

Exchange report

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Host institution: University of Tomáš Baťa in Zlín

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Period of study: 5.09.2019 - 31.01.2020

Exchange report

Where and when did you study abroad?

I started my semester at the University of Tomáš Baťa in Zlín, located in the Czech Republic, in the mid of September 2019. Currently I am working on my final projects, as my exchange is reaching the end on 31st of January 2020.



PARK IN ZLÍN

What KEA program did you attend at the time?

I am a third semester student of multimedia design and communication.

What classes did you take during your semester abroad?

I have taken four classes during my exchange at the University of Tomáš Baťa.

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At first it has been graphic design, where we have developed different graphic solutions. We have worked on poster with augmented reality, map, graduation catalogue and portfolio.

I have also attended Motion graphics classes. I have learned to work with After Effects, basics of video mapping and to create a simple animation and parallax.

My third subject has been Multimedia. We have coded a webpage and we have used Bootstrap and MySql for that. It has taught me basics of PHP and developed my skills in HTML, CSS and JavaScript.

Last, but not least subject was Visual communication. We have worked on a campaign for Zlín. We were supposed to use as many visual elements as possible, so I decided to code a webpage, make a brochure and a mock up of an Instagram account.

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

At first I was a bit confused, because I didn't know how to choose subjects in the system, but after choosing everything was easy. I had an opportunity to try chosen classes and change them in case I didn't like them. Also our international coordinator and teachers were very helpful and flexible.

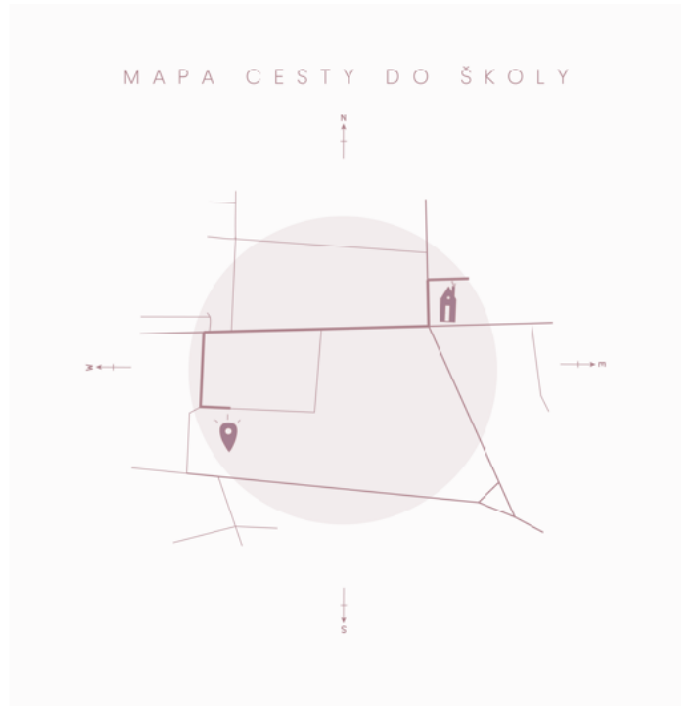
SOME OF MY WORKS

WEBPAGES

<http://andreamakarova.com/utb/campaign/all.html>

http://mysite.fmk.utb.cz/~a_makarova/node_modules/bootstrap/dist/index.html

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MAP OF MY WAY FROM DORMITORY TO SCHOOL

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

I find every single subject interesting, but I especially enjoyed making a poster on Graphic design, as it was a part of a real exhibition. It was great experience to show my work to the world. Even the process of creating a poster was entertaining and taught me a lot. I had to find information about historical event, which was the theme of the exhibition, rent and arrange a window-case, take pictures, make an animation in After Effects and then upload it to the Artivive. It was really rewarding to see, how many people watched the poster via their mobiles.

<https://www.youtube.com/watch?v=J8k113PtuyQ> - link for the video from exhibition

MY POSTER WITH AR

What classes/study experiences did you find the least relevant? Why?

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I can't say that any of my classes haven't been relevant. I have learned a lot, from animation to coding.

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

I would advise them all of my subjects, as they are pretty relevant for multimedia design student. If I had enough time I would choose also some theoretical and marketing classes. For instance colour theory or social marketing.

What challenges did you experience culturally while being abroad?

Czech Republic is very similar to my home country, because we used to be one state. I didn't have any cultural challenges, as I visited Czech Republic many times before and I know their culture and language very well.

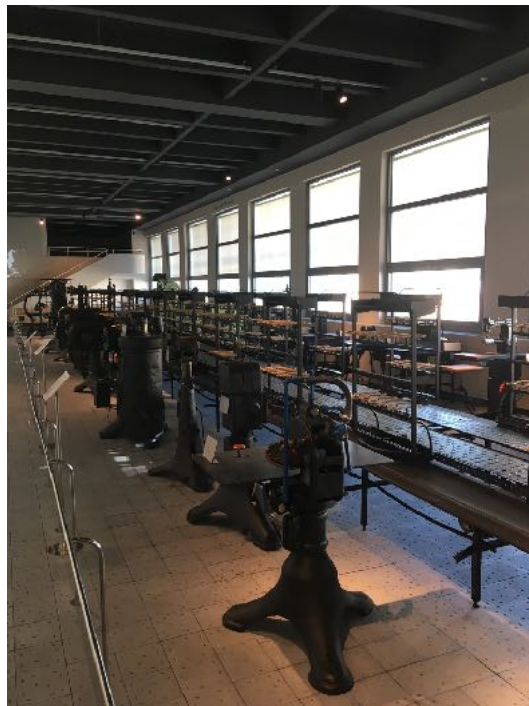
How helpful was the receiving school in this process?

I didn't need any help, but there were Czech buddies and also language course for everybody who was interested.

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

For me, city itself was the best experience. It used to be just a small town, but after Tomáš Baťa (founder of the shoes company) came, it started to grow. He built not only factories, but also houses, dormitories, theatres, school, restaurants and all facilities needed for everyday life. I enjoyed exploring the city and reading about its history.

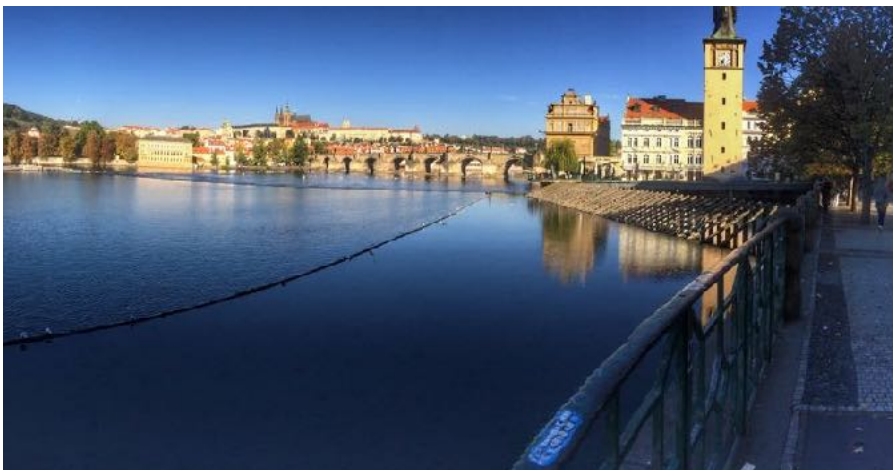


EXPOSITION ABOUT TOMÁŠ BAŤA

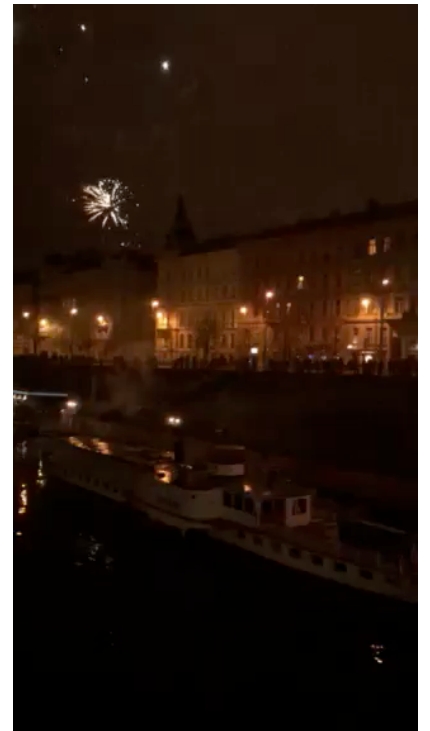
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What advice would you give other KEA students going to study abroad at the receiving school?

Travel as much as possible and explore the country, there is so many castles, churches and beautiful nature, which you should see. And of course study and discuss, you will find many inspiring teachers and students ready to help you anytime. Also remember that Czechs use Czech crowns and if you are applying for accommodation grant you will need Czech bank account, which you can have for free in some banks.



PRAGUE



NEW YEAR'S EVE IN PRAGUE

How was the application process?

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University of Tomáš Baťa didn't have a collaboration agreement with KEA before, so the process was a bit longer. Otherwise everything was quite easy, just be ready for plenty of paperwork.

What did KEA help you with?

Anne from KEA helped me a lot. She was super kind and she arranged everything, so I could go for exchange to UTB. She answered all my questions and guided me very well.

What help did you receive from your school abroad?

They collaborate with KEA and they answered to my questions very promptly.

Did you have any practical difficulties settling down in at your destination?

I had a problem with my dormitory, I was supposed to tell my arrival time in advance, but I couldn't find information anywhere. Fortunately they wrote me an email and kept my room reserved. Otherwise everything was smooth and liked the city a lot, I felt very well there.

How helpful was the receiving school in this process?

They were very indulgent and warned me before canceling my reservation. I didn't need any other help, but everybody at UTB was very agreeable.

Where did you live?

I have lived at the U7 dormitory very close to the city centre and school, so I have had everything in a walking distance. I have shared a room with a girl from my country and we have had really good relationship.

Was it difficult to find accommodation?

Absolutely no, receiving school offered me a place in two of their dormitories. I had an opportunity to choose between them. I chose U7, because of its location.

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Was it expensive?

I thought it will be cheaper, because as I know, dormitories in Czech Republic similar to the one I lived in are a bit cheaper. But in general it wasn't expensive, I could easily afford it.



MY DORMITORY

What kind of expenses did you have in general?

I have spent most of my money on the accommodation and food. I have used to eat lunches in the school canteen, where it isn't very expensive, so I could save some money for travelling. It is quite cheap in Czech Republic, as you can get a 75% discount for buses and trains as a student. I tried to travel as much as possible, so I have also spent some money for clothes, souvenirs, restaurants and culture on my travels.

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

Some months I spent more and some less than I expected. All in all, I have stayed on track of my budget.

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