Syllabus

Course Description

Course Title	Seminar 5: Guide for freelance designer
Course Code	97146
Course Title Additional	Starting a Freelance Practice: Design, Business, and Sustainability
Scientific-Disciplinary Sector	NN
Language	English
Degree Course	Bachelor in Design and Art - Major in Art
Other Degree Courses (Loaned)	
Lecturers	Dott. Chiara Zardi, Chiara.Zardi@unibz.it https://www.unibz.it/en/faculties/design-art/academic-staff/person/38977
Teaching Assistant	
Semester	Second semester
Course Year/s	2nd & 3rd
CP	2
Teaching Hours	18
Lab Hours	0
Individual Study Hours	32
Planned Office Hours	6
Contents Summary	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.
Course Topics	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.
Keywords	Freelance career, Personal branding, Portfolio development, Business management, Legal frameworks (Italy/Germany), Financial planning, Marketing & sales, Client relations, Professional documentation, Entrepreneurship.
Recommended Prerequisites	none
Propaedeutic Courses	none
Teaching Format	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.
Mandatory Attendance	Compulsory: 75% of the attendance is compulsory in order to be admitted to the exam.
Specific Educational Objectives and Learning Outcomes	Disciplinary competence Have acquired basic and useful job-related knowledge related to understanding the fundamentals of freelance work.
Specific Educational Objectives and Learning Outcomes (additional info.)	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.

Assessment	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
Evaluation Criteria	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
Required Readings	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)
Supplementary Readings	
Further Information	
Sustainable Development Goals (SDGs)	Quality education