IT University Travel Report

Host University: IED Barcelona

Study Programme at IT University: Digital Design & Communication

Activity Abroad: Summer School

Exchange Period: semester (autumn/spring) Summer School, 2018

Please describe your stay abroad:

In the summer of 2018, I joined a course called ‘Design Thinking for Business Transformation’ at the design university, IED Barcelona. The course aptly covered project management and communicating design ideas in a design thinking context, as well as the ability to reframe problems and needs. The course objectives, among others, included the ability to: 1) lead teams through the creative process and 2) validate and sell the ultimate story to stakeholders and 3) redefine / frame problems and needs.

What was your initial motivation for going abroad and did your stay meet your expectations?

My motivation to join course was based on a few different things. First of all, seeing that I aim to become not only a project associate, but a project leader of creative processes in the future, I believe that the ability to communicate design ideas and manage creative projects are just as important. And, moreover, the ability to critically assess the aim of the project as well as reframe problems and needs.

Please describe what you got out of your stay, both personally and academically, and how do you expect it to contribute to your further studies?

The course structure and sequence was both practical and agile. It was an intense course focused on applying both tools and mindsets at appropriate stages in the design process. The course involved a concrete and practical approach to fast prototyping – an aspect that I, both in educational and professional contexts, have found to be extremely important. Yet it is often something that is only preached and not practiced. Therefore, engaging with prototyping in a more direct, practical way greatly benefited my future ability to add to projects that require such activities. Lastly, I believe that the very intense course structure resembled the conditions in the real world more realistically; often time-management is not as pre-dominant in a university context. However, when operating with a
client in an agency, for instance, time management is an imperative aspect in the aim to successfully plan and execute creative projects.

**Arranging your stay**

Please give a short description of the process involved in arranging your stay:

A lot of documentation goes into arranging the stay. Prior to your stay you need to apply for a pre-approval with SAP, including a letter of motivation, an application and more. Moreover, you need to apply for the course at the IED and get the approval before you can buy tickets and more: However, ticket and travel expenses are needed in order to apply.

I can strongly recommend being very much ahead with all documentation, as last minute surprises are not at all pleasant.

What resources did you find helpful in planning your stay and which people did you use (if any)?

We were in contact with SAP a lot and had a contact person, Laura, from the IED Barcelona to help us with issues, formally or practically.

How did you arrange practicalities such as accommodation?

We booked an apartment through AIRBNB the first week and stayed in a hotel the second week.

**Expenses and Financing**

Did you apply for scholarships and would you recommend any ones in particular?

Unfortunately, we were too late in the process to apply for any scholarships.

**Recommendations for other students:**

I would definitely recommend getting the approvals you need from both ITU and your host university in order to book plane tickets and accommodation as early as possible – depending on the city, it only becomes worse and more expensive as the deadline approaches.