

1. Structure

- a. Some conventions I found regarding the structure and visuals of each of these profiles is often, the first thing your eye is drawn to is their name which is upfront and center on the header. The navigation bar is usually found above or below the portfolio owner's name, and normally has a home, work, and contact page in their nav bar. Also, it is also made very apparent as to what the portfolio owner's profession is, as it is found at or below the header in big and bold words. Also, theme of all these pages is very concentric, and matches the profession of the portfolio creator. The body often displays their work or ambitions.
- b. The structure of their home pages helps to get the viewer to understand the point and purpose of the portfolio creator's works, ambitions and personality all while keeping things concise so as not to bore the reader. The structure, placement, and styling of things such the header and the author's name serve as a means of giving the most amount of information about the author with as little of content as possible. You run the risk of losing your reader when you water down the content of your page. I think the body and description of the author is great for keeping the notion of less is more alive in a page. The fun fonts and big text help to craft a personality for the author.

2. Rhetorical Concepts: <http://mrcthms.com/>

- a. Ethos: Marc gives a brief heading that says what his profession is and has a creative website to back it up. Links to Marc's Twitter, Instagram, and Github prove that there is public documentation of Marc's work. Also, in Marc's brief but concise description depicts what his current and previous work experience is, where he states former companies that he has worked with and the current work he is doing, with a link to the page.
- b. Pathos: The lovely, creative, and responsive design is a great tool that invites the user to explore his other creations. He keeps his language brief, clear, and informative. The responsive links when it is being hovered over, along with the custom logos for each link make the user want to explore what more he has to offer. The color choices make the colors stand out from each other, and the various logos are inviting and fun to look at.
- c. Logos: The level of detail and cleanliness of the website shows that Marc knows what he is doing as proven by the minute details of the page. The links to places where Marc has an online presence are bold and easily found, implying that Marc has no problem with letting people explore his vast work. The crisp and creative logos give the impression that he specializes in design and is capable of much more than what he leads on in his page.

3. Style/Language: <http://mrcthms.com/>

- a. The language is formal, but casual. It shows that Marc is in a field with creative leeway and is not afraid to flaunt it. It shows that he is a creative professional.
- b. He uses very limited language, but when he uses specialized language it is indicative of the community that he is a part of. Terms such as 'Digital Designer', 'front-end developer' and 'frontend engineer' shows that Marc is deeply involved with User Design and developing the layout and architecture of popular websites that need to have a user-friendly and engaging design

- c. Other language found in the website is the names of former companies that Marc has worked with before.

4. Conclusion:

- a. I think that the bare-bones 'less is more' approach to designing these portfolio's is something that I would like to employ in my own portfolio. I think that if done correctly, engages the reader much more than a website that boasts too much information. To effectively pull this off however, I think that it is important to have a fun and creative design, as it makes up for the lack of information. Short and effective wording is key to this approach to design.
- b. I would avoid cluttered design as shown by some of the interfaces of the portfolios. I believe that it is crucial that the elements of the page are spread about in such a way that they seem to have stand alone importance, rather than being over shadowed by other elements in the page. Each element has a purpose, so it should not be overlooked.