

Syllabus

Course Description

Course Title	Seminar 5: Guide for freelance designer
Course Code	97146
Course Title Additional	
Scientific-Disciplinary Sector	NN
Language	English
Degree Course	Bachelor in Design and Art - Major in Design
Other Degree Courses (Loaned)	
Lecturers	Dott. Chiara Zardi, Chiara.Zardi@unibz.it https://www.unibz.it/en/faculties/design-art/academic-staff/person/38977
Teaching Assistant	
Semester	Second semester
Course Year/s	2nd & 3rd
CP	2
Teaching Hours	18
Lab Hours	0
Individual Study Hours	32
Planned Office Hours	6
Contents Summary	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.
Course Topics	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.
Keywords	Freelancing Entrepreneurship Business Branding
Recommended Prerequisites	
Propaedeutic Courses	none
Teaching Format	The course will be delivered through 3 in-person seminars incorporating interactive lectures, real-world case studies, and hands-on practical exercises.
Mandatory Attendance	Compulsory: 75% of the attendance is compulsory in order to be admitted to the exam.
Specific Educational Objectives and Learning Outcomes	Disciplinary competence Have acquired basic and useful job-related knowledge related to understanding the fundamentals of freelance work.
Specific Educational Objectives and Learning Outcomes (additional info.)	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.

Assessment	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.
Evaluation Criteria	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.
Required Readings	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)
Supplementary Readings	
Further Information	

Sustainable Development Goals (SDGs)	Quality education
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