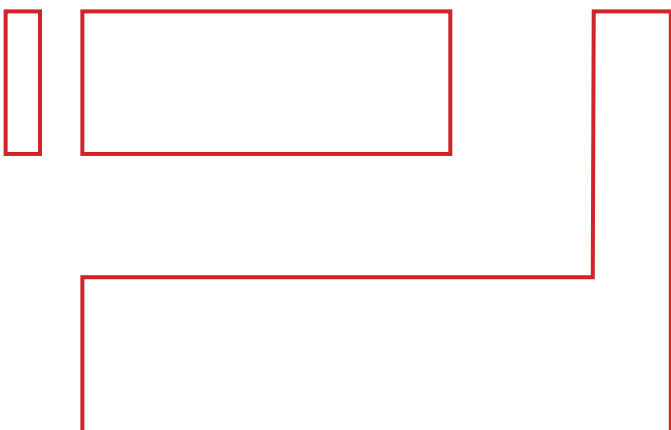
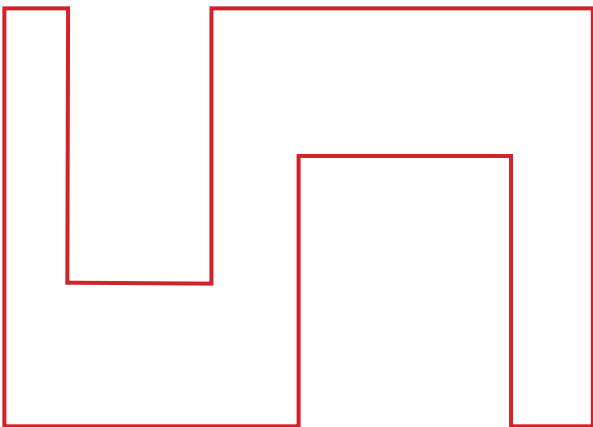


**Mathilde Albinussen**  
**Entrepreneurship & Design**  
**KEA**



**Exchange Report**

**ESCS - Escola Superior de**  
**Comunicação Social**  
**3rd Semestre**  
**Autumn 2022**



# General Information



## WHERE AND WHEN DID YOU STUDY ABROAD?

I studied at Escola Superior de Comunicação Social (ESCS) in Lisbon, Portugal. The school was located in the area, Benfica. From the center it took about 40 minutes to get there. The semester started on September 16th and ended on January 12th.

## WHAT KEA PROGRAM DID YOU ATTEND AT THE TIME?

Entrepreneurship & Design at KEA, Copenhagen School of Design and Technology.

## WHAT CLASSES DID YOU TAKE DURING YOUR SEMESTER ABROAD?

Each course was worth 5 ECTS points, so in order to reach the 30 ECTS points required, I had:

- 1. Innovation, Technology and Society**
- 2. Graphic Design**
- 3. Integrated Communications Laboratory**
- 4. Photography**
- 5. Digital Media Laboratory**
- 6. Positive Psychology Applied to Advertising**

My Schedule:

	Monday	Tuesday	Wednesday	Thursday	Friday
8-11	No School	—	Integrated Communications Laboratory	—	No School
11-14		Innovation, Technology & Society	—	Positive Psychology Applied to Advertising	
14-17		Graphic Design	Photography	—	
17-20		—	Digital Media Laboratory	—	

## ★ Innovation, Technology & Society

### *About*

In this subject, we learned about innovation and technological development, including various theories. There was a lot of content that I had already learned at KEA, but it was nice to have it refreshed. We had to complete one big presentation and one major report. Otherwise, the workload for assignments was moderate, and the teacher was really nice and engaged. This was my favorite course.

*Satisfaction level:*

8 / 10

*Recommend / don't recommend:*

Recommend.

## ★ Graphic Design

### *About*

In Graphic Design, we learned how to use InDesign and Illustrator, which was very helpful, especially for those who didn't have many skills beforehand. The workload was quite high, and some of the class instructions moved a little too fast. We worked both in groups and individually, and we had a lot of creative freedom with the assignments. The teacher was very focused on giving feedback, which was nice.

*Satisfaction level:*

7 / 10

*Recommend / don't recommend:*

Recommend.

## ★ Integrated Communication Laboratory

### *About*

This course focused mainly on PR and communication plans. A lot of the material covered was something I had already learned at KEA. The course was entirely group-based, which was nice—but make sure to choose a good group at the beginning of the semester. I realized that my main interest isn't in PR and marketing, but if you enjoy that field, this course is both enjoyable and rewarding. The teacher was very helpful, engaged, and well-prepared for the classes.

*Satisfaction level:*

5 / 10

*Recommend / don't recommend:*

Neither recommend or don't recommend.

## ★ Photography

### *About*

At the beginning of the semester, this class was very theoretical and could feel a bit tiring. However, once we started using a camera, it became much more exciting, and the teacher allowed us to work very freely on our assignments. There were clear expectations, but no strict digital deadlines, which made me feel much more engaged in the work. Make sure to bring a camera and/or an SD card—otherwise, you can rent a camera from the school for free for short periods of time.

*Satisfaction level:*

8 / 10

*Recommend / don't recommend:*

Recommend!

## ★ Digital Media Laboratory

### *About*

This course was all about being content creators on a self-chosen platform (TikTok, Instagram, YouTube, etc.). In my group, we chose to make videos about places to visit in Lisbon, which was fine, but I didn't find it particularly exciting or rewarding in terms of learning. We didn't receive much feedback on our videos, and it seemed like the teacher wasn't very engaged in teaching this subject. However, at least it was a nice break from the more theoretical courses.

*Satisfaction level:*  
3 / 10

*Recommend / don't recommend:*  
Don't recommend.

## ★ Positive Psychology Applied to Advertising

### *About*

In this class, we focused specifically on one psychological theory and used it to analyze various advertisements. The class was enjoyable, and the teacher was great, but I had hoped for a broader approach rather than just focusing on one theory. At times, the lessons felt a bit slow. We had one big presentation and a test, so the workload was manageable.

*Satisfaction level:*  
6 / 10

*Recommend / don't recommend:*  
Recommend.

### *HOW HELPFUL WAS THE RECEIVING SCHOOL IN THE PROCESS OF CHOOSING CLASSES AND SETTLING YOU IN?*

My classmate and I had a lot of problems with the receiving school because of our learning agreement. Everything was fine when we left Denmark, but when we arrived, we were told that there were technical issues with our learning agreement. This meant that we didn't have a student number and couldn't be enrolled in the classes or the digital system for the entire semester. This was a major issue, and the receiving school was not very helpful in communicating the problem to us or eager to fix it. It was finally resolved a few weeks after our classes had ended, so throughout the semester, we had to rely on our classmates to get assignments, submit everything via email, and request our grades the same way.

Even though the receiving school operates on "Portuguese time," the issue was eventually fixed, and we managed to work everything out—it just required extra effort on our part. So, be patient with the receiving school—living in Lisbon is still worth it.



# Practical Experience

## *HOW WAS THE APPLICATION PROCESS?*

The application process was fine, even though it took some time and effort to complete everything. Otherwise, everything was easy to handle.

## *WHAT DID KEA HELP YOU WITH?*

KEA was very helpful throughout the process. Every time I had a question, both Hanne and Freja were incredibly supportive.

## *WHAT HELP DID YOU RECEIVE FROM YOUR SCHOOL ABROAD?*

I didn't communicate with the receiving school until I arrived in Lisbon. Everything was handled between Hanne and the receiving school.

## *DID YOU HAVE ANY PRACTICAL DIFFICULTIES SETTLING DOWN IN YOUR DESTINATION?*

No, not really—except for the fact that I didn't receive a student number at the school, which meant I had to communicate frequently with the host school. Other than that, settling into my place was easy and without any issues. My landlord was very welcoming and had even printed out maps with cafés and good restaurants in the area. I quickly met a lot of friendly people and got to experience Lisbon.

## *WHERE DID YOU LIVE?*

Together with a classmate from home, I lived in a small apartment with two small rooms, a kitchen, and a bathroom. We stayed in an area called Graça, which was super calm and nice. It was a 20-minute walk to the city center and other great areas. The neighborhood was filled with cafés, bars, viewpoints, and trams passing through. The best part was that every Tuesday and Saturday, there was a market just down our street—probably the most well-known market in Lisbon, Feira da Lada. You can find everything there! Just remember to bring cash—the nearest ATM usually has a long queue. I would recommend finding a place in this area, or alternatively, in Anjos or Pena.





# Practical Experience



## *WAS IT DIFFICULT TO FIND ACCOMMODATION? WAS IT EXPENSIVE?*

It is a bit difficult, but definitely not impossible. We were lucky to find an apartment through Idealista. Otherwise, you can search on different Facebook groups or the website Uniplaces. Most of the people I met found their accommodation through these platforms.

I paid 600 euros per month for a shared apartment with my classmate (so 600 euros each). The prices for rooms in Lisbon are more or less the same as in Copenhagen.

## *WHAT KIND OF EXPENSES DID YOU HAVE IN GENERAL?*

Rent: 600 euro per. month

Transport: 40 euro per. month - Go to one of the larger metro stations to get a Navegante card (public transport card). You can top it up every month and then travel as much as you want.

Phone SIM card (unlimited data, Vodafone): 30 euro per. month

## *DID YOU SPEND MORE OR LESS MONEY THAN YOU BUDGETED WITH?*

## *WHAT KIND OF INCOME DID YOU HAVE DURING YOUR EXCHANGE?*

I think I ended up spending roughly what I had budgeted. Portugal was cheap to live in compared to Denmark, and with both the Erasmus grant and SU, I managed to live comfortably and explore Portugal without any problems. Unfortunately, I didn't apply for any additional grants, but I would definitely recommend others to do so! I had friends in Lisbon who received great ones.

## *WHAT CHALLENGES DID YOU EXPERIENCE CULTURALLY WHILE BEING ABROAD?*

I didn't experience many cultural challenges—the only notable difference was their perspective on time. You can't rely on the buses, as they were usually late, and so were the teachers. Everything moves at a slower pace, and most Portuguese people have a very laid-back mentality. At times, this can be frustrating and time-consuming, but in other moments, it has its charm—you just need to get used to it. No need to stress!

# Cultural/Personal Experience

## *WHAT WAS THE BEST CULTURAL/PERSONAL EXPERIENCE DURING YOUR STUDIES ABROAD?*

I had the best time, and I'm very grateful for the opportunity to experience living in Lisbon. This is truly the perfect city for anyone trying to live abroad for the first time. My experience was that there were so many friendly people (both internationals and locals), countless new things to discover (such as bars, restaurants, hikes, etc.), and an overall amazing atmosphere. Being away from my comfort zones made my everyday life more spontaneous and open-minded, and that was probably the best part of living abroad for me.

And of course—the weather! Living in a warmer climate was perfect for me, especially during the winter months. Most of December was sunny with temperatures around 18°C. However, it can get quite cold at night, so remember to bring warm socks and a sweater for winter—mostly for indoors. The indoor climate can be quite chilly since the houses and apartments are not well insulated.

## *WHAT ADVICE WOULD YOU GIVE OTHER?*

Academically, I would say—have patience with the school and the teachers. Everything will work out in the end, so try to embrace the Portuguese way of thinking about time. And make sure to choose good group members for your different subjects—it will make a big difference!

Personally, I would say—enjoy your time as much as you can! Living in Lisbon is amazing, and time flies by so fast. I had the most fun trying to live like a local—definitely see the touristy sights, but also make an effort to find more hidden, local spots. And if you have the time, arrive before the semester starts! I came to Lisbon a month early, which gave me plenty of time to settle in and explore. It's much better to spend your time relaxing on a beach in Portugal than walking around in the rain in Copenhagen :)

## **TIPS !!**

Watch the sunset and grab a drink whenever you can from the viewpoint called : **Monte Agudo !**

Bring a blanket and a book to **Jardim da Cerca da Graça !**

Go to a samba event at **Casa da Gira** - remember to buy tickets before !

Go on a trip to Cascais and hike from **Cabo da Roca to Praia da Ursa** - bring some lunch !

Take time to go on some **weekendtrips** - Porto, Algarve (Lagos) etc. !

Make sure to go to the market in Graça, **Feira da Ledra**, at least a couple of times !

Grab a **beer or drink** at Lisboa Bar (beer fo 1 euro!), Boavista Social Club, Amor Records, Foxtrot, Cosmos Campolide, Vino Vero, Collect and a lot more places !

**Eat delicios food** at Damas, Odaan, Chai Wala, Comadre, Mercado Oriental, Farés and a lot more places - sometimes eating out is cheaper than cooking at home in Lisbon !

