

ESCS

ESCS — Escola Superior
de Comunicação Social
3rd Semestre
Autumn 2022

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Entrepreneurship
& Design
KEA

**EXCHANGE
REPORT**



GENERAL INFORMATION

WHERE AND WHEN DID YOU STUDY ABROAD?

I studied at Escola Superior de Comunicação Social (ESCS) - The School of Communication and Media Studies at Instituto Politecnico De Lisboa in Benfica in Lisbon, Portugal. The semester started on September 23rd and ended on January 16th.

WHAT KEA PROGRAM DID YOU ATTEND AT THE TIME?

I studied Entrepreneurship and Design at Copenhagen School of Design and Technology (KEA).

WHAT CLASSES DID YOU TAKE DURING YOUR SEMESTER ABROAD?

During my exchange semester in Lisbon, I completed six courses, each worth 5 ECTS points, in order to acquire the necessary 30 ECTS points for my exchange experience. Each course was three hours long, taught in English, and held just once a week.

The courses I took included:

- #1 — Graphic Design
- #2 — Photography
- #3 — Integrated Communications Laboratory
- #4 — Marketing and Communications
- #5 — Digital Media Laboratory
- #6 — Video Post Production

This was my schedule:

MON	TUE	WED	THIR	FRI	
VIDEO POST PRODUCTION 8 - 11	NO SCHOOL	INTEGRATED COMM. LAB 8-11		NO SCHOOL	
GRAPHIC DESIGN 11 - 14			DIGITAL MEDIA LAB 11 - 14		
			PHOTOGRAPHY 14.40 - 17.70		MARKETING & COMM. 15 - 18

DocLisboa

20°INTERNACIONAL CINEMA FESTIVAL

20 22

In October,
all world
fits in Lisbon

06—16
OCTOBER

Culturgest / Cinema São Jorge / Cinema City Alvalde /
Cinemateca Portuguesa / Cinema Ideal / Museu Berardo

GRA PHIC DESIGN

INTRODUCTION

The course focused on Adobe Illustrator and InDesign software, with an emphasis on technical skills and creativity through projects and feedback. Exercises were many but fast-paced and beneficial, even for students with prior graphic design experience. However, it may have been challenging for those new to graphic design or Adobe programs.

SATISFACTION LEVEL

8/10

WORKLOAD

Heavy - Many exercises, although many of them were not too big.

LEARNING CURVE

Steep

IMPORTANT NOTE

Skills within Adobe Illustrator and InDesign as well as subscriptions to both is a huge advantage.



P HOTO GRAPHY

INTRODUCTION

This course covered the basics of photography, including camera functions and techniques, as well as some history of photographers. The majority of the course was focused on hands-on assignments and practical experience. The final project was to develop a concept transmitted into 10-20 images which were presented and graded at the final exhibition day.

SATISFACTION LEVEL

7/10

WORKLOAD

Decent - a few exercises throughout the semester and one bigger project towards the end.

LEARNING CURVE

Steep

IMPORTANT NOTE

If possible, bringing your own camera is a huge advantage.



INTEGRATED COMM. LAB

INTRODUCTION

In this class we learned about public relations and communication tools with a specific target group in mind. The first half of the semester focused on theory and the remaining half focused on a big group assignment where we had to make a communication plan for a portuguese brand introduced in a self chosen market - where we chose to work with the Danish market.

SATISFACTION LEVEL

8/10

WORKLOAD

Moderate to heavy

LEARNING CURVE

Steep



MARKETING & COMM.

INTRODUCTION

The goal of this course was to foster the development of written and spoken English skills, while also enabling us to gain the necessary working skills in marketing and advertising. This course was a great opportunity to gain a comprehensive understanding of the field of marketing and advertising, and develop the skills necessary to succeed as a professional in this field. Additionally, it helped us to improve our oral and written English skills.

SATISFACTION LEVEL

4/10

WORKLOAD

Moderate - exercises in class with unrealistic time constraints.

LEARNING CURVE

Limited



DIGITAL MEDIA LAB

INTRODUCTION

In this course there was one simple yet very channeling goal as the main objective was to develop an account on either YouTube or TikTok and create a clear concept transmitted into content with the aim of going viral in groups of four which was the one and only assignment during the whole semester. The course is a good opportunity to travel around Portugal.

SATISFACTION LEVEL

4/10

WORKLOAD

Decent - editing a few videos

LEARNING CURVE

Close to non-existing



VIDEO POST PRODUCTION

INTRODUCTION

This course was very different than expected. The primary focus was on movie editing theory, taught by a passionate teacher. The first half of the semester was heavy on theory, which may have been challenging for those without prior editing experience. The second half of the semester was focused on two exam projects, with in-class editing. The course structure and lack of small projects may not have met the expectations for some students - myself included.

SATISFACTION LEVEL

2/10

WORKLOAD

Nonexisting throughout the semester - heavy towards the end.

LEARNING CURVE

Limited

ACADEMIC EXPERIENCE

HOW HELPFUL WAS THE RECEIVING SCHOOL IN THE PROCESS OF CHOOSING CLASSES AND SETTLING YOU IN?

The organization is very unorganized and unstructured - like many things in Portugal. The application process was a long and complicated affair with multiple flaws and no one to ask for guidance but despite the poor communication and limited help from the institution we all managed and earned our necessary ECTS points.

WHAT CLASSES/STUDY EXPERIENCES DID YOU FIND THE MOST REWARDING? WHY?

Graphic Design

The teacher was very enthusiastic, involved, and great at giving constructive feedback on projects and the learning curve was steep. I gained a lot of useful knowledge and the course enabled me to further explore my passion for visual communication and identity. I highly recommend this course.

Integrated CommunicationS Laboratory

The teacher was very talented, well structured, and precise in her communication towards us students. It was probably the course that provided me with the most insights, knowledge, and expertise within its subject which was transmitted in an exciting and engaging way.

Photography

I had a great experience with this course and would highly recommend it to anyone who is interested in developing skills within photography. You get a lot of freedom combined with essential skills and knowledge within the subject which enables you to create great projects based on your interests and passions for photography, aesthetics, and visual communication. Below is some of my work from this course.



WHAT CLASSES/STUDY EXPERIENCES DID YOU FIND LEAST RELEVANT OR LEAST VALUABLE TO YOU? WHY?

Marketing and Communications

The classes were very monotonous and the teacher just read aloud from her presentations, which was extremely demotivating and uninspiring. We were given far too little time for tasks in class and other tasks not relevant to the current subjects were thrown at us with no introduction nor any explanation or evaluation. It seemed to me that she didn't care about our learning experience at all.

Digital Media Laboratory

Where to begin? Classes were often cut short and the teacher was very unengaged in our projects which demotivated the class. Furthermore, I didn't gain any useful knowledge during the classes as the teacher had an outdated view of Social Media and lacked up-to-date information.

Video Post-Production

We would typically watch movies about editing and work a tiny bit in the editing program DaVinci Resolve although gaining and improving skills within this program is not a big focus even though it is necessary to possess those skills to complete the two mandatory exercises.

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

As you need 30 ESCS points from your exchange program and as ESCS only provide eight courses taught in English each worth 5 ESTS points the offer is very limited.

Would recommend:

- Graphic Design
- Integrated Communications Laboratory
- Photography

Wouldn't recommend:

- Marketing and Communications
- Digital Media Laboratory
- Video Post-Production

CULTURAL / PERSONAL EXPERIENCE

WHAT CHALLENGES DID YOU EXPERIENCE CULTURALLY WHILE BEING ABROAD?

Not a lot - but one, in particular, was the Portuguese way of managing time. In Portugal time is like an illusion and nothing runs on time as you experience in Copenhagen. This includes in particular public transport and even teachers being late to a large extent.

WHAT WAS THE BEST CULTURAL/PERSONAL EXPERIENCE DURING YOUR STUDIES ABROAD?

Joining the Erasmus program in Lisbon was a valuable opportunity for me to gain intercultural experience, expand my international network, and immerse myself in Portuguese culture. It enabled me to connect with other creative individuals from various backgrounds, both personally and educationally, and formed lasting friendships with locals as well as international people from all over the world. The experience gave me unique insights into different cultures and lifestyles — not only the Portuguese, which made me reflect on cultural similarities and differences, providing me with new exciting perspectives which were among the most rewarding aspects of my stay abroad. Apart from that the Portuguese people are extremely nice, helpful, and welcoming which made it easy for me to feel at home and welcome in the city and I hope to adopt a little of the Portuguese's laidback and welcoming culture.

WHAT ADVICE WOULD YOU GIVE OTHER KEA STUDENTS GOING TO STUDY ABROAD AT THE RECEIVING SCHOOL?

Have faith in the process - everything will work out eventually even though you might not hear back from the school right away or get the help you would expect from them. On a more personal level my advice would be to enjoy your stay and actually plan the trips and things you have on your bucket list. Time runs by super fast and before you know it you're already packing your suitcase to return back home.

TIPS FOR LISBON

- Go hiking in Sintra
- Exploring Ursa Beach is an absolute must
- Take the 28E tram from end to end
- Don't miss Jardim Fialho de Almeida (my favorite spot)
- Dine at O Velho Eurico & Palacio do Grilo
- Go to MAAT and Gulbenkian museum
- Rent a car and go to Algarve and hike "The Fishermen's trail." - one of the most beautiful coastal-hikes of the world.

PRACTICAL EXPERIENCE

HOW WAS THE APPLICATION PROCESS? WHAT DID KEA HELP YOU WITH?

KEA's International Mobility Coordinator has been extremely helpful during the whole application process as well as during my stay in Lisbon — if I had any questions or concerns she was always very helpful with a prompt answer.

WHAT HELP DID YOU RECEIVE FROM YOUR SCHOOL ABROAD?

Don't expect a lot of help from ESCS. They're all very nice people but — as Portuguese culture will have it — very laidback and extremely slow and inefficient with application processes and other stuff. I didn't know that my application was admitted until the very last moment but again, everything worked out in the end.

DID YOU HAVE ANY PRACTICAL DIFFICULTIES SETTLING DOWN AT YOUR DESTINATION?

Not really. The only thing that was a bit difficult for me was to get the monthly card for public transport called "Navegante" - which I would highly recommend as you can save a lot of money. It costs between 30-40€ pr. month depending on the areas in which you wish to travel. You have to go to one of the bigger stations like "Marques de Pombal" where I got mine. Bring a passport photo (or buy one at the station) and fill in the paper slip handed out at the information point at the station. For a quick and easy process download their app and sign up for the queue online which makes it easier for you to track your slot as waiting times may be long.

Even though I personally didn't have a lot of practical difficulties settling down many of my classmates did as it tends to be very difficult to find accommodation in Lisbon. I would recommend signing up for all Facebook groups within the field of accommodation in Lisbon and start searching through those groups. This is how I found accommodation.

HOW HELPFUL WAS THE RECEIVING SCHOOL IN THIS PROCESS?

ESCS provided us with a list of possible student housing and accommodation solutions although this was sent way too late and basically all options were unavailable. So again, they tried to help but didn't succeed. Regarding the Navegante card, I didn't even bother asking.

PRACTICAL EXPERIENCE

WHERE DID YOU LIVE?

I lived in a 3-room apartment with a friend from KEA and a Portuguese girl in Lapa, which is very central but 45 min away from the school. As we only had school three days a week I would highly recommend finding accommodation in the city rather than the area of the school as it is far away from basically everything. I went to the local bakery every morning on my way to school to get an espresso and a croissant for the very decent price of €1,90,-

Below are some pictures from my apartment and area:



WAS IT DIFFICULT TO FIND ACCOMMODATION?

I have been extremely lucky with accommodation and quickly found it through a FaceBook group of housing in Lisbon. Just be aware of scammers as I heard many stories about this in Lisbon.

WAS IT EXPENSIVE?

I paid €500,- per month for rent and €50-€100 for expenses.

WHAT KIND OF EXPENSES DID YOU HAVE IN GENERAL?

- Public transport card / Navegante: €30-€40 pr. month
- Gym / Academia Life Club: €79 pr. month
- Phone / WTF app: €10 pr. month
- Traveling
- Food

DID YOU SPEND MORE OR LESS MONEY THAN YOU BUDGETED WITH?

Portugal is way cheaper than Copenhagen and with the Erasmus+ grant of around 18.000 DKK and my monthly SU, I was basically covered enough to pay all my expenses and explore Portugal at the same time.