

**STUDY
REPORT**

ABROAD

**KEA COPENHAGEN
SCHOOL OF DESIGN
AND TECHNOLOGY
PBA JEWELRY,
TECHNOLOGY AND
BUSINESS**

**STUDY ABROAD
4TH SEMESTER,
JANUARY-MAY 2019
PCA PARIS COLLEGE
OF ART
COMMUNICATION
DESIGN**

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1. GENERAL INFO

1.1 Where and when did you study abroad?

I have studied abroad at the Paris College of Art, an American school in Paris. It was my 4th semester of studies and went from the 8th of January until the 17th of May 2019.

1.2 What KEA program did you attend at the time?

At KEA I am studying the PBA in Jewelry, Technology, and Business.

1.3 What classes did you take during your semester abroad?

At PCA I was in the communication department, and I had the following classes;

UX-DESIGN
TYPOGRAPHY
CORPORATE EDITORIAL DESIGN
PARIS INSIDE/OUT
GRAPHIC DESIGN
DRAWING

1.3.A Corporate Editorial Design:

A project-based class. This class will learn you to make mood boards around a topic, and you will learn to make a document/brochure/book that speaks to the reader. The class work with a specific case (this year it was about perfume.)

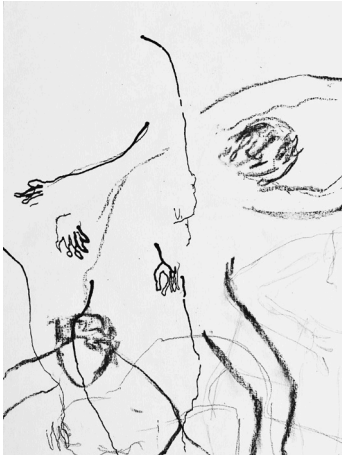
You have to choose a perfume, and make a book around it. The book should not only speak to the reader but also the company behind the perfume. Other than mood board the class will also strengthen your work with programs like InDesign and you will get an eye for printed material.

Personally a class I think aches my program at KEA perfect. It gave me space and time to focus on one thing, and I learned a lot and got better skills in InDesign.

1.3.B Typography:

This class is about, typography.

I was in the spring semester which is typography II



In typography II, you have to be familiar with the typographic language (or have an interest in it)

I read a book, given by the teacher to be sure I knew the terms.

The second part of this class is about typographic hierarchy, context, sequence, and scale. You will get a deeper explanation of how type behaves across media. Some of the assignments we did were fx. Making a landing page for a museum, afterward, we were told to change this landing page for a handheld device. We made posters, worked with type in magazines on bus-shelters, etc.

1.3.C Drawing:

This class is again a continuation of the fall semester drawing. The course description for this class says that “the student is required the fluency and confidence they have developed in Drawing I”

Don't take that for word! I had not drawn before when I came, and I really learned a lot in this class.

In this class, the teachers really want you too be self-motivated, and have a questioning approach to drawing. You will learn new ways to think and look at “drawing”.

This is definitely the class I have enjoyed the most. Even though it maybe seems irrelevant for my attention at KEA, I learned so much and I was pushed to find “my way” and learned how to improve my way of drawing and thinking about it. This is a thing I will take back to KEA when I have to for example design Jewelry.

1.3.D UX-design:

UX-design is a course with a focus on authorship, more so than a form giver, the designer acts as a content creator familiar with advanced concepts in interactive multimedia.

The being of the semester is about “Design Thinking” and how we can use methods as brainstorming etc. in different ways. At the end of the semester, you are encouraged to use these methods and at the same time, you will learn a little coding. You will also learn a lot about icons and symbols and how to design matters in case of how we understand and interact with things.



This class is very technical, and far from my study at KEA - even though the class also work with "Design Thinking" - but I liked it and I think I learned a lot. Now I have an idea of HTML and CSS and the general coding language.

1.3.E Graphic design:

The course description says that the class is about "exploring the basic elements (form, color, type, image, and their interconnections) and experimenting on different media and at different scales, the students will become familiar to the graphic design process and visual problem-solving."

In this class we had a year-long project, where we were supposed to collect things - I collected memories - we were walking around in Paris, and we were looking in books, and talked a lot about what we found interesting and how to communicate different things.



Even though I have learned a lot, I am still not sure what graphic design is. That just to say that this course is very free - you have to engage and have discussions, and question things. I would say its a class where you work with- more than learn graphic design.

1.3.F Paris inside/out:

This class is about exploring Paris. Through 5 self-selected visits, you have the opportunity to see Paris history, create contacts in the professional world of art.

A class that allowed me to discover and put a question mark to the city I lived in. I was very glad to attend this class, and saw Paris through more academic eyes, and got the opportunity to talk to people from the professional world .

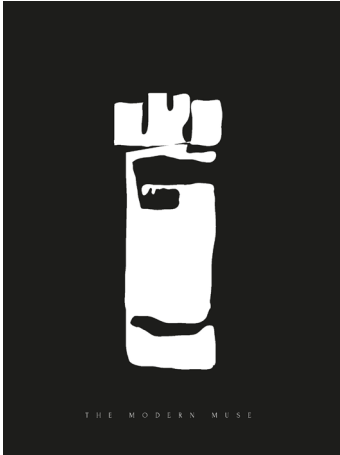


2. ACADEMIC EXPERIENCE

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

The receiving school was very helpful.

The first week of school you had the possibility to try out the classes and talk to the professors and the heads of the departments about what your wishes and expectations are.



Finally you have a meeting where you talked to the head of the department you chose and they will help you make the final schedule!

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

A very difficult question for me to answer. I have found all of my classes very rewarding - of course in different ways. If I have to answer, I will say that for me personally drawing has been the class I have learned the most. It has taught me so much on the personal plan, it has learned me how I can be me in a professional field - and how to trust in my ideas, in my strokes.

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

Again it is a hard question - The least relevant seen in connection to my study at KEA would be drawing. But definitely not the least valuable. In UX-design, it was definitely the first part of the semester that was most relevant. It was a lot about design thinking, a wellknown process from at KEA. The second part was about coding (CSS and HTML) Which was less relevant for me. It was very interesting, and I guess it could have been relevant - but a couple of weeks is not enough to learn it when you never have tried it before

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

I will say choose after what you are interested in. I know a lot of students from PBA in Jewelry, Technology, and Business often chooses to be in the fashion department, when they choose PCA. Since I'm not that interested in designing but communicate the content of design I chose the communication department.

I will say that an important class to attend if you are in this department is typography. And otherwise I will just say choose after your interest, and in that way form your education at KEA in the direction you wish.



3. CULTURAL AND PERSONAL EXPERIENCE

3.1 What challenges did you experience culturally while being abroad?

The biggest challenges for me being abroad is connected to the city I lived in, Paris. (This is based on my personal experience!)

In Paris, you don't make eye contact with people. People just don't do it, and they don't like it. We were told that the first day at school. They were right.

As a Danish person, this was a big cultural change for me. I felt that In Denmark, you look up where you walk, you look people in the eye, smile, and nods to greeting people on the street, in the metro or other public spaces.

I have experienced so many times, that men are coming to me asking for my number, asked if I wanted a drink and so on - even people following me when I tried to say no.

According to the school, I didn't find it challenging to adjust, it came pretty easy and neutral.

3.1.A How helpful was the receiving school in this process?

I talked with my one teacher about the thing with making eye-contact. She is from England and told me about her experience when she first moved to Paris. It was nice to know that I was not alone, and this was happening for other people as well.

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

My best experience of being abroad is according to the school. At KEA I'm used to that my education is altogether in one program, where at PCA I had to choose classes. That has learned me to focus a lot more on one thing at the time.

Also, I feel the relationship, students in-between is more even, and I haven't felt any competition at all! Conversely, I have felt a community where I have been able to spare with my fellow students and ask for help.

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

***BE OPEN-MINDED TO THE NEW APPROACHES TO LEARNING.
CHOOSE THE CLASSES YOU FIND INTERESTING.
BE PRESENT FROM THE BEGINNING, TIME FLIES.
ENJOY IT.***



4. PRACTICAL EXPERIENCE

4.1 How was the application process?

The process takes time. I remember it like a very long process.

Its a process with so many factors. In the beginning, I tried to plan it, but I ended up taking it day to day. That was less stressing for me.

The process itself is simple, but the stressing part for me was all the people there are suddenly involved.



My teachers at KEA, haven't given us that much info - with ended out in that it was very late in the whole application process.

My advice would be, start early. Do the stuff day to day, and accept from the beginning that it will take time.

4.2 What did KEA help you with?

Kea helped me with a lot of practical stuff. They made the first contact with the school I wanted to apply to. And they were the head of the communication the whole way through my application.

4.3 What help did you receive from your school abroad?

The school in Paris, helped me figure out which classes I wanted to attend



4.4 Did you have any practical difficulties settling down in at your destination?

No, I didn't have any difficulty. But I know some people that found it difficult to find a place to live.

The only practical challenge has been when I had to print or produce something, that I needed help to from outside (professional people).

Not many of the places in Paris, speak or understand English, and that causes me some problems.

4.5 How helpful was the receiving school in this process?

About printing producing stuff, the professors were very helpful.

They helped me write down what I wanted in French or they went with me.

4.6 Where did you live?

When I first moved to Paris, (1 January 2019 I lived at a woman and her two girls. I found her through Facebook, just searching in different groups and texting people. Her apartment was big and placed in the middle of Paris (1 arr.) But the room I got was small and without a window, and also there was a lot of noise in the apartment.

I could have stayed there for this half year, but I decided to move, and again I just wrote to different people on facebook. I got in contact with a girl, who had a little studio in the 5 arr. She had to travel, so I could rent her place. So I got my own apartment for the last months of my trip (1 of marts to 30 June)

4.6.A Was it difficult to find accommodation?

I used a lot of time, but I wouldn't say it was difficult. And when you first are in Paris and have the possibility to meet up and talk to people it becomes so much easier to find a place. So my advice would be don't be nerves to travel her and live in an Airbnb or something like that for a month while you are looking for an apartment.

4.6.B Was it expensive?

***I PAID 650 € FOR MY FIRST STAY
700 € FOR MY SECOND STAY
PER MONTH.***

If you compare my conditions, I would rather pay the 50 € more each month and have my own place. I guess this is a personal opinion. Both worked fine. I would say that it is very similar to the Danish apartment prices.

4.7 What kind of expenses did you have in general?

I spend a lot of money on materials. About 30-50 € each month. I think you could have done it cheaper, but this depends on which projects you chose/ wish to do.

In addition, I paid 75 € each month to the metro. The first two months of my stay I didn't use the metro. I lived so close to the school so I didn't have the need, and if I had to use the metro I just bought tickets from day to day.

4.8 Did you spend more or less money than you budgeted with?

I didn't have a budget. But I have probably spent the money I expected, neither more nor less.