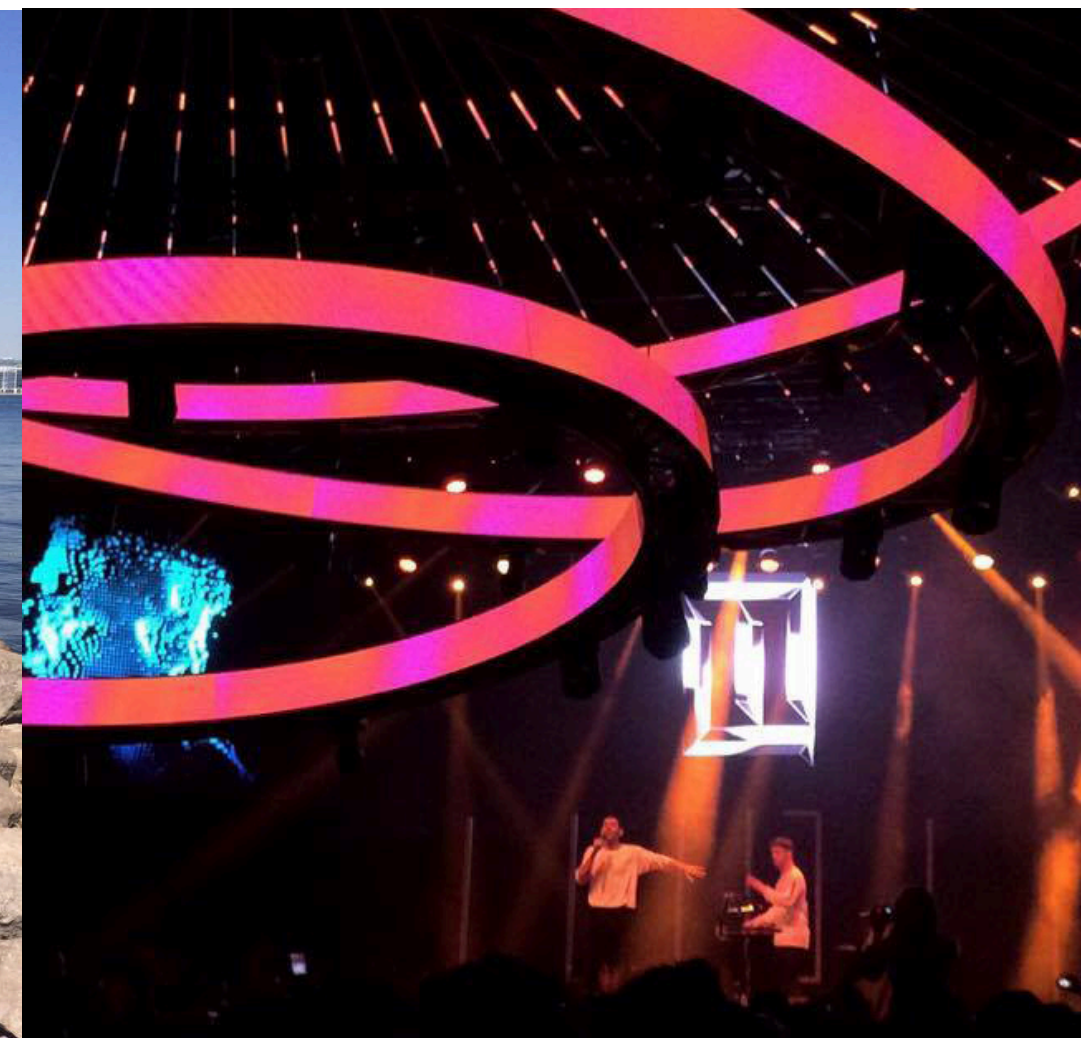


Humber College, Toronto (Canada)

29.08.2016-16.12.2016



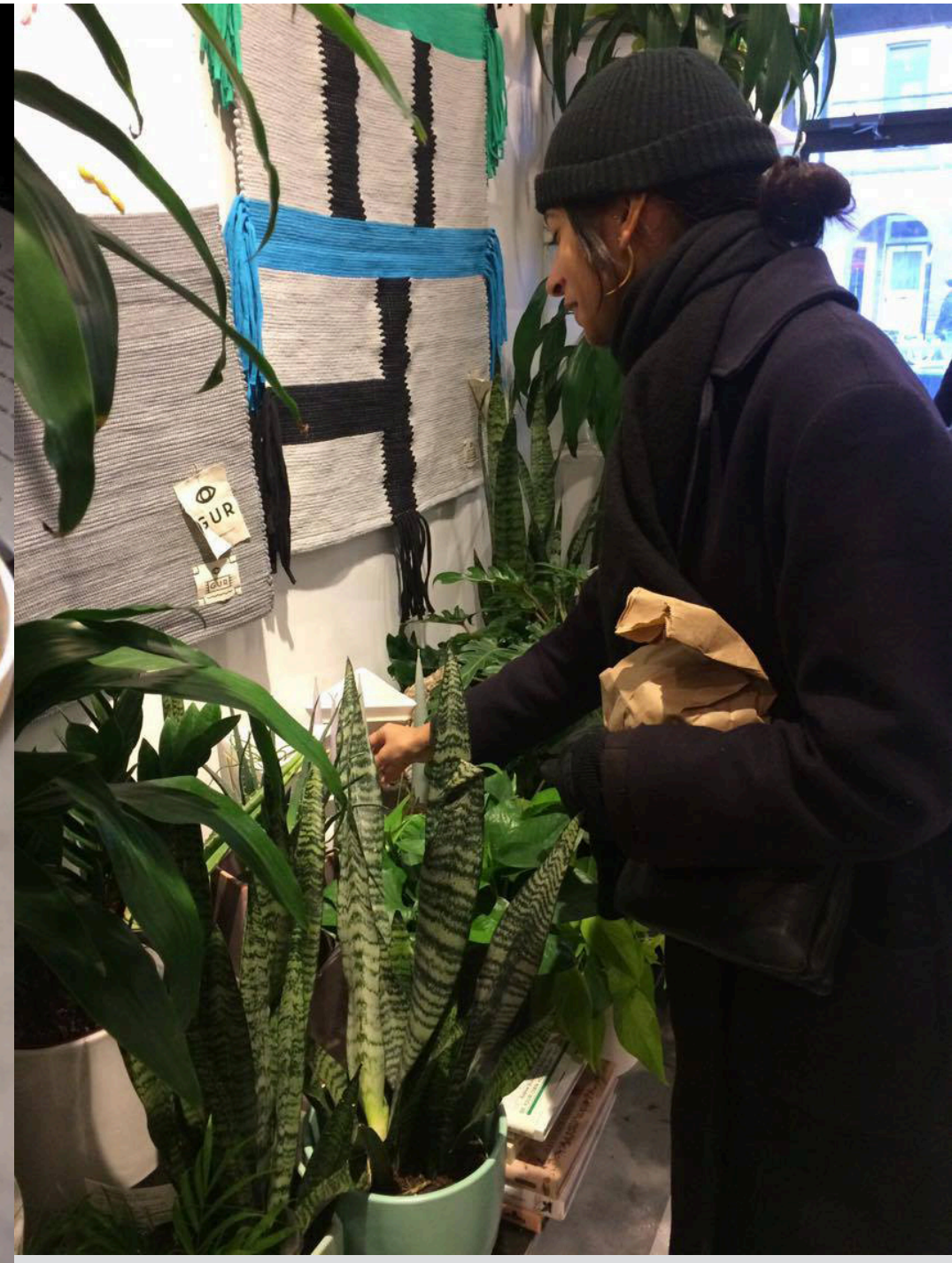
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INTRODUCTION

I chose to study abroad in Toronto, Canada at Humber College. At the time I was on my 3rd semester as a multimedia designer. I wanted to study abroad, since I have an interest in different cultures and get an experience by studying at a school in a different country. My expectations were to gain knowledge in the Canadian school system and culture, to live in a big city with great diversity in people and to gain friends with other cultural background.





Experience at Host University

MDCM 206 New Media Writing

In this course, students develop a critical understanding of the communications needs of an organization and the content needs of its web-site. They learn to write for specific audiences through specific media, including corporate websites and social media. The students begin work on producing promotional or informational video proposals for corporate or not-for-profit organizations. They research, write, and edit news releases and backgrounder sheets, and produce pitch letters for mainstream as well as alternative media, both print and online.

As well, they may write short feature pieces for online trade magazines, newsletters or a venue of their choosing. Students also research, write, and edit brochures and e-blasts. They adapt print material for the web, demonstrating their understanding of information architecture by repeating strong keywords in heads, leads, and photo captions; producing sidebars; writing eye-catching sub-heads; and incorporating hypertext into their work. They also produce writing for spoken delivery, such as speeches and introductions. Throughout, they adhere to the requirements of all good writing: proper grammar and syntax, supported opinion, verifiable fact, thorough research, and engaging voice.

Teaching methods:

Methods used in this subject were primarily for writing and different strategies for target groups and publication. Furthermore we used In-design for making a brochure.

Christina Batty was the teacher, and she was very helpful and always prepared. She delivered helpful feedback on every assignment.

What I learned:

I learned to create writing content for different medias. I learned to make a PR kit, what it contained and to write to the concrete target publications. I learned to use correct PR requirements.

MDCM 253 Advanced Design

Successful design comes from the implementation of a clear development plan based on a solid understanding of a client's needs. Achieving the design outcomes of any given project requires that the graphic designer recognize the trends of the industry while remaining relevant within the changing world of design. To this end, students delve further into the use of the industry-standard software and the tools of the design trade to which they were introduced in the prerequisite MDCM 230 Digital Design. This course explores best practice and procedures used in creating computer-generated designs using Illustrator, InDesign and Photoshop.

Teaching methods:

In this subject we used Photoshop, Illustrator and primarily In-design. We learned how the different programs interact with each other. Design principles were taught.

The teacher in Advanced Design was Judy Wood. She provided great knowledge in design principles and in the different programs.

What I learned:

I learned how to use the programs to its fullest. Furthermore I learned how to make design for different medias and a magazine spread.

MMDD 225 Building Dynamic Web Pages

In this project-driven course, students examine how to integrate dynamic content into web pages. Topics include JavaScript and server side scripting using PHP. Students cover the basics of database design. By the end of this course, students have a minimum of three portfolio examples that demonstrate an ability to work with dynamic web content technologies. Students also maintain a web-based learning journal.

Teaching methods:

Methods used in this subject were JavaScript, PHP and Database. We used Dreamweaver. The teacher was bad and new to the school.

The teacher was named Hermant and not very good.

What I learned:

I've learned very little in this class, since the teacher was not helpful and prepared way to much for each lesson.

RBD 225 0NA Media Branding

Focusing on content creation for the digital space, Media Branding teaches students how to effectively construct and design digital broadcast media content. Elements explored include podcasting, photo and video composition and creation, simple photo manipulation, and proper writing techniques.

Teaching methods:

Theories about how to use SOME, and target groups etc. We used podcast production elements, video and writing skills for blogs. The teacher was Pina Crispo, she had good knowledge in the field and had many contacts in the Radio world.

What I learned:

I learned some about branding for a company. But it was all about radio, which was not my field.

WEBD 221 Web Programming 3

With a foundation in HTML and CSS, students are now ready to dive in deeper into web programming. This course goes into detail on responsive design, use of pre-processor tools and PHP. Through a series of hands-on exercises, students will learn how to create dynamic web pages.

Teaching methods:

Methods used in this class were HTML, CSS, JavaScript and PHP. We used MAMP and brackets to the coding.

What I learned:

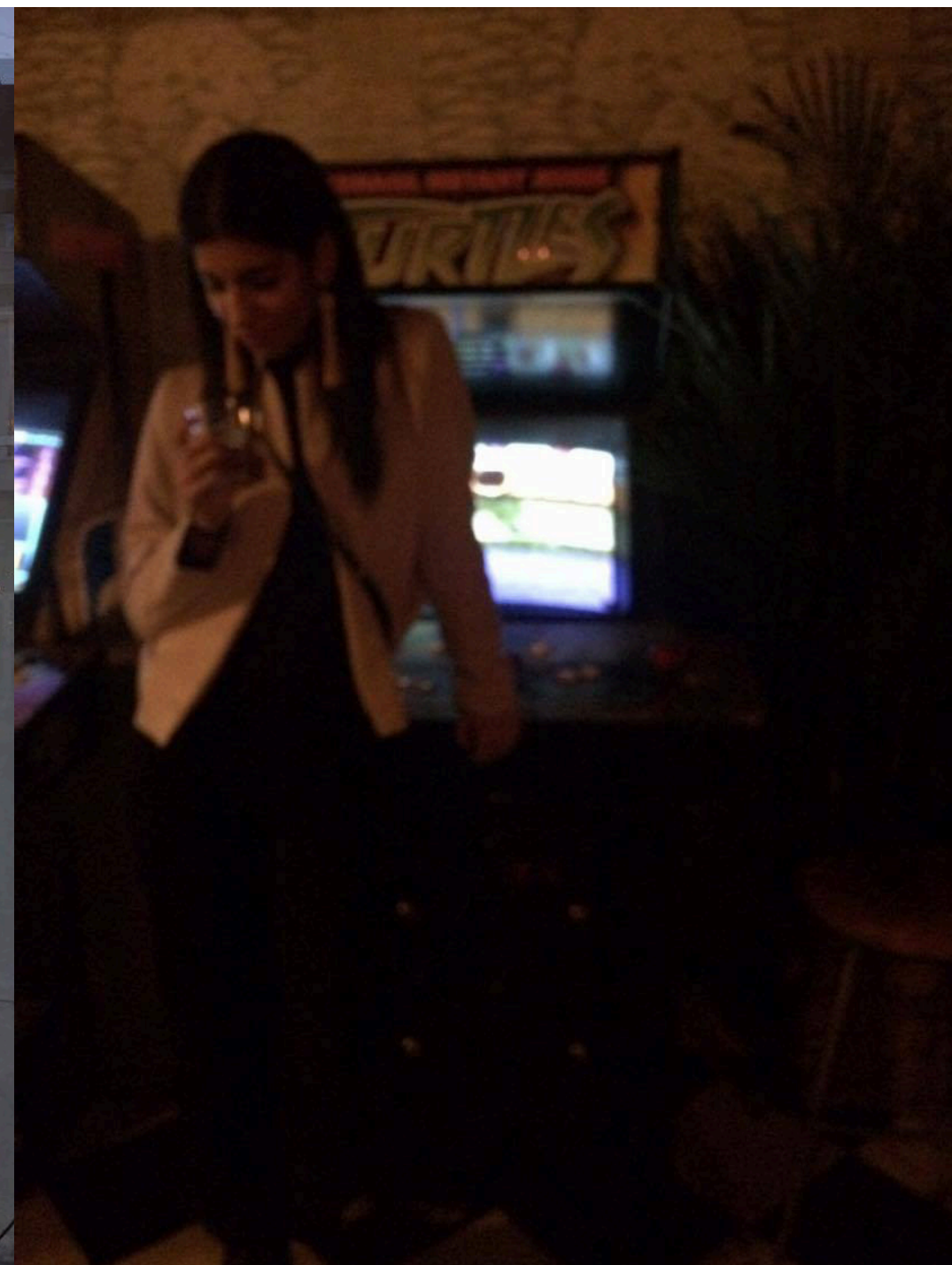
I learned an extension of coding and how PHP is used to interact with the other coding systems.



SOCIAL AND CULTURAL EXPERIENCES

The overall cultural experience of Toronto was great! People are very friendly and outgoing. The city of Toronto is a very safe place to be. At North Campus you are surrounded by a diverse crowd of students and faculty. People are helpful and interested in getting to know you. People I went to class with were all Canadian and they were all very sweet and helpful. They wanted to get to know you and weren't scared to talk to you. I lived on campus and here you have the opportunity to get to know a lot of people as well. You must put in mind that people on college in general are a few years younger than you. Furthermore the college is exceptionally good at taking care of their international students. They have international trips to sightseeing in Toronto, but also make trips to other cities in Canada. I went to both Quebec City and Montreal.

In downtown Toronto I especially liked the Queen Street West area, they have a lot of cool nightclubs like Apt200, styled like an apartment with pool table and old-school slot machine and then they play hip-hop, there is also the Libertiner which is cool. Furthermore Queen Street West has great restaurants such as Carmen and Bellwoods.





PRACTICAL EXPERIENCES

Rebecca Fitzgerald was very helpful with the all-practical school stuff. It was easy to drop out of certain classes and furthermore to add classes. I flew with air Canada for about 4.000 kr back and fourth. To stay on campus at a suite where you share a common area with a roomie and bathroom, you pay around 22.000 kr. This is with food-plan included.



CONCLUSION

My overall experience of studying abroad was fun and learning. I've gained a lot of knowledge in the North American culture and what it would say to study in a country like Canada. I've gained find across borders and made many new memories. If I didn't go to Toronto, I wouldn't get my dream internship back home in Denmark.

Because all I learned in Toronto was necessary to get my dream internship. I've learned many new skills and techniques by going to Humber College, but mostly in the writing and design area. Toronto is an amazing city to go to, to study abroad. The city has so much potential and has a lot of different stuff to offer. I would recommend anyone to go to Toronto and especially Humber College to study abroad, you will have an amazing experience!

