Syllabus

Descrizione corso

Titolo insegnamento	Seminario 5: Guide for freelance designer
Codice insegnamento	97146
Titolo aggiuntivo	Starting a Freelance Practice: Design, Business, and Sustainability
Settore Scientifico-Disciplinare	NN
Lingua	Inglese
Corso di Studio	Corso di laurea in Design e Arti - Curriculum in Arte
Altri Corsi di Studio (mutuati)	
Docenti	dott. Chiara Zardi, Chiara.Zardi@unibz.it https://www.unibz.it/en/faculties/design-art/academic-staff/person/38977
Assistente	
Semestre	Secondo semestre
Anno/i di corso	2nd & 3rd
CFU	2
Ore didattica frontale	18
Ore di laboratorio	0
Ore di studio individuale	32
Ore di ricevimento previste	6
Sintesi contenuti	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.
Argomenti dell'insegnamento	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.
Parole chiave	Freelance career, Personal branding, Portfolio development, Business management, Legal frameworks (Italy/Germany), Financial planning, Marketing & sales, Client relations, Professional documentation, Entrepreneurship.
Prerequisiti	none
Insegnamenti propedeutici	none
Modalità di insegnamento	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.
Obbligo di frequenza	Compulsory: 75% of the attendance is compulsory in order to be admitted to the exam.
Obiettivi formativi specifici e risultati di apprendimento attesi	Disciplinary competence Have acquired basic and useful job-related knowledge related to understanding the fundamentals of freelance work.
Obiettivi formativi specifici e risultati di apprendimento attesi (ulteriori 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.
Modalità di esame	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
Criteri di valutazione	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
Bibliografia obbligatoria	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)
Bibliografia facoltativa	
Altre informazioni	
Obiettivi di Sviluppo Sostenibile (SDGs)	Istruzione di qualità