

Barbora Hlubuckova, Brand Design 2022

1. Where and when did you study abroad?

Otis College, Los Angeles, 2022

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

Brand Design

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

Comm Studio 2

This studio was a mix of graphic design and brand design. As a brand design student I did not learn that much about branding or graphic design, but it was nice to refresh my memory :)

Typography 2

I love typography, so this class was one of my favorite. The only thing that I discussed with my teachers was that I was a bit too advanced for the class. But if you are a beginner, you will definitely love this class since at the end of the semester you will typeset your own book and make your own font.

Practicum

This was a very nice class that was once a week – practicum was a mixture of discussion and designers presentations or school events. It was nice to get to know the LA artist group.

Letterpress

This was a classic old school letterpress lecture with an amazing book designer Rebecca Chamley.

Interactive Design

In this class we went step by step and learn how to build your own app - from an idea to execution in Figma.

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

Very helpful.

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

I think every class gave me something, but I definitely gained the most out of LA artist feeling from Practicum.

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

I guess that Comm Studio 2 was a bit too intense and the approach was a bit too much like in high school – there was no room for creativity and you had to do exactly what teachers told you and the homework was being checked every single week. Other thing was that the group crit in this lecture was about 2–3 hours each morning. So you will basically spend most of the class listening to your peers feedback.

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

From what I have heard all the classes were very nice but slightly intense. So I would take into consideration of how advanced the student is in graphic design and how much time does it take for him/her to finish all homeworks and other things for classes.

Cultural/Personal Experience

1. What challenges did you experience culturally while Beingabroad?

I have met people from around the world and got the chance to learn about new cultures, especially from asian and mexican students

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

Very helpful.

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

I think the overall experience, I don't know if I can pick only one specific experience.

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

For me it would be to consider renting a car for a few months. I lived nearby the school which is not very fun neighborhood and I still spent 300–400 USD for lyft each month and I was going mostly to school and sometimes (like 1–2x a month) downtown or to the beach)

Practical Experience

1. How was the application process?

Very long and tiring, but if you start early do everything step by step it's not that bad.

a. What did KEA help you with?

With the whole application process thankfully.

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

With basically anything I needed – we had an extra call with the teachers to ensure I understand how to log in to a class and how Otis works.

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

Not that much – the only very big issue is always accommodation. The school dorms are scary and very overpriced, so I would consider start looking for accommodation very soon.

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

Very helpfpul

3. Where did you live?

In between Playa Vista and Playa Del Rey – Common Living

a. Was it difficult to find accommodation?

Yes

b. Was it expensive?

Yes. I paid 1500 USD for my own room with shared bathroom and kitchen.

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

– flight tickets, food, supplies for school, printing (it's very expensive at Otis even though they say it's not :D), and as I mentioned Lyft and Uber

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

I have spent a bit more – but I had to buy some stuff for my room and I discovered Trader's Joe few months in LA :D So I was shopping in very expensive stores.