

HONG KONG JAN - MAY 2023

INTRODUCTION

1. Where and when did you study abroad?

The Hong Kong Polytechnic University, School of Design, from January to May 2023.

2. What KEA program did you attend at the time?

PBA in Design & Business, Brand Design.

3. What classes did you take during your semester abroad? Please briefly explain what each class was about.

Major: Communication Design

Compulsory subject: Experience Design Seminar

Frame and reframe a research question for a user experience design research project. Conduct user experience design research using appropriate design research methods.

Compulsory subject: Studio 4 Experiences

Address the communication goals, users' needs and contextual requirements for an experience design project. Link research to a practical design problem for making informed design decisions.

Elective subject: Design Meets Disabilities

Identify the importance of assistive technologies, inclusive and universal design and the differences between/among these approaches.

Elective subject: Masterclass in Art Direction

Introduced to the masters' skills and insights of art direction for specific advertising media such as print, publication, television and digital.

Elective subject: Images II

Professional practice of photography and image making for communication design. Identify different genres of photography and their design applications.

ACADEMIC EXPERIENCE

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

I received a lot of Emails from the host institution with instructions, which were very helpful and easy to follow regarding choosing topics and settling in. If any questions occurred they were very helpful and fast to reply.

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

I found the subject Design Meets Disabilities was very rewarding since I had the opportunity to use my passion for design in combination with helping people / disabled people.

I found Masterclass in Art Direction most interesting because it was beneficial to meet experienced people who have worked with art direction and branding for a long time and who had stories to tell from the real world.

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

I found the subject Images II least valuable since it was mostly a historical review of the different genres of photography and not a very practical subject. I had hoped to get more knowledge about photography in relation to design and art direction which we didn't really get.

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

I would definitely recommend choosing the subject Masterclass in Art Direction because it is possibly the most relevant subject for KEA students. I would probably not recommend them to choose Images II.

NOTE:

The semester was short but very intense. We already began on January 9th.

I will recommend arriving at least one week before the semester starts, so you have time to settle in and find all the relevant equipment you will need.

Also, be aware of a totally different study structure and learning experience. It took some time to get used to, but you will enjoy it in the end.

PRACTICAL EXPERIENCE

1. How was the application process?

Overall it was a very long and detailed process. We only had a few days to do our portfolio and after that there was a lot of paperwork for the visa application, application for student accommodation etc.

a. What did KEA help you with?

KEA was very helpful to inform me about deadlines and every step I needed to do during my application process. But I would suggest that KEA would let new students know about their possibilities for exchange when they receive their admission letter for studying at KEA. It would make the whole exchange process less exhausting if the new students had more time to decide their destination. The process from starting at KEA to applying for exchange was only a few weeks because I applied for studying in Hong Kong and I think that was quite stressful.

b. What help did you receive from your school abroad?

The host institution was also very helpful with sending Email with information and step guides I had to follow. They helped me with the application process for accommodation and Visa.

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

No, not really. But if other students choose to apply for exchange in Hong Kong and are planning to live in the student accommodation, it is good to know that the room is completely empty at arrival. There is a mattress and a desk but be prepared to buy everything else yourself. This means both duvet, cooking equipment, toilet paper etc.

a. How helpful was the receiving school in this process?

The host institution was very helpful with any difficulties that might occur.

3. Where did you live?

I stayed at the PolyU Student Halls of Residence.

a. Was it difficult to find accommodation?

No. I was guaranteed accommodation at the student halls.

b. Was it expensive?

No, cheaper than living in Copenhagen. Approx DKK 7000 for the whole stay. I would definitely recommend staying at the student halls since Hong Kong is a very expensive city to live in if you are not living at the school provided accommodation.

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

- Public transportation
- Food
- Inventory; such as pillow, duvet, cooking equipment, cleaning agents etc.
- Cultural/social events
- Weekend trips
- School related materials

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

Definitely more, Hong Kong was a lot more expensive than expected. In general the supermarkets were very expensive which would often make it cheaper to eat out or buy take away food.

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

a. Did you receive SU and/or Erasmus

I received both SU and Erasmus during my exchange semester

b. Did you apply for any grants and did you receive any?

Yes, I applied for a few grants and received from Nordea Fonden and Knud Højgaard

CULTURAL/PERSONAL EXPERIENCE

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

Language barrier. Not everyone in Hong Kong is good at speaking English so you need to be patient and accommodate the locals.

a. How helpful was the receiving school in this process?

I did not need any help regarding this.

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

To meet people from all over the world and to build a hopefully long global network / friendship.

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

I would recommend attending the events made for other exchange students, it's a good way to meet people who are in the same situation as yourself. Furthermore, it's always a good idea to be open, your friends on exchange might not be the same as your friends at home but it's only a good thing to be able to have different friends for different settings.

NOTE:

Last, I would definitely recommend you to take your exchange semester in Hong Kong, but you need to be prepared and aware of the long and detailed application process. It will take a lot of your time besides school/work, and it will cost you some expenses such as VISA, passphoto, vaccinations and flight tickets.

And also, for Hong Kong it is an early application deadline, so make sure you have read and set time off to do the first steps of the application process.

Tip: you will only have a very short amount of time to create your portfolio, so if you're smart, get it done beforehand.