Syllabus

Kursbeschreibung

Titel der Lehrveranstaltung	Seminar 5: Guide for freelance designer
Code der Lehrveranstaltung	97146
Zusätzlicher Titel der Lehrveranstaltung	Starting a Freelance Practice: Design, Business, and Sustainability
Wissenschaftlich-disziplinärer Bereich	NN
Sprache	Englisch
Studiengang	Bachelor in Design und Künste - Studienzweig Kunst
Andere Studiengänge (gem. Lehrveranstaltung)	
Dozenten/Dozentinnen	Dott. Chiara Zardi, Chiara.Zardi@unibz.it https://www.unibz.it/en/faculties/design-art/academic-staff/person/38977
Wissensch. Mitarbeiter/Mitarbeiterin	
Semester	Zweites Semester
Studienjahr/e	2nd & 3rd
KP	2
Vorlesungsstunden	18
Laboratoriumsstunden	0
Stunden für individuelles Studium	32
Vorgesehene Sprechzeiten	6
Inhaltsangabe	This seminar provides a practical guide for freelance designers preparing to enter the profession. Focusing on the Italian and German legal and economic contexts, it outlines essential rules, best practices, and relevant frameworks. Students will receive straightforward information on how to start, organize, and address common challenges in freelance design, helping them to transition from academic study to work in the field.

Themen der Lehrveranstaltung	This seminar introduces students to the practical, legal, and strategic foundations of starting and sustaining a freelance design practice. The course addresses key aspects of independent professional work, including personal branding, service definition, business modeling, financial literacy, client management, and market positioning. Through hands-on workshops and applied exercises, students develop their own professional profiles, learning how to translate creative skills into structured services and viable business models within the European freelance context, with a specific focus on Italy and Germany.
Stichwörter	Freelance career, Personal branding, Portfolio development, Business management, Legal frameworks (Italy/Germany), Financial planning, Marketing & sales, Client relations, Professional documentation, Entrepreneurship.
Empfohlene Voraussetzungen	none
Propädeutische Lehrveranstaltungen	none
Unterrichtsform	The seminar is conducted in presence. The course adopts a practice-oriented and experiential methodology, combining short theoretical lectures with structured, timed working sessions during class. Students actively develop their own branding, service offering, and business model, supported by peer-to-peer feedback and guided discussions.
Anwesenheitspflicht	Compulsory: 75% of the attendance is compulsory in order to be admitted to the exam.
Spezifische Bildungsziele und erwartete Lernergebnisse	Disciplinary competence Have acquired basic and useful job-related knowledge related to understanding the fundamentals of freelance work.
Spezifisches Bildungsziel und erwartete Lernergebnisse (zusätzliche Informationen)	By the end of the course, students will be able to: Understand the legal and organizational requirements of freelance work in Italy and Germany Define and position a personal brand and professional service offering Develop a basic business model for a freelance practice Manage fundamental financial aspects, including costs, invoicing,

	and tax preparation Communicate their professional profile effectively to potential clients Critically evaluate freelance strategies through peer feedback and self-reflection.
Art der Prüfung	Students are required to submit a final project, consisting of a PDF presentation that integrates: Personal branding Service offering and pricing Business model Portfolio and/or case study Marketing and communication strategy
Bewertungskriterien	Evaluation is based on: Coherence and clarity of the professional profile Strategic consistency between branding, services, and business model Practical applicability of the proposed freelance strategy Quality of visual communication and presentation
Pflichtliteratur	A selected bibliography and additional learning materials will be provided during the course. Legal and taxation-related content is validated with certified professionals: Italy: Studio Fronza Commercialisti Associati, Via del Brennero 322, 38121 Trento (Certified Public Accountants) Germany: Kanzlei Donà Viscardini, Sybelstraße 39, 10629 Berlin (Legal & Tax Office)
Weiterführende Literatur	
Weitere Informationen	
Ziele für nachhaltige Entwicklung (SDGs)	Hochwertige Bildung