

Syllabus

Descrizione corso

Titolo insegnamento	Seminario 5: Guide for freelance designer
Codice insegnamento	97146
Titolo aggiuntivo	
Settore Scientifico-Disciplinare	NN
Lingua	Inglese
Corso di Studio	Corso di laurea in Design e Arti - Curriculum in Design
Altri Corsi di Studio (mutuati)	
Docenti	dott. Chiara Zardi, Chiara.Zardi@unibz.it https://www.unibz.it/en/faculties/design-art/academic-staff/person/38977
Assistente	
Semestre	Secondo semestre
Anno/i di corso	2nd & 3rd
CFU	2
Ore didattica frontale	18
Ore di laboratorio	0
Ore di studio individuale	32
Ore di ricevimento previste	6
Sintesi contenuti	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.
Argomenti dell'insegnamento	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.
Parole chiave	Freelancing Entrepreneurship Business Branding
Prerequisiti	
Insegnamenti propedeutici	none
Modalità di insegnamento	The course will be delivered through 3 in-person seminars incorporating interactive lectures, real-world case studies, and hands-on practical exercises.
Obbligo di frequenza	Compulsory: 75% of the attendance is compulsory in order to be admitted to the exam.
Obiettivi formativi specifici e risultati di apprendimento attesi	Disciplinary competence Have acquired basic and useful job-related knowledge related to understanding the fundamentals of freelance work.
Obiettivi formativi specifici e risultati di apprendimento attesi (ulteriori 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.
Modalità di esame	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.
Criteri di valutazione	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.
Bibliografia obbligatoria	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 facoltativa	

Altre informazioni	
Obiettivi di Sviluppo Sostenibile (SDGs)	Istruzione di qualità