

AUTUMN 2021 | 3. SEMESTER | PORTUGAL

ESCS - ESCOLA SUPERIOR DE COMUNICAÇÃO SOCIAL

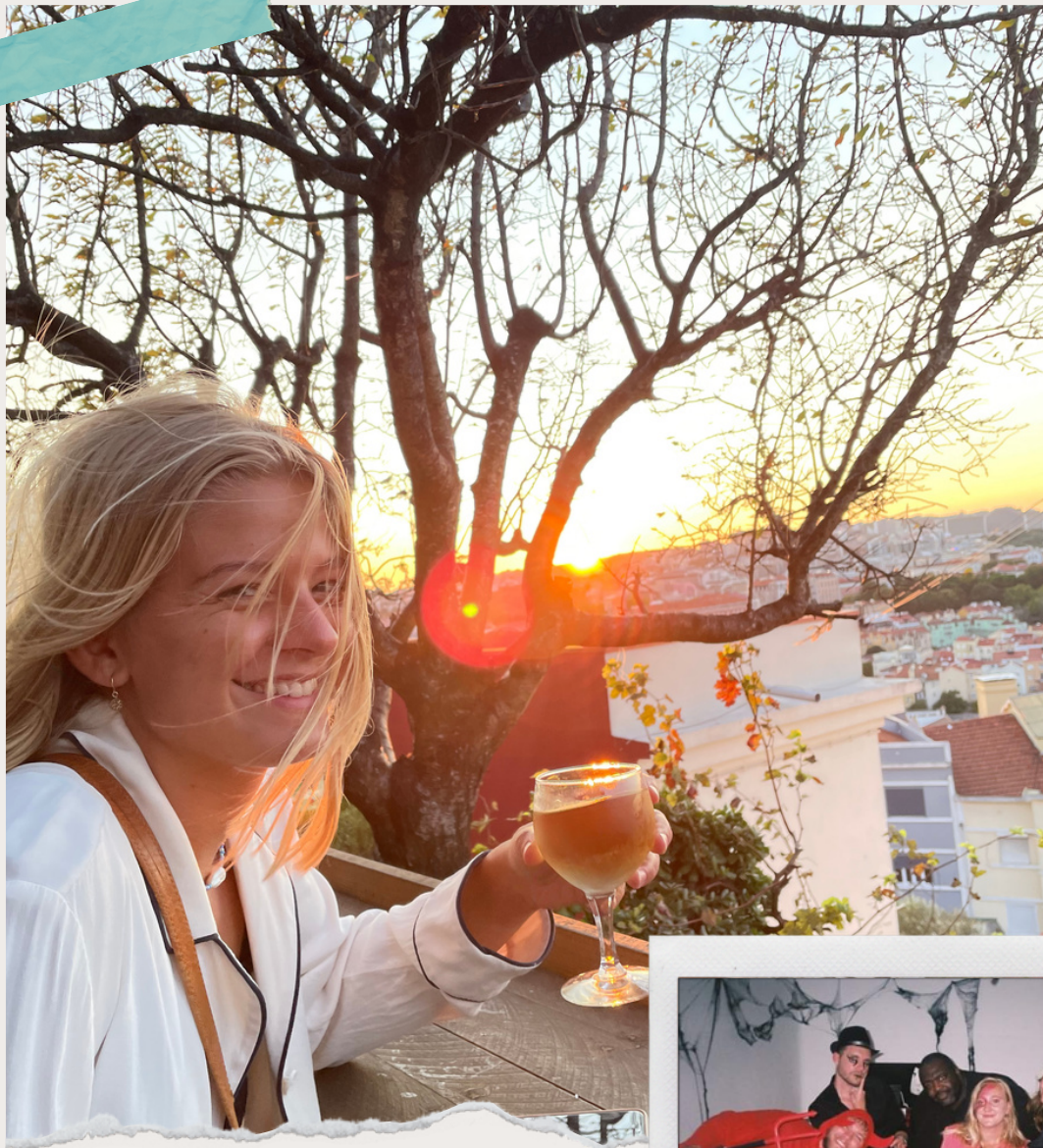
# LISBOA



EXCHANGE SEMESTER

KEA DESIGN

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I chose to do my exchange semester in Lisbon, because I've always wanted to try living in southern European city. Lisbon is a perfect location to experience as it has perfect sunny weather, great beaches, beautiful beaches and cheap cost of living.

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# Academic Experience

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## **Where and when did you study abroad?**

I did my exchange in 3rd semester (Fall) 2021 in Lisbon, Portugal. Here I attended classes at Instituto Politécnico de Lisboa, School of Communication and Media Studies (ESCS). ESCS is the official communication school in Lisbon located in Benfica outside of the city center.

## **What KEA program did you attend at the time?**

Entrepreneurship & Design (ED20)

## **What classes did you take during your semester abroad?**

At ESCS you can choose between 8 different subjects in taught in English. You need 6 subjects to pass the semester, I chose 5 classes at ESCS and Portuguese language course. I can highly recommend all the classes I had. You can find all the subjects by in this link:

<https://www.escs.ipl.pt/en/courses/others/subjects-taught-in-english>

## **DIGITAL MEDIA LABORATORY (5 ECTS)**

In this class we had to create an account on social media (YouTube, Instagram Reels or TikTok) and make video content in groups. My group decided to do short travel videos for Tiktok and Reels. I found it enjoyable to go on trips together with my friends and make videos. The videos are also good memories for me to keep from my Erasmus experience.

## **GRAPHIC DESIGN (5 ECTS)**

In this class we work with Adobe Illustrator and InDesign through Individual and group projects. Even though I had some experience with Adobe programs from KEA, I really liked this class. The teacher is great and give useful constructive feedback. Along with the projects, we had many small creative exercises, where we had to experiment with fonts, color combinations, contrast etc.

### **PHOTOGRAPHY (5 ECTS)**

In this class we learned about technical camera stuff like Shutter speed, Aperture, ISO etc. We did also learn about documentary photography and famous photographers in this field. As the final group project, we had to make an photography book with our own pictures taking in Lisbon and present it in class.

### **PORTUGUESE LANGUAGE COURSE (6 ECTS)**

I chose to do a Portuguese language course together with my friends to have a better understanding of the Portuguese culture. I found the Portuguese language difficult, but it was a cozy class with the best teacher who taught us a lot about the country. The class was at 6 to 8 in the evening, twice a week, which sometimes was a bit annoying.

### **INNOVATION, TECHNOLOGY AND SOCIETY (5 ECTS)**

This class we learned about different innovation theories. I learned some of the stuff already at KEA, but the teacher was really good at making the class interesting and have us a lot of small group discussion witch have the theories an new meaning for me. We also had one big innovation study, with a group prestation and an individual report in the end.

### **INTEGRATED COMMUNICATIONS LABORATORY (5 ECTS)**

In this class we learned about public relations and communication tools towards a target group. Last months in class we worked on a big group assignment where we had to make a communication plan on how to brand Lisbon as a tourist destination.



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

Ironic does ESCS has some communication problems. Unfortunately, they are not helpful in the process. Almost everyone in my class had some mistakes with their Learning Agreement when we arrived, but we all manage to get our ECTS points anyway.

**What classes/study experiences did you find the most rewarding?**

**Graphic Design**

this class was really useful for me because I have to work with Graphic design in my internship, and the stuff we learned was a great extension to the program introductions KEA gave.

**Innovation, Technology and Society**

this class one of my favorites, I learned new perspective on innovation, and some useful tools to analyze products and trends.

**What classes/study experiences did you find least relevant or least valuable to you?**

**Digital Media Laboratory**

I didn't learn that much from this class to be honest, but on the other hand it was a fun break from the more technical classes.

**Photography**

This class was very different from what I expected, and it was difficult to learn all the technics when I didn't have my own camara to practice at home.

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

I had a great time at ESCS and learn some new things, but a lot of the things they teach are things I already knew my first year at KEA. This was fine for me because I didn't choose to go on exchange for the academic reasons, but more for the cultural and personal part. The subjects I chose was a great combination of some hands on learning (Photography & Graphic Design) with some more technical subjects.

# Cultural/Personal Experience

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## **What challenges did you experience culturally while being abroad? How helpful was the receiving school in this process?**

I really like the culture of Lisbon and Portugal in general. The Portuguese people are very down to earth and welcoming. The biggest challenge in going to ESCS and Portugal was their perceptiveness on time, which took me a while to get used to. In Portugal, nothing is on time, and it is normal that buses don't arrive on time, and even teachers are 15 minutes late for class. This didn't affect the stay, however.

## **What was the best cultural/personal experience during your studies abroad?**

My best experience was the international network I got doing my studies. I learned so many new people from all over the world and got some great friends. Furthermore, I really enjoyed travelling around in Portugal. I saw many nice places with my friends during my stay.

There is plenty of great day trips around one hour from Lisbon, as well as budget-friendly weekend trips.

I really recommend going to the Azores, if you have time before the semester starts. The flight from Lisbon is cheap, and Sao Miguel Island is so beautiful and green.

## **Other trips I recommend:**

- Weekend trip to Algarve coast
- Day trip to Sintra and sunset at Praia da Ursa
- Weekend trip to Porto
- Daytrip to Cascais and Boca do Inferno
- Daytrip and surf class at Costa de Caparica

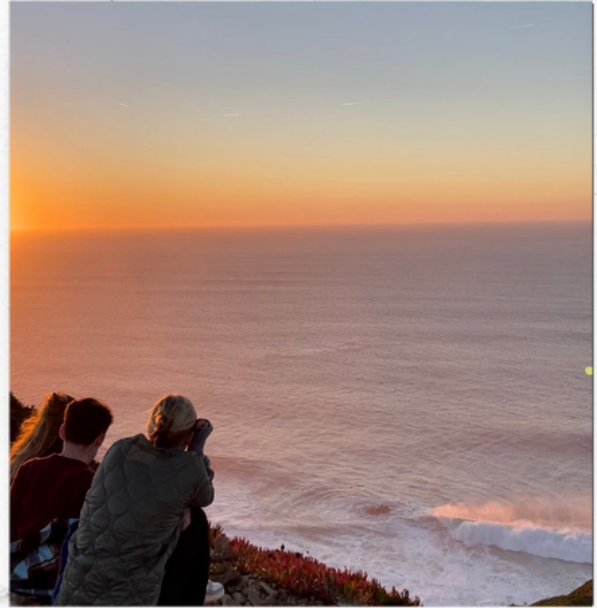
## **Things to do in Lisbon:**

- Watch the amazing sunsets
- Surf and relax at the beach
- Visit the flea market in Alfama
- Go to LX Factory
- Go out for beers in Bairro Alto or party at the big clubs at Cais do Sodre.

# TRIPS IN PORTUGAL



SAO MIGUEL ISLAND



PRAIA DA URSA



COSTA DE CAPARICA



ALGARVE COAST



# Practical Experience

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## **What advice would you give other KEA students going to ESCS?**

If you choose ESCS you need to not stress in the process, and just trust that anything is going to work out in the end.

## **How was the application process?**

The application process was easy because you don't need to do an admission test or anything to get accepted at ESCS when first KEA has approved you in their system.

## **Where did you live?**

I lived in Graça in a student resident, a big apartment with 13 other international students from all over Europe and Brazil. Here I lived together with two Danish girls from DMJX who also studied at ESCS. It was a perfect combination of living with some Danes, but also meeting people from other countries. I recommend Graça for living, it is a nice quiet and local area with the most beautiful views over the city.

It is located uphill close to Alfama and only 20 minutes' walk to the old city center. Unfortunately, it is a bit far from ESCS and takes around 40 minutes with metro.

## **Was it difficult to find accommodation?**

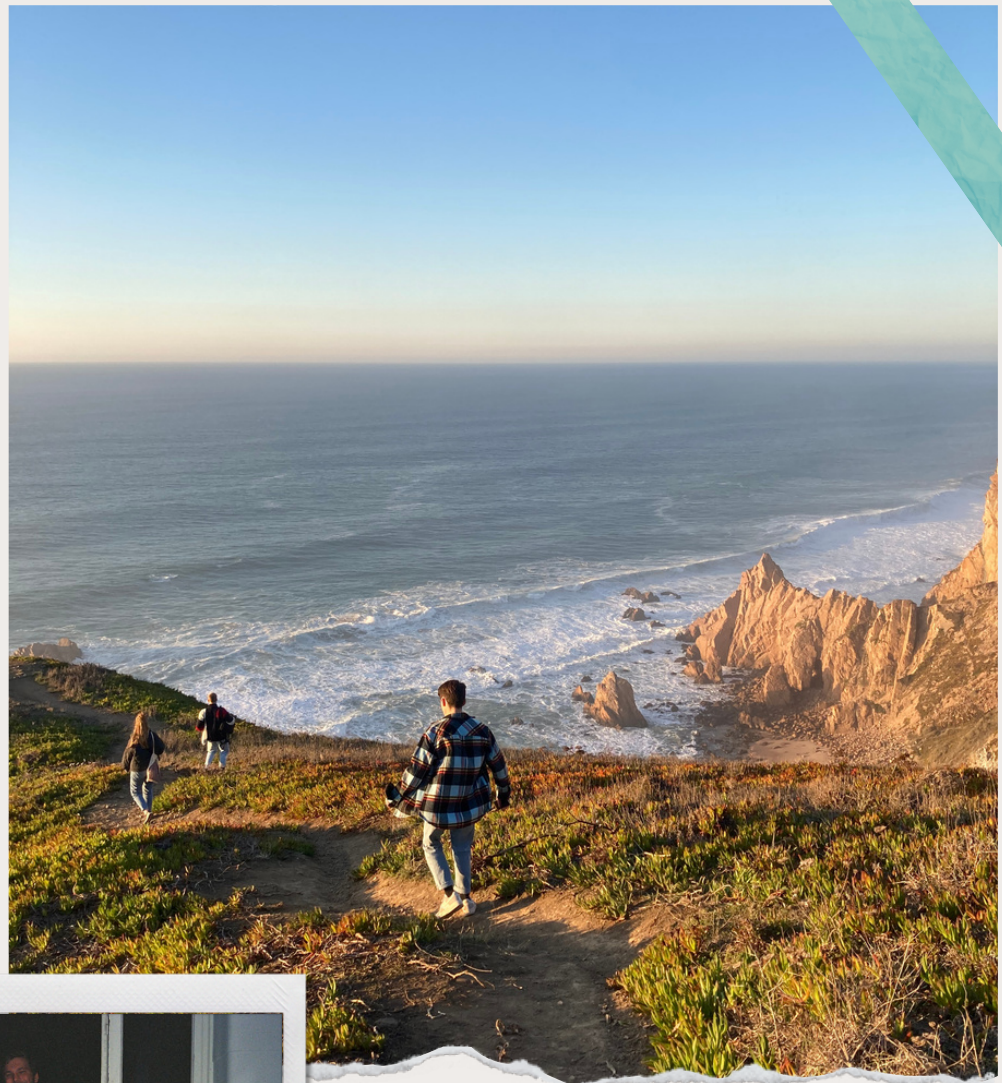
I found it easy to find a room, there is a lot of Facebook groups that are helpful.

## **Was it expensive? And what kind of expenses did you have in general?**

My rent was 375 EUR per. month with all bills included. Normal rent prices for a room in a shared apartment is normally around 350-450 EUR. A travel card is 30 Euros per. month and can be used for all trains, metros and buses.

## **Did you spend more or less money than you budgeted with?**

My Erasmus+ grant and monthly SU income was enough to pay all my expenses, and still be able to afford to travel around, without using my savings.



I really recommend to choose Lisbon for exchange! I had a great time, and met many nice people. I chose to do my internship in Lisbon as well, to extend my stay with 10 weeks, and learn to work in an international company.