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Design & Business - Creative Branding

LISBOA

Exchange 2024

IADE - Design
Spring 2024



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SCHEDULE

Monday	Tuesday	Wednesday	Thursday	Friday
	08:30-11:00 Visual Design			08:30-11:00 Visual Design
		11:00-13:00 Creativity & Innovation		
	13:00-14:00 Branding		13:00-15:00 Branding	
15:00-17:00 Drawing & Visual Communication				15:00-17:00 Drawing & Visual Communication
		16:00-18:00 Portuguese Language & Culture		

At KEA, I studied Design & Business - Creative Branding. I chose to study the design program at IADE as the courses correlated well with what I was studying at KEA, and naturally because of the cultural experience that Portugal could give me.

Courses:

- **Visual Design**
- **Branding**
- **Creativity & Innovation**
- **Drawing & Visual Communication**
- **Portuguese Language & Culture**





Courses

Visual Design

Visual Design was my favorite course at IADE, as our teacher was very good. The subject itself was also very nice and included tasks as creating a visual identity for a council in Lisbon.

Branding

Branding was a nice subject where I felt at home theory wise. It reminded me a lot of what we learn at Creative Branding at KEA, with a little variation.

Creativity & Innovation

Creativity & Innovation was okay. At first, I was actually pretty excited, but the teacher was kind of old school and not really up to date with modern technology. A little disappointing.

Drawing & Visual Communication

If you don't have any interest in drawing, then this course isn't for you. A lot of drawing techniques are taught and expected to be used. The tasks were very free, but it is required to buy a lot of stuff as paper, pens, brushes and paint.

Portuguese Language & Culture

It was fun to learn Portuguese, but it is a very difficult language if you don't have any experience with Latin languages. In this course, we learnt basic grammar, common phrases and a lot about the Portuguese culture and history.

Academic Experience

WHAT COURSES DID I FIND THE MOST REWARDING AND WHY?

VISUAL DESIGN

Our teacher was incredibly good at creating a professional environment, where it felt like he was our art director and we were his colleagues. The tasks were fun, yet challenging and we were always guided in a professional manner.

BRANDING

Branding was rewarding as it reminded me a lot of what we learn at Creative Branding at KEA. The teacher was very professional and taught us a lot of good theory.

WHAT COURSES DID I FIND THE LEAST REWARDING AND WHY?

CREATIVITY & INNOVATION

This course was very confusing and I didn't really learn anything. The theory was weird and the tasks were long and felt a little meaningless. The expectations weren't high, so it wasn't difficult to get good grades, but it didn't give me any knowledge that i'll bring with me going forward.

PORTUGUESE LANGUAGE & CULTURE

Obviously this course didn't reward me with anything that I can use career wise. However, it was very nice to learn the language and culture in country that I was living in. In that case it was rewarding. Overall, I was happy to do this course, but I'm not sure that i'll keep learning Portuguese.



BOTH KEA AND IADE WERE VERY HELPFUL THROUGH THE PROCES AND I NEVER RAN INTO ANY TROUBLE. IT WAS VERY SMOOTH OVERALL.

Practical Experience

MONTHLY EXPENSES:

Approximately

Rent - 600€

Transportation - 50€

Food - 400€

Fun - 350€

TOTAL: 1.400€

GRANTS & SAVINGS

MONTHLY SU - **800€**

ERASMUS GRANT - **2500€**

OWN SAVINGS - **4000€**

Looking back, it would have been a better idea for me to spend more time on applying for different grants. I ended up using about 4000€ of my own savings, but i didn't hold back either. I would recommend to apply for different grants or bring savings.

ACCOMMODATION

ADDRESS: LAPA

I was very lucky to find an apartment, as i knew someone who had lived in Lisbon before. It's becoming more expensive to live in Lisbon, and I would recommend that you join FB-groups and use whatever network you have to try and find accommodation. I also know that IADE helps students find accommodation, if they need it. Lapa is a wonderful area. Central, but quiet and close to the Santos train station.

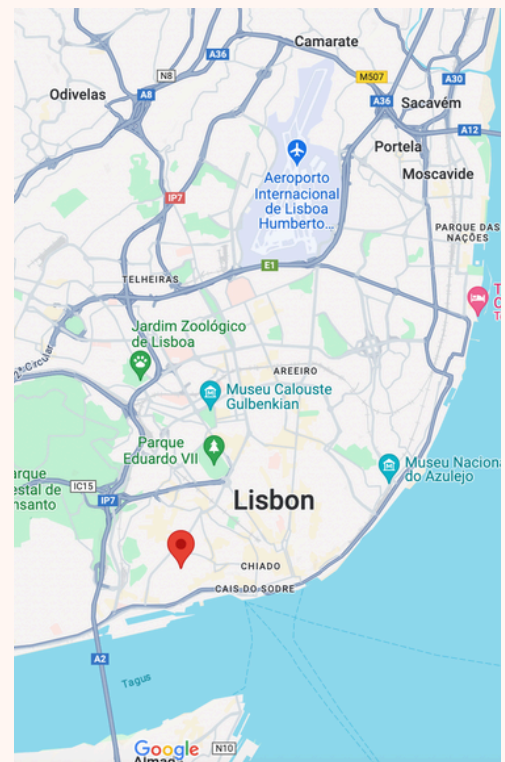
TERRACE



MY ROOM



LOCATION



Cultural Experience

Lisbon is a vibrant and beautiful city. The people are warm and welcoming and there is always an exiting corner or corridor to stroll by. The city is very hilly and, coming from the flat Copenhagen, it took a few weeks to get used to. The city is around the same size as Copenhagen and it's easy to get around either with the Navegante card or with Uber/Bolt which is very cheap.

The food is amazing in Portugal and i recommend trying out as much food as you can. Pastel de Nata is a must!

The beaches are close to the city and easily accessable with train. If you travel the country, there are endless beautiful beaches worth a visit.

The school culture was a bit different than what I had been used to in Denmark. It doesn't matter if you're not on time and people would sometimes be 40 minutes late to class, which was a little weird to me, but it also tought me that it's not the end of the world to be a little late. The school it self was not as nice as KEA and it was rather difficult to find spots to study, and the schedule was horrible.

The party life in Lisbon is very vibrant. The area Bairro Alto can be fun, but personally I think it's a bit too much, besides that Anjos, Alfama and Bica has some nice bars and clubs to go to.

Overall, Lisbon is a fantastic city and I enjoyed every minute living there. If you are considering going, just do it. I promise that you won't regret it!

