

# Syllabus

## *Course Description*

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| <b>Course Title</b>                   | Seminar 3: How to Approach Your Next Application: An Introduction                                                                                                                                                                                                                                                                                                                                        |
| <b>Course Code</b>                    | 97140                                                                                                                                                                                                                                                                                                                                                                                                    |
| <b>Course Title Additional</b>        |                                                                                                                                                                                                                                                                                                                                                                                                          |
| <b>Scientific-Disciplinary Sector</b> | NN                                                                                                                                                                                                                                                                                                                                                                                                       |
| <b>Language</b>                       | English                                                                                                                                                                                                                                                                                                                                                                                                  |
| <b>Degree Course</b>                  | Bachelor in Design and Art - Major in Design                                                                                                                                                                                                                                                                                                                                                             |
| <b>Other Degree Courses (Loaned)</b>  |                                                                                                                                                                                                                                                                                                                                                                                                          |
| <b>Lecturers</b>                      | Dott.ssa Jennifer Joyce Hill,<br>JenniferJoyce.Hill@unibz.it<br><a href="https://www.unibz.it/en/faculties/design-art/academic-staff/person/42863">https://www.unibz.it/en/faculties/design-art/academic-staff/person/42863</a>                                                                                                                                                                          |
| <b>Teaching Assistant</b>             |                                                                                                                                                                                                                                                                                                                                                                                                          |
| <b>Semester</b>                       | First semester                                                                                                                                                                                                                                                                                                                                                                                           |
| <b>Course Year/s</b>                  | 2nd and 3rd                                                                                                                                                                                                                                                                                                                                                                                              |
| <b>CP</b>                             | 2                                                                                                                                                                                                                                                                                                                                                                                                        |
| <b>Teaching Hours</b>                 | 18                                                                                                                                                                                                                                                                                                                                                                                                       |
| <b>Lab Hours</b>                      | 0                                                                                                                                                                                                                                                                                                                                                                                                        |
| <b>Individual Study Hours</b>         | 20                                                                                                                                                                                                                                                                                                                                                                                                       |
| <b>Planned Office Hours</b>           | 6                                                                                                                                                                                                                                                                                                                                                                                                        |
| <b>Contents Summary</b>               | The seminar provides tools to plan, develop and edit students' forthcoming internships, jobs, grant and postgraduate degree applications.                                                                                                                                                                                                                                                                |
| <b>Course Topics</b>                  | The seminar introduces students to practical strategies for planning, developing and refining applications for internships, jobs, grants, postgraduate study and related professional opportunities. Particular attention is given to analysing application requirements, selecting and presenting relevant experience, and adapting written and oral communication to different audiences and contexts. |

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|                                                              | <p>The seminar will cover the following areas:</p> <ul style="list-style-type: none"> <li>- Finding and critically analysing job advertisements, calls and other professional and academic opportunities, including through professional platforms and networks</li> <li>- Identifying and presenting relevant educational background, creative work, projects, skills, experience, interests and objectives</li> <li>- Using AI responsibly and effectively to support application analysis, drafting, revision and interview preparation</li> <li>- Developing CVs, resumés, short professional profiles and selected LinkedIn profile content</li> <li>- Writing and revising cover letters, letters of motivation, application forms and other written application responses</li> <li>- Developing project proposals and applications for grants, postgraduate study and cultural-sector opportunities</li> <li>- Preparing for interviews and presenting oneself professionally, including one's studies, creative interests, work and experience.</li> </ul> |
| <b>Keywords</b>                                              | Applications, CVs and cover letters, interviews and professional communication, project proposals, responsible AI use.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| <b>Recommended Prerequisites</b>                             | none                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| <b>Propaedeutic Courses</b>                                  | none                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| <b>Teaching Format</b>                                       | The seminar is practice-based and interactive, combining short lectures with individual, pair and group activities. Students will work with authentic or realistic application materials and take part in guided analysis, drafting and revision tasks, peer and lecturer feedback, and interview practice. Teaching will take place in person.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| <b>Mandatory Attendance</b>                                  | 75% of the attendance is compulsory to be admitted to the exam                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| <b>Specific Educational Objectives and Learning Outcomes</b> | <p>Disciplinary competence</p> <p>By the end of the seminar, students will be able to:</p> <ul style="list-style-type: none"> <li>- read critically a call for applications (we will consider job, university, grant and internship applications and project proposals);</li> <li>- assess their profiles' suitability for specific applications;</li> <li>- structure knowledges and experiences in cover letters;</li> <li>- develop a project proposal and structure it in their writings;</li> <li>- consider organizational aspects in setting up their own independent practice;</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |

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|  | <ul style="list-style-type: none"> <li>- prepare for interviews.</li> </ul> <p>Knowledge and understanding</p> <p>The students will have acquired:</p> <ul style="list-style-type: none"> <li>- the basic knowledge necessary for writing a clear project proposal for a grant application in the field of design, visual arts, or the cultural sector at large;</li> <li>- the basic knowledge to orientate themselves in the art, design and cultural scene in Italy and abroad and to look for opportunities.</li> </ul> <p>Ability to apply knowledge and understanding</p> <p>Students will be able to:</p> <ul style="list-style-type: none"> <li>- present their work in written form;</li> <li>- develop their written project proposals in the field of design, visual arts, and culture at large;</li> <li>- critically assess and edit their written applications, cover letters and project proposals.</li> </ul> <p>Transversal skills /soft skills</p> <p>Autonomy of judgment</p> <p>The students will have developed:</p> <ul style="list-style-type: none"> <li>- a good autonomy of judgement aimed at developing one's own capacity and the set of decisions necessary to carry out an application and/or a project proposal to its conclusion;</li> <li>- a good autonomy of judgement in the critical evaluation of their work and in their ability to use correct interpretative methods in relation to the contexts in which they intend to apply for an internship, a job, a grant, or course of study.</li> </ul> <p>Communication skills</p> <p>Students will be able to:</p> <ul style="list-style-type: none"> <li>- present their own work orally and in written form at a professional level;</li> <li>- communicate and motivate the reasons for their choices and motivate them from a formal, technical, scientific and theoretical point of view.</li> </ul> |
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|                                                                                 | <p>Learning skills</p> <p>Students will learn to:</p> <ul style="list-style-type: none"> <li>- autonomously write well-structured, coherent and relevant application materials and project proposals.</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| <b>Specific Educational Objectives and Learning Outcomes (additional info.)</b> |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| <b>Assessment</b>                                                               | <p>75% of the attendance is compulsory to be admitted to the exam.</p> <p>Formative assessment:</p> <p>Throughout the seminar, students will complete practical written and oral activities related to the application process and will receive peer and lecturer feedback. These activities are intended to support the development and revision of students' application materials and their preparation for the final assessment.</p> <p>Summative assessment:</p> <p>The final assessment consists of the following:</p> <ul style="list-style-type: none"> <li>- Written application materials submitted before the examination date, based on an authentic or realistic professional or academic opportunity, assessing students' ability to analyse an opportunity and produce relevant and appropriate application materials</li> <li>- A short individual oral interview/discussion on the scheduled examination date, based on the submitted materials, assessing students' ability to present themselves professionally, explain and justify choices made in their application materials, and respond appropriately to questions.</li> </ul> <p>The seminar is assessed on a pass/fail basis. Both components must be completed successfully in order to pass.</p> |
| <b>Evaluation Criteria</b>                                                      | <p>75% of the attendance is compulsory to be admitted to the exam.</p> <p>Written application materials:</p> <ul style="list-style-type: none"> <li>- Relevance and appropriateness in relation to the specific opportunity</li> <li>- Clarity, organisation and effective presentation of relevant skills and experience</li> <li>- Appropriate language, tone and adaptation to the audience and context.</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |

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|                                             | <p>Oral interview/discussion:</p> <ul style="list-style-type: none"> <li>- Clarity and relevance of responses</li> <li>- Effective presentation of experience, interests and motivation, and ability to explain and justify choices made in the application materials</li> <li>- Professional communication, interaction and conduct appropriate to the context.</li> </ul> <p>A pass requires satisfactory achievement of the expected learning outcomes in both components.</p> |
| <b>Required Readings</b>                    | <p>Course materials, including sample application documents, calls for applications and other relevant resources, will be provided or indicated by the lecturer during the seminar and through the university learning platform. Students may also be asked to bring or identify relevant application materials, such as job advertisements or calls, for use in class activities.</p>                                                                                            |
| <b>Supplementary Readings</b>               |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| <b>Further Information</b>                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| <b>Sustainable Development Goals (SDGs)</b> | <p>Quality education, Reduced inequalities, Decent work and economic growth</p>                                                                                                                                                                                                                                                                                                                                                                                                   |