

## **General**

Hi! My name is Line, 23 years old from Denmark, Copenhagen. For my exchange I decided to go to Scotland, Aberdeen. A smaller city, but just as nice and some of the bigger ones. It was from mid-January till start May 2023, and I studied Multimedia Design at KEA.



Cute little montages:

<https://www.youtube.com/shorts/wU404NXGYog>

<https://www.youtube.com/watch?v=bC2ZiqHOLSQ>

I had 3 different modules:

### **Digital filmmaking**

In general, self-explanatory, but had lectures about the basics in filmmaking, both within movies, but also regarding commercials and social media. We talked about the more technical aspects like lightning, camera angles and how to use the equipment (cameras, microphone, lights, etc.), but also the more about how to tell a story with a short period of time, and how to get the message across.

The assessment was to create 3 different movies for a real-life client that we had to find ourselves. A "promotional video", and then pick 2: a vlog, a typography animation, or testimonials. All videos had to be between 40 seconds and 1 minute. On top of that, we needed to make a 5-minute presentation and record it explaining our client, what choices we made, etc. So, 4 videos in total.

Promo video: <https://www.youtube.com/watch?v=e0LRe2JDq6Q>

Animation: <https://www.youtube.com/watch?v=nQtN8Vfs5lw>

Vlog: <https://www.youtube.com/watch?v=MAgh53GRkIY>

### **Public Relations (PR)**

Here we got taken through what a PR-specialist do, and what they need to take into consideration when making sure a brand looks good to the public eye. Both strategies, but mostly looking into big companies, and seeing how they run things, and how it affects their sales by improving on their PR.

The assessment was to choose a company/organisation and create a PR-campaign slide deck for them to increase sales, spread awareness or gain a bigger following on social media. We also needed to write a short press-release to follow up on that.

PowerPoint slide-deck:

[https://docs.google.com/presentation/d/1Pli4mdGCFN8hJGtKWrg5M\\_OsVk2Doxqw/edit?usp=sharing&oid=111583458552649990336&rtpof=true&sd=true](https://docs.google.com/presentation/d/1Pli4mdGCFN8hJGtKWrg5M_OsVk2Doxqw/edit?usp=sharing&oid=111583458552649990336&rtpof=true&sd=true)

## **Web design**

This course took you right back to the basics of web design. Starting from scratch with HTML and CSS, but not touching much of coding further than that. More of an overall class that would set up for more in-depth classes in the future. Learning about the basics of what a website looks like, what is needed on there, but also how to write the right code, and how its build, from header, navigation, sections, etc.

The assignment was to create a website, either a one-page or 2 for the school, to promote the overall module of the school "Digital marketing", and write a 1000-word report about target-audience, competitors, inspiration, etc.

The website assignment: [https://lineheight.dk/rgu/linejespersen\\_marketing/](https://lineheight.dk/rgu/linejespersen_marketing/)

## **Academic experience**

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

I had quite a bit of contact with the exchange-coordinator Fiona, that helped me working out all the different platforms and how to see stuff like my classes, timetables, etc. Also, before we even began classes, all the exchange-students got a tour of the school, and a presentation on both the academic side of the school, but also more cultural information about Scotland. Other than that, I was mostly on my own, but I could always reach out to Fiona, if I needed anything. It went overall smooth once classes started.

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

As someone who had a little knowledge of movies and moviemaking, it was a fun experience, but also slightly scaring. Having to find and work with a "client" where you don't know anyone was scary at first, and having to loan equipment from the school was a little stressful, but really rewarding once you saw your result. I ended up working with Duthie Park.

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

The web-design was a nice and slow-paced class for me, considering that I've already done way more coding, and I'm confident in freehand-coding. I didn't really learn anything new that I didn't already know from KEA, but it gave me more free time to focus on some of the other classes and assignments.

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

Both the PR and the digital filmmaking were good classes, and even though I struggled with both of the assignments at the start, it was really fun once you got through the first hard bit, and it felt like a very creative process overall. The web-design was nice to go back to the basics but was definitely a little lower level than what we did on KEA.

## **Practical experience**

**1. *How was the application process?***

***What did KEA help you with?***

***What help did you receive from your school abroad?***

The application process was overall somewhat easy to get through, just a lot of steps, and a lot of back-and-forth, but KEA Global was super helpful, and would always help and respond super quickly if I needed any help with the steps. They also helped me with reaching out to the school, because their course-catalogue didn't get updated until late. RGU was also overall helpful, and Fiona was the go-to contact for any issues.

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

***How helpful was the receiving school in this process?***

Again, really easy to settle in. RGU was both helpful before arriving and after. Definitely took some getting used to but went really smooth.

**3. *Where did you live?***

***Was it difficult to find accommodation?***

***Was it expensive?***

I lived on campus in one of their accommodation-options (The Round Tower, right next to the school). RGU offered a lot of accommodation-options, and there's 5 different places, some closer to the city, and some closer to the school. I preferred staying closer to the school, so I picked those 2 options as my first priorities. Overall, nice, 5-minute walk from my place to the school. I had my own shower/sink, and 2 shared toilets. Also

shared kitchen with 5 people in total. Small, but nice and comfortable. I paid 500 pounds a month. In general, it was cheaper than living in Denmark/Copenhagen.

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

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

Rent was obviously the biggest expense, but I also had a bunch of smaller ones, like public transport (pretty cheap, I used the First Bus app and bought a "semester-ticket for like 60 pounds so I didn't need to worry about it), I used about 50 pounds a week on just groceries, but also ate out maybe 1 to 2 times a week (sometimes for lunch, sometimes for dinner). Laundry is done at another building right next to where I lived through an app called Circuit (you add money on it, and you start the washer/dryer through the app, 2 pounds pr. wash, 1 pr. dry).

In general, I spend less than I thought I would. I had saved up money for this trip but ended up not really using any of them.

**5. What kind of income did you have during your exchange?**

***Did you receive SU and/or Erasmus?***

***Did you apply for any grants, and did you receive any?***

My income came from my SU every month (5.600 DKK) and I got a one-time payment from the Erasmus-support (13.600 DKK) that I spread across each month.

## **Cultural/Personal Experience**

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

***How helpful was the receiving school in this process?***

In general, just being alone was a challenge at first. It took some getting used to doing everything by myself. I only had classes 2 times a day, so some days could be really quiet. I'm not the loudest person back home, so I had to be more open coming here, and reaching out to people, if I needed help – my class had a group-chat on WhatsApp, so that was helpful.

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

The best part was just seeing a new country. I'd never been prior to this, been in Scotland before, and the reason I decided to go here, was primary because of all the history, art, and museums. I've always been fascinated by old castles and museums.

I've been to all the ones I've been able to find in my time here. Also just making new friends and learning about different cultures.

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

Just make sure you'll enjoy it. The time goes by so fast, and suddenly, I was back home. Enjoy the people and the places you see. Make sure to prioritize "being a tourist", and not just be hard focused on the assignments, but also take time to process it all and to yourself. It's a great experience but can also be really overwhelming at times.