

# Syllabus

## *Descrizione corso*

<b>Titolo insegnamento</b>	Seminario 5: Guide for freelance designer
<b>Codice insegnamento</b>	97146
<b>Titolo aggiuntivo</b>	Starting a Freelance Practice: Design, Business, and Sustainability
<b>Settore Scientifico-Disciplinare</b>	NN
<b>Lingua</b>	Inglese
<b>Corso di Studio</b>	Corso di laurea in Design e Arti - Curriculum in Arte
<b>Altri Corsi di Studio (mutuati)</b>	
<b>Docenti</b>	dott. Chiara Zardi, Chiara.Zardi@unibz.it <a href="https://www.unibz.it/en/faculties/design-art/academic-staff/person/38977">https://www.unibz.it/en/faculties/design-art/academic-staff/person/38977</a>
<b>Assistant</b>	
<b>Semestre</b>	Secondo semestre
<b>Anno/i di corso</b>	2nd & 3rd
<b>CFU</b>	2
<b>Ore didattica frontale</b>	18
<b>Ore di laboratorio</b>	0
<b>Ore di studio individuale</b>	32
<b>Ore di ricevimento previste</b>	6
<b>Sintesi contenuti</b>	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.
<b>Argomenti dell'insegnamento</b>	This seminar introduces students to the practical, legal, and strategic foundations of starting and sustaining a freelance design

	<p>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.</p>
<b>Parole chiave</b>	Freelance career, Personal branding, Portfolio development, Business management, Legal frameworks (Italy/Germany), Financial planning, Marketing & sales, Client relations, Professional documentation, Entrepreneurship.
<b>Prerequisiti</b>	none
<b>Insegnamenti propedeutici</b>	none
<b>Modalità di insegnamento</b>	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.
<b>Obbligo di frequenza</b>	Compulsory: 75% of the attendance is compulsory in order to be admitted to the exam.
<b>Obiettivi formativi specifici e risultati di apprendimento attesi</b>	<p>Disciplinary competence</p> <p>Have acquired basic and useful job-related knowledge related to understanding the fundamentals of freelance work.</p>
<b>Obiettivi formativi specifici e risultati di apprendimento attesi (ulteriori info.)</b>	<p>By the end of the course, students will be able to:</p> <p>Understand the legal and organizational requirements of freelance work in Italy and Germany</p> <p>Define and position a personal brand and professional service offering</p> <p>Develop a basic business model for a freelance practice</p> <p>Manage fundamental financial aspects, including costs, invoicing, and tax preparation</p> <p>Communicate their professional profile effectively to potential clients</p> <p>Critically evaluate freelance strategies through peer feedback and</p>

	self-reflection.
<b>Modalità di esame</b>	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
<b>Criteri di valutazione</b>	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
<b>Bibliografia obbligatoria</b>	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)
<b>Bibliografia facoltativa</b>	
<b>Altre informazioni</b>	
<b>Obiettivi di Sviluppo Sostenibile (SDGs)</b>	Istruzione di qualità