

Syllabus

Kursbeschreibung

Titel der Lehrveranstaltung	Seminar 5: Guide for freelance designer
Code der Lehrveranstaltung	97146
Zusätzlicher Titel der Lehrveranstaltung	
Wissenschaftlich-disziplinärer Bereich	NN
Sprache	Englisch
Studiengang	Bachelor in Design und Künste - Studiengang Design
Andere Studiengänge (gem. Lehrveranstaltung)	
Dozenten/Dozentinnen	Dott. Chiara Zardi, Chiara.Zardi@unibz.it https://www.unibz.it/en/faculties/design-art/academic-staff/person/38977
Wissensch. Mitarbeiter/Mitarbeiterin	
Semester	Zweites Semester
Studienjahr/e	2nd & 3rd
KP	2
Vorlesungsstunden	18
Laboratoriumsstunden	0
Stunden für individuelles Studium	32
Vorgesehene Sprechzeiten	6
Inhaltsangabe	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.

Themen der Lehrveranstaltung	This course equips creative professionals with the business, legal, and strategic tools needed to launch and sustain a freelance practice in Europe, focusing on Italy and Germany. Entrepreneurship & Personal Branding: Developing a business mindset, defining market positioning, and curating portfolios for client acquisition. Legal Frameworks & Setup: Navigating tax, social security, and registration requirements for Italian Partita IVA (Forfettario) and German Freiberufler / Kleinunternehmer setups. Financial Planning & Pricing: Calculating overhead and billable hours to set sustainable hourly, project, and value-based rates. Professional Documentation: Structuring Business Model Canvases, persuasive proposals, compliant invoices, and contracts (IP rights, revision limits, payment terms). Marketing, Sales & Client Relations: Executing client acquisition strategies, negotiating terms, and managing ongoing client relationships.
Stichwörter	Freelancing Entrepreneurship Business Branding
Empfohlene Voraussetzungen	
Propädeutische Lehrveranstaltungen	none
Unterrichtsform	The course will be delivered through 3 in-person seminars incorporating interactive lectures, real-world case studies, and hands-on practical exercises.
Anwesenheitspflicht	Compulsory: 75% of the attendance is compulsory in order to be admitted to the exam.
Spezifische Bildungsziele und erwartete Lernergebnisse	Disciplinary competence Have acquired basic and useful job-related knowledge related to

	understanding the fundamentals of freelance work.
Spezifisches Bildungsziel und erwartete Lernergebnisse (zusätzliche Informationen)	Students developed practical skills in freelance business management, including business models, pricing, client management, legal and administrative requirements, marketing, personal branding, and sustainable business growth.
Art der Prüfung	Compulsory attendance: 75% of the attendance is compulsory in order to be admitted to the exam. Evaluation Method: In-Class Participation & Practical Portfolio 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.
Bewertungskriterien	Assessment is based on active engagement during in-person seminars and the compilation of a practical, project-based portfolio. In-Class Participation: Evaluates students' real-time application of business model development, legal and tax compliance planning, contract drafting, financial sustainability modeling, and market positioning. Practical Portfolio: Evaluates a series of practical assignments completed throughout the course, designed to serve as the student's ready-to-use freelance launch toolkit.
Pflichtliteratur	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)
Weiterführende Literatur	
Weitere Informationen	
Ziele für nachhaltige Entwicklung (SDGs)	Hochwertige Bildung