



# LISBOA

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Exchange in Portugal  
IADE - Design  
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# INTRODUCTION

## KEA PROGRAM AT THE TIME

At KEA I studied Design & Business // Creative Branding. I decided to do my Erasmus at IADE in Lisbon, Portugal because I thought the courses seemed interesting, because of the weather, beaches and culture.

## COURSES WITHIN THE DESIGN PACKAGE

- #1 Drawing and Visual Communication
- #2 Visual Design
- #3 Branding
- #4 Creativity and Innovation
- #5 Portuguese Language and Culture

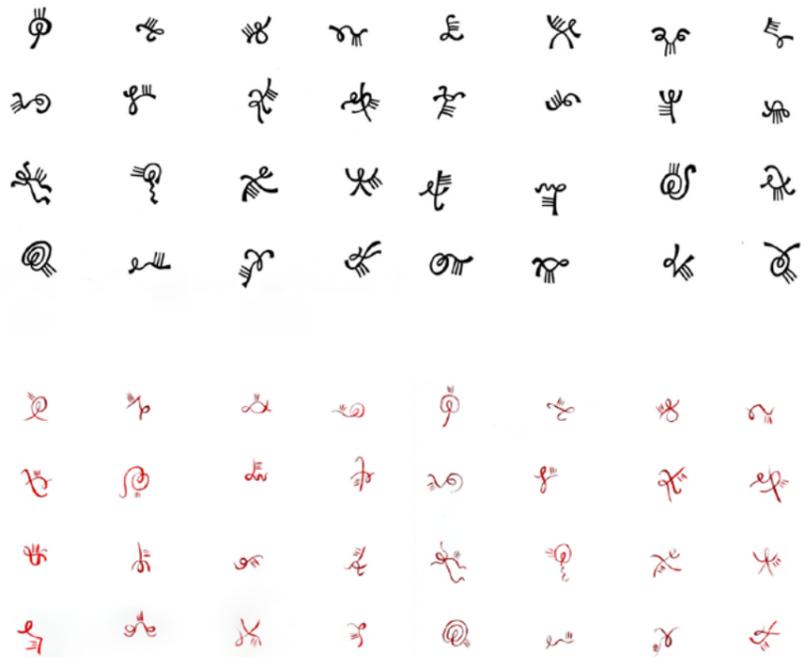
MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
	8.30-10.30 Visual Design			8.30-10.30 Visual Design
15-17 Drawing and Visual Communication		11-13 Creativity and Innovation		
	13-14 Branding		13-15 Branding	
		16-18 Portuguese Language and Culture		15-17 Drawing and Visual Communication

Schedule



Bica, Lisbon a very cute area close to downtown with narrow streets and steep

# DRAWING AND VISUAL COMMUNICATION



## ABOUT COURSE

In Drawing and Visual Communication we had to make 3 different projects during the semester. We spent a lot of time just experimenting, drawing and coming up with a concept to tell a story somehow. First project we drew things found in nature - then we traced shapes from those drawings and had to make our own "sign-system". Second project we went to a museum, took photos and made a "collage" and then made 3 versions of that with different techniques. Last project was to make a journal with various guidelines. A very creative class and very artsy, worked well in order to find your personal style and think outside the box.

## OVERALL SATISFACTION

7/10

## TIP

We were working between analog and digital - be prepared for class with a lot of different kinds of painting, brushes, pens and other tools.



RANDOM THINGS FROM MY GENIUS BRAIN



# VISUAL DESIGN

## ABOUT COURSE

First of all, Pedro (most popular portuguese name ever, besides Joao) our teacher was amazing. He acted like he was our Art Director when working on projects, was super friendly and creative. He made some really interesting presentations and projects which were quite similar to KEA. We had to create an identity for an area in Lisbon and second project we had to collect data and translate it into visual information. We were mostly working individually which was actually nice for a change.

## OVERALL SATISFACTION

11/10

# CREATIVITY & INNOVATION

## ABOUT COURSE

This course could have been super interesting and meaningful - but the teacher was everything else but creative and innovative to listen to. It was a quite confusing course because of unclear communication. It was separated in 3 parts: researching for a written individual paper, then we collected every from every team member and made a midway presentation. In the end we had to present our new and creative idea - and it actually turned out okay. There were a lot of freedom in creating strategy and visual identity which made a lot of sense regarding our studies.



## OVERALL SATISFACTION

6/10



Lapa, Lisbon one of my favorite areas. Go to winebar here: Insaciavel



Caxias beach close and cute beach



Be prepared for a lot of tasty sea food

# BRANDING

## ABOUT COURSE

In Branding we were focusing on the strategy aspect of branding. We worked in groups with a chosen brand, researched a lot and came up with an improved and new strategy for the brand. She made a lot of presentations with theory, and was good at starting interesting discussions about aspects of branding. She was really cool and knowledgeable. At the end we had to present our new strategy and do a test regarding all of her theory brought to us during the semester.

## OVERALL SATISFACTION

8/10



# ACADEMIC EXPERIENCE

I was actually surprised how smooth everything went at IADE. The process on MO was quite easy and I could always get help from KEA. I could change my chosen package (Audiovisual Production and Design) into the Design package. I was very lucky to get the last spot. The schedule was quite messy though and we had a lot of gaps in between classes. I wish they could've condensed the schedule since we had to go to school and only stay there for 2 - 4 hours max. The teachers also seemed confused sometimes and would ask the class if they could move some courses instead of figuring it out through the office.

OVERALL I think all of the courses are extremely relevant regarding the studies at home. The things I didn't find as relevant in some courses, we got in another course.

## WHAT COURSES DID I FIND THE MOST REWARDING? WHY?

VISUAL DESIGN was my favorite course. Since we often work in groups it was very nice to work individually. The projects were very similar to the ones at KEA, but yet they had a different angle. Also I liked it a lot because of the teacher because he made it feel like we were at eye level.

BRANDING was rewarding since we used so much theory that was relevant to the studies at KEA. Although sometimes it was quite basic knowledge she came with.

DRAWING AND VISUAL COMMUNICATION had a very artistic angle which I didn't like at first since it didn't seem very relevant to draw that much. But I got so much out of it, started to think differently and I earned a new perspective on designing which can be helpful in working with strategy, design and visual communication.

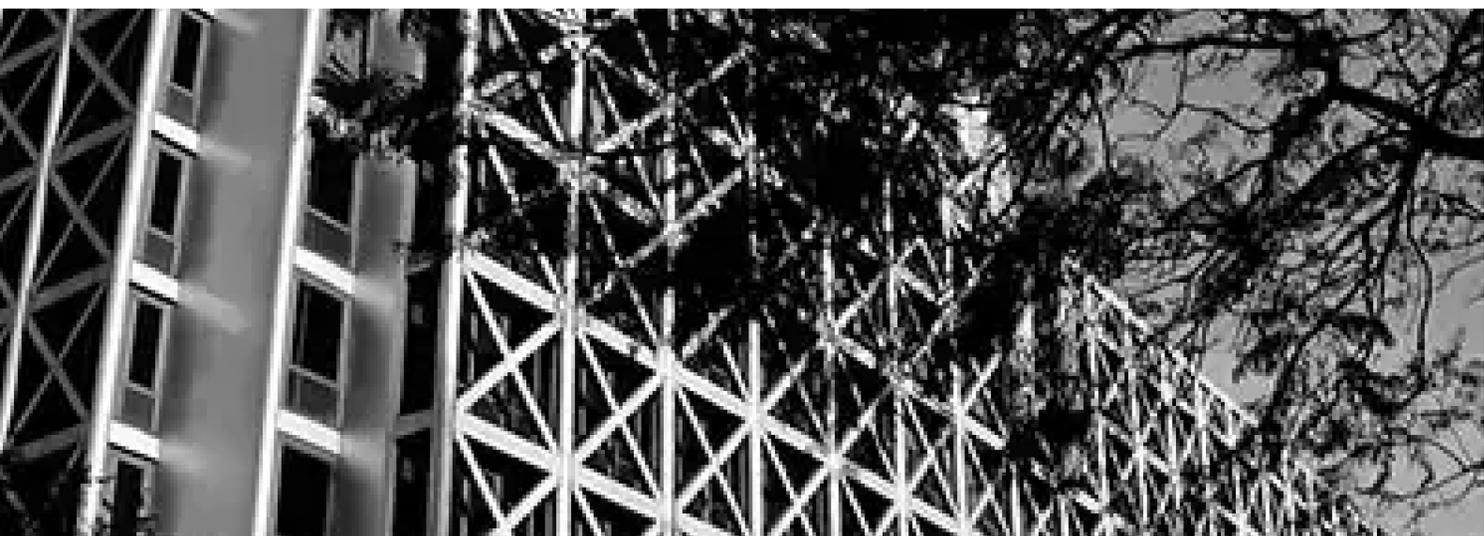
## WHAT COURSES DID I FIND LEAST RELEVANT OR LEAST VALUABLE? WHY?

PORTUGUESE LANGUAGE AND CULTURE was not super relevant to our studies, obviously. BUT I must say that it was super valuable to learn more about the language and culture since this is also a big part of living in a different country. The teacher was the sweetest and most patient woman which also made the experience very pleasant.

CREATIVITY AND INNOVATION could've been extremely useful if it just wasn't that confusing. I think the teacher could have explained things differently to make us come up with more interesting ideas. It was like we kind of gave up.

## WHAT CLASSES WOULD YOU ADVISE OTHER KEA STUDENTS GOING TO THE RECEIVING SCHOOL TO CHOOSE OR NOT TO CHOOSE?

At IADE you choose a package. So you don't have much freedom to pick and choose whatever courses you want. Although one of the courses in each package you can choose from 4 different courses. I can really recommend the Design package if you're in Design & Business // Creative Branding because the courses are quite similar to KEA's. One thing I missed a lot in Portugal was the awesome presentations from real agencies that we got a lot of at KEA.



# IADE

# CREATING CREATORS



## PRACTICAL EXPERIENCE

This was my budget:

550€ (rent) + 40€ (extra) each month for housing

40€ monthly navagante card (you can take trams, bus, metro and train as much as you want for fixed price)

200€-300€ food

100€ +- fun

I received SU and the Erasmus grant was around 2500€. With that I felt like it would all work out money wise. But I would make sure to have some extra savings if you want to travel a lot. I didn't spend time on applying for grants - but it would've been a good idea.

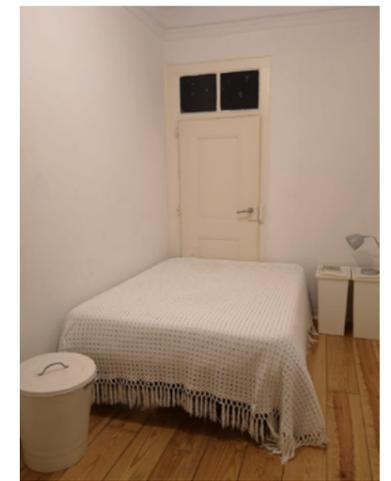
It's difficult to find a room in Lisbon and the rent is going up. Although I was super lucky with housing, since I had a contact on someone who used to live in the apartment, that I got to live in which was only 550€ / month. It was located in Lapa, a very cute, calm area close to the city. 10 min. from my home was the train station Santos which made it super convenient and easy to go to the beach. Join FB groups and ask your network.



Terrasse



Livingroom



Bedroom

# CULTURAL EXPERIENCE

When all the practical stuff were sorted out overall I had 5 great months in Lisbon (and other places in Portugal). There are so much culture and vibrancy in the city and I lived very central and close to school - so it was super convenient. With the Navagante card it's also easy to go around the city. Since it is a big city it sometimes felt a bit cramped but then I'd just go to the beach or a day trip to other places out of the city.

The portuguese language is really hard to understand but most people in Lisbon speak quite good english and there are also a lot of internationals. I enjoyed taking the Portuguese Language and Culture class - because I felt like the portuguese really appreciated that you know some simple phrases when you approach someone.

The school IADE did not have as good facilities as KEA. It was sometimes hard to find study spots. But they've built a new school somewhere else, so I've heard that it'll be different. The schedule was also a bit of a puzzle since it took some time for the school to make sure the courses would not clash. Also we had classes everyday from monday - friday, and I think they could've compressed it a bit more. On the other hand you had much free time before and after school where we could work on our projects.

I loved the warm weather, people, beautiful country, the good food, cheap wine and all of the things I learned while living in a different country.

To everyone considering going to IADE in Portugal / Lisbon - just go!!!

# MY BEST PORTUGAL TIPS

I spent a lot of time trying new restaurants, went to the beach and daytrips. Also, there are so many fun events to do.

## MY FAVORITE WINE SPOTS, BARS AND RESTAURANTS:

- Incaciavel - Lapa
- Rude - Anjos
- Amor Records - Anjos
- Palheta - Cais do Sodré
- Casa Independente - Anjos
- Clube des Journalistas - Lapa
- BomBomBom - Anjos
- Adega dos Arcos - Cova Funda - Intendente
- Park Rooftop - Bairro Alto (Bairro is a very touristic party street, it's like Gothsrgade, but this rooftop is okay and cheap)

## MUST DO:

- Go to Sintre and explore castles and beautiful nature
- Cascais is great if you go to the rocks close to Pedra da Nau
- See the sunset at all of the miradouros (viewpoints around the city)
- Vintage shopping in Anjos
- Go south, Setubal and Sesimbra
- Rent a car and drive to the north and the south
- If you're here in the spring, June is a crazy month with parties all over the city.



Incaciavel wine / restaurant / bar



Alfama the old part of Lisbon

