



Senac

Exchange Report

Name: Leonardo Amaral Pedrazzoli

KEA Program: Multimedia Design

Host institution: SENAC - Sao Paulo - Brazil

Multimedia Production program

www.sp.senac.br

SENAC's contact: Alicia / Leandro

alicia.scaviglia@sp.senac.br

intercambiocentrouniversitario@sp.senac.br

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Introduction

For the third semester of the Multimedia Design program at KEA, I decided to opt for an exchange at SENAC in Sao Paulo, Brazil. SENAC appealed to me because it is regarded as one of the top schools in South America and it offers extensive and very interesting curriculum content and a similar program called Multimedia Production. In addition to this, the school has a rich tradition in technology and the main Campus has excellent laboratories and IT facilities. My expectations were that going to Brazil and studying at SENAC would further develop my personal and professional skills, as it would broaden my knowledge and enhance my cultural experience.

Application process

After the application process and being accepted for the exchange program by KEA, I started the conversa-

tion with SENAC's exchange department where Alicia was responsible for my enrolment. During the whole process, she was really helpful and friendly. The process of deciding which subjects to study was challenging because it wasn't clear which ones were available due to the restructuring of the program. After understanding the schedule and choosing my preferred subjects, I had to change it a few times because some of them didn't match the KEA program. It was also quite time consuming because KEA had to analyse and approve the subjects.

Settling down

Once the enrolment process had finished, I needed to focus on the practical aspects of the exchange. To rent a flat in São Paulo wasn't complicated because I have family and friends there who helped me out. However, if you do not have any contacts in São Paulo, SENAC offers assistance in finding rented accommodation for exchange students.

Another way to find accommodation is through the AIRB&B platform where you can easily rent a flat for the initial period and, once there, look for a permanent one. The SENAC campus is not located centrally and therefore its neighbourhood is not very well served by public transportation. Because of that, the area next to the University offers cheaper rent prices compared to the city centre. The average price for a room with a private bathroom or a small flat would be around 2000kr a month. Besides that, the exchange student will need at least a budget of 3000kr for basic expenses, such as food and transportation, not including entertainment.

Academic Experience

I arrived in Sao Paulo one week before the classes started and it was a good opportunity to have a guided tour of the Campus provided by SENAC. It was a nice experience visiting it before the beginning of the program. SENAC has a huge Campus with a great structure. It offers a broad variety of laboratories and IT facilities,

such as a modern computer centre and a product design lab. As well as that, the sport facilities are great, where you can find football, tennis, basketball and squash courts and a gym complex with a swimming pool and workout equipment.





The program

The Multimedia Production program at SENAC has a pretty similar structure to the Multimedia Design program at KEA, however with a different approach, focusing on artistic aspects of multimedia design while KEA is more technology driven.

The program is offered exclusively in Portuguese. SENAC's exchange department informed me that they will provide subjects in the English language at some point in the future.

The classes also have a different format. At SENAC there are two different classes per day of 1h 30min each. Both of them are not necessarily connected and have different teachers. Whereas, KEA offers project driven classes which involve a multiskilled teacher who gives classes during a two or three weeks period, teaching different aspects of this specific project, such as marketing, coding and design. I believe that KEA's approach is much more realistic from the market perspective.

During this semester I attended the following classes:

Cultura Material (Material Culture): It is regarded to the relationship between man and the objects and architecture that surround them. It analyses issues related to everyday use, consumption, appropriation, socio-cultural needs, economic importance and techniques for manipulating materials and objects.

História do design (Design History): It studies the development of design, visual language and arts from the Industrial Revolution to nowadays.

Ilustração (Illustration): It explores images as information representation and complementation of narratives, and how to display graphic elements in different formats and compositions.

Projeto integrador: Design, Arte e Tecnologia (Integrative Project: Design, Art and Technology):

The student develops a real project applying new aesthetic proposals, using art, technology and experimentation.

Tecnologia: Inovação e Sustentabilidade (Technology: Innovation and Sustainability): In addition to innovation, technological development today is very much guided by the concept of sustainability. Companies need to reinvent themselves at all times to move ahead in highly competitive markets, fully considering economic, social and environmental aspects

Experiência do usuário (User Experience): This subject study the behavior of multimedia users.

Prototipagem e modelagem 3D (Prototyping and 3D modeling): It covers basic concepts of design and construction of 3D objects and the traditional and virtual techniques of sculpture and modeling.

The ones that I would recommend are those related to developing graphic design skills, such as Design History and Illustration. I found learning the graphic design timeline, the most important styles and its social context very interesting. The teacher gave as a good overview of the whole design history.

As well as that, creating compositions and drawing for the Illustration classes had an important impact in the way how I deal with design elements such as shapes, colors, typefaces and textures and how to use design principles in a practical way.

Social and cultural experiences

Sao Paulo is a cosmopolitan city with a large variety of cultural attractions, while offering many leisure and entertainment options. Most of them are located close to the city centre which is an area with preserved historical architecture, museums, theaters, libraries and plenty of bars and restaurants.

Vila Madalena, Itaim Bibi, Vila Olímpia and Paulista

avenue are examples of this kind of a vivid cultural neighbourhood.

São Paulo is also pretty close to the un-spoilt coastline and it is possible to get to beach resorts in around 1 hour by car. Guaruja and Riviera are examples of that. Brazilians, in general, are friendly and open to help and meet new people. At SENAC Campus it is quite easy to make new friends and socialize.

Avenida Paulista





Avenida Paulista



Guarujá

Conclusion

Coming to São Paulo as part of KEA's exchange program was a good decision. It gave me the opportunity to learn new skills, meet new people, grow my network and have new experiences.

SENAC provided an interesting artistic approach to multimedia design which complements well with the technological one that I learned in Copenhagen.

Professionally, I believe that Denmark is a more developed market for technology and a more interesting place to work as a multimedia designer.

I personally consider it to be important living abroad with the positive outcomes that it brings to a student, such as the opportunity to learn a new language and improve communication skills, acquire a global mindset, develop an international network and experience personal growth, as well as developing characteristics such as independence, maturity and adaptability.

In conclusion, I strongly recommend that students who are considering going for an exchange at SENAC, have a good command of Portuguese, open minded for a different kind of experience and a desire for artistic improvement.

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