



Copenhagen School of Design and Technology

Host of exchange:

Portugal, Lisbon

IADE Creative University - Universidade Europeia

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Introduction

I'm (...)

I'm a student at KEA (Copenhagen School of Design & Technology) and I just finished my exchange in Lisbon, Portugal. I'm studying Multi Media Design and I did my exchange in my third semester. The exchange period went from mid february till mid June.

Why?

I applied for an exchange because I was interested in living in another place than Copenhagen. I thought it would be interesting to experience a different way of living and learning. I also value having international experience on my personal résumé.

Tough Choices

When I applied for exchange I ended up with two choices from the list of host's that KEA is in contact with. Either it was going to be Seoul, South-Korea or Lisbon, Portugal. I chose Portugal because the weather expectations was better than South-Korea during spring.

Lisbon

When I applied for Lisbon I was warned about choosing that. First of I was told that the university in Lisbon didn't have a course that was identical to Multi Media Design at KEA. Second I was told that communication and process weren't the host university's strength. I went with the choice any ways because I find myself open minded and being able to handle problems and situations on my own.



IADE - Universidade Europeia

Courses

The courses at IADE works in a different way than it does at KEA. As an exchange student you'll get a list with courses and then you have to put together your own schedule. The Portuguese students at IADE are doing 'full' courses like we're doing at KEA. But as a exchange student you will have mixed classes.



The whole process in a short description:

1. Do a learning agreement with the international coordinator at KEA.
2. Arrival at the University in Lisbon. The first week will be an intro week. The next couple of weeks will be about finding the right schedule.
3. You show up to the courses that you have chosen pre-arrival. Then you'll find out if the teacher is doing the course in English or Portuguese. If there's any other exchange students. If the content of the course is something fitting. If any of your courses is overlapping.
4. Then you'll go back and forth with the international office.

This process is pretty chaotic but in the end you'll end up with something that works. It will probably take a couple of weeks to get in order. And you will have to do all of it by yourself. The international office at IADE will not do anything for you, unless you go and ask/tell them to do it.

Communication

The communication is different in Portugal. Their systems is not efficient but very charming in a way. The online schedule doesn't really work and people don't always answer emails. You go and talk to people to get things done.

The courses I chose:

Communication Design (12 etcs, 6 hours/week)

Teacher: Maria Cadarso

Content: A lot of graphic design & some communication theory. Grade is based on 3 projects.

Quality: Highly recommended

3D Modelling (6 etcs, 7 hours/week)

Teacher: João Bernarda

Content: This is a tutorial in 3ds MAX. You will get introduced to Fusion 360 & 3d printing as well. Grade is based on 1 final project.

Quality: Recommended

Photography & Advertising (12 etcs, 6 hours/week)

Teacher: Octavio Alcantara

Content: Mostly about studio photography, both theoretical & practical. You will also learn about advertising. Grade is based on 4 projects.

Quality: Less recommended

The courses on my learning agreement pre exchange:

3D Modelling (6 etcs)

3D Laboratory (12 etcs)

Print workshop (3 etcs)

Multimedia workshop (3 etcs)

(6 etcs)





Communication Design

Communication design is a half-half practical-theoretical course. The course is based on 3 projects. First project was a poster in A3 describing the spirit of the university. We made a layout, present it in class, get criticism from class and then make another or adjust the current poster.

Second project was a project about a soap company. The company was based on the soap being produced by refugees from Syria. They wanted to express that in their product and we had to help them do that. In collaboration with a marketing class from the university we had to do full visual identity and marketing strategy. A very big project and a bit confusing what the teacher was expecting. But in the end it ended up being a nice project and experience.

Third project was producing an edition to Me Magazine. Me Magazine is a magazine where prominent graphic designers can introduce and express themselves. We had to produce a whole magazine about ourselves with pictures and articles. A very challenging assignment but also fun. Especially time was a big problem. The magazine ended up well and was a nice edition to my resume.

All in all the course was very giving and the teacher challenged me all the time.

3D Modelling

3D modelling is a practical course. I did one project through the whole semester. It had different parts but mostly I was working with Autodesk's 3DS MAX. The project was drawing a cartoonish character, then model it in 3DS Max and lastly 3D print it. We also did a small exercise in 360 fusion where we did a precise drawing of a tool for our character.

The teacher was very nice and very aware of that I was an exchange student. I was the only exchange student in class so he taught the class in Portuguese and did some 1on1 with me on the side. This worked pretty well since it was mostly practical.



Photography & Advertising

Photography and advertising is a course half theoretical half practical. Most hours was the teacher setting up an imaginary photo assignment and solving it with the help of the students. The rest was the teacher explaining the theory of advertising.

We did 4 projects during the semester. First project was a photo assignment where we had to shoot a lipstick inside the photo studio. In the class the teacher went through the whole process and problems that might occur. Then we had to repeat the whole process on our own. Pretty simple task but very challenging to perform.

Second project was a also a studio assignment. We had to find a brand on our own and do a 6 photo advertising series. I did a photo series about Hubba Bubba the chewing gum. Pretty fun assignment but very much your own responsibility to make it fun.

Third and fourth was put together to one big project. We had to do a photo series in collaboration with a local museum. The assignment was to analyse a story from a novel and try to express that in three pictures. The rest was up to you. I did a photo series where I played with light painting.

All in all the course was lacking a bit of content but the assignments was pretty fun to do.





Lisbon, Portugal

Hidden Gem

Lisbon is a beautiful city. It has become my favourite European city. It has a living city life, beautiful beaches and very nice people. I kind of see it as an hidden gem compared to other big cities in Europe. The city isn't filled with tourist and you actually can sense what the Portuguese way of living is.

Placement

The city is placed along the big river of Tajo just a stones throw away from the Atlantic Ocean. The city is usually hot but there's always an Atlantic breeze to cool you down.

Simple Food

The food is amazing but very simple. They like to cook the food as it is. No fancy dishes. Mostly it is fish and seafood. A classic Lisbon dish is a Dorado with boiled vegetables and some oil and garlic. It may sound very simple but it's delicious! They also have a very weird fascination of French fries which I cannot explain.

Going Out

If you like going out or having a few drinks Lisbon will also serve you well. Lisbon is filled with what you call Miradouro's which is look-out spots that is placed all over the city. Locals will spend their nights there having some cheap wine or beer while they enjoy the view of the city. There's also a club scene with all kind of music and people. If you're looking for a party you will find it in Lisbon.



Locals

The people of Lisbon is also worth mentioning. They're very nice and social. Elder people often don't speak English but they will try to have a conversation with you any ways. They're very open minded and kind. Younger people will also approach you and start a conversation. The younger people usually speak English and will be eager to learn and practice.

Practical Info

Flights

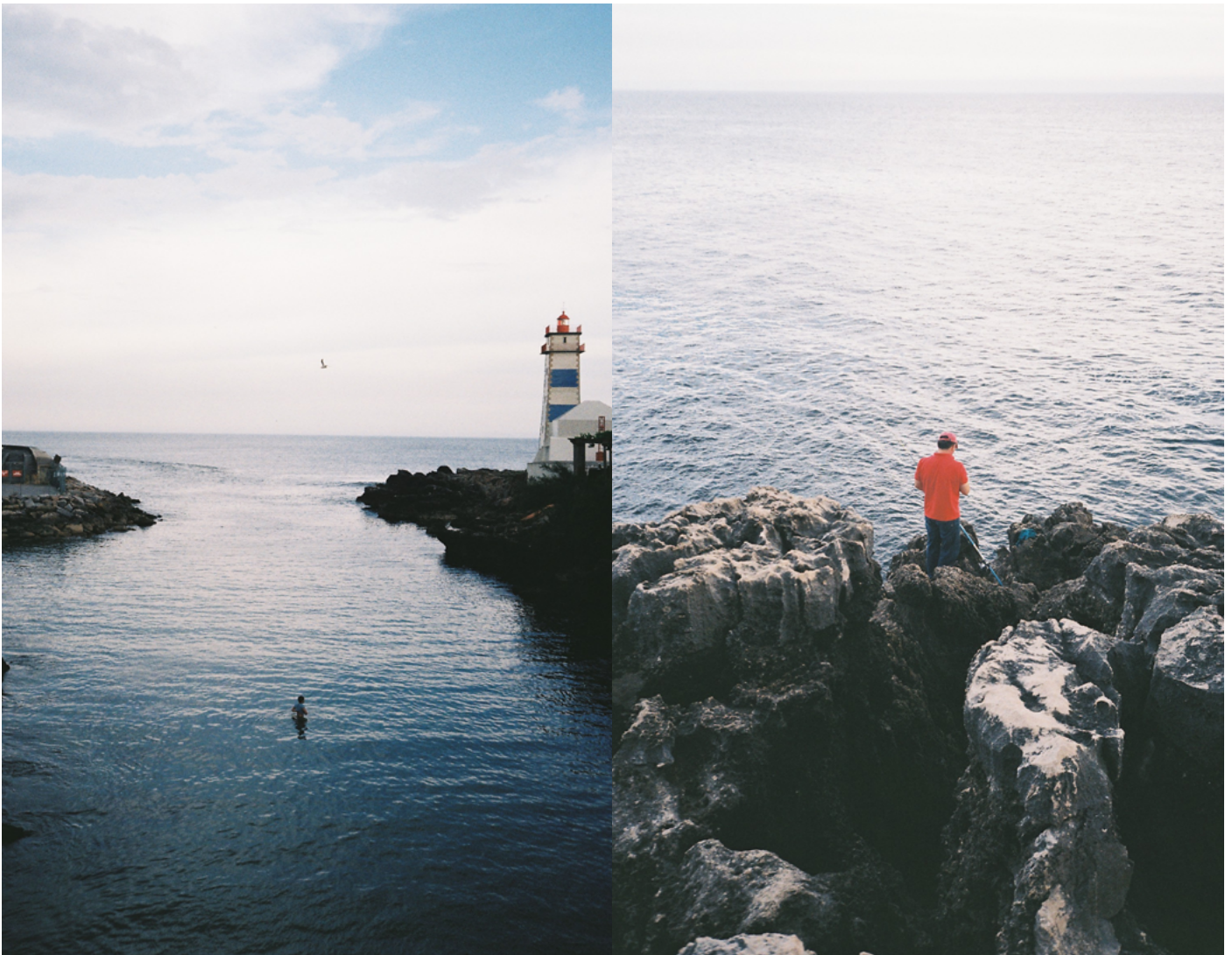
Flights to Lisbon is usually affordable. I booked a one-way ticket for 40,- Euros two months in advance. I did travel back and forth a couple of times and it didn't ruin my economy.

Transport

Transportation is straight forward in Lisbon. They have a well working metro system that will get you anywhere in the city. They have a monthly subscription and it will cost you 25,- Euros if you're under 26 and 35,- Euro if you're older. They also have buses and trams. But I actually ended up enjoying walking around the city a lot since Lisbon is beautiful and the weather is nice.

Trips

There's a lot of different options for going on trips around Lisbon. Portugal have a well working train system that will take you anywhere. Tickets are pretty cheap. You will also be available to rent a car for cheap money. I can recommend going down the coast from Lisbon. It's fantastic!



Accommodation

Finding a place to live was pretty easy to me. There is different kind of sites where they will rent out rooms specifically to exchange students. I booked through Uniplaces. I ended up paying 400,- Euros for a room which is expensive for Lisbon. It is possible to find cheaper but it depends on your demands.

Economy

I did get both SU, SU-loan and the Erasmus grant and it was more than enough. I spend all the money but I also travelled through Portugal, to Morocco and Spain as well. My biggest expense was having visitors from Denmark. They expected to have a good time when they travelled all the way just to visit. But if I take travelling and visitors away from the equation it is very cheap to live in Lisbon. I would say 600,- Euros is enough to live.

Food

If you like seafood go to Portugal! They love it. But Lisbon is very much influenced by the rest of the world. You will be able to find any kind of food you like. But local food is seafood, fish and stew's. A meal at the local restaurant is 7 Euros for a whole fish with vegetables. If you go to a western restaurant you will pay around 14 Euros for a main.



Conclusion

Was it a good experience?

YES! Lisbon is a fantastic place. I'm in love with Lisbon and will for sure keep on going there. I cannot recommend Lisbon enough. It is my new favourite place.

The educational experience is the only thing I'm doubtful about recommending. I learned a lot but in general the level of education was lower than at KEA. In the end it was about me challenging my self and not the university. If you feel like you will be able to motivate and challenge yourself, IADE University in Lisbon will be a great companion.

The exchange was a great opportunity to experience another culture and learn something new about life. I challenged my self and I evolved as a person together with the experience. Go do an exchange - You will not regret it!

Thanks for reading!

If you have any questions or anything reach me at:

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