

IED Barcelona Exchange Graphic Design 2022



Where and when did you study abroad?

I studied abroad at IED Barcelona in the winter semester of 2022.

What KEA program did you attend at the time?

I am studying design and business with a specialization in Communication design.

What classes did you take during your semester abroad?

The program I attended in IED Barcelona was graphic design and therefore the overall classes I attended were focused on the topic and related to graphic design. I attended a bunch of interesting classes that I will explain a bit further below.

Caligraphy & engraving workshop This course was extremely hands-on and for me highly positive experience as a designer who usually sits in front of a screen. For about 1.5 months we focused on creating different types of calligraphy, and lettering, and at the end, we were engraving letters and designs in linoleum and creating beautiful prints.

Creativity was very similar to the process I knew from KEA. The classes were focused on creative direction and building a concept and campaign. I found my knowledge very useful and also saw that the skills in this area are not known to everyone and are something that KEA students are talented at.

Editorial Project was a class where we created a magazine from scratch. I was highly excited about the project, and the process was really fun. Unfortunately, the project was in groups (which was a lot), and the concept and aesthetics were really hard to agree on. However, I learned more about printed media and got a nice hands-on product in the end.

Contemporary communication was a course in UX design and we were given the assignment to create a micro-site for a motocross company. This course was for me very low level academically and I was very frustrated with the methods we used to collect data about the users. I didn't feel challenged in this course at all.

The packaging project was my favorite class, and the expectations of the students were high. Compared to previous classes the teacher was ambitious and wanted to teach. She gave us lots of assignments and we produced and learned a lot.



ACADEMIC EXPERIENCE

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

After the process of admission was over I was very happy with the way the school welcomed me. It was easy and we quite quickly felt comfortable.

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

As I mentioned earlier, my favorite class was the packaging design class. I loved that we were pushed and that we needed to produce fast. The teacher was very involved, and in each class, everyone presented a new packaging design (so we created two designs and prototypes per week) and we all gave each other feedback. I produced a bunch of designs, both good and bad and I feel like I developed a lot in seeing how design can be adapted to 'real' things and not just on a screen.

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

I for sure found the Contemporary communication class the least valuable. The teacher was unserious and very bad at explaining herself. When you asked for reasonings or made suggestions she was very confused and the whole project seemed unserious.

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

I think as a KEA student in the same program you need to choose all of the classes. However, I will say that you should look forward to it and take the classes to another level. This program can be very easy to get

through, but if you want and spend the time, there is a bunch of talented teachers that can guide you and make you a much better designer.

(CULTURAL/PERSONAL EXPERIENCE)

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

I honestly didn't feel any challenges throughout the semester when it comes to culture. When I arrived it was still mandatory with masks in Spain and for almost all of the semester we needed to wear them – something they were very strict about.

How helpful was the receiving school in this process?

The school was helpful and offered Spanish classes and a guided tour through Barcelona. In general, I feel like they were helpful if needed, I just never used their help.

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

The best experience I had was for sure getting to know the students and seeing how friendly some of them were at taking me in.

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

I would say that you should be aware that the level of the students is very mixed and unfortunately way lower than I expected. Most students are young, and the school does not have specific requirements for the students. This means you should watch out for your group members, as it can end in you doing all the work and the product being low quality. The school is aware of this but seems to need the money as it is a private school.

(PRACTICAL EXPERIENCE)

1. How was the application process?

The process was very smooth and KEA was extremely helpful with everything. I could always come to Hanne and ask questions and she was very supportive. The process was a bit slower at IED where the coordinator changed in the process and I think I was one of the last to know about getting a spot or not.

a. What did KEA help you with?

KEA helped with everything in the application and it was super easy to track in Mobility Online.

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

IED was not super helpful and I think the fact that the coordinators changed made it more confusing. However, it all worked out in the end.

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

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

The school had a few accommodation options, but they were all very overpriced. I would stay away from those and find something on my own.

Where did you live?

I lived in El Born, which is the super center of Barcelona. It's a beautiful area, but VERY noisy and much better during the winter. It's really nice if you want to be in the middle of everything and have bars, restaurants, and the beach close by.

Was it difficult to find accommodation?

I didn't find it difficult and after making a few posts on FB groups I got contacted by someone looking for a roommate.

Was it expensive?

I thought Barcelona was cheaper when it comes to accommodation than it turned out to be. I paid 600€ for a room and the room was nice, but nothing special. I did hear about others with a smaller budget living with tiny windows and barely any space.

What kind of expenses did you have in general?

I think my biggest expenses were food and eating out. When you come to a new place you wanna take every social experience, which means you go out a lot. Even though Barcelona is cheaper than Copenhagen it all adds up eventually.

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

I think I spend around what I expected to spend. I spend the same as in Copenhagen, but my lifestyle was nicer and I could afford more.

