

Celina Metzsch K Poulsen



exchange repport: ESCS

Fall semester 2024

When and where did you study abroad?

I went abroad to Lisbon, Portugal in the fall semester of 2024. I studied at Escola Superior de Comunicação Social, a faculty of Politécnico de Lisboa. The school is located in Benfica (and near Benfica Stadium, and is located near metro and train stations, so it's easy to attend.

What KEA Programme did you attend at that time?

I studied Entrepreneurship and Design.

What classes did you take during your semester abroad?

I took 6 different courses at ESCS, which each has 5 ECTS points, to complete a semester with the mandatory amount of 30 ECTS points.

1. Graphic Design
2. Integrated Communications Laboratory
3. Photography
4. Digital Media Laboratory
5. Marketing and Communications in English Language
6. Positive Psychology Applied to Advertising



- first day of school

Exhibition:

LISBON

a graphic city



MUDE MUSEU
DESIGN
LISBOA

20th May - 25th June 2025

Informations: mude.pt R. Augusta, 24 | 1100-053 Lisbon

Graphic Design

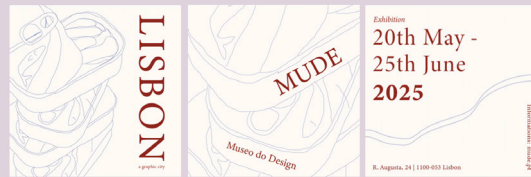
One of the subjects where I feel I learned a lot. The course focuses exclusively on Illustrator and InDesign, with weekly assignments that were manageable and well-guided. Throughout the course, we created a graphic journal, which served as an inspiration source for our assignments. These included designing a poster for an exhibition and creating a booklet.

I highly recommend this course if you're interested in graphic design or want to gain more knowledge of Adobe programs. You don't need to be an expert beforehand!

invitation



Beetle aesthetic

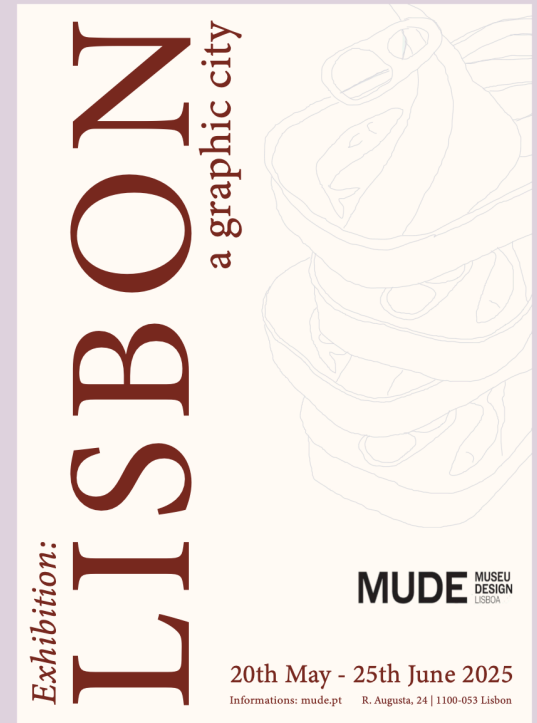


Graphic design research



7 Graphic Design Subject 2024/25 | final project booklet | Celina Metzsch, K. Poulsen | erasmus | xxxxx

poster



Integrated Communications Laboratory

An exciting but somewhat intense course focused on Public Relations (PR). The first few modules covered theory, after which we applied it in practice. We developed a communication plan for Vodafone Portugal—first individually and then collaboratively in groups.

I recommend this course if you're interested in PR and communication.



Photography

A course I had been looking forward to and had heard great things about.

This year, there was a new instructor—a skilled photographer with many years of experience. However, he is not used to teaching at this level, as he usually works with photography students, so you might need to be patient with him. But if you're interested in learning about photography and actively participate in class, you'll quickly realize how great this course is.

The course is based on three fundamental aspects of photography: shutter speed, ISO, and aperture. These tools help you understand how a camera works and how to take great photos.

I highly recommend this course if you're interested in photography or want to learn how a camera works. Many students, myself included, had little prior experience with photography, and the instructor is good at accommodating that.



ISO: 400 (low)
Shutter Speed: 1/125 (high)
Aperture: 6,3 (slow)



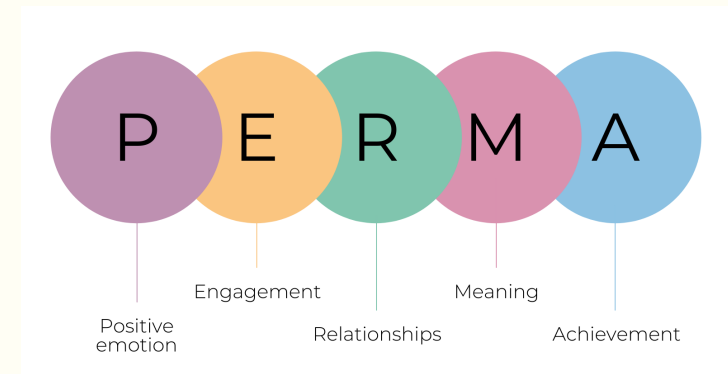
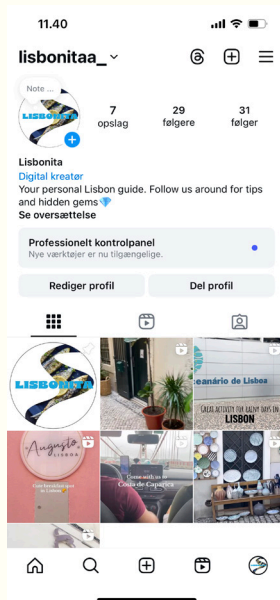
ISO: 3.200 (high)
Shutter Speed: 1/125 (high)
Aperture: 4,5 (slow)

Digital Media Laboratory

A course I didn't feel I got much out of. The first thing we were told was that attendance wasn't required, which felt a bit unstructured to me.

In the first few sessions, we covered some theory, discussing different platforms like Instagram, Facebook, YouTube, and TikTok and how they work. After that, we were given a group assignment where we had to act as content creators, build a presence on one of these platforms, and post content. Overall, I didn't find the course particularly valuable.

I would recommend this course if you're interested in becoming a content creator.



Positive Psychology Applied to Advertising

A course that was overall quite interesting, as it explored the psychology behind advertising. The lectures could feel a bit heavy at times since there was a lot of theory. However, working on assignments and analyzing the thought processes used to influence consumers to buy a product was fascinating.

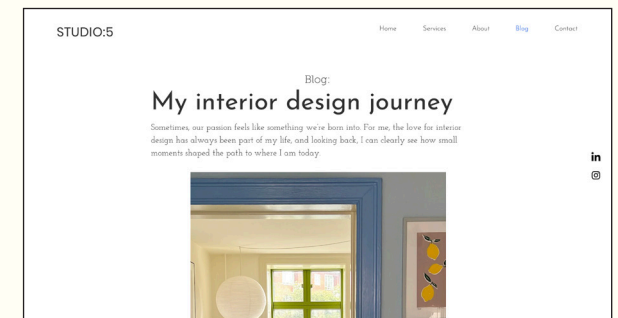
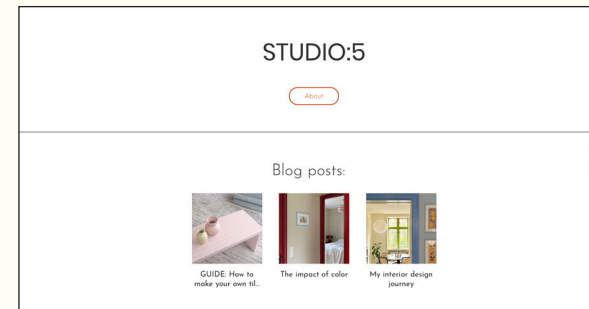
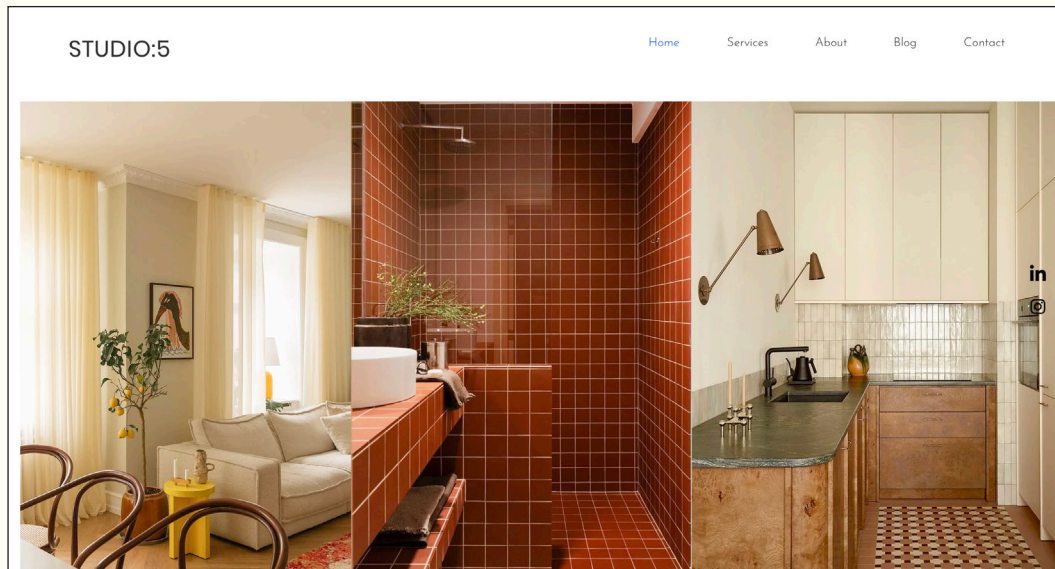
I would recommend this course if you're interested in learning more about how positive psychology is applied in advertising.

Marketing and Communications in English Language

This course started off a bit strangely. For the first month, we had no instructor, and we only found out after reaching out ourselves. In general, my experience with the school is that communication isn't their strong suit.

Overall, it was an interesting course, especially since marketing is something I'm personally passionate about. The theory wasn't new to me, but the assignments were fun. We worked on creating a landing page, a newsletter, a video podcast, and a website.

I would recommend this course if you're interested in the more creative side of marketing.



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

I selected my courses on the ESCS website based on my interests and what sounded intriguing. Additionally, I used testimonials to find out which courses were recommended.

On our introduction day at the school, we were supposed to receive our student numbers, but Mathilde and I were the only ones who didn't get ours. This resulted in our testimonials being stuck in the system between KEA and ESCS, and the issue wasn't resolved until our semester had already ended.

Overall, the organization didn't seem very structured. We visited the GRIMA office (the international office) multiple times without getting any real help. Since we didn't have our student numbers and were not registered in the system, we weren't officially enrolled in the courses we had chosen, which caused some issues at the beginning. There was also no coordination between the lecturers and GRIMA, so we were frequently told in class that we needed to obtain our student numbers.

Even though everything was a bit chaotic, the problems were eventually resolved. However, I hope they improve their system, as I know we weren't the only ones who faced these challenges.

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

- Graphic Design
- Photography
- Marketing and Communications in English Language
- Positive Psychology Applied to Advertising



How was the application process? What did KEA help you with?

The process is long and can feel a bit overwhelming, but KEA is very helpful if you need guidance. Whenever I was unsure about something, I tried to gather my questions and book an appointment with the international office. They were always able to help me resolve any issues.

What help did you receive from your school abroad?

When we had issues with our student numbers, I didn't feel that the school provided much help, as they didn't really know what to do or take proper action until we personally went down to address the issue. However, we remained in regular contact with KEA throughout the process.

Did you have any practical difficulties settling down in your destination? How helpful was the receiving school in this process?

We made good use of the testimonials on KEA's website to gather advice on finding places to live, which I thought was really helpful. We didn't really use the information ESCS had sent out since we received it later than when we were looking for an apartment. I lived with a friend from my program, and we found an apartment together on Uniplaces, which is a rental website. A good tip is to start looking early, as it can be a bit of a lengthy process.



Where did you live?

We found an apartment in Graça, a cozy little neighborhood in "the old area." The area borders Alfama, which is also the historic district, full of charm and narrow cobblestone streets. Graça is also known for Feira da Ladra, a huge outdoor flea market every Tuesday and Saturday, where you can find great vintage treasures!



Was it difficult to find accommodation?

It wasn't difficult, since there is lots of opportunities, but I would defiantly recommend starting early since the housing can be quite pricey. We were lucky to find the apartment we had – both with the budget, landlord and the area!

Was it expensive?

Housing prices in Lisbon were a bit higher than I expected. The apartment we found cost us 1200€ per month (600€ each), not including electricity and water, which were around 40-50€ per month.

What kind of expenses did you have in general? Did you spend more or less money than you budgetted with?

Besides the rent, I had a metro card (Navigante card), which cost 40€ per month. This card covered all of Lisbon. We also didn't have Wi-Fi in the apartment, but we bought an e-sim at Vodafone, which provided 35 days of free data for 35€.

Food and cafes in Lisbon are quite affordable! It was very common for us to go out for a coffee or beer several times a day because it's much cheaper compared to Denmark (coffee for 1.85€ and beer for 2€).

I spend what I thought I would. With your SU and the Erasmus grant you are pretty much good to go, but always nice to have a little extra so savings I would recommend. Otherwise you can also apply for other grants.

What kind of income did you have during your exchange? Did you receive any SU and/or Erasmus?

I had my SU and Erasmus

Did you apply for any grants and did you receive them?

No I did not. I was going to but then ended up not doing it, but I would recommend it.

What challenges did you experience culturally while being abroad?

The Portuguese people are not as “busy” as we are used to in Denmark. Everything works a bit slower, so you’ll need to have a little patience. But this I also enjoyed a lot since things weren’t stressful as it can tend to be back home.

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

I left 14 days before my classmate arrived, so I had almost 2 weeks by myself, which I’m very happy for. I’ve wanted to try travelling alone so I decided to leave earlier which was the best decision! At first it can be a little frightening, but I’ve also heard that Lisbon is one of the easiest cities to settle as a solo traveler. It’s a very good way to get out of your comfort zone and I enjoyed it so much.

Lisbon is also a city filled with international people. I met lots of students as well as people working as nomads, or just travelling. It’s easy to meet people, as long as you are open for it yourself.

During our stay we also got to know some of the locals at the café near our house and at the fleamarket. We also had a good relationship with our landlord and his family, and were invited for dinner, and we are still in contact with them. The Portuguese people are very warm and welcoming!

We spend Christmas and New Years in Lisbon as well, which was a fun experience! For Christmas we cooked the traditional Danish Christmas dinner and celebrated at some friend’s apartment, and for New Years we gathered a big group of friends and went out for amazing dinner, drinks and dance <3





- dinner at landord's house



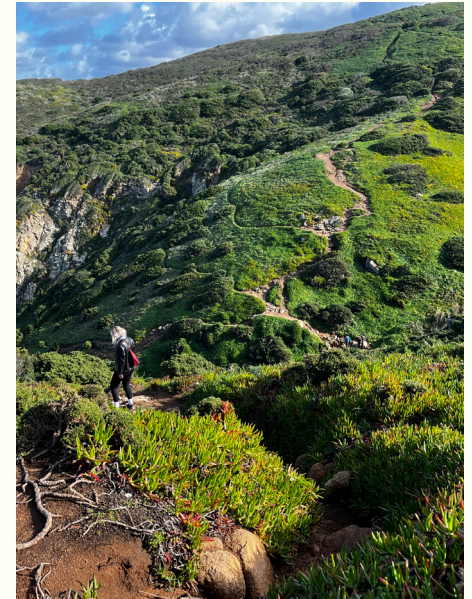
- trip to Cascais
(december 30th)



- trip to Lagos

CULTURAL/PERSONAL EXPERIENCE

- Christmas lunch with friends



- Kalorama Festival



- trip to Porto

CULTURAL/PERSONAL EXPERIENCE