

Syllabus

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Titul dl curs	Seminario 5: Guide for freelance designer
Codesc dl curs	97146
Titul suplementar	Starting a Freelance Practice: Design, Business, and Sustainability
SSD	NN
Lingaz	Inglese
Curs de laurea	Corso di laurea in Design e Arti - Curriculum in Arte
D'autri cursc de laurea (cursc deberieda)	
Dozenc	dott. Chiara Zardi, Chiara.Zardi@unibz.it https://www.unibz.it/en/faculties/design-art/academic-staff/person/38977
Assistent didatich	
Semester	Secondo semestre
Ann/Agn de stude	2nd & 3rd
Credic universitars	2
Ores de insegnament	18
Ores de laboratore	0
Ores de stude individual	32
Ores de riceviment prevedudes	6
Ressum� di contegnus	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.
Argomenc dl curs	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.
Paroles clef	Freelance career, Personal branding, Portfolio development, Business management, Legal frameworks (Italy/Germany), Financial planning, Marketing & sales, Client relations, Professional documentation, Entrepreneurship.
Prerequisic aconsiés	none
Cursc propedeutics	none
Modalité de enseignament	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.
Oblianza de frecuencia	Compulsory: 75% of the attendance is compulsory in order to be admitted to the exam.
Obietifs formatifs y competenzes da arjonje	Disciplinary competence Have acquired basic and useful job-related knowledge related to understanding the fundamentals of freelance work.
Obietifs formatifs y competenzes da arjonje (informazions suplementares)	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.
Sort de ejam	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
Criters de valutazion	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 obligatora	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 aconsieda	
Deplù informaziuns	
OSS	Istruzione di qualità