

STYLESCAPE PROJECT

Portfolio Day 2027 (Worth 50 points.)

Project Overview

You will design a stylescape that visually defines the look and feel for our upcoming Portfolio Day 2027 event. Think of this as the creative direction for the event's identity. While the event name is still undecided, your stylescape should clearly communicate a cohesive visual tone through color, typography, and graphic elements.

This project is about visual storytelling and consistency—your goal is to create a unified design system that could guide future promotional materials.

What is a Stylescape?

A stylescape is a curated visual composition that combines elements like:

- Color palettes
- Typography
- Graphic motifs or textures
- Image style
- Layout approach

It should feel like a snapshot of a brand's personality.

Project Requirements

Students may choose to use Adobe Illustrator or Photoshop. Your stylescape must include:

Color Palette

- Minimum of 4 colors
- Clearly displayed swatches

Typography

- At least 2 typefaces (headline + body)
- Include sample text (ex: "Portfolio Day 2027" or placeholder event title)

Graphic Style

- Patterns, shapes, icons, or textures
- Consistent visual language
- Photography style or imagery direction
- Mock title or tagline
- Image to represent student and/or audience attending

Technical Specifications (Adobe Illustrator)

- Artboard Size: 5400 px width x 1080 px height, horizontal orientation
- Color Mode: RGB
- Margins: Keep important content at least 0.15" from edges
- File Setup: Use organized layers (type, color, graphics, etc.)
- Label your layers clearly

File Submission

You must submit:

- Editable File (.AI) or (.PSD)
- Exported PDF (.PDF)

File Naming Convention:

Use the following format for both files:

- LastName_Stylescape_PD2027
- Example: Purdy_Stylescape_PD2027.ai or .psd
- Example: Purdy_Stylescape_PD2027.pdf