

Lisboa

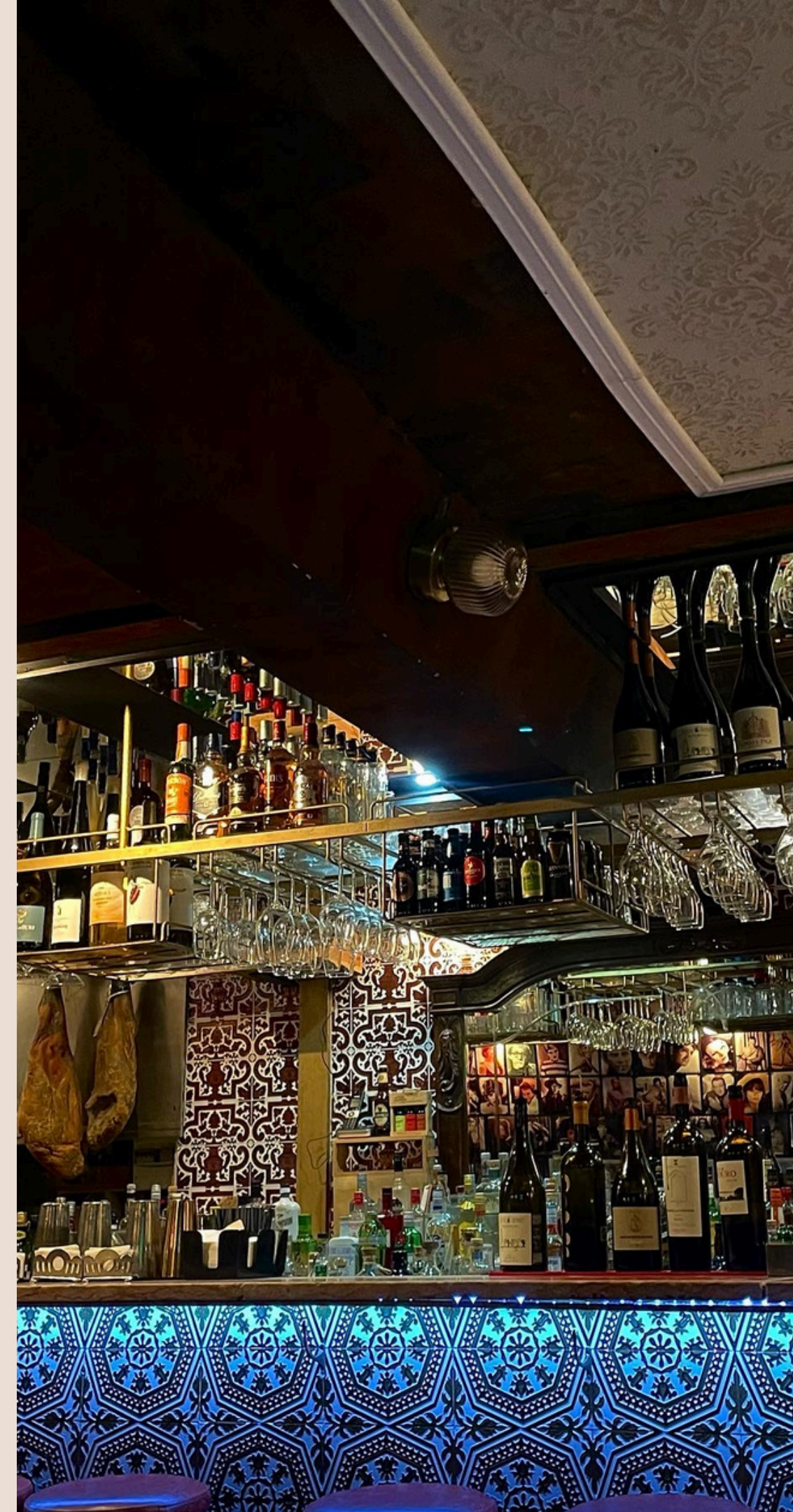
Exchange - Spring 2024

IADE - Design
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Design & Business - Creative Branding



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Exchange in Lisbon

In the spring of 2024, I decided to go on an exchange program after hearing so many great stories from friends. Choosing Lisbon was a bit spontaneous since I had never been there before, but I was excited to experience a new European city. I already loved Portugal from previous visits and knew I'd enjoy its culture, warmth, and hospitality. Lisbon's relaxed vibe and rich cultural scene turned out to be the perfect choice!

I enrolled at IADE Creative University because it fit well with my studies at KEA, where I was working on a degree in Design, Technology, and Business, and then a Top-Up BA in Branding. IADE's creative and innovative approach matched my interests perfectly, offering a broader perspective on my career field. I was eager to learn more about branding and design through hands-on projects.



Courses

Innovation & Creativity

This course focused on fostering innovative thinking and creative problem-solving. We learned techniques to generate new ideas and how to implement them effectively in various contexts. I was kind of dissapointed about this course as it was not really what i expected at first, and we had a lot of assignments during the semester.

Visual Design

In Visual Design, we studied the principles of visual communication and design. The course included practical projects that allowed us to apply design concepts to real-world scenarios. This was my absolute favorite course during my semster as we got wo work on individual projects, and the teacher was really good.

Drawing & Visual Communication

The drawing course aimed to develop my technical and artistic drawing skills. We tried to practice various techniques and styles, emphasizing observation and precision, which was really hard if you don't have that much experience with drawing which I did not have.

Branding

The branding course explored strategies for creating and managing strong brands. It covered topics such as brand identity, positioning, and the emotional impact of branding on consumers, and was very similar to what we do at KEA. I really enjoyed this course.

Portuguese Language & Culture

This class introduced me to the Portuguese language, including basic grammar and vocabulary. It also covered the cultural history of Portugal, and really enhancing my understanding of the country. I found this course pretty challenging, and I would say you need to make sure you keep up with the lections.

Academic experience

What courses did I find the most rewarding and why?

The most rewarding course was **Visual Design** because it allowed for more independent and creative work. We worked on exciting projects that we had not had the opportunity to do before, which was both challenging and engaging. The course was well-structured, with an excellent teacher who provided clear guidance and support. Additionally, the projects were varied and interesting, offering hands-on experience that greatly enhanced my understanding and skills. The practical experience gained from this course was invaluable and contributed significantly to my overall learning experience.

What course did I find the least rewarding and why?

In my exchange experience, I found the subject of **drawing** to be the least relevant or valuable. This course primarily focused on manual drawing skills and involved somewhat confusing individual projects. While it was a learning experience for someone like me who had limited prior experience with hand drawing, I don't consider it particularly relevant to my academic path. Additionally, having to purchase all necessary materials independently made it quite costly over time. Therefore, despite its educational value in developing my drawing skills, I found it to be of minimal practical application to my chosen field of study.



How helpful was the host school in course selection and settling in?

The international office at IADE was very helpful in assisting with course selections and providing support for any desired changes. I received excellent guidance via email prior to the semester, which made the process smooth and stress-free. We had several introductory days where we were given a tour of the school and received an introduction to the Erasmus Life in Lisboa committee. They provided information about events and activities for exchange students in Lisbon. Overall, I felt well-informed about who to contact if I had any questions.

How was the application process?

The application process was smooth and well-supported. Hanne, the exchange coordinator at KEA, was incredibly helpful, quickly answering all my questions and making sure I felt ready and informed. We started by listing our preferred schools and destinations in order of priority. Once assigned a school, we had to apply directly to that school and meet their requirements.

I applied through a portal, submitting a motivation letter, CV, and portfolio. Even though we got the acceptance notification a bit late, the process was clear and organized. Despite the timing, it was a straightforward and rewarding experience.

Practical experience

Monthly expenses:

Rent - 565€ for housing, approximately 600€ with electricity

Transportation - Free (under 23), but the transportation card is usually 40€

Food (including going out to eat) - 500€

Activities - 350€

TOTAL = 1450€

Grants and savings:

Monthly (norwegian) SU - 900€

Erasmus Grant - 2500€

Own savings - 3500€

During the exchange, I supported myself with several income sources - I received a steady monthly allowance from the Norwegian SU and an Erasmus grant specifically for the exchange program. Additionally, I had saved money from previous work, which helped me manage my expenses comfortably. Although I didn't apply for any scholarships, I recommend exploring them, as they can enhance the exchange experience and make sure you have the budget to travel around Lisbon.





Housing - Bairro Alto

I arranged my accommodation through acquaintances of acquaintances in Norway. We lived on Rua da Rosa in Bairro Alto, centrally located in Lisbon. I shared the apartment with three other Norwegian students, each attending different schools. Personally, I found the process of finding housing relatively quick and easy, but I've heard from many that it can be challenging, so I recommend starting the search well in advance.

We paid 2000 EUR in total per month excluding utilities, which was considered affordable compared to many other student accommodations, especially given the central location. The only downside was the noise from the nearby bars, but overall, I would recommend this area for its convenience and vibrant atmosphere.

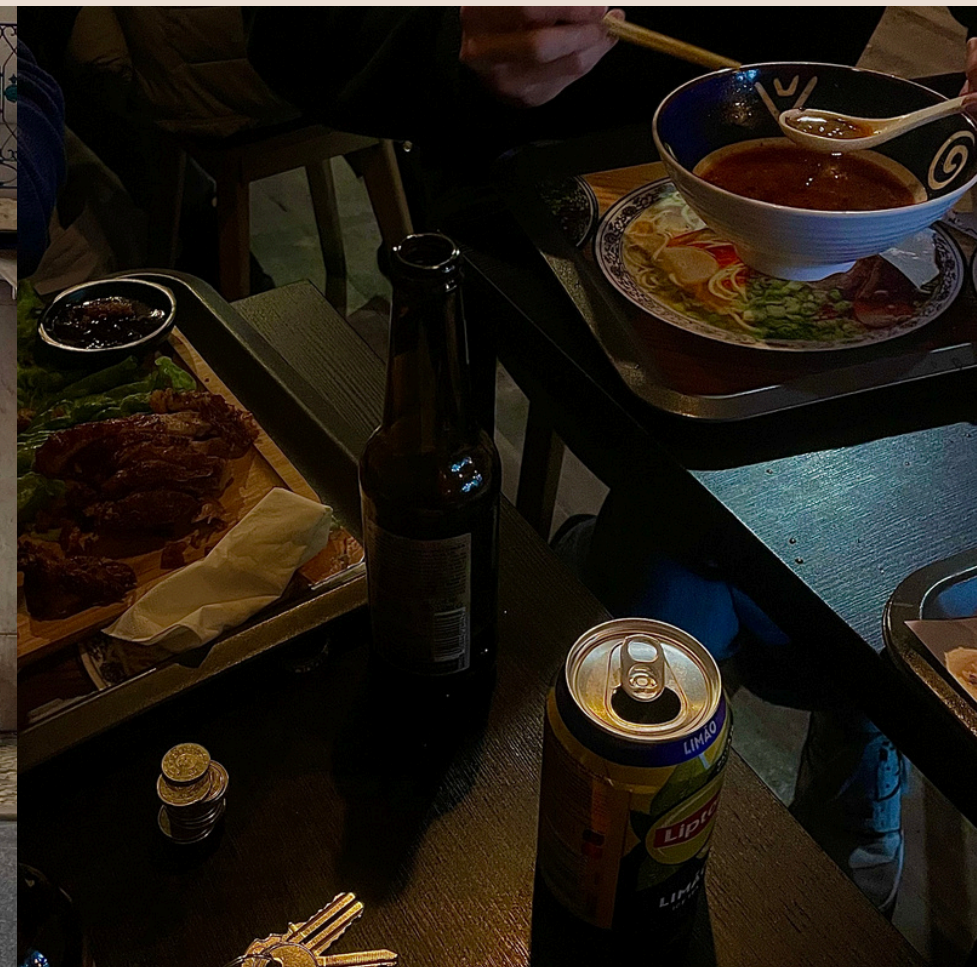
Cultural experience

The city

Lisbon was an amazing experience. It's a beautiful city with incredibly friendly people, and I felt very safe there. Even though I had never been there before, I quickly got to know the city because you walk a lot and use public transport frequently. The trams and buses are efficient, and exploring on foot allowed me to discover many hidden gems!

The food

The food was absolutely delicious, with countless great eateries ranging from fancy restaurants to casual spots. I prioritized eating out a lot since it's much cheaper than in Norway and Denmark. From fresh seafood to traditional Portuguese dishes, there was always something new and tasty to try.



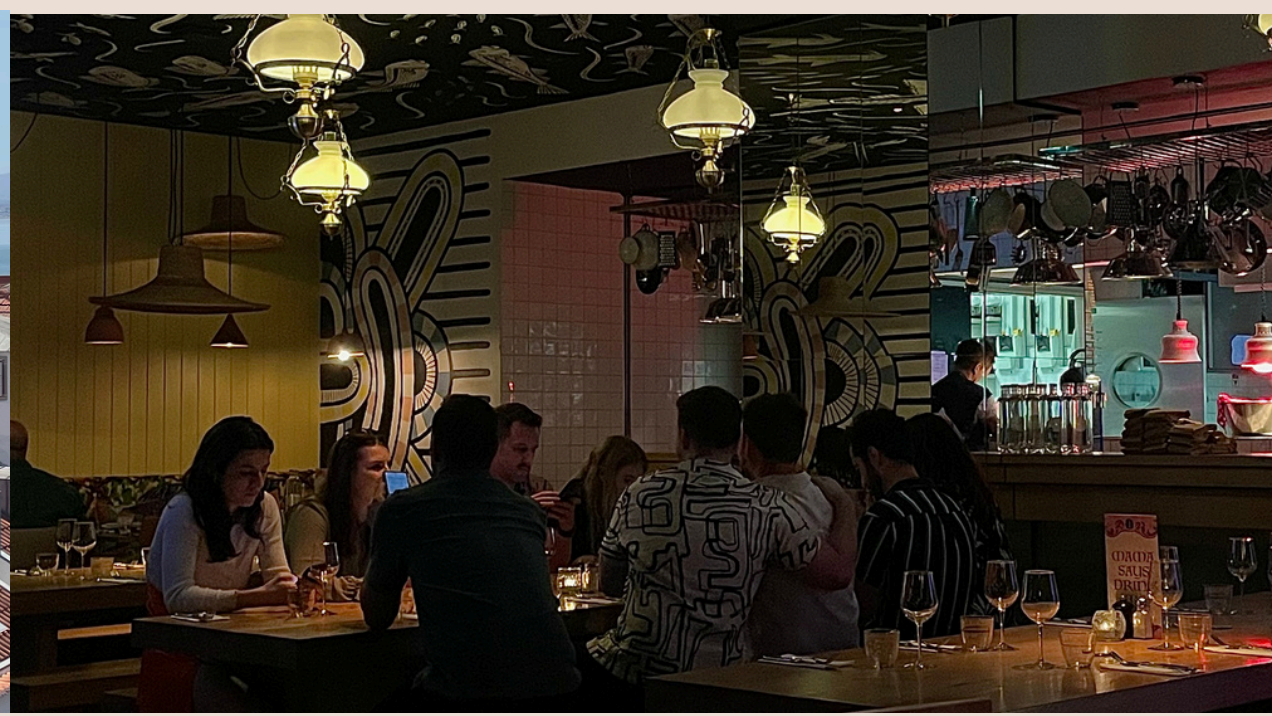


The nightlife of Lisbon

The nightlife was fantastic, especially if you enjoy clubs and dancing. Bairro Alto was a hotspot, with its narrow streets full of lively bars and clubs. There were also many charming bars perfect for a more relaxed evening out, so I am sure everyone who travel to Lisbon will find their place.

IADE

The school system was more "old school" than what I was used to, with many people often arriving late to class, including the teachers. The laid-back approach was part of the charm and made me feel more immersed in the local culture. Despite the relaxed attitude, the education was of high quality in most of the courses.





Overall, Lisbon was an awesome city for an exchange semester. It had the perfect mix of culture, amazing food, lively nightlife, and a cool educational vibe. I totally recommend doing your exchange there!