

Exchange report

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EFAP - International school of communication

My exchange in Paris was a transformative journey, both academically and personally. From September 2nd to December 20th, I studied Fashion and Communication at EFAP – International School for Communication, a renowned institution right in the heart of the city. Living and learning in Paris, one of the world's fashion capitals, gave me a fresh perspective on the industry and endless inspiration from its vibrant streets, culture, and creative energy.

At the time, I was studying Entrepreneurship & Design at KEA in Copenhagen, and the foundation I built there proved invaluable during my time in Paris. The exchange felt like a natural extension of my education, giving me the chance to deepen my understanding of fashion and communication while exploring new creative processes.

My semester at EFAP was packed with courses that sharpened my skills and broadened my perspective. The combination of theoretical insights and hands-on projects pushed me to grow, both professionally and personally, while connecting with an international community of students who shared my passion for creativity.

Creative Direction & Image Creative

In this course, we gained in-depth knowledge about creating a magazine from start to finish. We learned the processes behind still photography, photoshoots, and curating editorial visuals. This course is fantastic for anyone seeking a deeper understanding of the fashion world and the effort that goes into magazine production.

Fashion Communication

This course revolved around fashion, design, and advertising, both in print and digital formats. We explored the process of creating capsule collections for fashion brands and the marketing strategies that accompany them. The course also emphasized the importance of storytelling in the fashion industry. For our final project, we presented a detailed analysis of a fashion show.

Managing Fashion Shows

In this class, we worked on developing our own vision for an ideal fashion show, drawing inspiration from existing events. This allowed us to explore creative ideas and practical planning for fashion events.



Creativity & Innovation

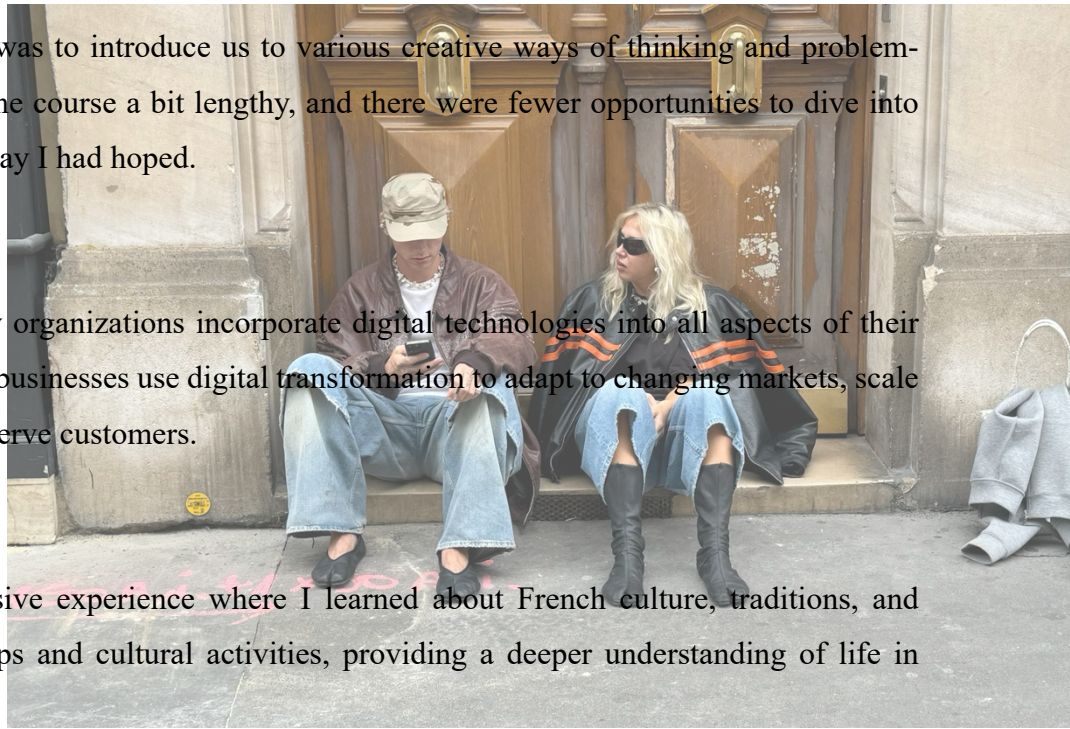
The purpose of this course was to introduce us to various creative ways of thinking and problem-solving. However, I found the course a bit lengthy, and there were fewer opportunities to dive into creative exploration in the way I had hoped.

Digital Transformation

This course focused on how organizations incorporate digital technologies into all aspects of their operations. We learned how businesses use digital transformation to adapt to changing markets, scale their operations, and better serve customers.

French Culture

This course was an immersive experience where I learned about French culture, traditions, and history. It included field trips and cultural activities, providing a deeper understanding of life in France.



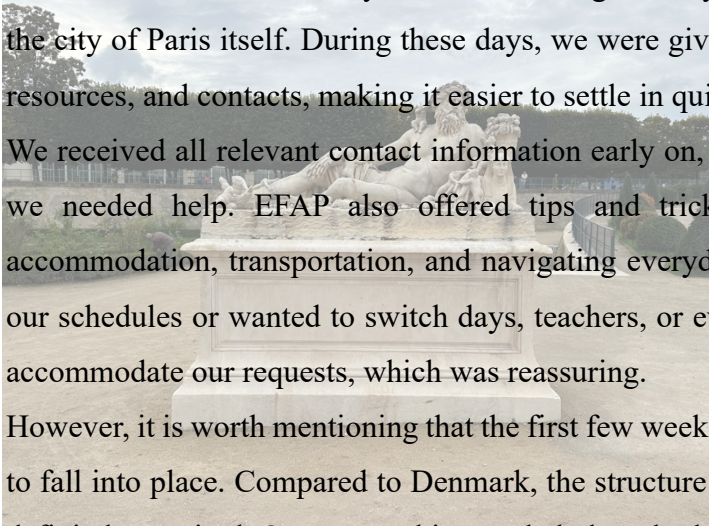
Academic Experience

The staff at EFAP were incredibly kind, welcoming, and supportive throughout the process. We started with introduction days, which were a great way to get to know the school, the teachers, and the city of Paris itself. During these days, we were given essential information about our schedules, resources, and contacts, making it easier to settle in quickly.

We received all relevant contact information early on, so we always had someone to reach out to if we needed help. EFAP also offered tips and tricks for living in Paris, such as advice on accommodation, transportation, and navigating everyday life in the city. If we had any issues with our schedules or wanted to switch days, teachers, or even specific courses, the school was quick to accommodate our requests, which was reassuring.

However, it is worth mentioning that the first few weeks were a bit chaotic as everything needed time to fall into place. Compared to Denmark, the structure at EFAP was less organized, so patience was definitely required. Once everything settled, though, the experience was smooth and enjoyable.

The class I found the most rewarding was undoubtedly Creative Direction & Image Creative. This course stood out due to our fantastic and inspiring teacher, who brought real-world experience and



knowledge into the classroom. She had worked extensively in the fashion industry, and the insights she shared with us were invaluable and something I will carry with me forever.

In this course, we learned how to create a magazine from start to finish. We explored every step of the process, from planning a photoshoot to assembling the final product. Additionally, we experimented with graphic design, which was both fun and educational. Our teacher provided excellent feedback throughout the course, helping us refine our work and grow as creatives.

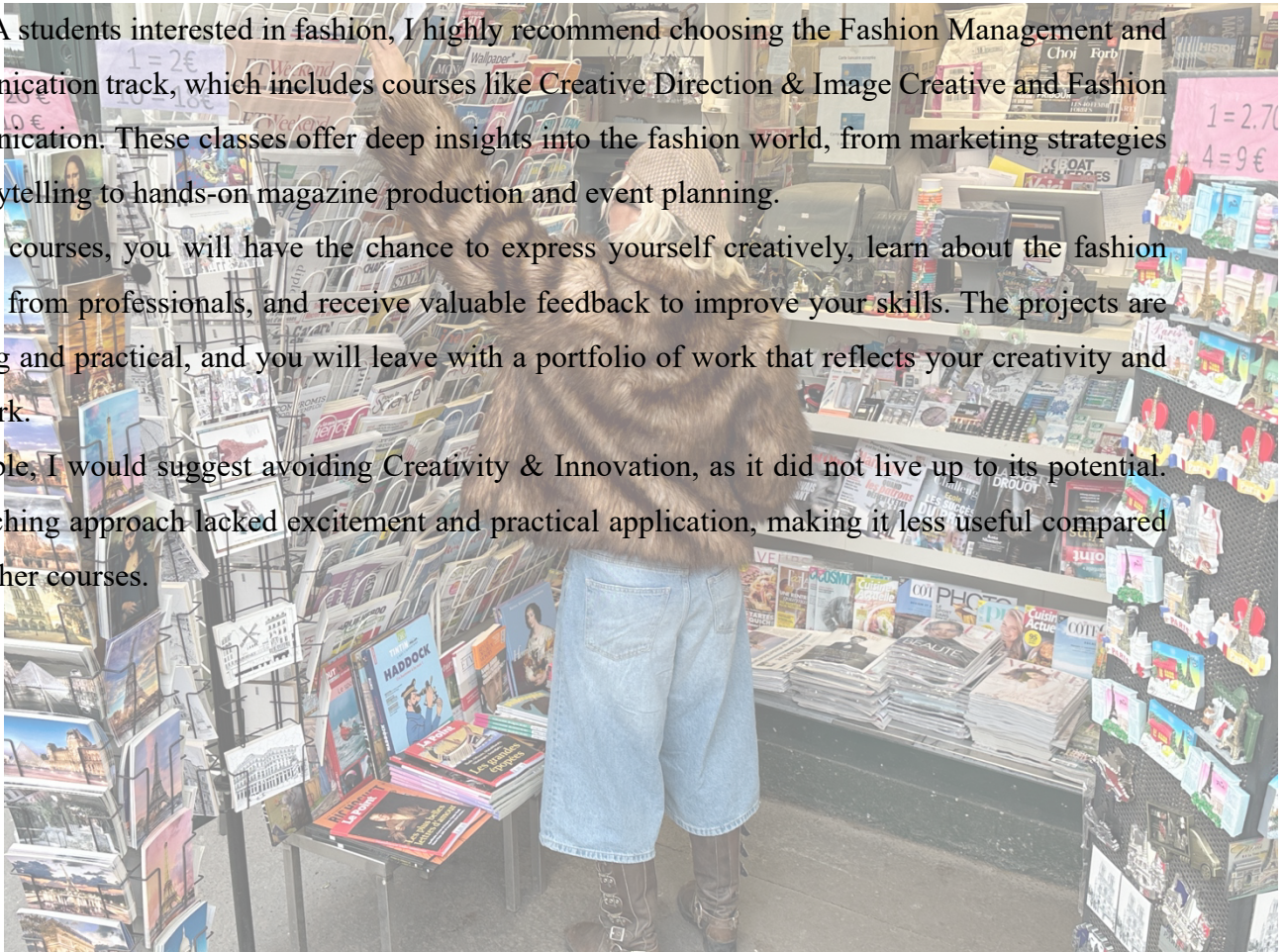
One of the highlights of the class was conducting two different photoshoots, where we were responsible for everything—concept development, styling, photography, and presentation. This hands-on experience taught me so much about collaboration, planning, and execution. At the end of the semester, we compiled all our work into a cohesive magazine, allowing us to see the results of our hard work over the term.

The course I found least valuable was Creativity & Innovation. While the title sounded promising, the class itself was unfortunately quite uninspiring. The structure was repetitive, and the lectures often felt monotonous. Instead of actively exploring creativity through hands-on exercises, we spent most of the time listening to the teacher talk about the concept of creativity without truly engaging in it. This was disappointing and left me feeling like I didn't gain much from the experience.

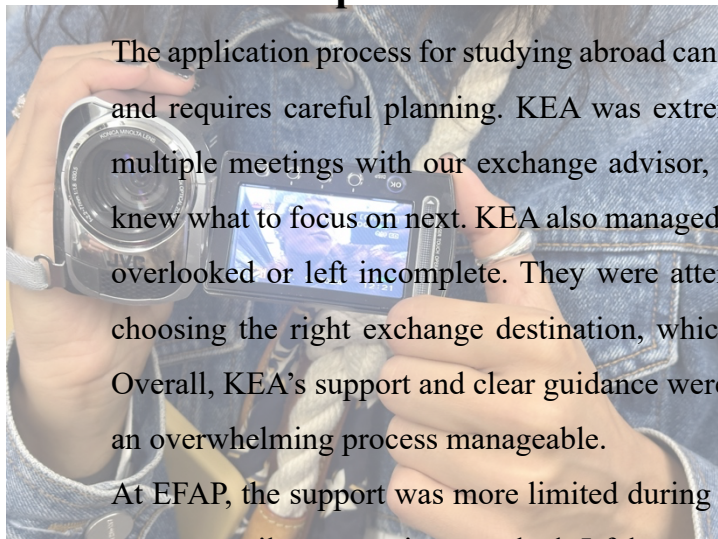
For KEA students interested in fashion, I highly recommend choosing the Fashion Management and Communication track, which includes courses like Creative Direction & Image Creative and Fashion Communication. These classes offer deep insights into the fashion world, from marketing strategies and storytelling to hands-on magazine production and event planning.

In these courses, you will have the chance to express yourself creatively, learn about the fashion industry from professionals, and receive valuable feedback to improve your skills. The projects are engaging and practical, and you will leave with a portfolio of work that reflects your creativity and hard work.

If possible, I would suggest avoiding Creativity & Innovation, as it did not live up to its potential. The teaching approach lacked excitement and practical application, making it less useful compared to the other courses.



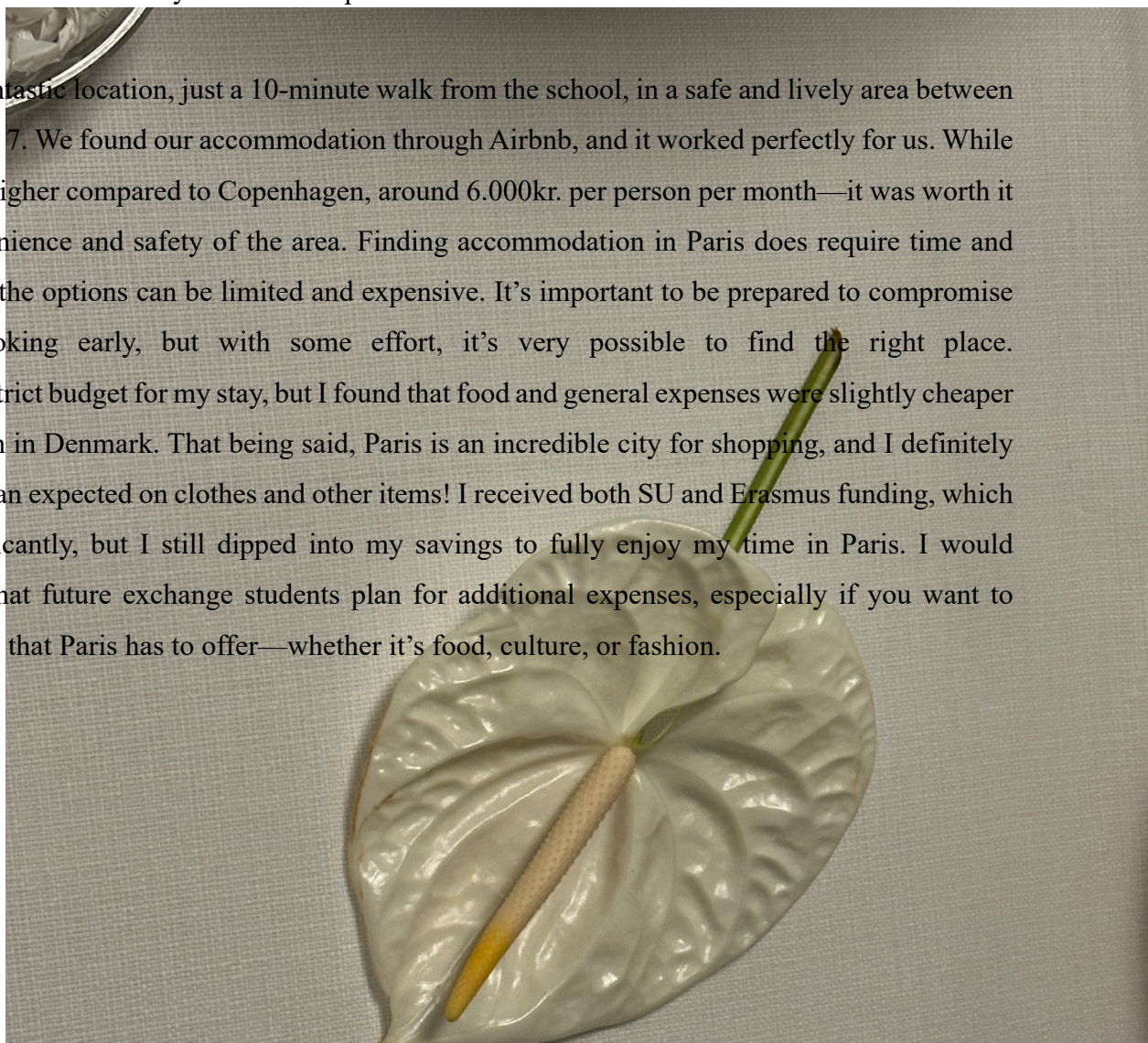
Practical Experience



The application process for studying abroad can seem overwhelming at first, as it involves many steps and requires careful planning. KEA was extremely helpful throughout the entire process. We had multiple meetings with our exchange advisor, who guided us step by step and ensured we always knew what to focus on next. KEA also managed all communication with EFAP, ensuring nothing was overlooked or left incomplete. They were attentive to our needs and preferences when it came to choosing the right exchange destination, which made the entire process feel much less daunting. Overall, KEA's support and clear guidance were invaluable, and they helped make what seemed like an overwhelming process manageable.

At EFAP, the support was more limited during the application phase, but they were very responsive to any emails or questions we had. I felt reassured knowing that if I encountered any issues, they would help me resolve them promptly. Settling into Paris went relatively smoothly because I had made sure to organize everything, including accommodation, before my arrival. While EFAP didn't play a huge role in this part of the process, they were very attentive once we arrived, ensuring all students were comfortable and had what they needed. They answered any questions we had about the city or school and were always available if problems arose.

I lived in a fantastic location, just a 10-minute walk from the school, in a safe and lively area between districts 6 and 7. We found our accommodation through Airbnb, and it worked perfectly for us. While the rent was higher compared to Copenhagen, around 6.000kr. per person per month—it was worth it for the convenience and safety of the area. Finding accommodation in Paris does require time and flexibility, as the options can be limited and expensive. It's important to be prepared to compromise and start looking early, but with some effort, it's very possible to find the right place. I didn't set a strict budget for my stay, but I found that food and general expenses were slightly cheaper in France than in Denmark. That being said, Paris is an incredible city for shopping, and I definitely spent more than expected on clothes and other items! I received both SU and Erasmus funding, which helped significantly, but I still dipped into my savings to fully enjoy my time in Paris. I would recommend that future exchange students plan for additional expenses, especially if you want to experience all that Paris has to offer—whether it's food, culture, or fashion.



Cultural/Personal Experience

Adjusting to a new culture always comes with challenges, and living in Paris was no exception. Moving from Denmark—a very structured and organized country—to France required a bit of patience. Things tend to move at a slower pace, especially at school, where schedules and plans sometimes changed unexpectedly. While this could feel frustrating, I quickly learned to adapt and trust that everything would work out in the end.

Another cultural challenge I faced was adjusting to the French people. Parisians, in particular, can sometimes come across as a bit snobbish and reserved, especially toward tourists. It took time to navigate this dynamic, but it was all part of the experience of living in a new culture. Despite these challenges, the cultural and personal rewards of living abroad far outweighed the difficulties. The opportunity to live in Paris, explore a completely new city, and immerse myself in its culture was nothing short of extraordinary. Every day felt like an adventure—whether I was wandering through charming streets, discovering hidden cafes, or learning about Parisian history. My daily life was completely different from what I was used to, and that made the experience all the more special.

For future KEA students planning to study abroad at EFAP, my biggest piece of advice is to enjoy the city as much as possible. Paris has so much to offer, and you should take every opportunity to explore it. If possible, I highly recommend living close to the school. I stayed just 10 minutes away, and it made a huge difference compared to students who had to commute for over an hour each day. Finally, have patience when it comes to the school. Things might move slowly or change at the last minute, but everything will come together in the end. Flexibility and an open mind are key to making the most of your experience.

