

# Exchange at Humber College

Toronto, Canada

*August - December 2024*

KEA program:

Digital Concept Development



FIGGA VIVE  
ANDERSEN



# Classes during exchange

## ***Social Media and Community Management - ADV 4505***

The course covers a comprehensive range of topics related to social media strategy and performance analysis. It includes modules on SEO, UX, and product design, alongside content marketing and the roles of influencers and content creators. A big part of the course is about taking over the BOCA instagram and making content for it.

## ***Future of Advertising - ADV 4004***

This course focused on the evolving advertising industry, exploring emerging trends, techniques, and technologies. It encouraged reflection and critical thinking, allowing me to engage with the latest developments. We also heard from inspiring guest speakers, offering valuable insights into the future of advertising.

## ***Visual Communication Design - BDES 2001***

In this course, I analyzed contemporary visual culture and explored how design influences meaning through static and dynamic imagery, including ads, photos, films, and interactive media. It deepened my understanding of visual communication principles and helped me apply these insights to create my own designs for various purposes.

## ***Visual Storytelling - BDES 3002***

This course taught me to analyze and create visual storytelling across different media. I explored new methods for emerging technologies and learned how to apply visual storytelling effectively in my own design projects.

## ***Critical Making and Experience Prototyping - BDES 3001***

In this course, I used generative research to identify problems and opportunities for digital experiences that benefit clients and users. I explored integrating digital and physical solutions, combining software and hardware to create innovative business ideas. This included working with basic electronics, sensors, actuators, and prototyping tools like Arduino. My first project was to build a robot and program it with instructions.

# Academic Experience

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

Before I began the actual exchange program my faculty coordinator Jennifer (from Humber College) helped me figure out which courses would work best for me based on making a realistic schedule and what would make sense in terms of my program. I made a priority list and I got all of my first choices. Jennifer was also very helpful and supportive when I after the first week decided to change one of my classes. She made the change for me which made the process very smooth. Within the first week upon arrival all of Humber's exchange students were invited to a Welcoming Ceremony at Humber Lakeshore Campus. The ceremony included information about our stay, introduction to all of the faculty coordinators, we did some mingling with the students, we got some merchandise and some delicious snacks and drinks. It was a great way to start the semester and they made me feel very welcome and supported. All in all Humber made it very easy and safe to enroll as an exchange student.

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

Overall, I found most of my classes very rewarding. My favourite class was called '*Critical Making and Experience Prototyping*'. When I first chose the class, I thought it would be about creating prototypes for apps and websites using programs like Figma. I was so surprised when it turned out that I was going to build robots instead! This class taught me something completely new and opened my eyes to an entirely different way of being creative. I discovered a newfound interest in designing and crafting physical prototypes, which challenged me to think differently about how to bring

ideas to life. The skills and insights I gained from this class are something I can carry forward into my professional life, enriching my ability to approach problems from multiple angles and blending the digital with the physical in innovative ways.



### **3. What classes/study experiences did you find least relevant or least valuable to you? Why?**

In the beginning, I chose to drop a class called '*Service Design*' because it was very similar to a course I had already taken in a previous semester. I wanted to explore something new, so in that sense, this class felt the least relevant to me. Out of the five classes I took, it's difficult to pinpoint the least relevant overall. However, if I had to choose, I would say that '*Social Media and Community Management*' was the class where I learned the least new and found the content somewhat less aligned with my future career interests. The course focused heavily on roles such as social media strategists or copywriters and managing professional accounts. While the assignments were engaging, I found them less relevant because I don't envision myself pursuing either of these roles or working as a social media manager in the future.

### **4. What classes would you advise other KEA students going to the receiving school to choose or not to choose?**

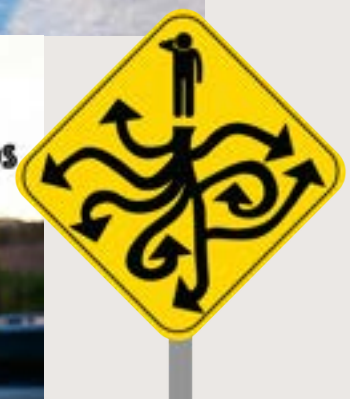
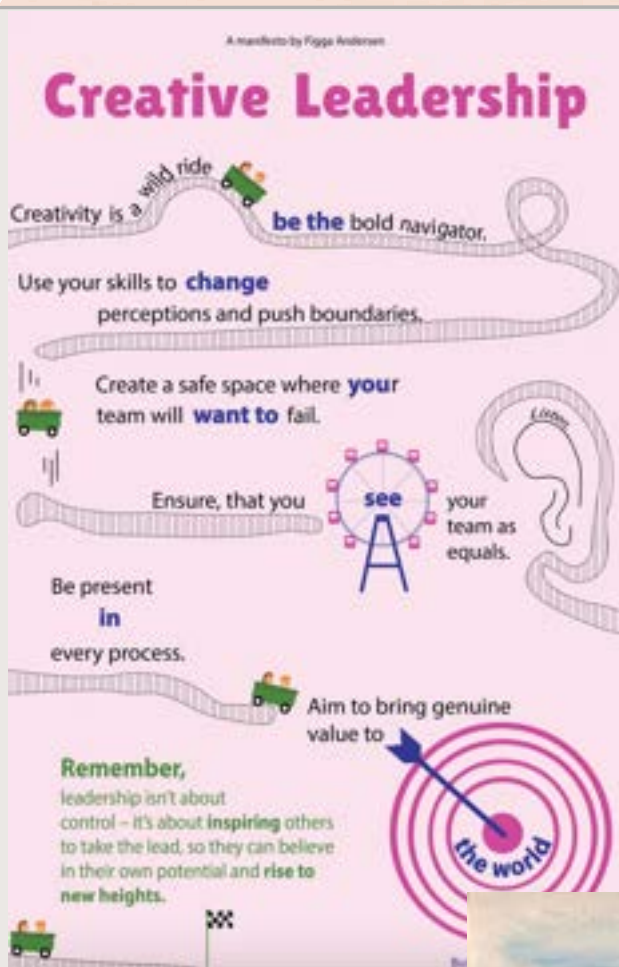
I would recommend all the classes I took, as they each offered valuable experiences, but of course, it depends on the student's interests. I would encourage students to prioritize choosing something that is both academically relevant and offers a unique opportunity they might not have back home. For example, the '*Critical Making and Experience Prototyping*' class was something I would never have had the chance to take as an elective at KEA, and I'm incredibly grateful for the opportunity to explore it.

For students in creative programs, I would particularly recommend classes that allow for individual creative exploration. Unlike KEA, where there is a strong focus on group work, which is also very effective, many of the courses I took here emphasized solo projects. This gave me the chance to fully develop my own designs and ideas, which helped build my confidence and push my creative boundaries in ways I hadn't experienced before. Two standout courses I would highly recommend are Visual Storytelling and Visual Communication. Both are incredibly educational and gave me the freedom to create and experiment with my own projects. These classes provided a great opportunity to enhance my skills while allowing me to take ownership of my designs, fostering both creativity and a sense of accomplishment.

Ultimately, my advice is to choose a mix of courses that are relevant to your studies and career goals, but also to take a chance on something new and exciting.



## Excerpts from solo projects



# Practical Experience

## 1. How was the application process?

### *What did KEA help you with?*

When I decided to apply for an exchange, I reached out to my coordinator, Anne, who guided me through the entire process. She introduced me to the application system on Mobility Online and supported me every step of the way—from the initial application to receiving my acceptance and later selecting the courses I wanted to take. Whenever I needed help, I could always book a meeting with her.

Anne also took the initiative early on to contact my faculty coordinator at Humber, Jennifer, and connected us, making the transition much smoother. Additionally, she was incredibly helpful in connecting me with other Danish students from KEA who were also going on exchange to Humber, which made it easier to prepare for the experience. She even encouraged me to apply for scholarships, ensuring I had all the resources I needed to make the most of my exchange.

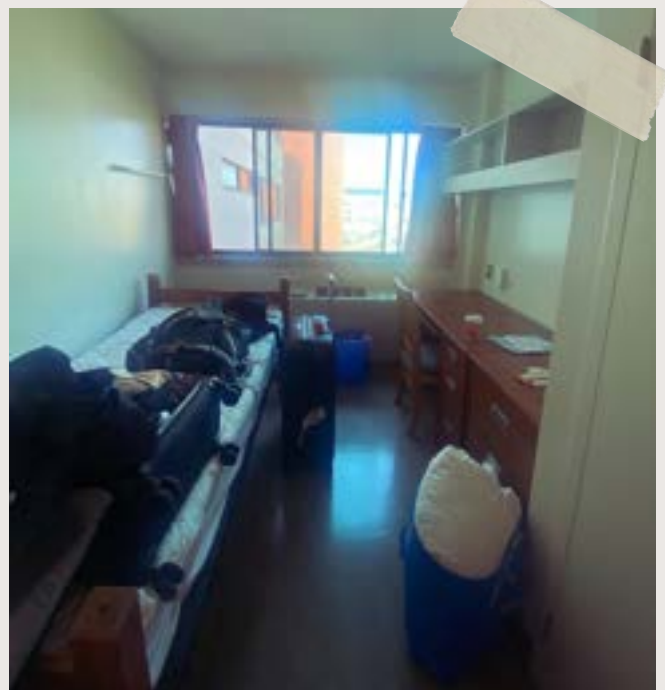
### *What help did you receive from your school abroad?*

The help I received from Humber College mainly began when I had to choose my courses. Here, I got valuable guidance from Jennifer, my faculty coordinator. Additionally, I received a lot of assistance in securing on-campus housing and managing payments. Humber has various departments dedicated to different matters, and they were always very helpful and quick to respond. Whether it was academic questions or administrative concerns, I always felt supported, which made the transition and settling-in process much easier.

## 2. Accommodation process and expenses

I lived in a single dorm room at Humber College North Residence. I would highly recommend this option to anyone, as it provides the full campus experience and makes it much easier to settle in and meet new people. The residence also felt very safe, with 24-hour surveillance and a security guard at the front desk.

In terms of cost, I paid approximately 27,500 DKK, which included both the accommodation and a dining plan with \$1,425 CAD.





### 3. Living expenses in general

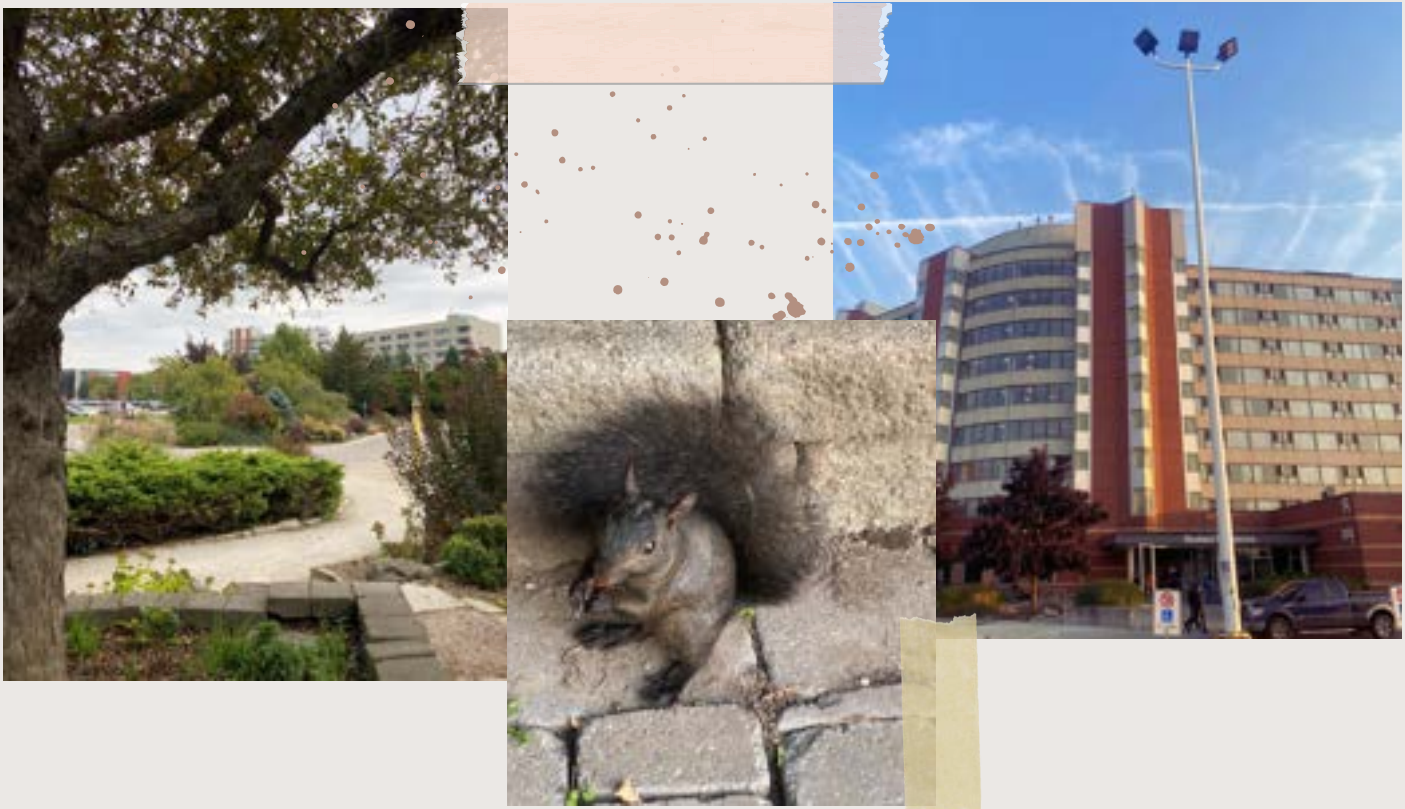
The dining plan covered a large portion of my meals, but not all, depending on appetite, so I had some additional expenses for food. There were also transportation costs, and I'd recommend getting a Presto card for convenience. School-related expenses included required books and materials, which could range from very affordable to surprisingly expensive. I also had costs for insurance and personal items.

The biggest expense was accommodation, as living on campus was a significant investment. Beyond that, my main expenses were personal care and, of course, plenty of experiences and activities to make the most of my time abroad!

### 4. What kind of income did you have during your exchange?

My income primarily came from SU (the Danish student grant), an Erasmus+ scholarship of just under 20,000 DKK, and a grant of 15,000 DKK from the Knud Højgaard Foundation. I applied for many scholarships, around 30 in total, but didn't receive responses from most of them.

Since I didn't have the opportunity to work while I was abroad, these were my only sources of income. To ensure I had enough money to enjoy my time in Canada fully, I also took out an SU loan. This provided me with the financial flexibility to cover all my expenses and make the most of the experience.



# Cultural/Personal Experience

## 1. What challenges did you experience culturally while being abroad?

During my stay, I didn't notice any significant cultural challenges, though I had to get used to some things. One of the first adjustments was that taxes are not included in the listed prices, which made budgeting a bit tricky at first.

The food also required some getting used to. It wasn't very fiber-rich, and I had to find ways to incorporate healthier options into my diet.

Socially, I noticed Canadians are very outgoing and polite. It's common for strangers to start conversations, which was unexpected but ultimately a positive experience. They also say "thank you" and "sorry".

The thing I found most challenging was the Canadian grading system, which is completely different from the Danish system. Here, grades are calculated in percentages, and for example, an assignment can be worth 10% of your overall 100% grade. To pass, you need at least 50%. It took some time to understand the system, but Humber's staff were very helpful in explaining it in more detail, which made it easier for me to navigate. In general, I had to get used to having many assignments, as they are what determine your grades. There are no exams, which is quite different from what I'm used to. It took some adjusting, but eventually, I became more comfortable with it.

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

The best cultural and personal experience during my studies abroad was simply experiencing Canada. I had the opportunity to visit different cities like Toronto, Vancouver, and Montreal, each offering its own unique culture, history, and vibe. Meeting amazing people along the way deeply enriched my experience, and the time I spent abroad has shaped me in many ways. It brought a greater sense of inner calm, increased my self-confidence, and strengthened my belief in my abilities, both personally and professionally. The exposure to diverse perspectives and new environments helped me grow as a person and develop a deeper understanding of myself and the world around me.



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

My advice to other KEA students going to study abroad at Humber College is to keep a positive attitude and mindset throughout the experience. Say yes to new opportunities, even if they seem outside of your comfort zone – you never know what amazing experiences might come from them. Remember to truly enjoy your time there and take in everything the new culture has to offer. Don't hesitate to ask for help or guidance when you need it, as people are generally very kind and willing to support you. Most importantly, have fun and make the most of your time abroad!

