

Exchange report
Paris - Fall/winter 2022

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EXCHANGE REPORT PARIS 2022

EFAP - 1st School of communication
5.9.2022 – 15.12.2022



View from 6th floor at EFAP

Classes at EFAP

During my semester abroad I took seven classes for it to be 30 ECTS.

Creativity and Innovation

Creative innovation was about how humans use their creativity and why creativity is so important. We also learned different techniques within idea generation to come up with the best possible idea.

Digital Transformation and Digital Marketing

In this course we learned about the digital world we live in, its tendencies and the different digital trends. We also learned about a lot of digital marketing strategies and their benefits.

French Language

I had chosen the advanced beginner. We learned many different verbs and expanded our vocabulary. This course was only in French, so it is too hard if you don't have any knowledge to the French language.

Advertising Culture

In this course we learned about different symbols within different cultures and why they are important when it comes to advertising. We also analyzed different kinds of ads and the culture within the ads.

Photography in Communication

A course all about photography. The history of photography, how a camera works and what makes a good photograph. We also had to come up with our own campaign and take the proper fitting photographs for the campaign.

Event Communication

This course taught us what it takes to create an event and how to write an event brief with everything from budget to catering and transportation.

Graphic Design

This course focused on Adobe Illustrator and how to use its different functions.

Academic Experience

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

EFAP was very helpful. My coordinator was always ready to help with any occurring problems inside or outside the school if needed. We did receive the course handbook with the overview of the different courses a bit late in my opinion.

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

I found 'Advertising Culture' and 'French Language' the most rewarding.

The teacher, Samuel, in Advertising Culture was very engaging and challenged the class. He also had more of a critical sense than the other teachers, which I appreciate in a teacher.

French language was quite hard but that only resulted in me learning more French. The teacher was very understanding, motivating and helpful.

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

The classes I found least valuable were 'Digital Transformation and Digital Marketing' and 'Creativity and Innovation'.

The teacher in Digital Transformation and Digital Marketing was a very good teacher and very thorough but the course just did not fit my interests. I also wished he had been a bit more critical to the rising digitalization. Creativity and Innovation was less relevant for me because I had already learned the different techniques we were taught, and I therefore feel like I did not learn that much.

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

I would advise you, KEA student, to choose advertising culture, but ONLY IF you are interested in advertising and the different cultures of the world and how they function. I would also advise you to take French Language just because having some knowledge of the French language can get you a long way.

Cultural/Personal Experience

What challenges did you experience culturally while being abroad?

I didn't experience big cultural challenges. Of course, I had to get used to waiting in line for a longer time in the supermarket or to not being able to move in the metro in rush hour but that was about it. Paris is a busy and crowded city, but I loved it.

One thing though, I had to get used to the double cheek kiss when saying hallo.

How helpful was the receiving school in this process?

I didn't really need any help from EFAP when it came to cultural challenges but as mentioned, then the school was very helpful in general.

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

I had an amazing stay in Paris and there are therefore many cultural and personal experiences to choose from. Overall, I just enjoyed experiencing a more open and relaxed culture than the Danish. I truly felt the culture when playing petanque or going out with my roomie, our good French friends, and the locals.

I also met some wonderful people from all over the world.

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

First advice is: Do it!

I really enjoyed living in a different country and exploring new sides of myself.

When it comes to EFAP then stay openminded and be prepared that some of the French students may seem a bit rude at first, but they actually aren't.



Petanque with friends



Everyday metro life



View from Belleville parc

Practical Experience

How was the application process?

The application process was good and easy.

What did KEA help you with?

KEA helped whenever I had any questions about the application process, and they were very accessible when it came to a face-to-face counseling. Hanne really assisted me through the whole process which I am very thankful for.

What help did you receive from your school abroad?

They were very thorough and clear in the communication of what they needed and when they needed it. Lisa, my coordinator, replied very fast to e-mails and was always accessible.

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

I didn't really have any practical difficulties except from when I had to have a letter sent to me. EFAP was very helpful and let me send it from DK to one of the coordinators.

Where did you live?

I lived in the north part of Paris in the 18th arrondissement. It was a bit away from the city center but that was perfect. Our area was very local and less crowded than inner Paris. We got to know the locals and said hi to them daily.

Was it difficult to find accommodation?

We booked an apartment through Airbnb because it was hard to find it anywhere else. But after talking to locals, our rent was quite expensive compared to what we had. My roomie and I lived in an apartment where we had to buy a madras so one could sleep in the kitchen/living room and then the other in the bedroom. I would therefore advise to research other places such as Facebook pages for housing in Paris.

Was it expensive?

Rent was quite expensive. But I found Paris to be cheaper than Copenhagen in general. It was all about finding the good cheap places through discovering or asking to the locals.

What kind of expenses did you have in general?

My biggest expense was my rent and other necessities for the apartment. I also spend 75€ monthly on public transport. Other than that I spend money on going out to restaurants and bars.

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

I spent less money than I expected because most of my shopping was thrift shopping and I found good, cheap restaurants and bars.

DINNERS AND BARS



Aux Deux Amis



Folderol vinbar



Bo Man Café - Billig bistro



Carnis Cantine - Landlig køkken



Chez Janou - Chokolademousse



Le Verre Volé

Overall experience - Conclusion

I would never have been without this experience. I strongly recommend anyone to go on exchange. I got to know a new culture and fell in love with it.

I made beautiful new friendships and my already existing friendships grew even stronger.

Paris is so much more than the classic cliché and holds many more cultures than I expected.

The atmosphere of Paris and the way of life is truly unique and when you let yourself indulge in it, it becomes a part of you.

This will sound cheesy but Paris became a second home to me and I will revisit this beautiful city for the rest of my life. Might even move there some day.